

CONTENTS

	Foreword by John Maeda	xi
	Acknowledgments	xv
	Introduction	xix
1	CREATIVITY AS STORM	1
	Storm	1
	Noumena and Phenomena in Creativity	6
2	UNLEARNING	11
	Abolishing the Preconceptions of Brainstorming	13
	Uncertainty	16
	Attentiveness	25

3	PROBLEM MAKING	35
	Defining a Problem	39
	Framing a Problem	40
	Problem Limits	43
	Crafting Problems	45
	Successful Problem Making	46
4	GATHERING AND TRACKING	49
	Gathered Objects	52
	Intelligence	56
	Tracking	61
5	PROPELLING	71
	Syntax	75
	Material as Language	76
	Propelled to Perception and Conception	80
6	PERCEIVING AND CONCEIVING	83
	"Come to Your Senses"	84
	An Example from Medicine	91
	The Other Way Around	94
	The Roots of Discovery and Invention	95
	Investing in What Doesn't Yet Exist	97
7	SEEING AHEAD	103
	Glyphs	108
	Insight Plans	109
	A Lesson from Klee	114
	Iterative Cycles	116
	More on Imagining and Imagination	116

8	CONNECTING	121
	Darwin as a Connector	123
	Connecting across Silos	126
	Constructed Connections	128
	Analogies: Connections Found through Associative Logic	130
	Connecting Driven by Calling	133
	Synchronicity: Meaningful Connections Not (Yet) Understood	135
9	PAUSING	143
10	CONTINUING	151
	Beginnings	153
	Beginning Again, or Rebeginning	154
	Rebeginning out of Forgetting and from "Failure"	157
	The Beginner's Mind and Nonattachment	160
	Giving Up Completely	163
	Part of a Continuum	164
	Notes	167
	Bibliography	173
	Image Credits	179
	Index	183