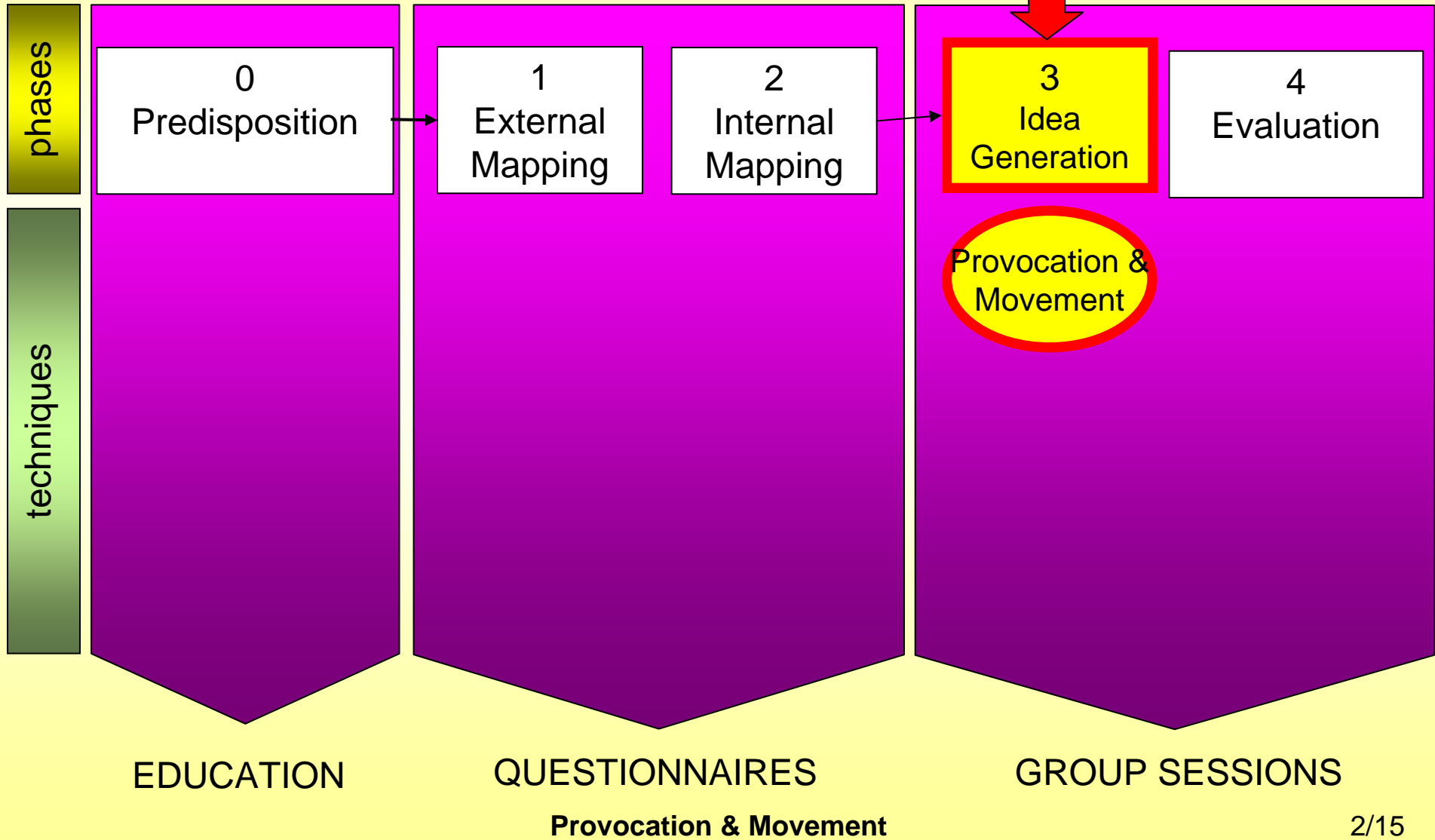


PROVOCATION & MOVEMENT

**A DIVERGENT TECHNIQUE
FOR THE CREATIVE PROCESS**

TOOLS

WE ARE HERE!



PROVOCATION & MOVEMENT

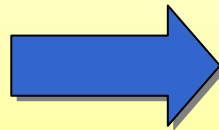
Adapted from E. De Bono

Provocation: you leave reasoning by using an apparently illogic thought

Example: *restaurants do not let you to pay*

Movement: you get a new useful idea after having accepted the previous provocation

Esempio: *you don't need to pay immediately (Diners Club)*



TECHNIQUES OF PROVOCATION & MOVEMENT

Provocation

- 1. Negation*
- 2. Change of logic*
- 3. Exaggeration*
- 4. Dream*

Movement

- 1. Extracting a principle*
- 2. Focusing on differences*

TECHNIQUES OF PROVOCATION

1. NEGATION

Steps: 1) Detailed description of something we take for granted

2) Negate reality

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

1. NEGATION

Examples:

Ex. 1 : *“Scooter is a mass product”*

“P: *Scooter is a tailoring product ”*

Ex. 2 : *“You change your hull when it is strictly necessary”*

“P: *Let’s change our hull just for the fun of it”*

Ex. 3 : *“You buy your scooter at the shop and it is ready”*

“P: *I create my own scooter by myself”*



2. CHANGE OF LOGIC

It is obtained by modifying usual order of events, time sequence, cause-effect relationships, semantic relationships, ...

Es. 1 : *"I look for the keys"*

P: *The keys look for me"*

Es.2 : *"During the trip I fill the scooter up"*

P: *During the trip, I 'fill up' too"*

3. EXAGGERATION

It requires measures and dimensions: number, frequency, volume, temperature, duration...

It means suggesting a measure which is outside from usual range.

Es. 1 : *“Policemen have two eyes”*

“P: *“Policemen have six eyes”*

Es. 2 : *“Scooters present few colour variations”*

“P: *“Scooters are colourless”*



4. DREAM

It is obtained by expressing a fanciful desire which is impossible to realize.

Ex. 1 : *“The hull of a scooter can be scratched very easily”*

P: *My scooter should always be brand-new”*

Ex. 2 : *“Travelling by scooter is not very comfortable”*

P: *My scooter is as comfortable as my car”*



TECHNIQUES OF MOVEMENT

TECHNIQUES OF MOVEMENT

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



- 1. Extracting a principle*
- 2. Focusing on differences*

1. EXTRACTING A PRINCIPLE

List meaningful characteristics from the subject of provocation.

Example: finding new means of communication for an advertising agency

Provocation:

Movement:
principles

Creative Idea:

“P: Let's go back to the town crier”

- The town crier stays among people
- The town crier can modify his message according to the audience
- The town crier cannot be “turned off”



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

2. FOCUSING ON DIFFERENCES

Compare differences between new (provocation) and old (reality) way of doing things.

Example: Create a scooter for middle-aged people

Provocation:

P: *Scooters are as comfortable as cars*

Movement:
differences

- Scooters may have heating
- Living spaces are wider
- Position is more correct thanks to a comfortable seat

Creative Idea:

Wide loading rooms focused on one use (laptop, bottle rack,...). Mobile back that can also be used as a backpack. Adjustable seat.

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