

# Creativity

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Préface d'Edward de Bono

## L'intelligence créative au-delà du brainstorming

méthode imagination

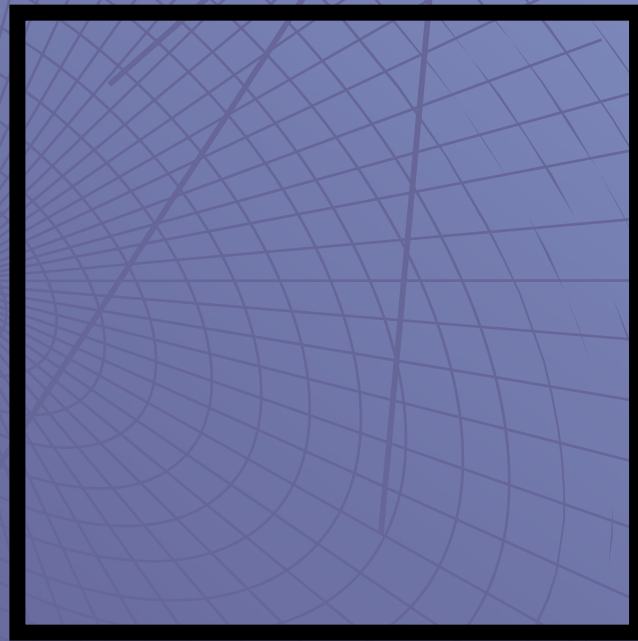
challenge

innover  
en  
**ÉQUIPE**

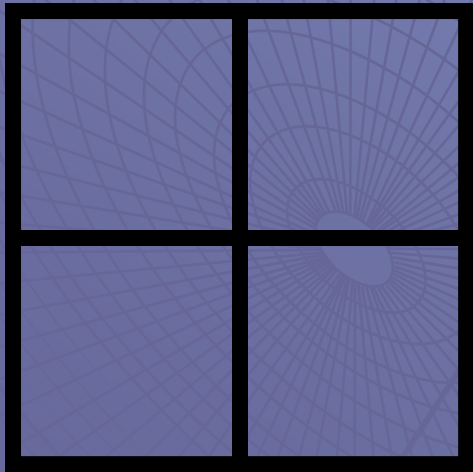
motivation

**MAXIMA**  
LAURENT DU MESNIL-COYEUR

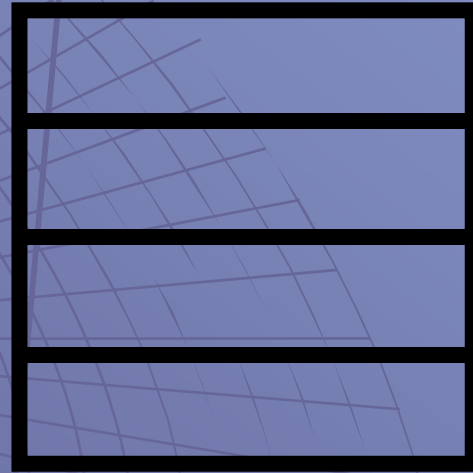
What are the different manners to divide and cut out a square in four strictly superposable equal parts (same form and same surface) ?



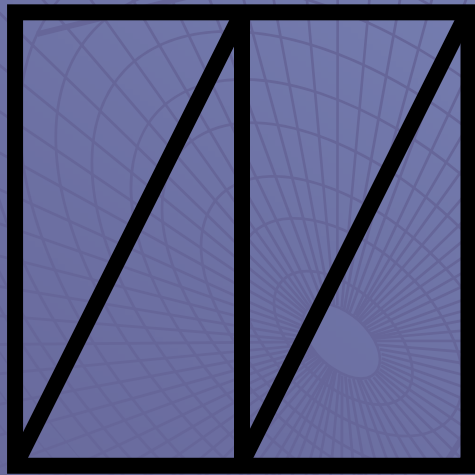
Two solutions of a child, 4-5 years old



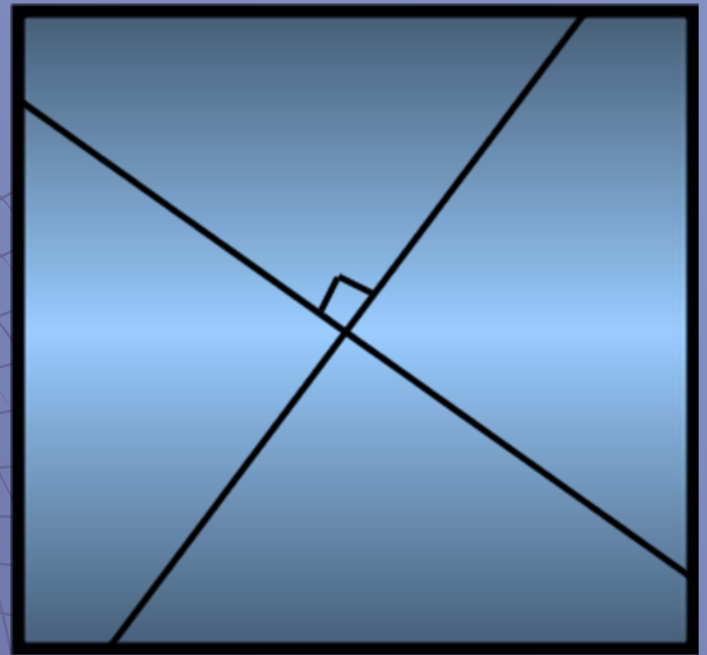
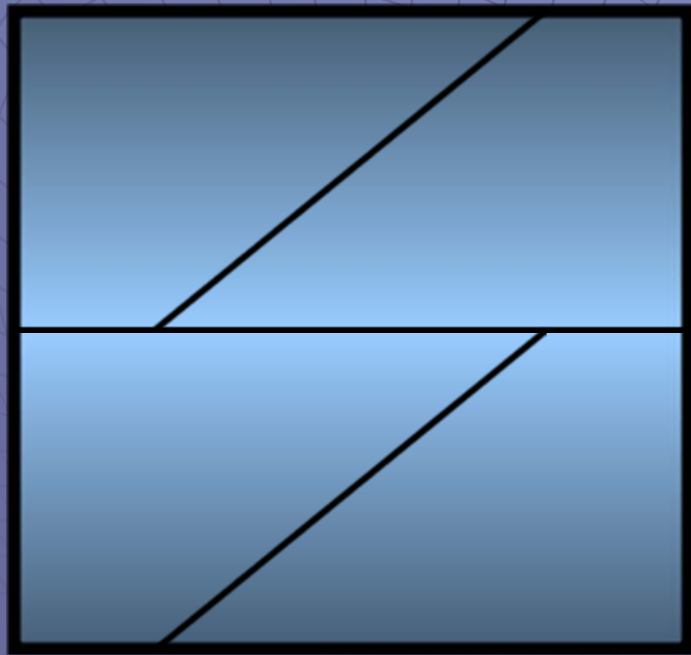
Two solutions of a child, 5-6 years old



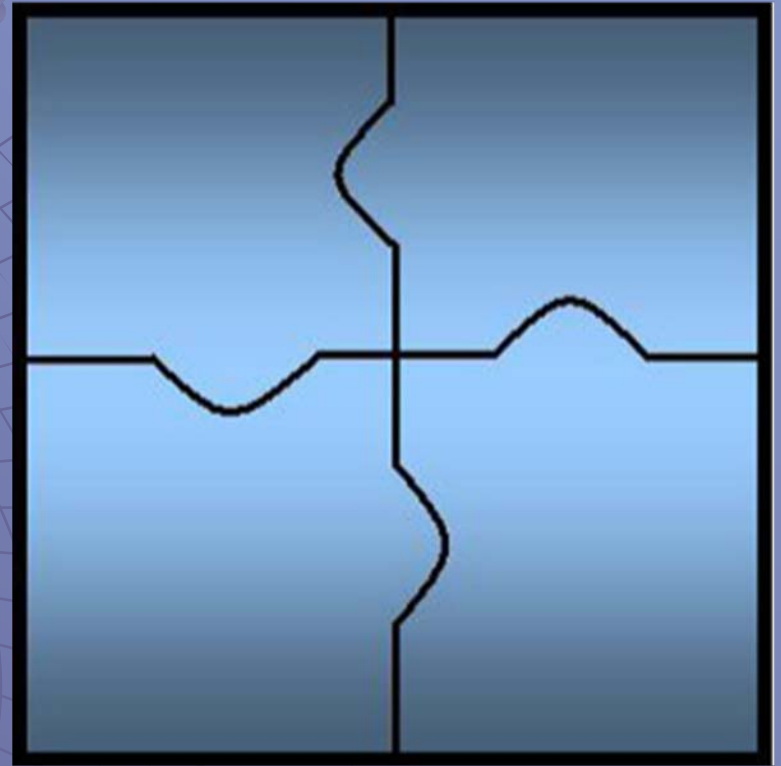
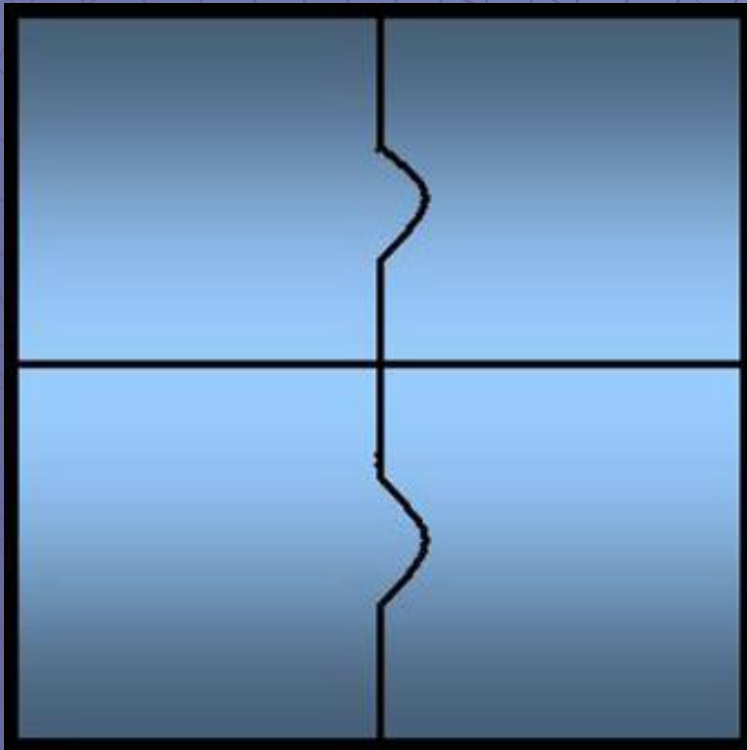
A little better!!!



Not only with corners!



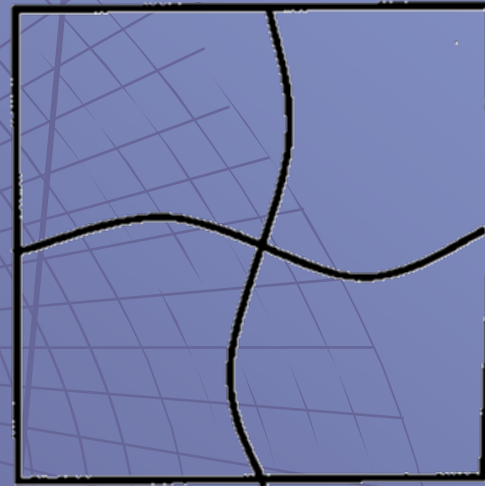
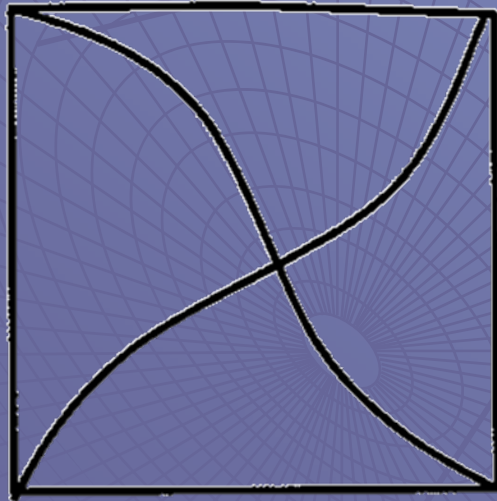
Not only straight lines!



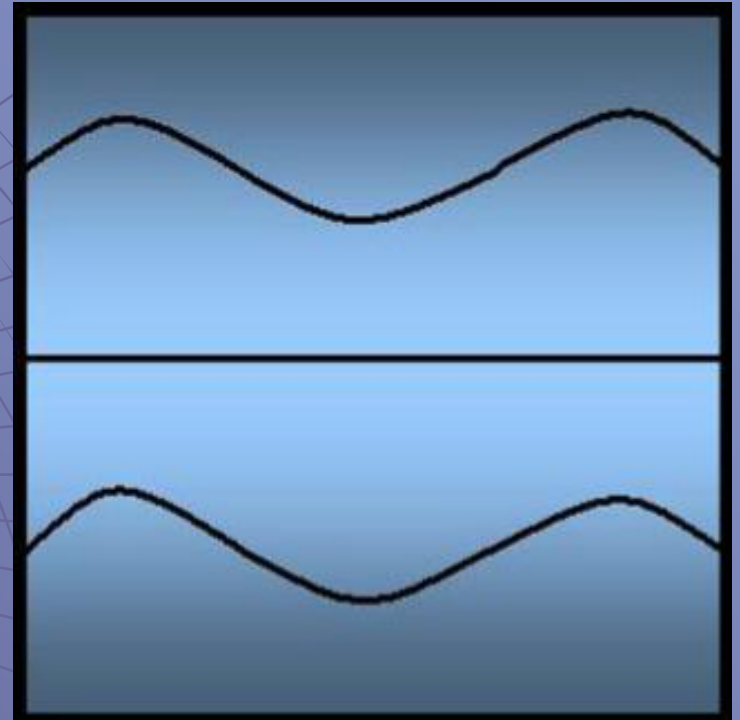
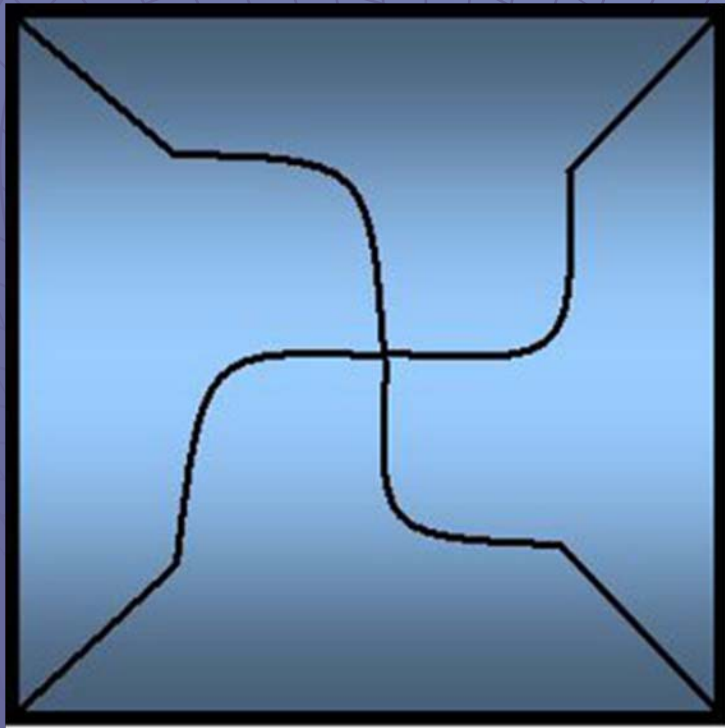




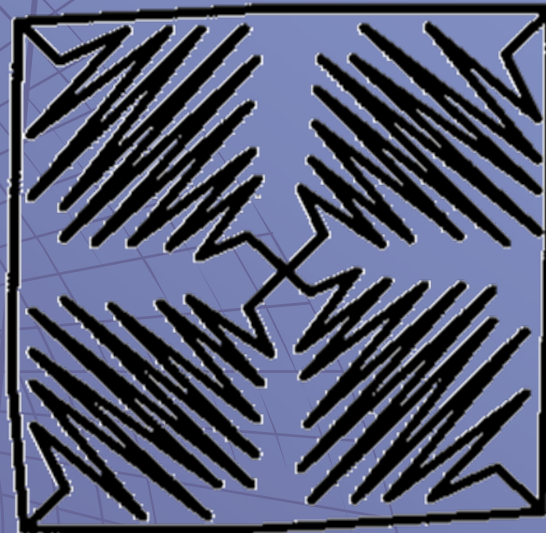
Nothing prohibits the curved lines ...



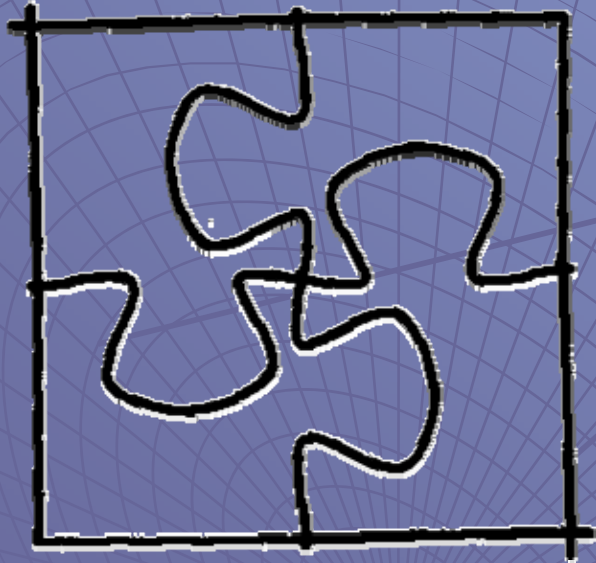
Now that you got the idea!!



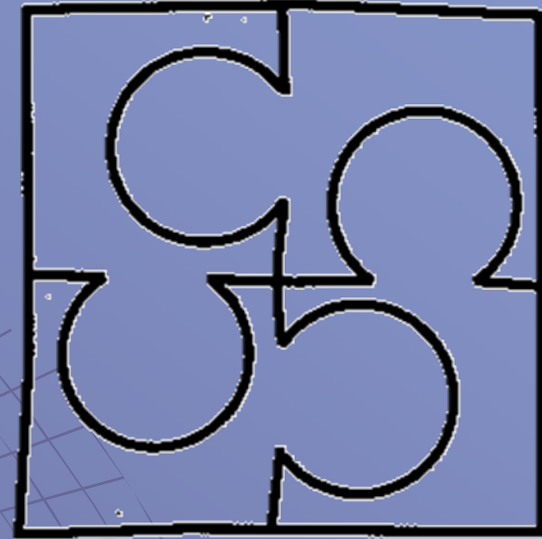
Neither the « Zig-Zag »



# Nothing prohibits to use logos ideas...



Microsoft press

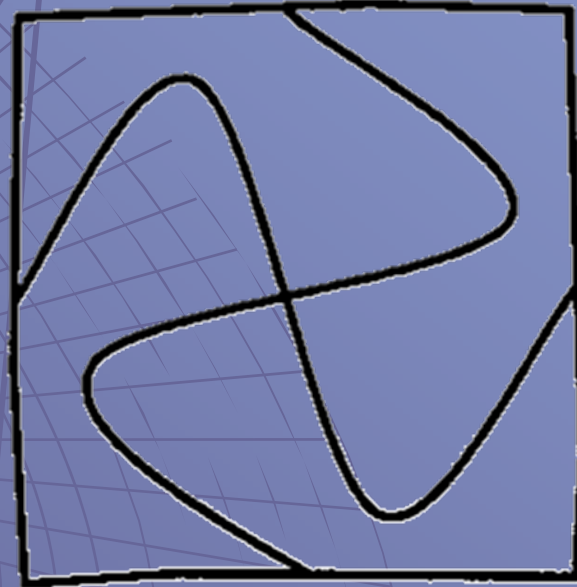
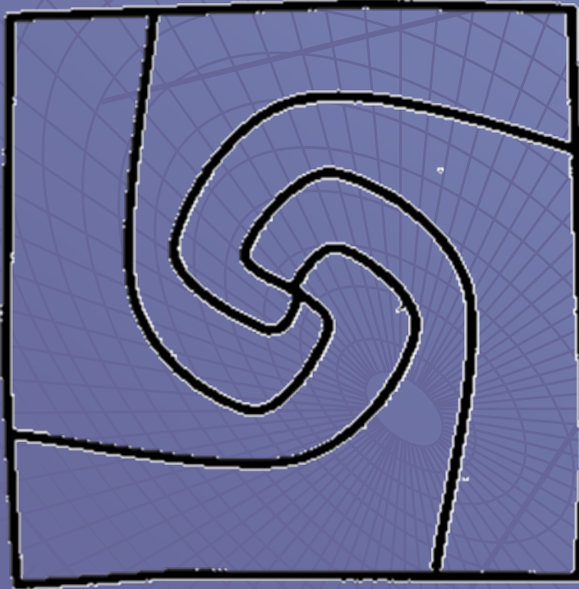


Team Agenda

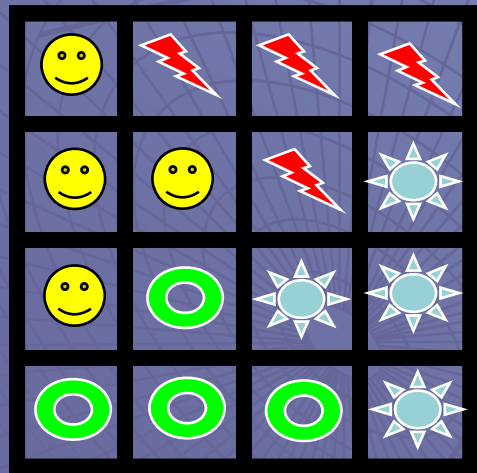


# 2 solutions on the idea of the spiral :

Beware of allusions!!!

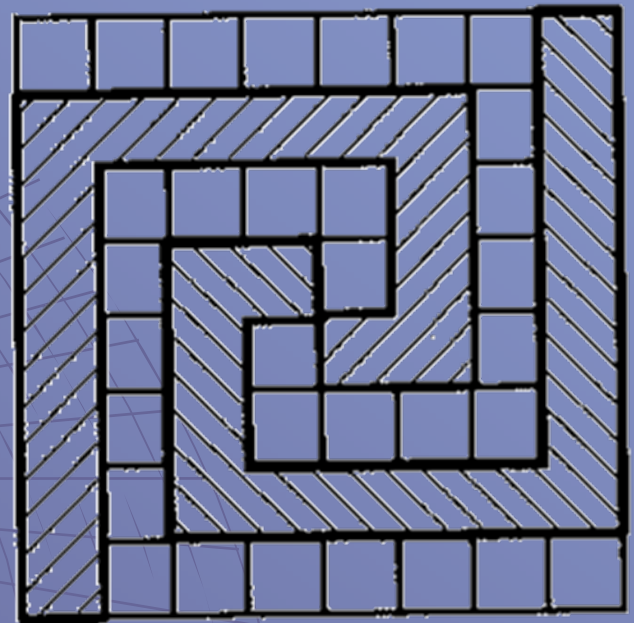
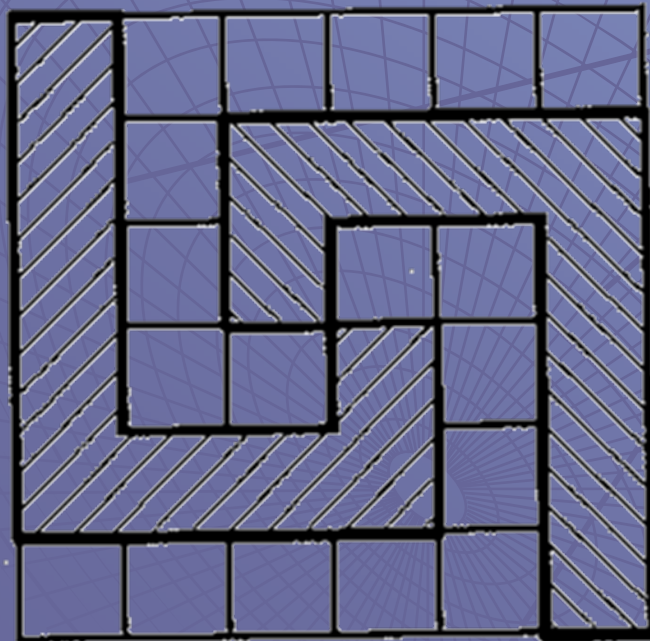


# Divide the square in small parts

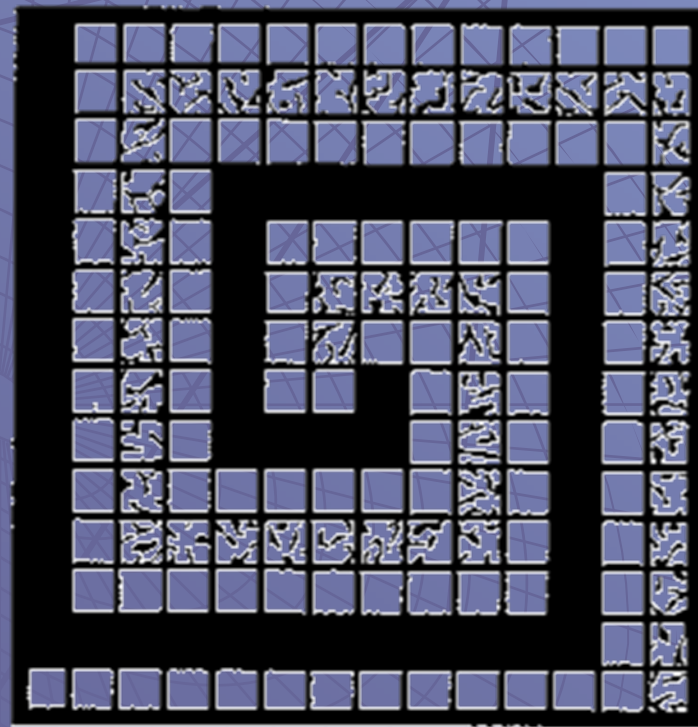


# Starting with the idea of a Greek frieze

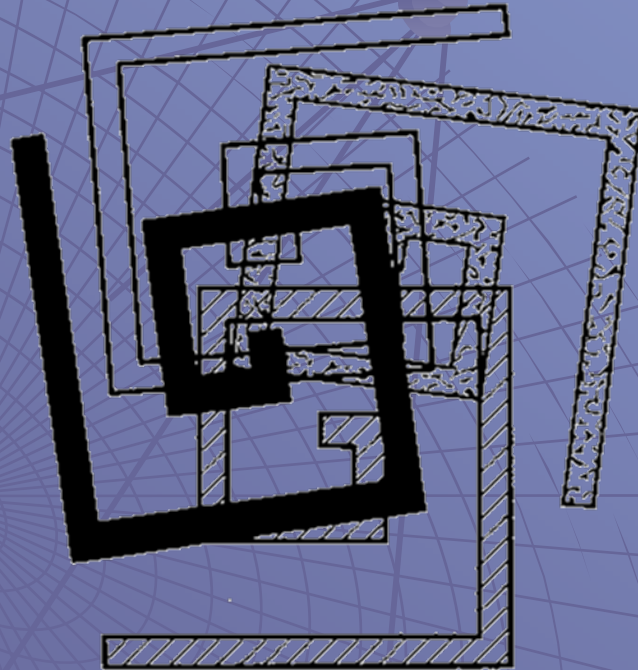
In a sense, and in the other



... on grids increasingly thin...



... cuts obtained ...



# Evaluation : originality x facility

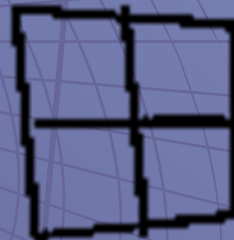
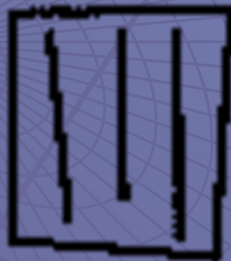
Très original



Original



Banal



Difficile

Moyen

Facile