

# THE ENGINE OF CREATION: INSPIRATION, DEMATERIALIZATION AND RECOMBINATION

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## ABSTRACT

When generating ideas, for example, in a product development process, the way new ideas are put forth is not completely understood, or poorly structured. The present work presents a structured system to better understand the idea generation, i.e. ideation. The author developed a system for creativity characterized by a focused and efficient ideation (both in quantity and quality of the ideas generated). This system has a wide range of application but can also easily be adapted and specialized for different fields of knowledge. It has the ability to create ideas driven or not by the sources of inspiration (market/business, technology and science), resulting in a reactive and proactive potential in an innovation competitive environment. It uses also the most important features of the Creative Templates and Electronic Brainstorming methodologies of creativity, and eliminates their main shortcomings.

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