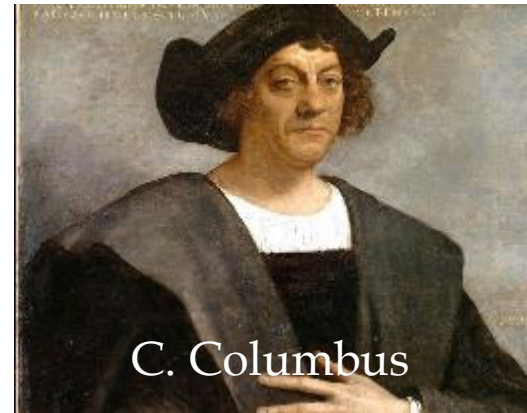
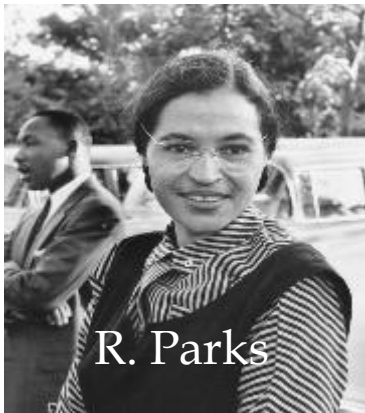
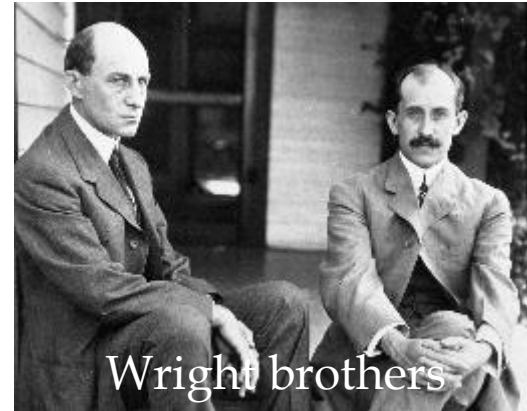
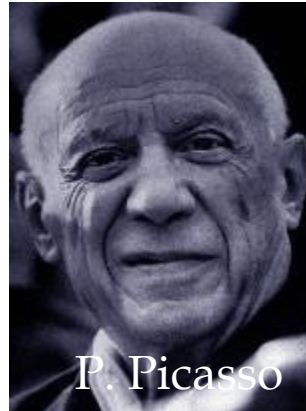
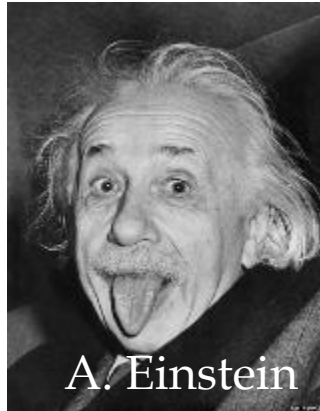
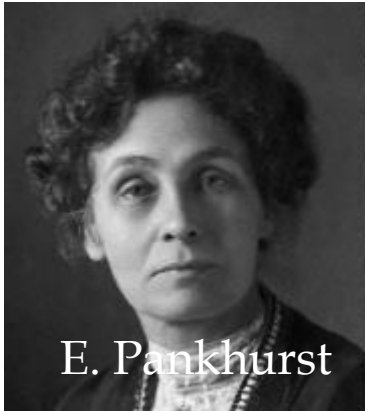


Cha-Cha-Cha: A fast course

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 she 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 a public toilet.
2. List 3 characteristics that nobody will doubt that you will find in such place.
3. Reverse them.
4. Think about how a “revolutionary public toilet” will operate under these conditions.
5. Prepare a pitch of 5 min about every idea that you have generated. The pitch will not use ppt slides...you can sing, make a performance...your choice.

Template: Public Toilets

Assumptions

- 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

1

Moderately fast

The musical score is written in 4/4 time with a key signature of one sharp (F#). It consists of four systems of music, each with a treble and bass clef staff. Fingerings are indicated by numbers 1-5. Chord symbols (Em, B7, Am, B) are placed above the treble staff. The lyrics are: "When I feel my toes start to twitch, my lips go 'La - la - la - la - la - la' And my arms and legs get the itch. It's time to do the Bear Cha - cha - cha Cha - cha - cha! Ha - cha - cha, gon - na cha - cha - cha, Ooh, la - la Time to".

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