

# Curious and Creative: The Creative Spark

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## HOW DO WE FIND THAT CREATIVE SPARK

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Here are some great speakers and thinkers giving their insights into creativity.

There is a strong connection between creativity and play in many of these talks - the free-flowing activity that allows new ideas to spark and emerge.

If you haven't seen any of these short talks, enjoy them!

[https://www.ted.com/playlists/11/the\\_creative\\_spark](https://www.ted.com/playlists/11/the_creative_spark)

### MYSTERY OBJECT: AN EXAMPLE OF A PLAYFUL ACTIVITY TO SPARK CREATIVITY



Learning to look at things in a different way can be the start point for innovations.

So often we view the world through a limited lens, seeing what we expect to see and interpreting things based upon our existing conscious or unconscious biases.

Learning to look at things in a new way opens up new possibilities as we combine the skills of asking curious and critical questions with 'flights of fancy' with the imaginative re-creations that lead to new ideas.

This quick, entertaining activity takes a simple but unfamiliar object and uses it as the stimulus for innovation. In the process, there are opportunities to:

- Challenge assumptions
- Generate multiple questions
- Initiate and develop many different ideas
- Rehearse coaching techniques
- Develop creative approaches to describing and selling a product

<https://shop.rsvpdesign.co.uk/mystery-object>