

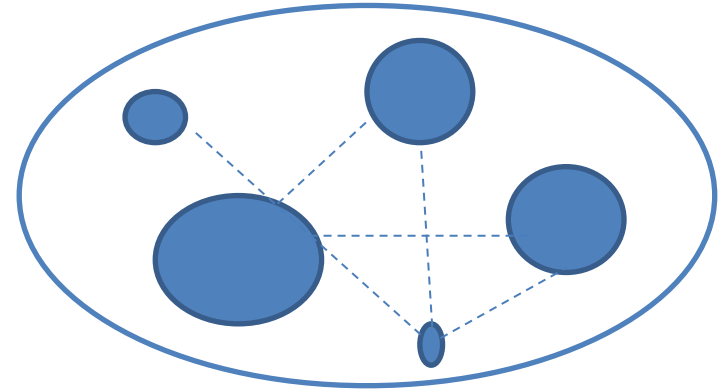
Handling Disharmonies

Rajiv Vaid Basaiawmoit

RECAP

- We talked about Arenas & Disclosive spaces
- Worlds & Sub-worlds
 - Creating a web-of-meaning
- Everyday practices
- Styles
- Disharmonies

"Opportunities originates from our sensitivity toward disharmonies in our everyday practice"

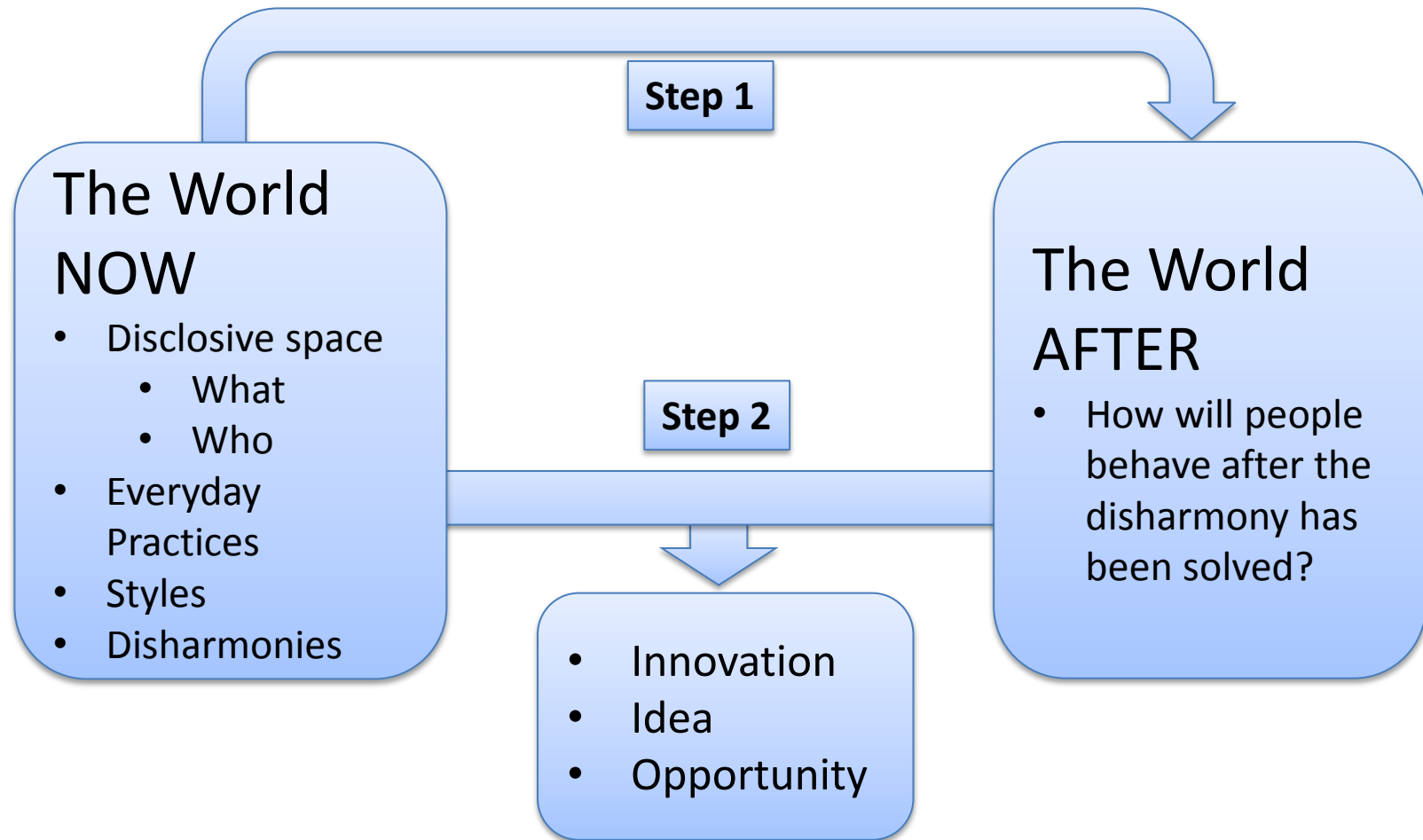


We have asked you to focus on a single Disharmony that is within YOUR "Group Opportunity Nexus" and takes into account your combined connection to the disharmony



Anomaly

MAPPED – “the world before & the world after” the Disharmony is solved



<http://www.howcast.com/videos/8423-How-to-Get-a-Cork-Out-of-an-Empty-Wine-Bottle>

ANY IDEAS?

<http://www.youtube.com/watch?v=OGLLXFzULd4>

HANDLING DISHARMONIES

We will use two methods

1)The S,F & D way:

- Articulation
- Reconfiguration
- Cross-appropriation

2)Innovation typologies

- Types of Innovation
- Forms of Innovation

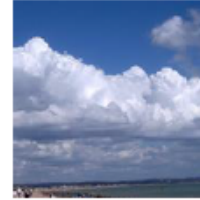
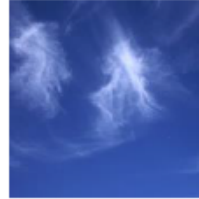
ARTICULATION

- Makes the Implicit – Explicit (more specifically within an ongoing practice but not yet noticed by everyone)
 - Gives language to something that hasn't been said before
 - WHAT is "REALLY" wrong in the existing disclosive space – the world now?
 - How could the disclosive space look like – to articulate the world after

FAMOUS ARTICULATIONS

"Cirrus, Cumulus, Stratus...."

Cloud names given by Luke Howard



Articulation is Innovation

"I look to a day when people will not be judged by the color of their skin, but by the content of their character" - Martin Luther King Jr.

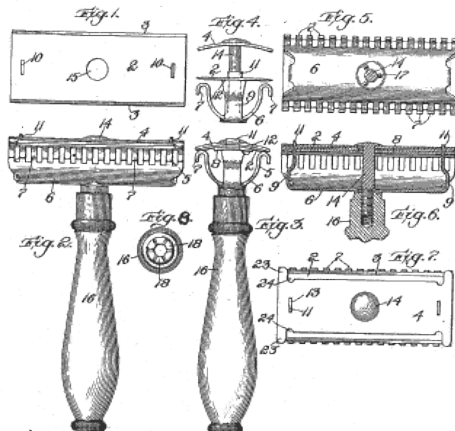
Explicit attention to an already accepted implicit concern

"Earth's biggest book store"



"The Everything Store"

deliver everything to everyone,
anywhere in the world



No Stopping
No Honing



The Gillette on the Firing Line

OUT of the war-torn trenches there comes a remarkable letter. Written by a young officer to his uncle here in America, who had sent him a Gillette Safety Razor.

"I thank you very much for the welcome Gillette Razor," he writes.

"Not only myself but nearly all of my men are using this razor. It is passed around among them, and one may see men using it at any time of the day or night.

"Sometimes there is no hot water, but the razor works well without it.

"The razor has been used many hundred times, but it still looks like new and will outlast the war if it is not blown to pieces by some of the flying fragments of bursting shells which often whistle about our heads."

Thousands of men under all the warring flags are using the Gillette Safety Razor—on the battle-field of the Marne, in East Prussia and the snow-blocked passes of the Carpathians.

It illustrates the adaptability of the Gillette to every man's habits, needs and circumstances. In little more than ten years, the Gillette Safety Razor has been adopted by men all over the civilized globe.

Gillette Safety Razors and Blades are sold in 145,000 retail stores throughout the world. Gillette dealers in every community. Gillette Razors, \$5 to \$50. Gillette Blades, 50c. and \$1 the packet—No Stopping, No Honing.

**GILLETTE SAFETY RAZOR COMPANY
BOSTON, MASS.**

TRADE  MARK

Read more of Gillette history at:

http://money.cnn.com/magazines/fsb/fsb_archive/2003/04/01/341005/



Gillete

- The best a man can get
- From Father to son
- The best of everything
- Manscaping

1989 - <https://www.youtube.com/watch?v=ThDBf14qPsc>

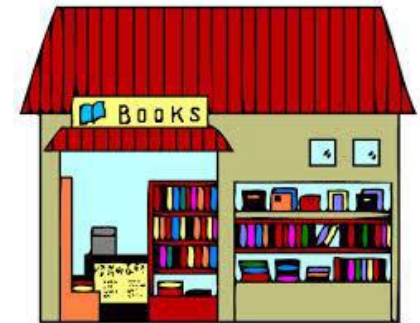
1994 - <https://www.youtube.com/watch?v=-AaDYzr1BBM>

2004 - <https://www.youtube.com/watch?v=of-DQ-mncmY>

2014 - <https://www.youtube.com/watch?v=h16y4m2TJsg>

RECONFIGURATION

- Articulating alone does not produce a whole new way of seeing & dealing with things & people
 - Gillete "the best a man can get" + reconfiguring our practices surrounding shaving
- Reconfigure the styles that support a disclosive space
 - Take what they already have & do something new and different with it



But, remember – it is often harder to reconfigure a style in the short run – E.g. Health is about preventing and not curing.....

CROSS-APPROPRIATION

- Cross-appropriation takes place when one disclosive space takes over from another disclosive space a practice that it could not generate on its own but that it finds useful
 - i.e. Moving practices (or styles) from one DS to another
- E.g. of transferring practices/styles –
 - Open source
 - Experience as a product value
 - Methods from psychology into entrepreneurship
- Brokering knowledge in interdisciplinary teams

Examples of C-A

- Taking ideas, concepts, mechanisms, models, etc. from one industry /soceity/community or other source outside their disclosive space and use the new ideas to create a new world for themselves.



Vores øl

Så meget mere end bare øl

Search



[Home](#)

[Vores Links](#)

Hundeøl – En ny trend

Posted on [January 9, 2014](#)



ARCHIVES

- [January 2014](#)
- [January 2012](#)
- [November 2011](#)



AARHUS UNIVERSITY
CENTRE FOR ENTREPRENEURSHIP & INNOVATION



VORES ØL

FREE BEER

- What's this "Vores Øl"?
- Vores Øl (Our Beer) is a great tasting energetic beer and it's the world's first open source beer!
- Version 1.0 is a medium strong beer (6% vol) with a deep golden red color

AN OPEN SOURCE BEER

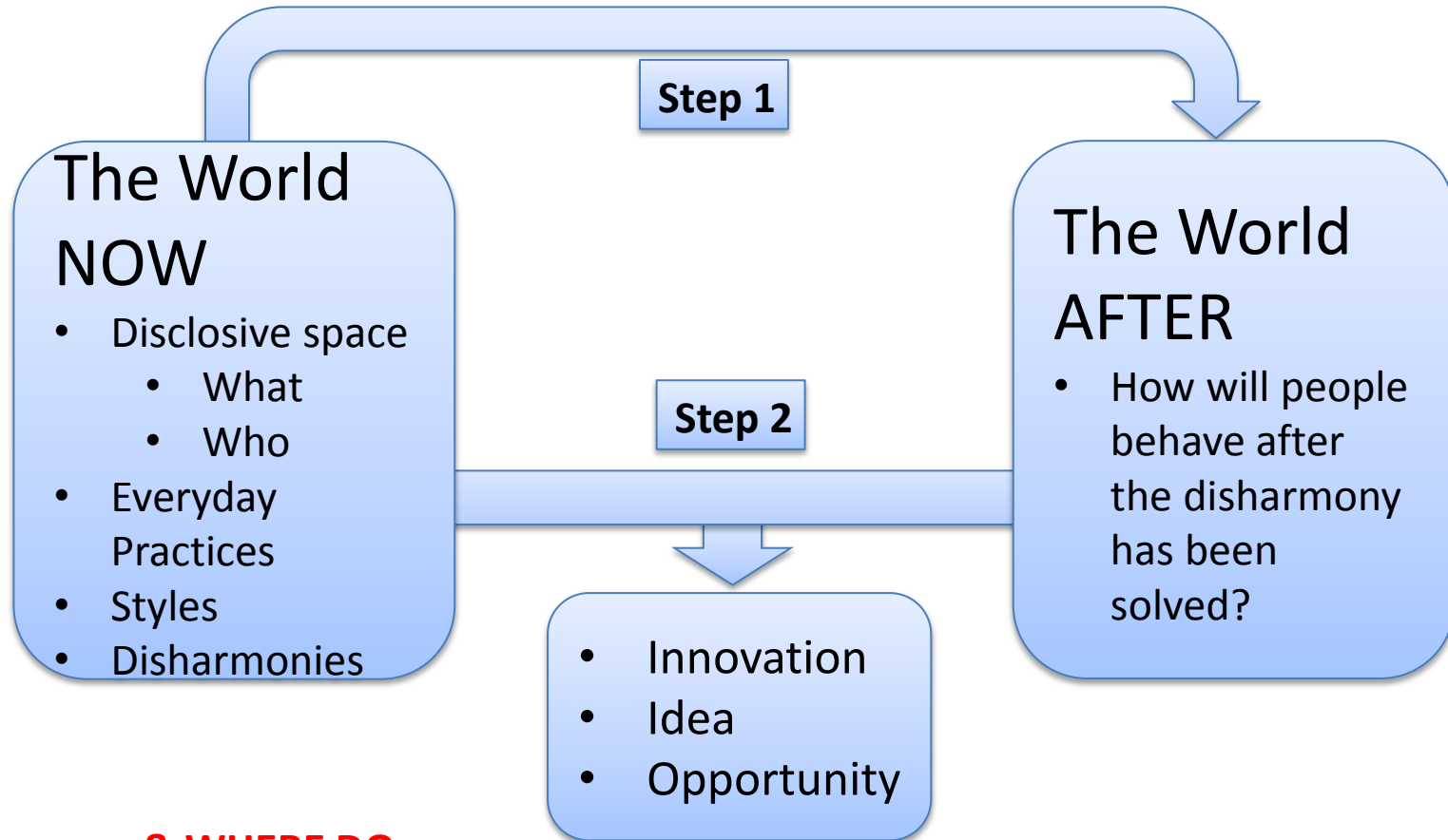
- How can a beer be open source?
- The recipe and the whole brand of Our Beer is published under a Creative Commons license, which basically means that anyone can use our recipe to brew the beer or to create a derivative of our recipe.
- You are free to earn money from Our Beer, but you have to publish the recipe under the same license (e.g. on your website or on our forum) and credit our work

Invoking the Remix – in Innovation & Solution Thinking

- https://www.ted.com/talks/kirby_ferguson_embrace_the_remix

-

Does this now give more meaning...



**& WHERE DO
GOOD IDEAS
COME FROM?**

<https://www.youtube.com/watch?v=NugRZGDbPFU>

Before going home

FINAL THOUGHTS....

Are we working hard enough?



TEAMWORK



Image Source: <http://askabiologist.asu.edu/explore/secrets-superorganism>

<http://www.nytimes.com/2013/12/17/science/ants-that-can-flow-like-a-fluid-or-move-like-a-solid.html>