

Principles of Furniture  
&  
Joinery Design



**CREATIVITY**  
&  
**LATERAL**  
**THINKING**

# Creativity

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- What is “Creativity”
- Creativity is being able to generate or recognize ideas, alternatives, or possibilities that may be useful in problem solving.
- “ At the simplest level “creative” means bringing into being something that was not there before. In a sense, “creating a mess” is an example of creativity. The mess was not here before and has been brought into being” (De Bono. (1996) pg3)

# Characteristics of the creative personality

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- Creative people are thought to be smart, intelligent & artistic
- Creative people alternate between imagination and fantasy at one end, and rooted sense of reality at the other.
- Creative people seem to harbour opposite tendencies on the continuum between extroversion and introversion.
- Creative individuals are also remarkable humble and proud at the same time.
- Generally, creative people are thought to be rebellious and independent.
- Most creative persons are very passionate about their work, yet they can be extremely objective about it as well.
- Nonsense, Rubbish!!!!

# Everyone can be creative thinkers.

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- “Creative Thinking” is not inherited or in the genes, it is a skill that can be learnt.
- Creative Thinking adds to peoples natural abilities and increases their strengths, which improves creativity and innovation.
- Traditional thinking uses the processes of logic, sequence or historical way.
- Lateral thinking interrupts the normal thinking sequence and arrives at the answer from another angle.
- Train track thinking versus spaghetti junctions

# Edward de Bono - Father of Creative Thinking

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- Edward de Bono born 19 May 1933. He is Maltese physician author, inventor and consultant. He is regarded by many to be the leading authority in the world in the field of creative thinking and the direct teaching of thinking as a skill
- He has written 62 books translated into 37 languages and has been invited to lecture in 54 countries.
- Originator of lateral thinking which treats creativity as the behaviour of information in a self-organising information system - such as the neural networks in the brain.
- [Edward De Bono on Creative thinking](#)
- <http://youtu.be/UjSjZOjNIJg>



# Problem solving

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- Add  $1 + 2 + 3 + \dots + 8 + 9 + 10 =$
- Answer 55
- Add  $1 + 2 + 3 + \dots + 98 + 99 + 100$
- Answer ?
- Rearrange numbers underneath original numbers
- $1 + 2 + 3 + \dots + 98 + 99 + 100$
- $100 + 99 + 98 \dots + 3 + 2 + 1$
- Answer is 101 each time divide by 2  
Answer 5050
- By re-arranging the numbers this way the task becomes a lot easier this is being creative

# Design an expandable table

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- Research – work out an idea
- Borrow !– (steal) modify an existing idea
- Wait for inspiration!
- Get someone else to design table
- Other? . . .
- Apply a deliberate technique of “Lateral Thinking”

# Design an expandable table

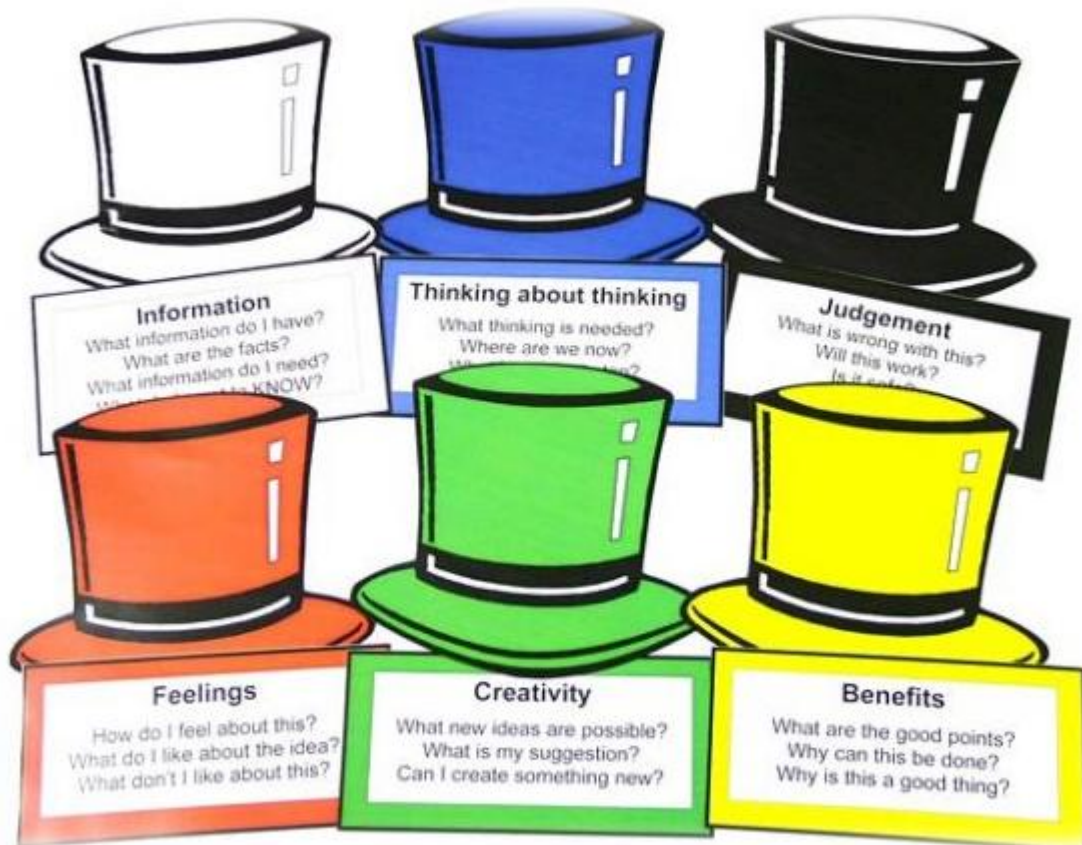
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- Random words
- Chair
- Colourful, circular, character based.
- Height, happy, hippy.
- Aluminium, automatic, alien.
- Irregular shape, Iridescent, Irish
- Red, revolving, Rocco style.
  
- Expand on each of the words to see what comes into your mind
- Revolving, shiny aluminium, irregular shape, like an alien head.



# Six Thinking Hats

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# Six Thinking Hats

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- The six hats and the thinking processes that they represent.
- White **hat** Facts & Information
- White sheet of paper write down facts, numbers & information.
- Focus directly on the information at hand what is missing and what is needed.
  
- Red **hat** Feelings & Emotions.
- Red hot fire, feelings, emotions & intuition.
- Gut feelings and hunches that you don't have to back up at this stage.

# Six Thinking Hats

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- Black hat Logical negative
- Black robes of a judge.
- Asks the questions about whether idea is legal, ethical or profitable.
- Caution hat tries to prevents mistakes.
  
- Yellow **hat** Logical positive
- Sunshine
- Optimism and positive viewpoints.
- Tries to show how something can be obtained.

# Six Thinking Hats

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- Green **hat** Creative thinking & Possibilities
- Growth and vegetation.
- Creative thinking and new ideas.
- Puts forward different possibilities and alternatives.
  
- Blue **hat** Control of process & Steps.
- Sky and overview.
- This hat is used to gain some control over the whole process.
- Blue hat sets agendas, monitors ideas and make suggestions towards progress.

# Six Thinking Hats

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- Main benefits of Six Thinking Hats method:
  1. Allow to say things without risk
  2. Create awareness that there are multiple perspectives on the issue at hand
  3. Convenient mechanism for 'switching gears'
  4. Rules for the game of thinking
  5. Focus thinking
  6. Lead to more creative thinking
  7. Improves communication
  8. Improves decision making
- 29 ways to stay creative
- [http://youtu.be/\\_1E4aeCTg7s](http://youtu.be/_1E4aeCTg7s)

# References

- De Bono, E.(1996) Serious Creativity. Using the Power of Lateral Thinking to Create New Ideas. London. Harper Collins.
- Edward De Bono on Creative Thinking
- <http://edwdebono.com/cavendish/cavendish/pdeblat.htm>
- 29 ways to stay creative
- [http://www.youtube.com/watch?v=\\_1E4aeCTg7s](http://www.youtube.com/watch?v=_1E4aeCTg7s)