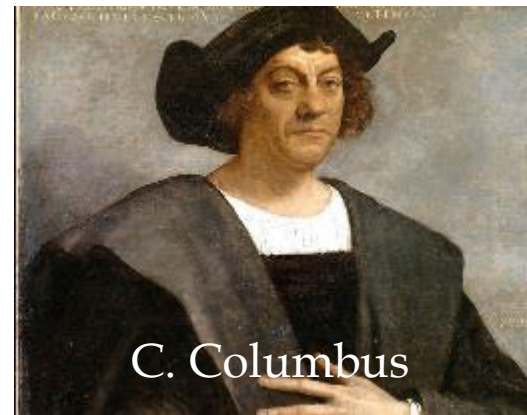
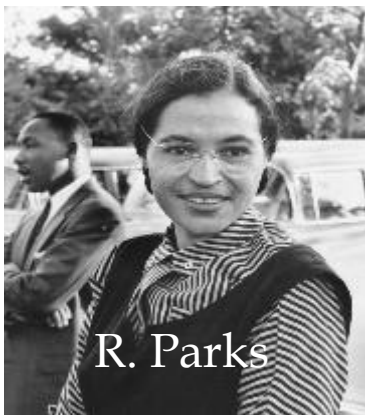
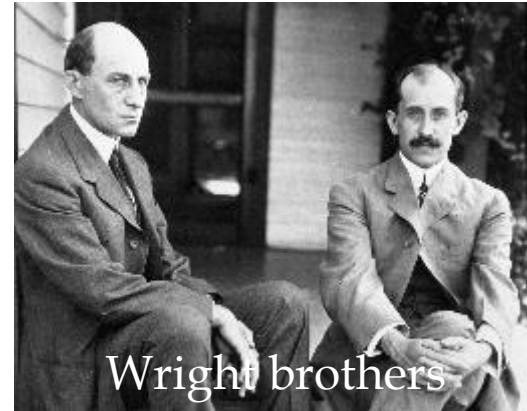
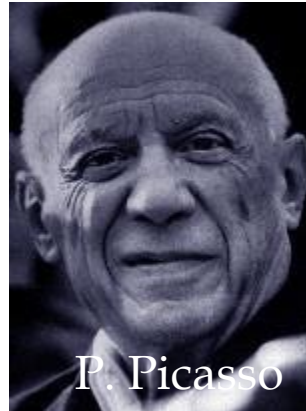
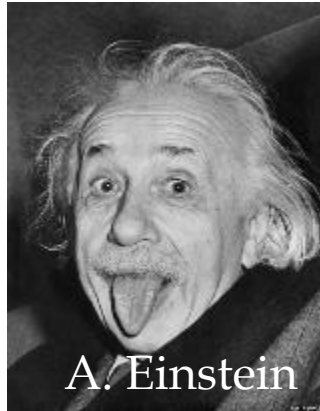
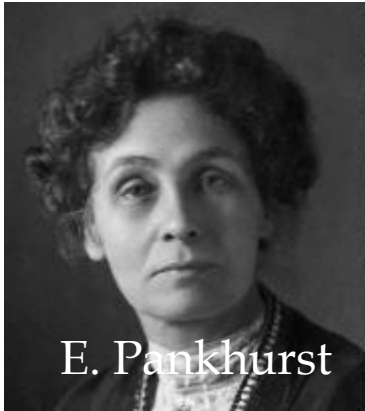


# *Cha-Cha-Cha: A fast course*

Pablo G. Tello  
EU Office/IdeaSquare  
CERN



# What do they all have in common?



They all were excellent  
*Cha-Cha-Cha*  
dancers

How do you learn *Cha-Cha-Cha*?

Challenge  
Change  
Chart



Assumptions

# Initiating yourselves...

Challenging what restaurants are and do...

## Assumption

- a) Restaurants have menus either written, verbal or implied.
- b) Restaurants charge money for food.
- c) Restaurants serve food.

## Reverse

- a') Restaurants have no menus of any kind.
- b') Restaurants give food away for free.
- c') Restaurants do not serve food of any kind.

Come up with an idea for each one of the reversals

# Example

## Reverse

- a') Restaurants have no menus of any kind.
- b') Restaurants give food away for free.
- c') Restaurants do not serve food of any kind.

## Idea

- a') The chief informs the client of what he bought that day. Asks the customers what ingredients appeal to them and cooks an exclusive dish. Recipe will be sent to them by email.
- b') An outdoor café where customers pay for time instead of food. Use a time stamp to charge by the minute. Selected food or beverages are sold for free.
- c') Create a restaurant with a unique décor in an exotic environment and rent out the location. People bring their own food and beverages and pay a service charge for the location.

# Exercise

1. Consider the two establishments given.
2. List 3 characteristics that nobody will doubt of each establishment.
3. Reverse them.
4. Think about how each one of the establishments will operate under these conditions.
5. Prepare a pitch of 3 min about every idea that you have generated and do it in a *Cha-Cha-Cha* spirit. The pitch will not use ppt slides...you can sing, make a performance...try to capture a Cha-Cha-Cha spirit (video end slide).

# Template: Prison

## Tasks

- a)
- b)
- c)

## Reverses

- a')
- b')
- c')

## Idea/Pitches

- a'')
- b'')
- c'')



# Template: Public Toilets

## Tasks

- a)
- b)
- c)

## Reverses

- a')
- b')
- c')

## Idea/Pitches

- a'')
- b'')
- c'')

# Thank you Any questions?



## THE BEAR CHA-CHA-CHA

from Jim Henson's™ BEAR IN THE BIG BLUE HOUSE

Words and Music by  
PETER LURYE

Moderately fast

Em 1 B7 2 3 Em 1

*mf* When I feel my toes start to twitch, my lips go "La - la

B7 2 3 5 4 Em 1 B7 2 3

la - la - la - la" And my arms and legs get the itch. It's

Em Am B7 Em 3

time to do the Bear Cha - cha - cha. Cha - cha - cha! —

B7 Em Am B

Ha - cha - cha, gon - na cha - cha - cha, Ooh, la - la Time to

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<https://www.youtube.com/watch?v=VzVSVNy-j98>

