



THE ART & SCIENCE OF GOOD DESIGN!

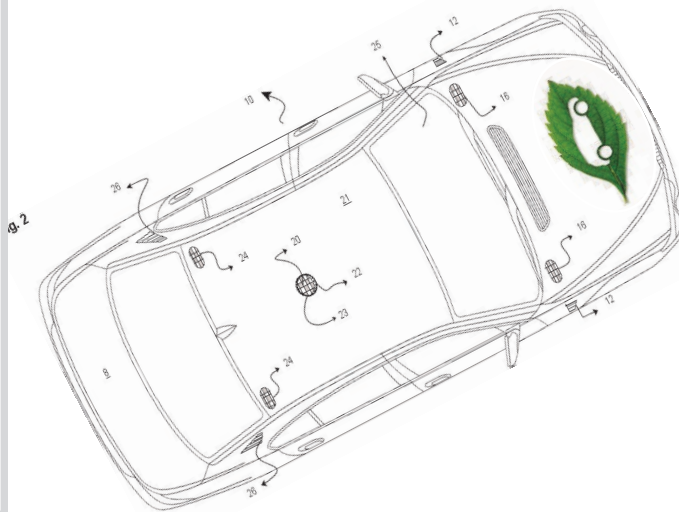
& THE SIX KEY INGREDIENTS TO PRODUCT CREATION



Leonardo da Vinci believed Art & Science were one. We separated them centuries ago. However, today cutting-edge progress is being made exactly where Art & Science overlap.

Get your Marketing, Engineering and R&D teams to inject your products with the six critical ingredients to product creation that combine Art & Science.

Experience and learn how to conceive design-driven product innovations that re-define the market



ABOUT

CREATINC's driving belief is that disruptive ideas come from combining concepts and finding relationships between unrelated fields.

Vikram Swaminadhan

is a multidisciplinary innovator who works with a range of industries across 3 continents. He is the developer of the FUTCEE™ methodology for creating new products.

Gilles Boulanger & Vikram Swaminadhan



Gilles Boulanger is an award winning inventor who has been featured on the Discovery channel. He currently is volunteering and helping create and construct innovative low cost housing solutions for the poor in South India.

Invited to present at conferences such as CREA Italy, Future Trends LA & Mindcamp Toronto, their approach to creative thinking is fresh and inspiring. They are catalysts in motivating teams and companies to create meaningful new products and technologies.

HOW WE THINK > THAN WHAT WE KNOW

“What does a Car and a Fish have in common? Little you may think - however, you will be surprised at the role Art & Nature play in good design. You will also be amazed how easy it is to derive inspiration from art, nature and random stimuli using our acclaimed FUTCEE innovation tool. *The tool is straightforward, easy-to-learn, easy-to-apply & powerful - giving marketers and product developers a new way of seeing current realities and exploring imagined futures.* Tim Hurson, Productivity Guru & Bestselling Author of “Think Better”

Science and Art meet in this hands-on workshop giving designers and engineers a common platform to build upon.

Implement a formula to create leading-edge products which hold a new meaning for your customers. Learn how emotion and random connections help create products such as Roberto Alessi's world famous range of products.

This half-day workshop is delivered to a maximum of 20 participants. The sessions are interactive and use varied industry specific and non-industry based challenges to conceive new product innovations.

KEY TAKEAWAYS

- ⇒ Create innovative products faster - minimize ideation time to focus on development
- ⇒ Extract meaningful design inspirations from Art & Nature
- ⇒ Combine random stimuli with your products using the 6 key ingredients
- ⇒ Find the “Emotional” value of your products and customers
- ⇒ Learn how design-driven innovation trumps user-defined.

