

WORKSHOP PROPOSAL

THINKING INSIDE THE BOX

Alon RAZGOUR

The NB Haifa Academy of Design/ Alon Razgour
Studio e-mail: alon@razgour.com

Keywords: *Developing creative thinking in a group; renewing an object; proposal template; Thinking inside the Box*

1 Aim and Scope of Workshop

The workshop will be based on **teamwork**. The aim in this workshop is to create productive thinking and a dynamic of innovation in the group. The workshop is aimed to create an experience of how "thinking in the box", within a groups dialogue can create unique and new ideas.

In the workshop the participants will experience how **thinking inside a box** can develop creativity. We will take products, such as a toothbrush or a children's educational game, and learn how to develop and create innovation in those simple objects.

2 Planned Activities and Expected Outcomes

The plan of the workshop was created following a research which I held at *The MOFET Institute, A Center for the Research, Curriculum and Program Development in Teacher Education*.

The workshop will begin with a 40-minute lecture about the topic "thinking inside a box".

After, the participants (around 20-30) will choose daily objects. Then participants will divide into groups of 5, and will work within the group on the object of their choice while getting instructions and explanations about the method of creating innovation in products.

The method is easy to perform and has different parameters which are needed in order to renew an object. The workshop will teach how to use knowledge we own in order to create renovation, and how to use the group to push it further.

The outcome of the workshop is developing the creativity of each participant and improving the skills needed to work in groups no matter the discipline of his/her study or work, while using a method based on experience and research.

3 Length of Workshop

The planned duration of the workshop is 6 hours. The workshop starts with a 40-minute lecture and proceeds with a .hour workshop, first carried out with the whole group of participants and then in small groups of 5-5

4 Intended Audience

The workshop is open to all and welcomes everybody who would like to participate from any discipline. The expected

total number of participants is between 20 to 30. For each small group of participants, there should be at least one ..participant able to make sketches

5 Space and Equipment

For the workshop, we will need a room with a projector for the lecture. At least 5 big tables for the participants to sketch in groups (or small tables to place next to each other).

A3 papers, pencils, markers and colored pencils are needed.

6 Potential Outputs

The workshop and its theme were created following a research which took place in *The MOFET Institute, A Center for the Research, Curriculum and Program Development in Teacher Education*. The outcome of the workshop and the method can be showed briefly in the conference.

The outcome of the intended workshop **will not** be used for further research purposes.

About the Organiser

Alon Razgour graduated with honors from the Department of Industrial Design at the Bezalel Academy of Art and Design, Jerusalem. Currently he is a senior lecturer at NB Haifa School of Design, Department of Architecture. Alon teaches product design and focuses on creative thinking with emphasis on the development of manual art and skills, and craft. As an industrial designer with 25 years of experience, Alon has a design studio where he develops products for various industries including medical equipment, domestic and outdoor products, and projects for the urban environment. Alon challenges the limitations of form and technology with designs that complement and enhance the materials' natural properties. His studio has been involved in technological research and manufacturing technology of aluminum, composite materials and plastics. Alon has curated many design exhibitions in museums around the world including Taiwan, Canada, Germany, France and Israel. His products received awards and have been exhibited throughout the world; some of his works are in collections of various museums and design collectors.