**PROVOCATION & MOVEMENT**

A DIVERGENT TECHNIQUE FOR CREATIVE PROCESS

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**Anatomy of the creative moment (I)**

The human mind is an auto-organized system

- It creates perceptive models and uses them to organize information

The brain sees just what it is prepared to see: models and preexistent shapes

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**The importance of provocation**

"... if we manage to deviate from the traced route to the lateral one, it is possible to go back to the starting point and get a creative intuition". E. De Bono, 1998

How is it possible to get the idea along the lateral route?

... by using... Provocation & Movement

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**Provocation & Movement**

1. Provocation: you leave reasoning by using an apparently illogic thought
   - Example: restaurants allow you not to pay

2. Movement: you get a new useful idea after having accepted the provocation
   - Example: it is not necessary to pay immediately (Diners Club)

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**Proxovations**

1. Provocation
   1.a. Escape method
   1.b. Stone method

2. Movement
   2.a. Extracting a principle
   2.b. Focusing on differences
   2.c. Instant by instant
   2.d. Positive aspects

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**Problem setting**

0. Preposition
1. External mapping
2. Internal mapping

**Problem solving**

3. Creative process
4. Evaluation

- Creative training
- Attributes-Value chain
- Swot analysis
- Creativity template
- 6 hats
- Provoc & Movement
- Morph analysis

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**CREATE Project**

- D2.1 – Working material and questionnaires for sessions 1 and 2

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Techniques for provocation (I)

1. Escape method

**STEPS:**
1) Detailed description of something taken for granted (ex. “restaurants have a menu”)
2) Escape from reality through its negation (ex. “restaurants don’t have a menu because it is fixed”)

- Particularly useful to examine methods, procedures or stable systems
- It shakes existing procedures, forcing to consider them deeply and in a new way

Techniques for provocation (II)

2. Stone method

- Olympic Games 1980 - Reversal
- Ex.:
  - “People pay and take part to the Olympic Games”
  - “Police officers have two eyes”
- Distortion
  - It is obtained by modifying usual order of events (relations, temporal sequence...)
  - Ex.:
    - “You seal a letter, and then you post it”
    - “Police officers have six eyes”

Techniques for provocation (III)

MICRO-TECHNIQUES for the stone method:

- a. Reversal
  - You observe the usual way of doing something and then you turn about and you proceed in the opposite direction.
  - Ex.:
    - “People pay and take part to the Olympic Games”
    - “Police officers have two eyes”

Techniques for provocation (IV)

- b. Distortion
- Ex.:
  - “You seal a letter, and then you post it”
  - “Police officers have six eyes”
- c. Exaggeration
  - It requires measures and dimensions: number, frequency, volume, temperature, duration...
  - Ex.:
    - “Police officers have two eyes”
    - “Police officers have six eyes”

Techniques for provocation (V)

- d. Pious illusion
- It is obtained by expressing a fanciful desire which is impossible to realize.
  - Ex.:
    - “The aeroplane leaves at a settled time”
    - “Police officers wait for you if you are blocked in the traffic”

Movement techniques (I)

They allow your mind to move freely after a provocatory statement in order to reach a useful idea.

1. Extracting a principle
2. Focusing on differences
3. Instant by instant
4. Positive aspects
1. Extracting a principle:
   It consists into deriving a principle from the provocation.
   
   **Objective:** "finding new means of communication for an advertising agency"
   
   **Provocation:** "Po: let's go back to the public town crier"
   
   **Movement:** "What principles, concepts or characteristics does it suggest?"
   
   The town crier stays among people
   The town crier can modify his message according to the audience
   The town crier can't be "turned off"

   "You use public telephones free of charge and the conversion is interrupted by advertising messages"

2. Focusing on differences:
   You compare the provocation with the old way of doing things, listing diverging points and exploring them.
   
   **Objective:** "finding a new idea about stamps"
   
   **Provocation:** "Po: stamps should be long and thin".
   
   **Movement:** "What are the differences with usual stamps?"
   
   You might use stamps for sealing letters
   They could be sold as rolls of adhesive tape
   The length of the tape could be proportional to the value of the stamp

   "Dividing the roll stamp into postal units instead of printing on the stamp its value"

3. Instant by instant:
   You observe what happens as if you were seeing a series of snapshots.
   
   **Objective:** "finding a new idea about wheel suspensions"
   
   **Provocation:** "Po: cars have square wheels"
   
   **Movement:** "Let's imagine such a car starts moving"
   
   Every square wheel advances till it lays on a corner and the car jerks along

   "Wheel suspensions might anticipate this and adapt themselves by reducing their extension (intelligent suspensions)"

4. Positive aspects:
   It consists into choosing a positive aspect in the provocation and realizing it
   
   **Objective:** "finding a new idea about automotive design"
   
   **Provocation:** "Po: the engine should be placed on the top of the cars"
   
   **Movement:** "Let's find some positive aspects"
   
   Direct access to the engine for maintenance
   Engine weight would be equally divided on axes
   More spacious cars and possibility to build compact vehicles

   "Building a more compact car with the engine positioned in the centre and the seats on the engine platform"