Generazione sistematica di idee: da ideale ad asset aziendale
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Forecasting

- Technological Lifeline
- Number of Inventions
- Level of Inventions
- Degree of Profitability

Diagram with curves indicating changes over time:
- $\alpha$
- $\beta$
- $\gamma$
**Flux**

*Everything flows (panta rei)*

*Reality is still in the making*

*The world is brimming with indeterminacy and pregnant with possibilities*

*This state of indeterminacy cannot be terminated*

**Miracles**

*The real miracle is not change, but the dynamics of remaining in equilibrium!*

*We never have real stability points, but only saddle points*

*Doing nothing amounts to de-innovation*

*Innovation is the normal state of affairs!*

*Creativity has a place in society...*
Socio-economic evolution

**INDUSTRIAL SOCIETY**
- STANDARDIZATION
- CONCENTRATION and SYNCHRONIZATION

**INFORMATION SOCIETY**
- PERSONALIZATION
- DISTRIBUTION and SPACE/TIME DE-STRUCTURING

**POST-INFORMATION SOCIETY**
- HYPER-INTELLIGENCE
- HYPER-CONNECTIVITY

Marconi Institute for Creativity

marconi institute for creativity moving ideas

mic.fgm.it
Multidisciplinary activity

Typical results of dedicated sessions

- Focus areas: 100-200
- Selected areas: 10
- Per focus area: 10*10 ideas
- Idea production rate: 60 id/hour
- Invention disclosure rate: 2 id/hour
Exploring space Out Of the Common Knowledge Domain (OO-CKD)

Multiple co-trajectories

- CKD: Common Knowledge Domain
- EKD: Evolutionary Knowledge Domain
- NSD: Non-Sense Domain
- DKD: Discontinuous Knowledge Domain
The scientific approach to creativity: the DIMAI model

D: Drive

Expect the unexpected or you won’t find it
Knowing many things doesn’t teach insight

When there is no sun we can see the evening stars
A: Assessment

Donkeys prefer garbage to gold

I: Implementation

Ideas are worthless unless they pass into actions which rearrange the world
Exploring the unexplored

Thank you!

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