

tales from the dalí

innovation labs at the dalí

Dalí once called his paintings “hand-painted dream photographs.”

This evocative phrasing brings two important ideas to the fore:

- 1) his paintings, like a dream, tell a story, and we decipher this tale through our viewing, and 2) the story his works tell is not one that is bound by reality or feasibility but one that slips beyond the bounds of reality to imagine new possibilities. One of our favorite warm-up activities, to get your brain in the zone for creative thinking, allows you to become the interpreter of meaning and exercise your storytelling powers.

Using our Dalí Image Cards (located on the last page), we invite you to try the following activity whenever you need to warm up your brain before generating ideas or engaging in creative thinking.

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 five cards, place them in any order in a line in front of you.
4. Come up with a story using the images, their symbolism and the order they appear in as visual stimuli.
5. Try not to overthink or stop along the way; just keep talking and let the flow take over.

Tip: If using with a group, give each person one card and have them flip it over only when it's their turn to continue the story. Choose one person to begin by flipping over their card and starting the tale. The next person flips over their card and continues the story, repeating until everyone has participated. Whether alone or in a group, this activity lets you experience the creative spark of “yes, and...” thinking, where each new idea builds on the last to move the story forward.

