



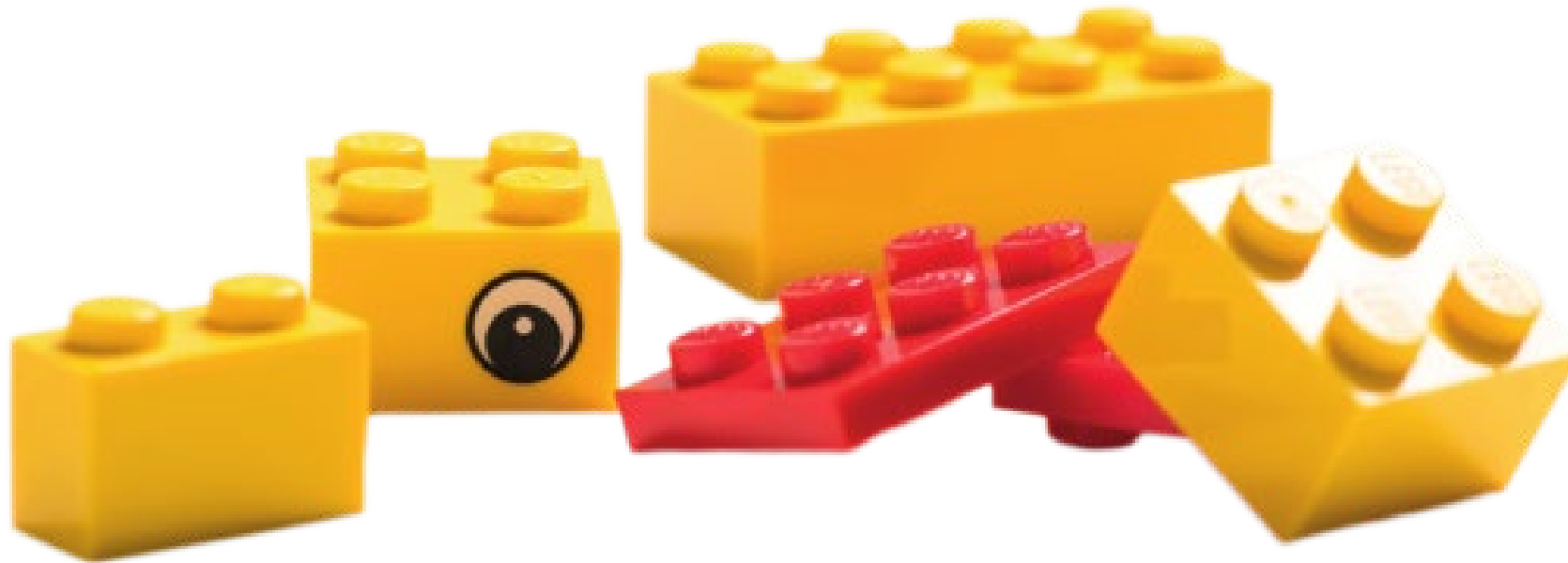
the art of innovation

dr. kim macuare



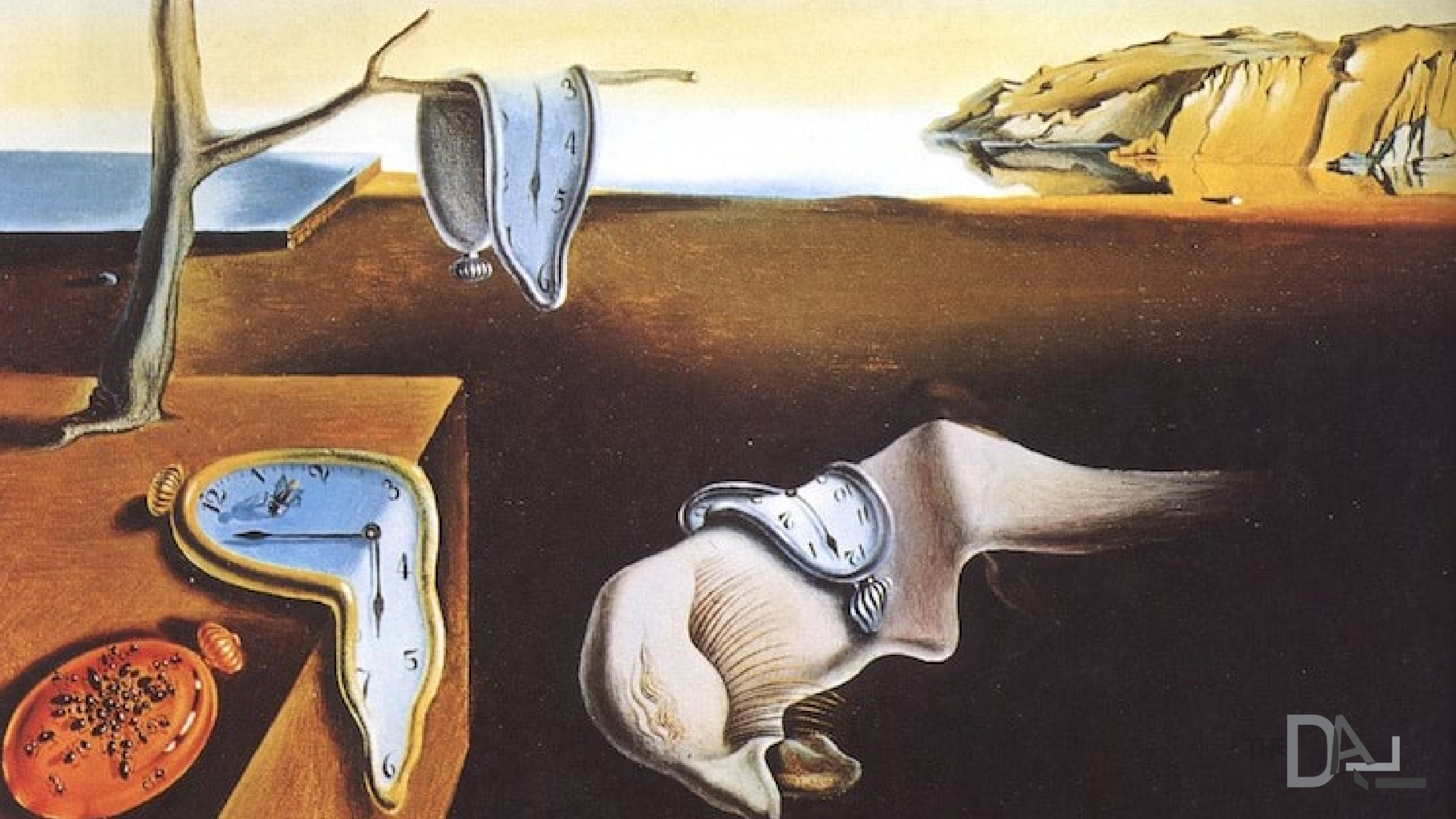


build a duck



*“we define innovation as creativity plus
delivery.”*

- mckinsey & co

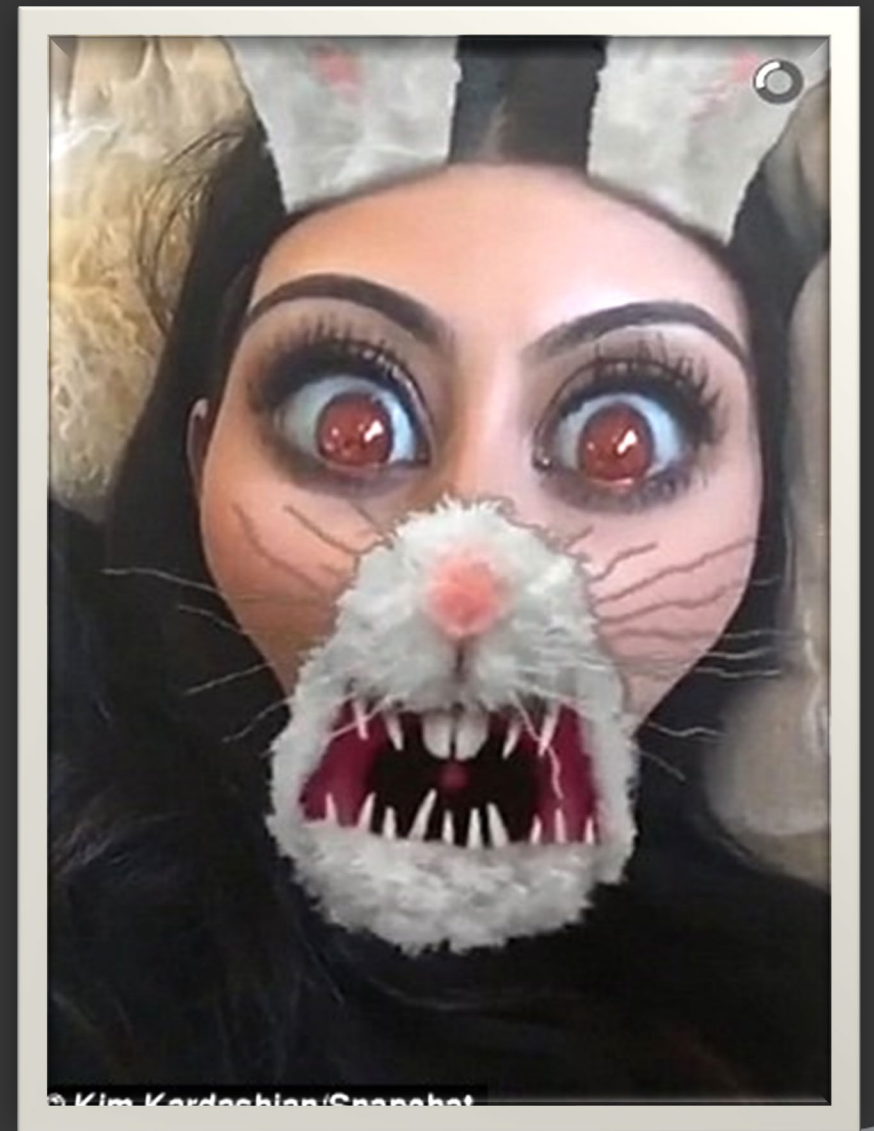


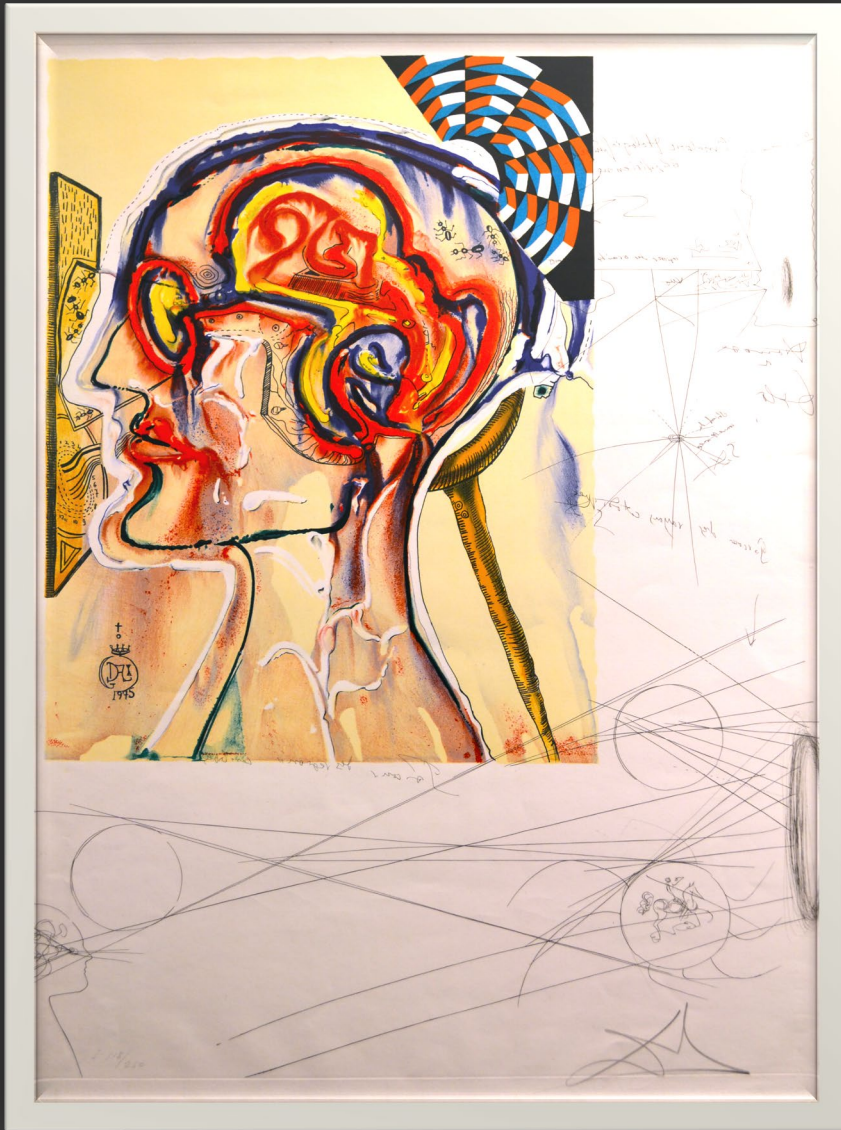












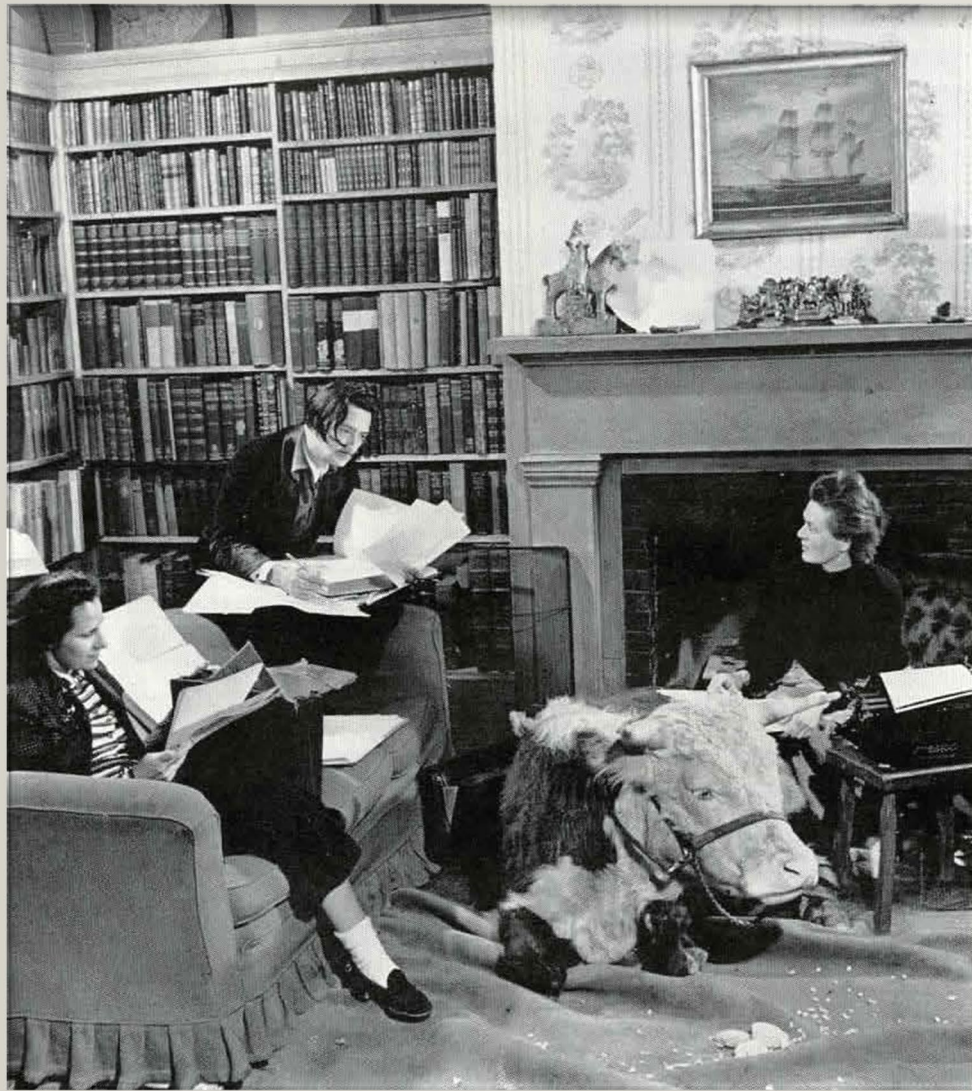
“creativity is the ability to come up with novel ways of seeing, doing and being.”

the prequel

the power of ritual

ritual

“ten o’clock in the morning—awakening, ‘varied exhibitionism,” esthetic breakfast before ramon pitchot’s impressionistic paintings, hot coffee-and-milk poured down my chest before leaving for the studio. eleven to half past twelve—pictorial inventions, reinvention of impressionism, reaffirmation and rebirth of my esthetic megalomania” (Secret Life 86).



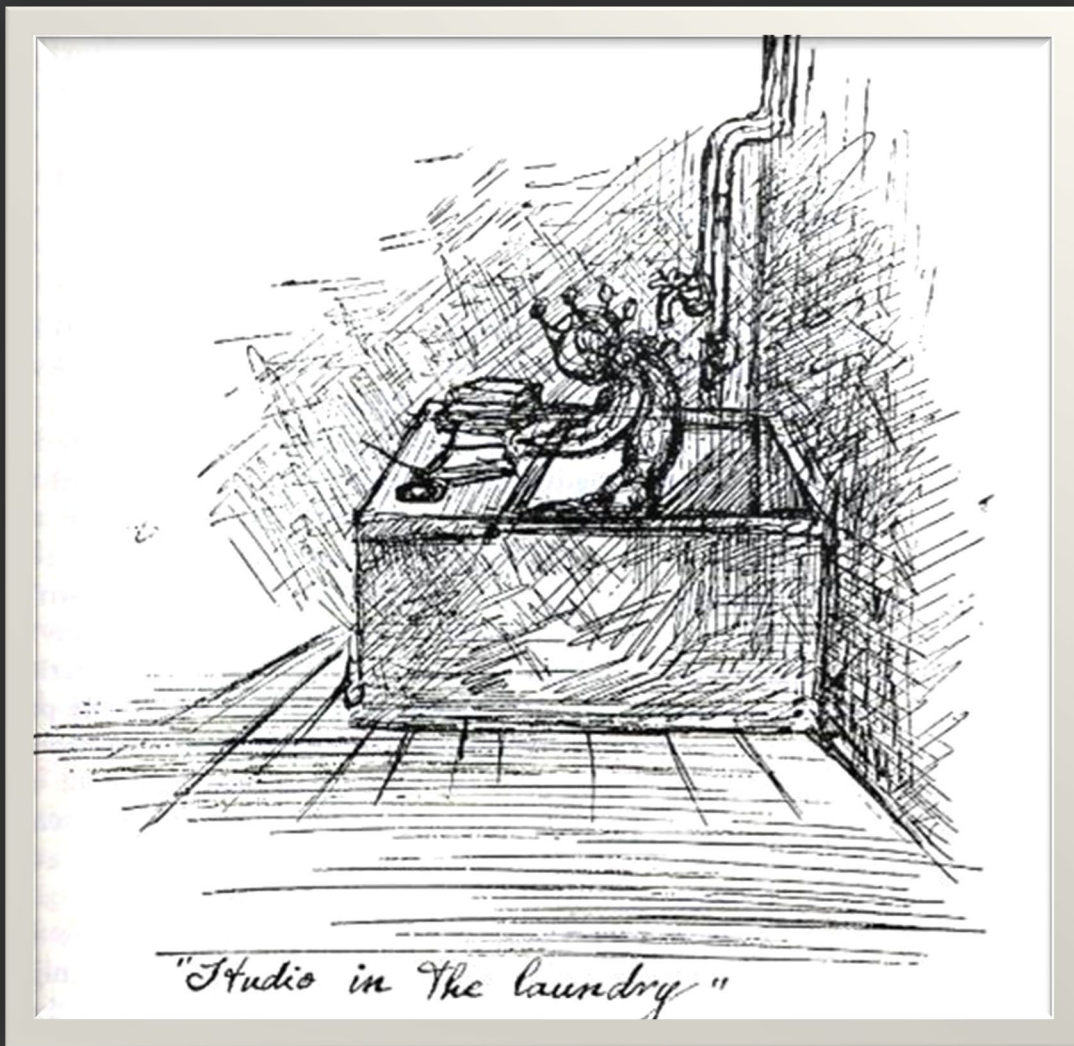
Life Calls on Salvador Dalí

Surrealist artist "enchants" Virginia manor

This week LIFE pays a visit to Hampton Manor, near Fredericksburg, Va. Designed by one of America's greatest architects, Thomas Jefferson, this gracious and venerable estate is currently undergoing a sea change at the hands of Salvador Dalí, the Spanish surrealist painter. Here among young magnolia trees, Hampton Manor's first owner, John Hampton de Jarnette, used to sit playfully shooting arrows at visitors as they approached the house. Here today Artist Dalí busies himself from dawn to dusk "enchancing" grounds and gardens with such surrealist fancies as floating pianos, multicolored rabbits and spiders with the faces of girls.

No dilettante, Señor Dalí has accomplished many things since he and his wife went to Hampton Manor last August. Their hostess, Mrs. Phelps Crosby, former owner of the recondite *Black Sun Press* of Paris, likes interesting guests and does not object when her visitors linger on. But they must be as industrious as they are stimulating. No one in the vicinity of Hampton Manor now denies that Dalí is stimulating. And in the last six months his industry has enabled him to produce five new paintings, all distinguished by his peculiarly exquisite draftsmanship; to paint miniatures for jewelry; and to complete chunks of his autobiography, *The Secret Life of Salvador Dalí*.

He arises at 7:30 each morning and puts on dark trousers, a black velvet jacket and a red vest. During the day he paints and "enchants." Evenings he writes. When his necromantic labors are completed, Hampton Manor will be opened to the public. Admission: \$1 before dark, \$1.50 afterward. Proceeds will go to war relief.

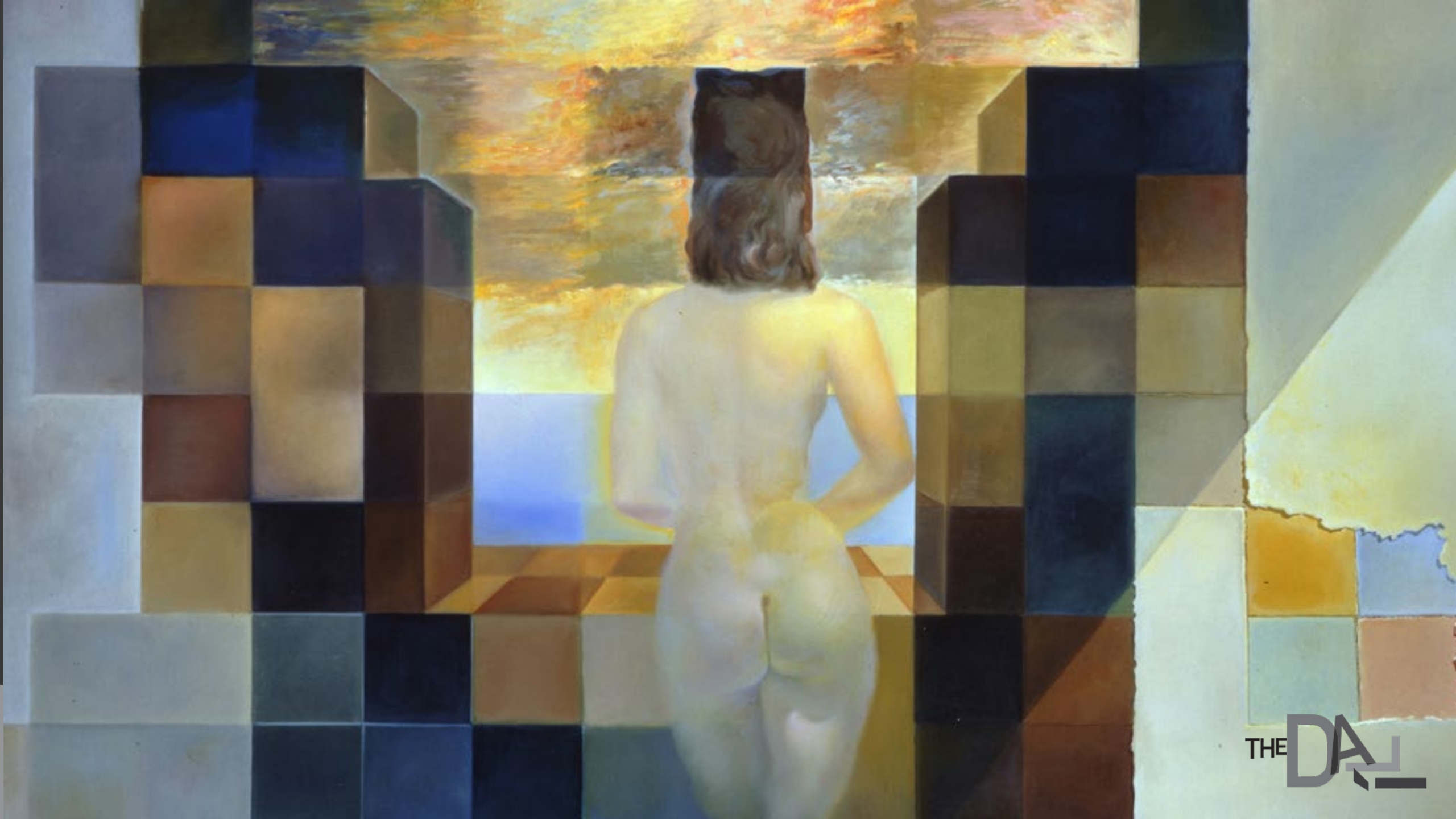


see differently

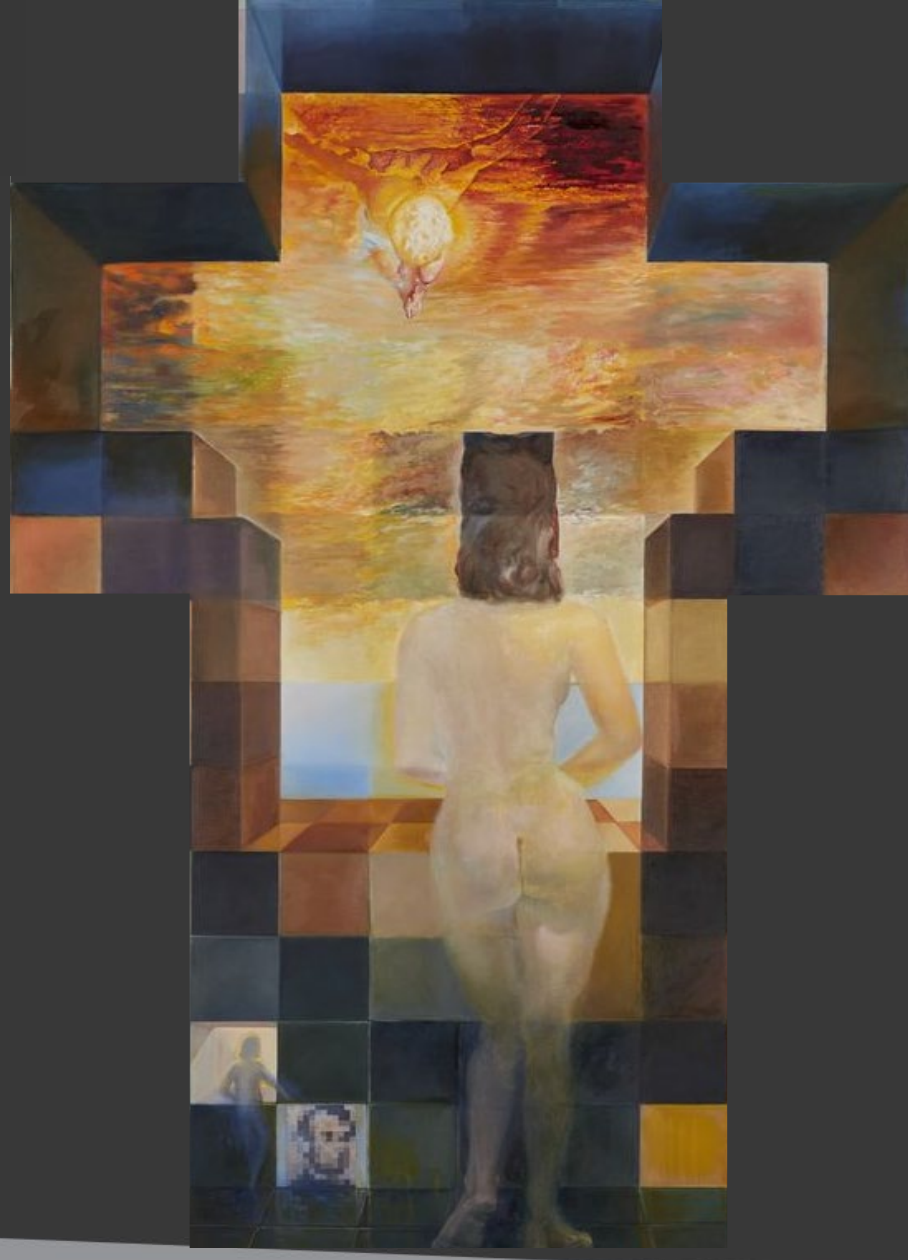
perspective = possibility

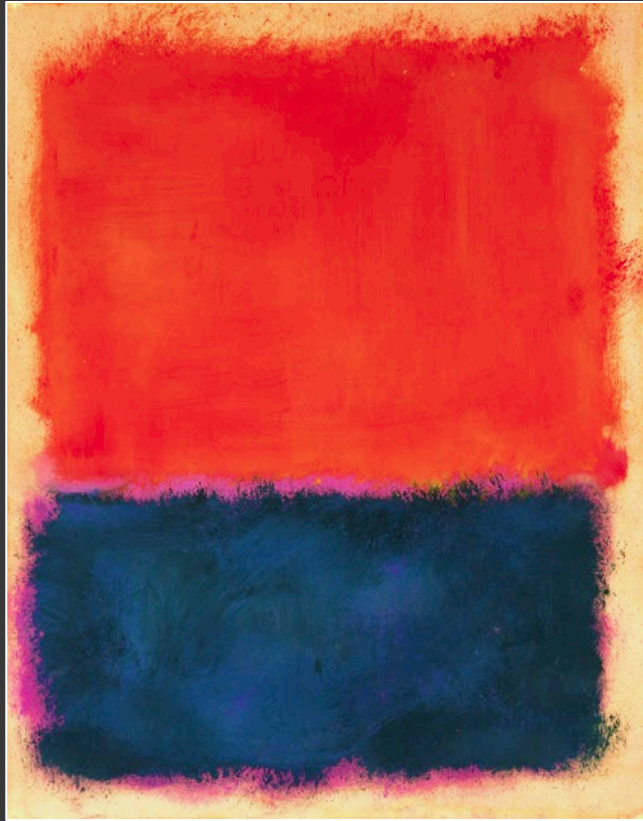
“to look is to invent.”

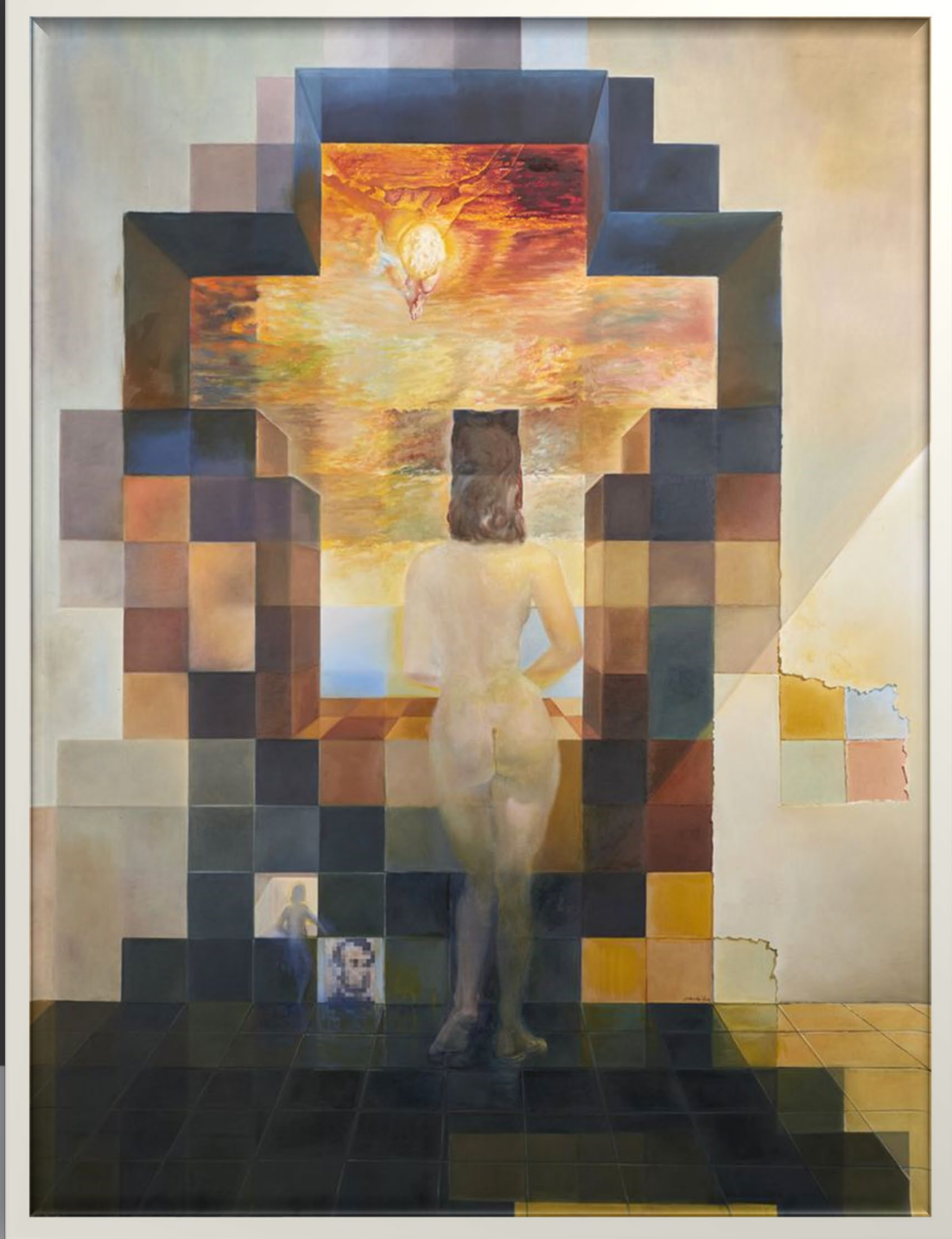
- salvador dalí

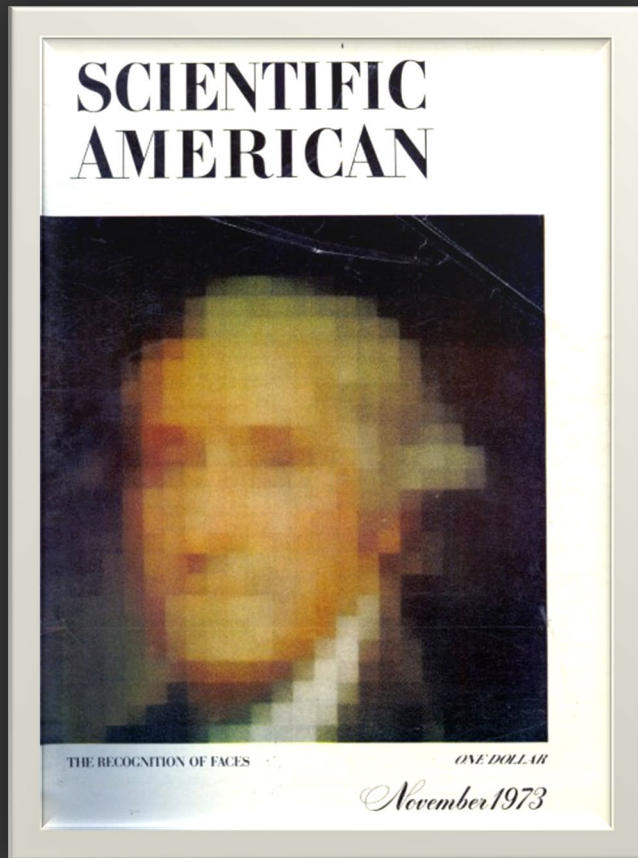


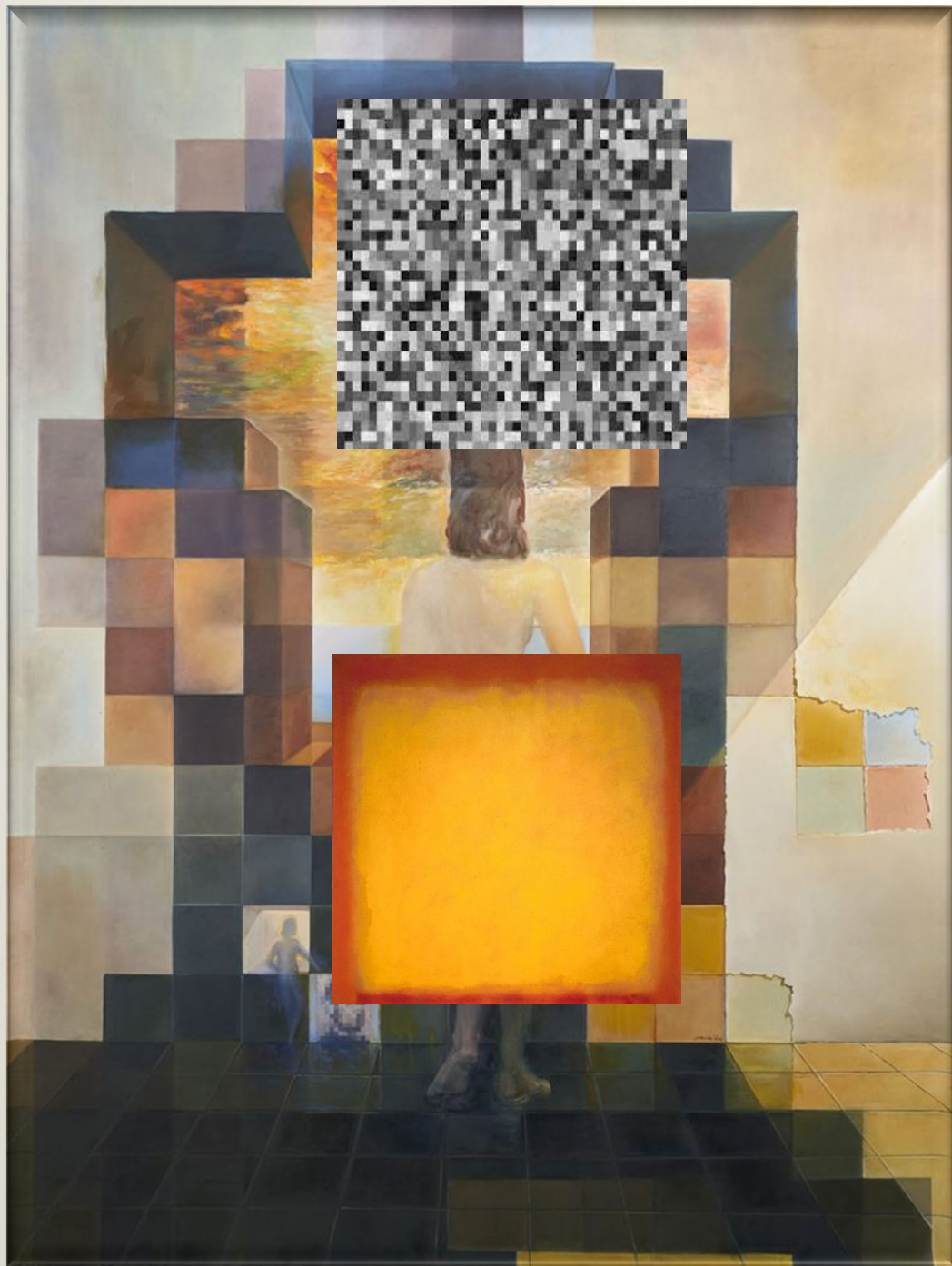
THE DA











shift perspectives

read/engage widely

adopt personae

look for analogues

switch places

do differently
cultivate ambiguity

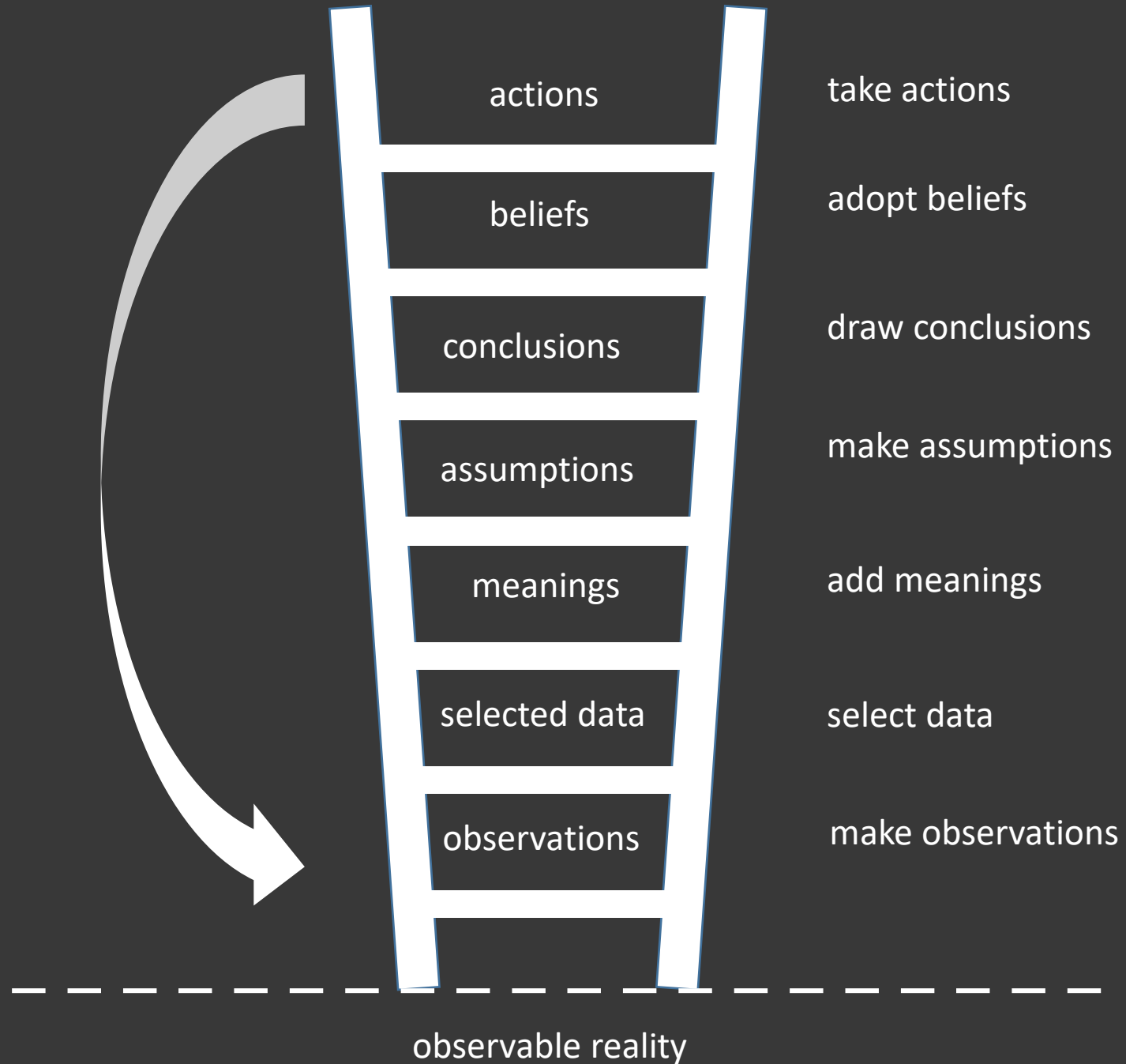
“if you understand a painting beforehand,
you might as well not paint it.”

-salvador dali





concept developed by Chris Argyris





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q1:

what's going on in this picture?

q2:

what do you see that makes you say that?

q3:

what more can you find?

cultivate ambiguity

slow down

ask questions, especially about your assumptions

assess as a believer or doubter

note interpretations

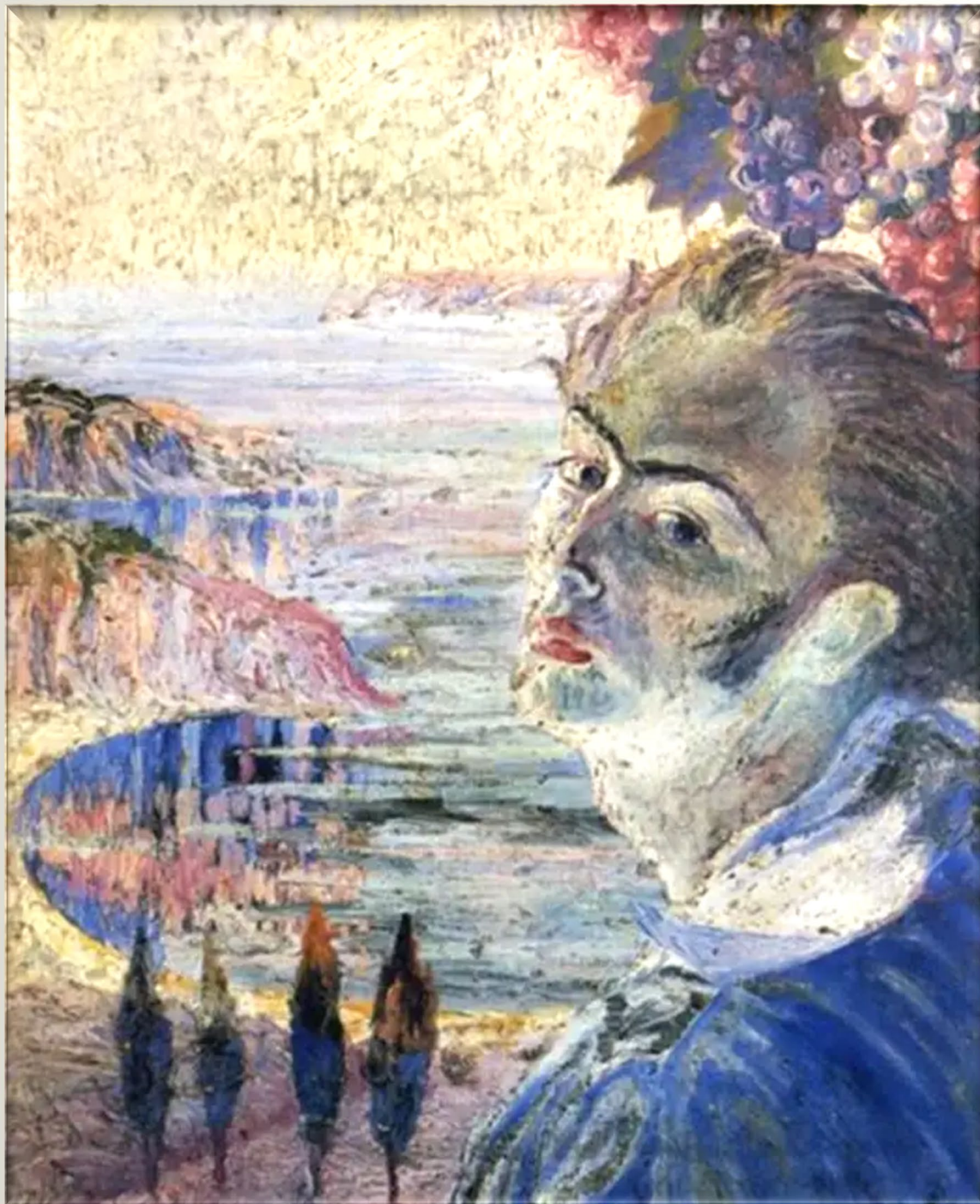
be differently
become inimitable

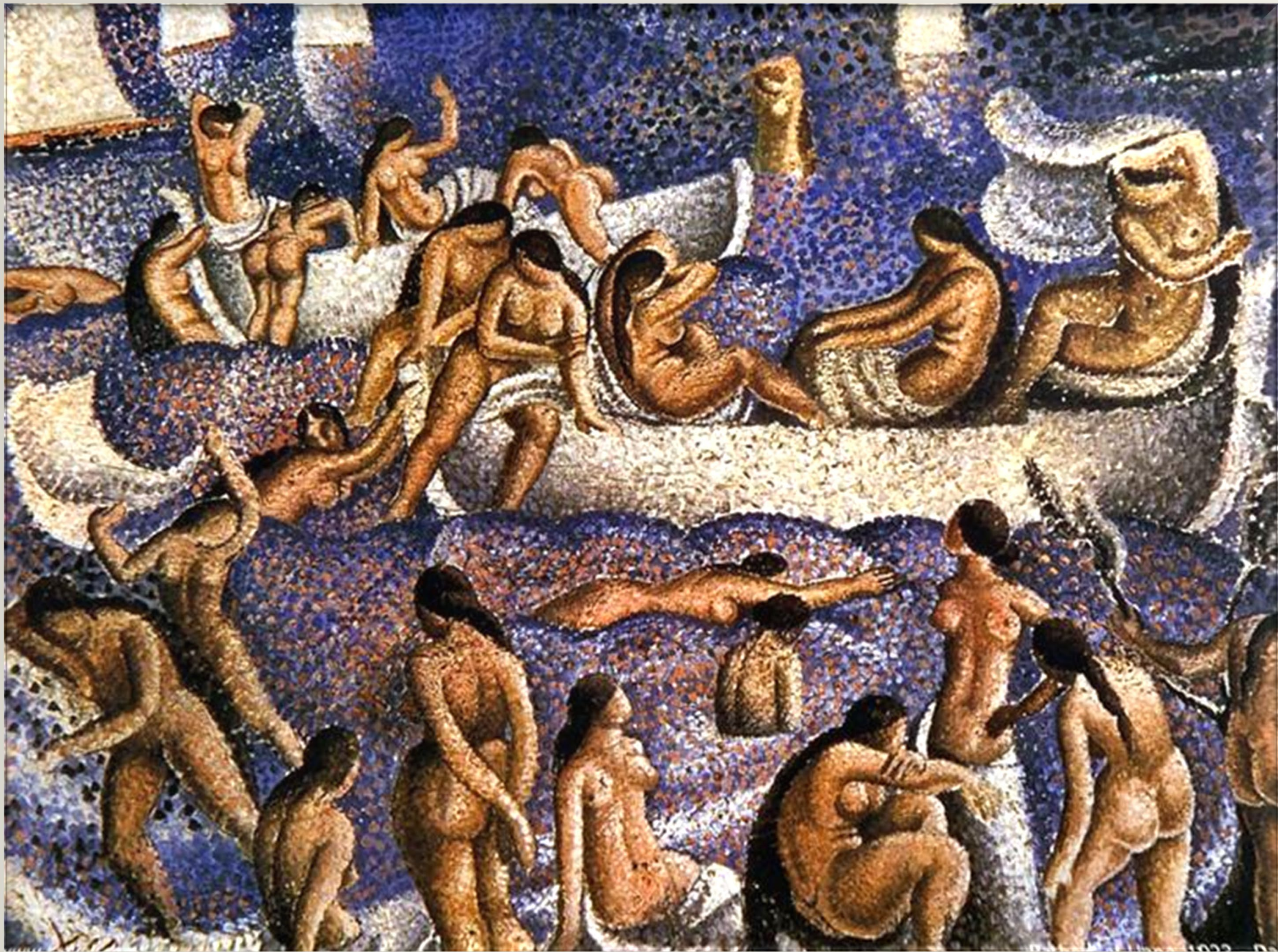
*“everything alters me, but nothing
changes me.”*

- salvador dalí













Salvador Dalí
1926

	Crafts- manship	Inspira- tion	Color	Design	Genius	Compo- sition	Origi- nality	Mystery	Authen- ticity
Leonardo da Vinci	17	18	15	19	20	18	19	20	20
Meissonier	5	0	1	3	0	1	2	17	18
Ingres	15	12	11	15	0	6	6	10	20
Velasquez	20	19	20	19	20	20	20	15	20
Bugnereau	11	1	1	1	0	0	0	0	15
Dali	12	17	10	17	19	18	17	19	19
Picasso	9	19	9	18	20	16	7	2	7
Raphael	19	19	18	20	20	20	20	20	20
Manet	3	1	6	4	0	4	5	0	14
Werreer de Delft	20	20	20	20	20	20	19	20	20
Mondrian	0	0	0	0	0	1	1/2	0	3 1/2

become inimitable

know your mustache

identify your purpose

practice fear-setting

be more

“[art] exercises the ability of the brain to perceive and creatively adapt to new realities, which is a fundamental survival skill.”

-jonathan fineberg