

IDEATION METHOD: 32. INSPIRATION



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No man (or woman) is an island – we are all influenced, intrigued and inspired by what others have done before or by things we can find in nature or in the man-made world. Inspiration can come from observing how an egg shell protects the yolk, how other people have solved issues, but you can also be inspired emotionally or aesthetically by looking at vintage posters or autumn leaves. Avoid imitation, do not steal other people's solutions but transform inspiration into new ideas!

Materials needed: Camera, smartphone or notebook or paper and pens.

Time required: 45 minutes–1.5 hours.

How?

1) Start by brainstorming about what kinds of inspiration you would like: specific functions and solutions in objects, beautiful details, colours or pictures or old photos.

2) Go out and collect items or/and take pictures that you organise on the computer or print out and assemble a large collage of the items you have clustered. You can also collect physical objects and items and cluster them or make an exhibition of them.

3) Evaluate and analyse what you have gathered and try to transform the inspirational material into new ideas. **Avoid imitation by transforming the material!** For example, if you are looking for aesthetic inspiration, transform some autumn leaves first into two-dimensional patterns, collages with newspaper or small sculptures so that you “extract” the essential properties from the inspirational material and use it in a new, innovative or beautiful way in your own project.