

MARTIEN'S NOTES FROM

CREATIVITY

WORLD

FORUM



ANTWERPEN

19-20 NOV. 2008

SCHERM BALLET

THIS YEAR'S THEME: INSPIRATION

PASCAL COOLS; GM FLANDERS DISTRICT OF
CREATIVITY 18 COUNTRIES - 1500 ^{SELF} _{START}UPS

PECHA KUCHA'S ? RISK REWARDS

RISKS REWARD EMBRACE RISK

KOEN BREEDING THE

12 JAAR KRUISEN CHICKEN BASTARD

COSMOPOLITAN CHICKEN



KUNSTENAAR
ZOEKT
WETENSCHAPPER

MVS

CWF (A)

CURIOSITY + PASSION

DA VINCI NEVER FINISHED
ANYTHING

HE WAS NO ENTREPRENEUR

R&D & E | TEAM UP

SURVIVAL : TO BE MOST RESPONSIVE
TO CHANGE.

MVS | CARTAUNDE

CWF (2)

JOHN CLEES FLEMISH ↗
BEST LANGUAGE INVENTED EVER }
CREATIVITY CAN BE LEARNED.
YOUR ENTIRE EDUCATION W/O
ANY COMPLEMENT ON YOUR CREATIVITY
PROBLEM → SLEEP ON IT →
SOLUTION.

LOST YOUR ORIGINAL? REWRITE
IT → NEW VERSION IS BETTER
(AND FASTER WRITTEN). UNCONSCIOUS-
NESS CONTINUES TO WORK ON IT

MVS DO NOT INTERRUPT FLOW | CWF (3)

KEEP THE FLOW.

PROF. BRIAN BATES

ARCHITECTS

DONALD MCKINNA,
SPYMASTER WHO
COMBINE CREATIVITY & PROFESSIONALISM

△ CREATIVE / UNCREATIVE ARCHTS.?

1. KNOW HOW TO PLAY LIKE A CHILD
GET COMPLETELY ABSORBED IN
THE PROBLEM FOR ITS OWN SAKE
↳ LOST SENSE OF TIME
2. LOSE YOUR ANXIETY FOR HAVING
TO SOLVE A PROBLEM → MORE
TIME TO COME UP WITH NEW
IDEAS → MORE
CREATIVE!

MUS

KWP ④

TAKE YOUR DECISIONS ON THE
TIME YOU NEED TO, NOT A SECOND
EARLIER! BY WAITING → BETTER
IDEAS
= REAL OPTIONS

YOU DON'T KNOW WHERE YOU
GET YOUR IDEAS FROM

THEY COME FROM THE UNCONSCIOUS
READ ALL YOUR QUESTIONS BEFORE

YOU START ANSWERING YOUR FIRST ONE
THINK OF A FIVE LETTER ANIMAL

IN CHINA THAT STARTS WITH A P
PANDA. NOW HOW DID YOU GET AT THAT.

MUS

INTELLIGENT UNCONSCIOUS, KWF (5)

GET INTO YOUR RIGHT BRAIN
GET OUT OF CONTROL; LET IT GO
HARE BRAIN - TORTOISE MIND

BOOK

GUY CLAXTON WHY INTELLIGENCE
INCREASES WHEN YOU THINK LESS

EDISON - DREAMY STATE - METAL DISK
- COINS

START FEELING THE PROBLEM

YOU DON'T HAVE AN IDEA, IT HAS
YOU.

YOUR MOOD AFFECTS YOUR MODE OF
THINKING

MVS

GET INTO THE MOOD CWF ⑥

CREATE A TORTOIS ENCLOSURE
AN OASIS BY CREATING BOUNDARIES
1. ~~IN~~ IN SPACE 2. IN TIME

HOMO LUDENS - PLAY ↳ GIVE YOURSELF
SEPARATE FROM ↳ A STARTING &
NORMAL LIFE STOPPING TIME
FEEL FREE TO FAIL AND FOLLOW
THINGS UP MEDITATE

BE INTERESTED IN YOUR IDEAS,
GOOD & BAD ONES, BRILLIANT & OKAY
IDEAS.

LEAVE NARE BRAIN OUT FOR A
WHILE. ALLOW THE IDEA

MVS | TO EXPRESS ITSELF.

| CWF (7)

DAVID C? EDUCATION ← Q BY ME ^{ONE & ONLY}

→ TO BE GOOD IN SOMETHING
REQUIRES

→ TO HAVE ABSOLUTELY NO IDEA
REQUIRES TO BE GOOD IN

GET TEACHERS INTO WHAT CREATIV
IS, MAKE HELP THEM UNDERSTAND

IBM vs 3M

KNOW

DON'T KNOW WHAT'S
GOING ON

& IT'S NOT
MVS A LOT

HELLVA
LOT

ICWT (8)

ANXIETY INHIBITS CREATIVITY
EDWARD THE BOND - LATERAL
THINKING. * IF YOU'RE IN A
HOLE, DIGGING, GET OUT OF IT
AND START A NEW ONE.

"LADIES AND GENTLEMEN, THANK YOU!"

- APPRAUSE -

LEAH HEISS ELASTICFIELD.COM
INSULINE PATCHES.

ALEX STEFFEN WORLD CHANGING

DESIGN & DENSITY — COMMUNITIES
BRINGING PEOPLE TOGETHER LOWERS

NATURAL FLOWS EMISSION

LUNAR SYNC'ED STREETLIGHTS

SMART INFRASTRUCTURE

MOST CARS ARE STATIONARY

MOST OF THE TIME



DISTRIBUTED & LINKED TOGETHER

BRING METERING IN TO YOUR

NRG HOUSE, IN YOUR FACE

HYPERMILING

REVEAL USAGE & COSTS

BOW TAX

FINANCE FOR TRANSFORMATION

- LOCATION EFFICIENT MORTGAGES
- PAY AS YOU GO CAR INSURANCE

CONSUMPTION REDUCTION

- SHARED GOODS EG CARS, SPREADING LIKE WILDFIRE
- TOOL SHARING

POWER DRILL

6:1

SHARING PAYS
YOU DON'T WANT THE DRILL, YOU
WANT THE HOLES

SHOW UP, SEND BACK (EG. BAGS)

ZERO WASTE PHONES

MVS

CLOSED LOOPS

CWF (11)

FUHZ "MOVEMENT"

POLITICAL TRANSPARENCY

OPEN INNOVATION - SHARING ACROSS
BORDERS

REAL HAPPINESS MAKES US HAPPIER
MEANINGFUL WORK

DEEPENED SENSE OF TIME
(NICE GRAPHICS LIKE



— II —

MVS

CWP (2)

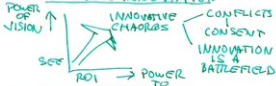
JEFF STAES 2D (FLAT) → 3D ↘

PASSION * NETWORKING * SOCIAL

CONTINUOUS IMPROVEMENT →

CONTINUOUS INTEGRATION →

CONTINUOUS INNOVATION



MVS

NEVER UNDERESTIMATE
DUMB PEOPLE IN
LARGE GROUPS

CWF (13)

THEO JANSEN

STRAND BEEST

LEG



12 NONLY
NUMBERS

FLIP FLOP



LIARS



NERVOUS
SYSTEM

(A VALVE A LOGICAL
NOT)

COMPUTER
BUILDING BLOCK CWP. (14)

MMS

MARTIN HEYLEN

HOW TO AVOID A SLAMMING
DOOR

WERKT ONVOORBEREID (À LA FRANS BROMET)

LISTENS TO CONVERSATIONS AT BAR

SCHOOL DROP OUT AT 16 (OF PARENTS)

STREETWISE - UNIVERSITY OF LIFE

3 TALENTS: MUSICAL, STORY TELLING,
LISTENING. ⇒ JOURNALISM.

MAN BIJT HOND - DRAW STRAIGHT LINE
ACROSS THE MAP RING AT RANDOM DOOR-
BELL IN VILLAGES CROSSED BY THE LINE
CAPTURE VIDEO PORTRAIT. BELGIUM, RUSSIA,
USA... ?

4 IT HET
LEVEN
GEGRIPEN

! LISTIEN !

ACTIVELY

MVS

CWF (15)

BE RESPECTFUL AND ADAPT TO LOCAL CULTURE AND CUSTOMS

— // —

= PECHA KUCHA'S =

▶ STREETWISE - MOBILE SCHOOLS

ON THE STREET ALL KIDS ARE CREATIVE & ENTREPRENEUR

NEVER SAY: "I CAN'T DO IT. NEVER GIVE UP. PERSIST"

▶ PINK LADIES - TAXIS FOR LADIES ONLY

LOTS OF RED TAPE - TO PINK

▶ JEAN-PIERRE LOQUET - SMALL IS BEAUTIFUL
NANOTECHNOLOGY FOR BEAUTY, HEALTH
CURE, (EG AGAINST CANCER)

MVS 7

WCF 16

▶ DIRK CALLAGHETS - 3D SCANNING
PEOPLE SCANS VMODELS < GLASSES
EYEBROW 36 = COMMERCIAL ~ NAIR DO

▶ FRANCESCO MERISIO - LEGWEAR SERVICE
INAUDIBLE ITALIAN ENGLISH
MODIEUZE ANTI-SPATADER KOUJEN 5 =
IN COMMERCIAL ~

▶ LUC VAN DE VELDE - E-HEALTH 24 =
MICROSOFT PHOTOSHOP, NET DEEP
ZOOM

▶ JOHNNY LEE - WII REMOTE HACKER
PHEN ALGORIX 38 =
SHARING YOUR IDEA IS AS IMPORTANT
AS HAVING IT, IF NOT MORE.

— 11 —
MIJN VULPEN IS LEEG,
DUS VERDER MET DE FLANDERS DL

BALL POINT
CWF (17)

MVE

STEVE WORNIAK, APPLE

FEEL THE INFANT'S MUSCLE TENSION
GUIDING YOU



BORING, DUSTY TALK

LIVE YOUR DREAMS. DO MATH
(WHAT, JUST TALK? NO IMAGERY?) BOO

PURE PASSION - SOMETHING YOU DON'T
HAVE TO PAY ME A CENT FOR.

STEVE TELLS HIS BOOK/BIO.

VERY RATIONAL TALK, TECHNICAL,
ENGINEERING, ALMOST THE OTHER
EXTREME OF JOHN CLEESE'S

MVS

TALK THIS MORNING

CWF

(18)

TOM KELLEY, GM IDEO

DAY 2

DESIGN IS INNOVATION

↳ IS STRATEGIC

IS A GREAT VALUE GENERATOR

DRIVE ~~IT~~ INNOVATION FOR THE
ENTERPRISE

DESIGN DRIVES INNOVATION

NOT URGENT

[IMPORTANT MATTERS ARE
NOT URGENT, ARE IN NO HURRY]

IMPORTANT



THE RED QUEEN EFFECT (ALICE AND THE
LOOKING GLASS)

MAKE CONTINUOUS INNOVATION

A SECOND NATURE

OUTPACE THE OTHER'S INNOVATION

MVS

DIVERSITY THRIVES, DON'T PUT
ALL YOUR EGGS IN A SINGLE BASKET

CWF (9)

"PAY A PRETTY PAINFUL PRICE." "SAY THAT THREE TIMES QUICKLY"

ANTHROPOLOGY:
STUDY BEHAVIOUR
OF PEOPLE.



ELDERLY → YOUNGESTER
↑ LISTENING

TEN FACES OF INNOVATION

10. STORY
TELLER

MVS

EXPERIENCE
ARCHITECT
SET DESIGNER
CAREGIVER

1. ANTHROPOLOGIST
EXPERIMENTER
CROSS POLLINATOR
MURDERER
COLLABORATOR
DIRECTOR

CWF (20)

THE MAGIC NUMBER 7 ± 2 (STOP @ 7,
NEVER USE 10)

UNIVERSAL ROLES

- ANTHROPOLOGIST
- EXPERIMENTER
- CROSS-POLLINATOR

ORGANIZING ROLES

- HURDLER - DON'T SLOW DOWN AT OBSTACLES.
- COLLABORATOR
- DIRECTOR - LIKE FILM DIRECTOR:

FIND THE BEST, MOST CREATIVE

MVS

PEOPLE & MAKE THEM SHINE | GWP (21)

BUILDING ROLES

- EXPERIENCE ARCHITECT
- SET DESIGNER
- CAREGIVER
- STORYTELLER - LINGERS ON

• SMALL
TOWN
OHIO
• MY BROTHER

ANTHROPOLOGIST, ONE OF THE MOST VALUABLE ROLES. 'GAINING NEW INSIGHT ON LATENT CUSTOMER NEEDS VIA FIRST-HAND OBSERVATION.'

OFTEN, THE ANSWER TO "HEY, WHAT JUST HAPPENED THERE?" IS A CHANCE FOR INNOVATION.

MVS

CWF (22)

TRUUST: THE REAL ACT OF DISCOVERY IS NOT IN
FINDING NEW LANDS, BUT SEEING WITH
NEW EYES

WHEN SPARKS FLY (BOOK)
DOROTHY LEONARD

SPARKING INNOVATION THROUGH
EMPATHIC DESIGN

DON'T JUST ASK YOUR CUST.
WATCH THEM (FOR NEEDS)

YOUR PRODUCT COMMODITIZED:

MMS | WARNING: ONLY PRICE
DIFFERENTIATION.

REJA VU

VUJA DE



OXYGEN
MASK.
BAG DOES
NOT INFLATE
WORRYING

CWP (23)

DOING ANTHROPOLOGY INFORMS YOUR INTUITION

EXPERIENCE ARCHITECT

BUILDING MULTI-FACETED, MULTI-SENSORY EXPERIENCE

THE EXPERIENCE ECONOMY (BOOK)

JOSEPH PINE ; 100X MARKUP FROM

COMMODITY → PRODUCT → SERVICE → EXPERIENCE

BIRTHDAY CAKE → CAKE MIX → SERVICE
(COMMODITY) $\times 2$ (PRODUCT) $\times 5$ BAKED →
CAKE

WITH LETTERING

→ BIRTHDAY PARTY

MVS

CHUCK-E-CHEESE (BAT)

CWP (24)

↓ TIME, ↓ RISK

CHUCK-E-CHEESE = PAINFUL FOR PARENTS
BUT A FEAST FOR KIDS; MAKE YOUR
CUSTOMER THE HERO

HEAVENLY BEDSM → 

WET-NAP INTERFACE SO THAT A
SIX-YEAR CHILD WORK IT

DEFIBRILLATOR - 1.2.3.

TEAR OPEN & USE.

— || —
PAUSE

DAVID EDWARDS

INNOVATION AS CULTURE

IDEA-IMPACT SPACE

IDEA TO IMPACT TRANSLATIONS

THRIVE IN UNCERTAINTY

DARE TO DREAM

ARTSCIENCE

IMMERSE & LOVE YOUR CREATIVE
CRISES.

PASSIONS THAT MATTER

OPEN LAB (FOR PUBLIC TOO)

LE LABORATOIRE - NET

LABORATORIUM

[LWERK?!]

A CULTURE

LAB

CWF (26)



KAO - KOA - AKO - OAK - OKA - AOK

KUNST, ONTWERP, AARDE
-||-

AN DE JONGHE ON WEB 2.0 &
SOCIAL NETWORKING - BORING

DEVON REID - || - POETRY (SORRY)

LOVE WHAT YOU LOVE (BECAUSE
THAT LOVES YOU BACK)

VERY BRAVE TO GET ON STAGE

WITH AN "OFF" TOPIC LIKE POETRY

BLI - BE YOU ! I WANT TO CREATE

UNFOLD YOUR SEED

MUS

CWF (27)

A TOUCHABLE DREAM

FALL IN LOVE WITH YOUR SELF

SHARE YOURSELF WITH YOU

GO INTO YOUR OWN INTERNAL
INNOVATION ROOM(S)

[TOUCHED ME - JOY OF SADNESS]

EMBRACE NOT-KNOWING

GET IN TOUCH WITH WHAT YOU LOVE

THE ECONOMIC CREATURE WE

$\frac{C}{MVS}$

$\sqrt{CWF} \text{ (28)}$

LE LAB - EXHIBITS (TICKETS)^{SELLING}

1 UNIVERSITY PARTNER
| EDUCATIONAL - WORKSHOP

2 HUMANITARIAN.
| URBAN YOUTH

LEGIMATE HIGH END CONTEMPORARY
ART SPACE

DAN HEATH - MADE TO STICK
GREAT WALL OF CHINA SEEN FROM SPACE
TO USE ONLY OF YOUR BRAIN
MINOCOCU - EARTHWORM-BASED
MCDONALD'S BURGERS RUMOR

STICKY

UNDERSTOOD - REMEMBERED
~~AND~~ SOMETHING
CHANGE

AESOP'S FABLES - TORTOISE & HARE
TOLD FOR 2500 YRS.
PROVERBS IDEM DITO.

MVS

CWF. (30)

- 1 SIMPLE
 - 2 UNEXPECTED * ————— VIOLATE EXPECTED
 - 3 CONCRETE - SENSORY DETAILS
 - 4 CREDIBLE
 - 5 EMOTIONAL
 - 6 STORIES
- (SMELL, SEE, HEAR, TASTE, FEEL)

eg 3

- Voodoo DOUGHNUT, OREGON
- INNOCENT DRINKS, FRESH JUICES, LONDON
- ANTONAS MOKUS, MAYOR OF BOGOTA
 - SEE HIM SHOWER: WATER USE ↓ 15%
 - 70000 WOMEN NIGHT OUT
 - MIMIC TRAFFIC COPS.

COMPROMISE KILLS CREATIVITY

LET THE UNEXPECTED LIVE

EMOTIONAL MAKES YOU REMEMBER

LEQ STOP THE BULLETS VIDEO

JAMES MARCH

GET THIS!

2 MODELS OF DECISION MAKING
1 CONSEQUENCE VS 2. IDENTITY

- ▷ WHO AM I?
- ▷ WHAT KIND OF SITUATION IS THIS?
- ▷ WHAT DO PEOPLE LIKE ME IN THIS KIND OF SITUATION?

EG BOB 96% SUCCESS RATE

APPEAL TO THE IDENTITY OF YOUR

AUDIENCE

MVS

CWF (2)

THE CURSE OF KNOWLEDGE
(TUNNEL VISION, COMMUNICATION PROBLEM)

WHY STUDY ALGEBRA?
DEAN SHERMAN - HIGH SCHOOL MATH TEACHER

CONCRETENESS
EX. AIRPORT BAR → KIDNEY THEFT. FROM IT
SENSORY DETAIL; SO YOU CAN VISUALIZE
PROCEEDING.

BEING CONCRETE TO STAND OUT.
NEVER SAY "HELLO". ABSTRACTNESS
BORES.

DAN@MADGETOSTICK.COM

- 11 -

RICHARD STUMP - STREET COMBING

EXCELLENT TALK IN EXACTLY
SEVEN MINUTES.

PEPE ZAPATA - ALICIA FOUNDATION

GOOD TALK ON CONSCIOUS COOKING
CREATIVE COOKING

NAOMI KAEMPFER - MBX

MATERIALIZED INTRICATE 3D DESIGNS

EEER - EUROPEAN ENTREPRENEURIAL

NORTH SODAL

REGIONS

FACILITATE A RENAISSANCE

MVS

CWF

34

DANNY GODERUS - INNOVATION BOOTCAMP
AGILE - MOVE VERY FAST & FLEXIBLE

GERT VAN THILLO - INNOVATION IN AGRICULTURE
- II -

TIME TO NOW - CYRIL KORTLEVEN
(NEW SHOES TODAY)

NOW
(SEND HIM MY NOTES ON DEEPAK
CHOPRA'S THE SOUL OF LEADERSHIP)
(APRIL 2008, ALMERE, NL)

GLOBAL CONTINGENCY
JOSEPH STIEGLITZ

MVS

CWF (85)

CHRIS ANDERSON - THE LONG TAIL

AND THE FUTURE OF FREE.

MORE TV-CHANNELS, LESS TOP 10 SHOW RATINGS

EVERY SEARCH
IN GOOGLE REDUCES
THE INTERNET FOR YOU

← GENERAL
SPECIFIC
↓ (NICHE)

TWO CHEAP
TO METER

THREE THINGS ARE BECOMING FREE
(AS OPPOSED TO ELECTRICITY)

WASTE TRANSISTORS: ALAN

MUST KNOW HOW .

CWR (36)

WASTE STORAGE (IS BECOMING CHEAPER
FASTER THAN PROCESSOR POWER (DID/DOES))

IT GUYS IS WASTING OUR TIME
TO SAVE ON STORAGE. IT MUST BE
THE OTHER WAY AROUND

WASTE BANDWIDTH (DOUBLES IN
CAPACITY EVERY YEAR)

QUALITY IS ABOUT RELEVANCE

20TH CENTURY ATOMS
21ST " " BITS

MUS

KWF (37)

THE INTERNET HAS CREATED
A PETRI DISH FOR ALL OF
US TO BE OURSELVES, SELF-
EXPRESS (MASLOV'S TOP LEVEL)

COMPLETE WITH ZERO OR BE ZERO
TIME + MONEY + REPUTATION
ARE STILL SCARCE

PEOPLE WILL PAY ^{IF} TO
..
..
..
MUST ..
..
IF YOU MAKE THEM

EXPERIENCES
OF GAMING

WTF (38)

JAPAN, SAMPLE LAB; PRODUCERS
MANUFACTURERS PAY FOR SHELVING
SPACE

— || —

MUS

CWF (39)