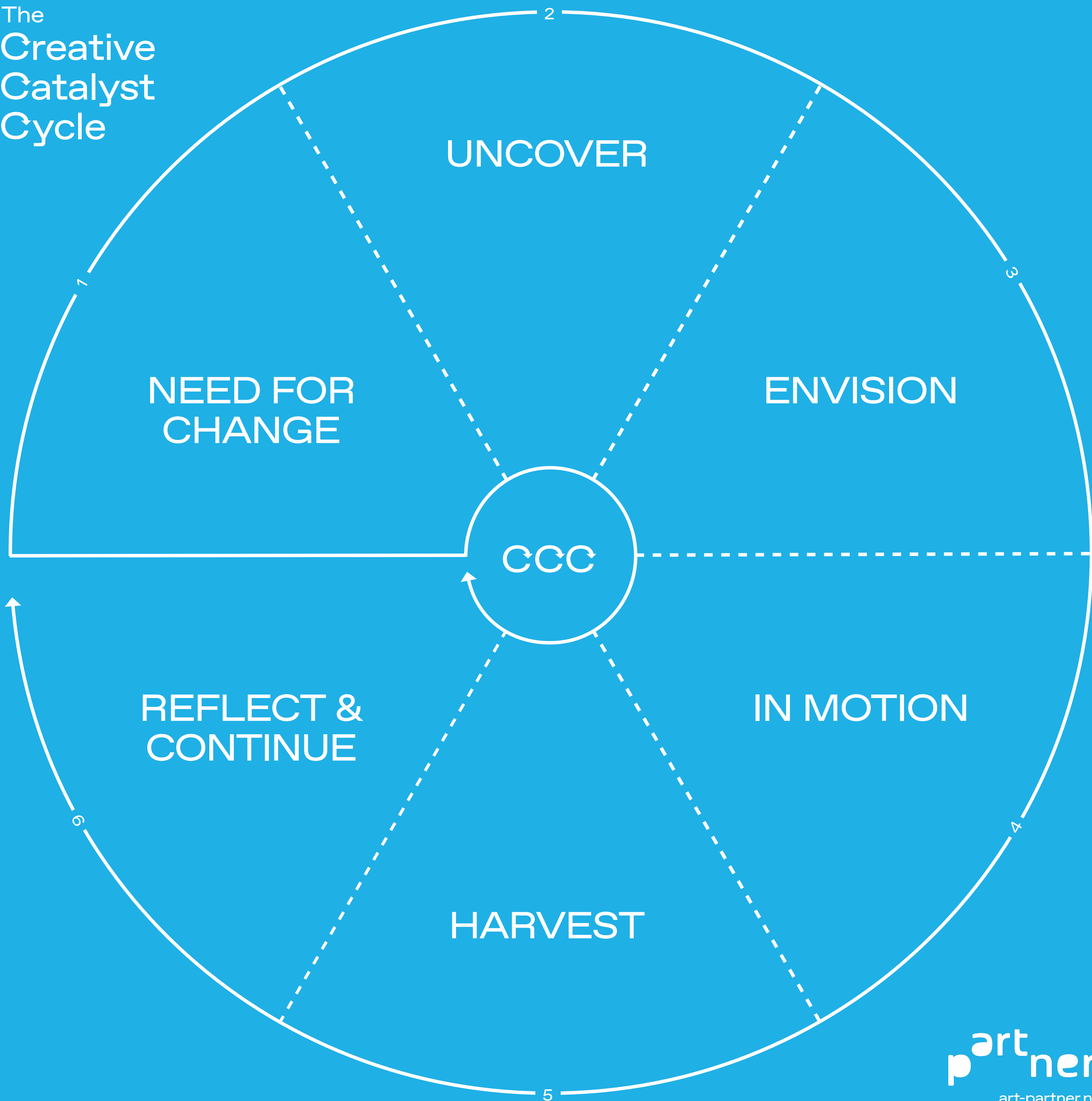
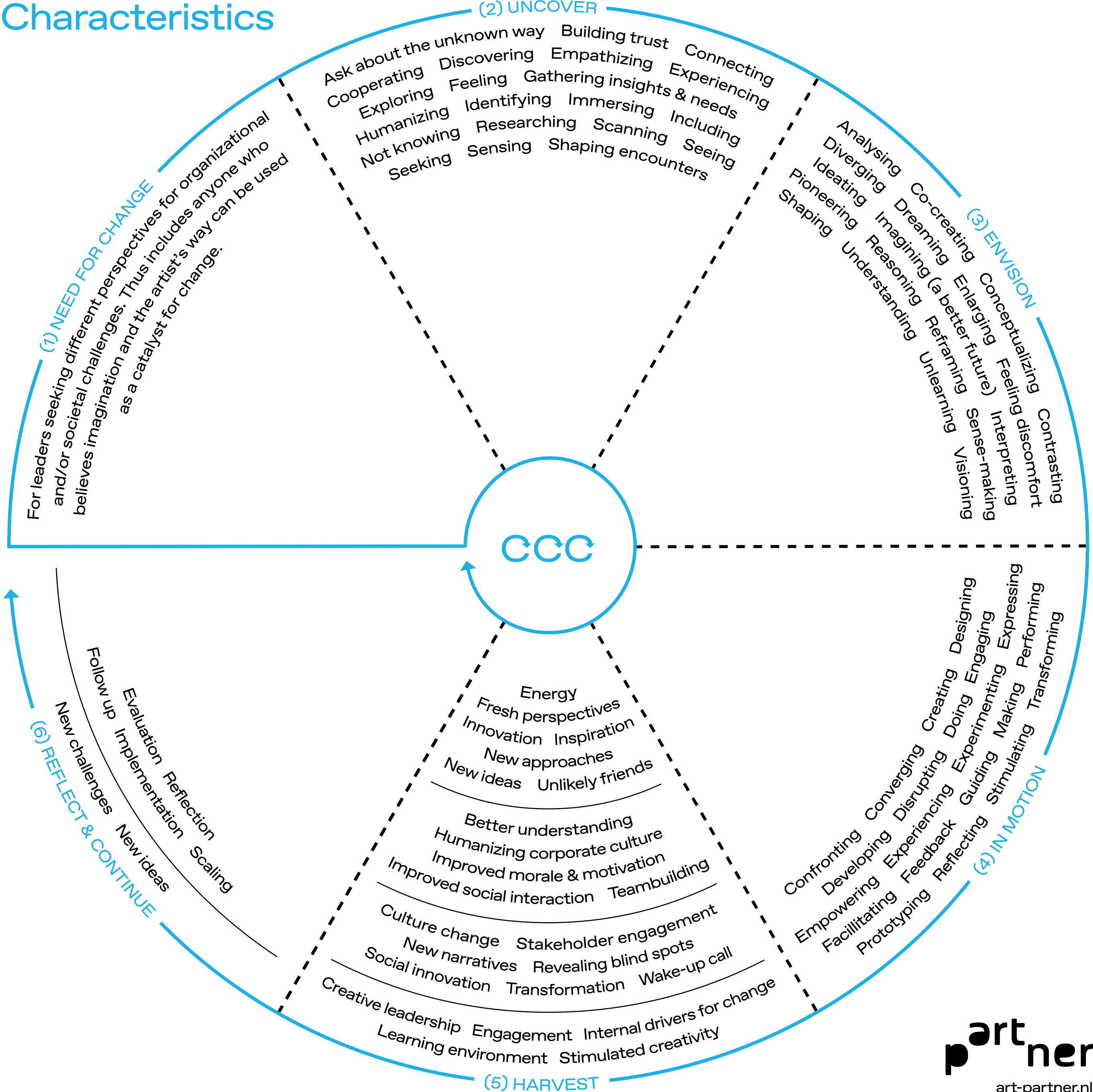


The
Creative
Catalyst
Cycle



Characteristics



Tools & Methods (a selection)

(1) NEED FOR CHANGE

- Creative question
- Casting the creative team

(2) UNCOVER

- Art-based learning
- Artistic qualitative research
- Contextual Inquiry
- Creative Exercises
- Curiosity
- Directed Storytelling
- Embedding knowledge
- Fly on the wall
- Ignorance
- Informal conversations
- Interviews
- Introspection
- Maximum curiosity
- Literature review
- Performative lunch/dinner
- Explorational tours
- Not jumping to conclusions or solutions

(3) ENVISION

- Creative exercises
- Creative writing
- Collective reading
- Conceptualising
- Dealing with the unknown
- Diary studies
- Embodiment
- Experiential learning
- Feedback
- Kill your darlings
- Reframing the creative question
- Springboard stories
- Visual mapping
- Writing letters
- Wordclouds

(4) IN MOTION

- Artistic interventions
- Artistic impulses
- Art Partnering
- Associative experiences
- Creative exercises
- Development
- Embodiment
- Improvisation
- Learning experience
- Making art
- Metaphors
- Performance
- Powerful narrative
- Prototype
- Rehearsal
- Storytelling
- Theatrical mirror
- Theatrical reading
- Try-out
- Visual harvesting

(5) HARVEST

- Action manuals
- Art-based events
- Audio fragments
- Booklets
- Conferences with a twist
- Drawings
- Exhibitions
- Experiential learning events
- Feed back-fast forward sessions
- Films
- Leadership programs
- Masterclasses & workshops
- New services
- Products
- Radio plays
- Social innovation
- Theatrical readings