



81 IDEAS; *IDEA ACCELERATION*

The aim of a workshop is not to design a “perfect finished product” but rather to provide insights into the design processes and the associated challenges of rational thinking, creativity and manual skills. The focus will be on generating multiple ideas (81 IDEAS) in a very short period of time, under time pressure, though hand sketching and ‘sketch models’ utilizing readily available and inexpensive materials around us.

From these ‘81 IDEAS’ the participants will engage with a process of selection, editing, and refinement to select ONE IDEA that will be developed and exhibited at the end of the workshop. There are no limits to what this piece could be, ranging from architecture, to interiors, to product design of multiple scales.

The workshop will begin with an introduction to the topic and process, a brief demonstration of the act of sketching and making, and will then move into a series of fast paced exercises designed to create small conceptual pieces.

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