

imagestorming

innovation labs at the dalí

Brainstorming is an amazing ideation tool, but everyone gets to that point in an ideation session when they start hitting a wall and their idea generation fountain—which once rivaled mentos in diet coke—slows to a drizzle. When you hit that wall, you need what we call “push tools,” techniques designed to help you break through ideation barriers. Based on the idea of thirds in brainstorming (the first 1/3 of ideas are quotidian, the second 1/3 are combinatory and iterative and starting to show novelty and the third 1/3 are making wild leaps and unusual connections).

Imagestorming is one of the most powerful push tools available, inspired by Dalí’s approach to using unexpected visual stimuli to generate new possibilities.

Using our Dalí Image Cards (located on the last page), we invite you to try the following activity the next time your ideas are slowing to a trickle.

1. Print the last page of this document and cut out the images.
2. Shuffle the cards and place them face down in front of you.
3. Select the top card and write down any ideas the image inspires for solving your challenge. For an extra boost, list three to five properties of the image. For example, if the image is bread, its properties might include humble, needs time, staple item and shareable. Then, use those properties to generate new ideas.
4. Continue selecting cards until you have used all of them or the time is up.

Tip: If using with a group, print multiple sets, enlarge the images or snip the images as individual files for digital use.

