

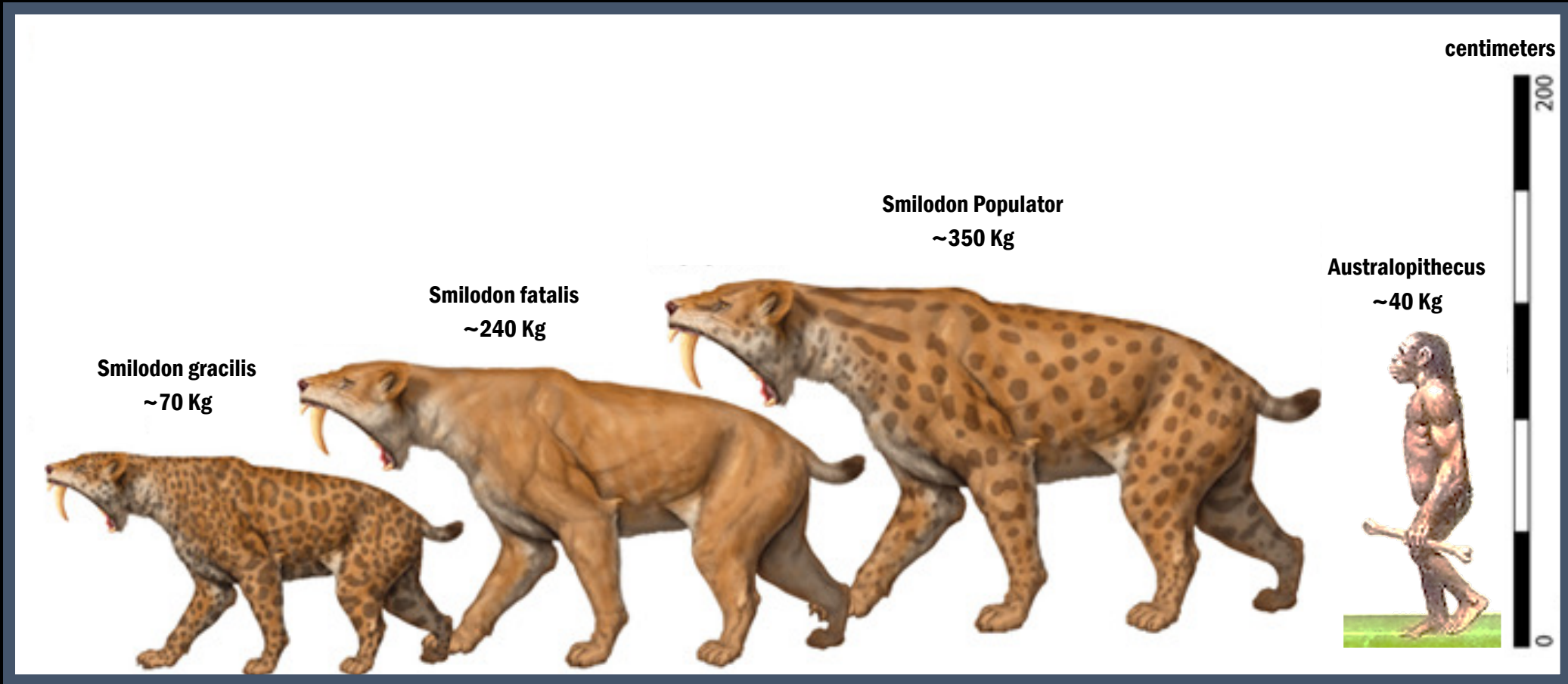


**From
“If...then”
to
“Why not”**

Pablo Garcia Tello, IdeaSquare, CERN

If...then...

A very efficient deductive thinking strategy that kept us alive for millennia



If I am chased by a big cat **then I better run away**



Now, there is a “little problem” when using only deductive thinking

If I am chased by a big cat **then** I better run away

VS

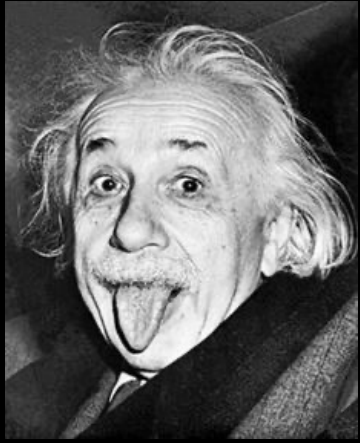
WHAT IF... I do not see the big cat on time?

Without other ways of thinking, we would have not survived for long



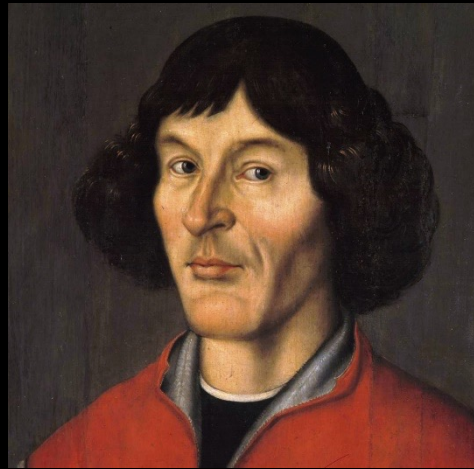
**The art (and power) of
WHAT IF...**

‘What if’ is a very powerful question. A question that answers problems, discovers new ideas or could prove lethal.



Albert Einstein

What if I travel on top of a light ray?



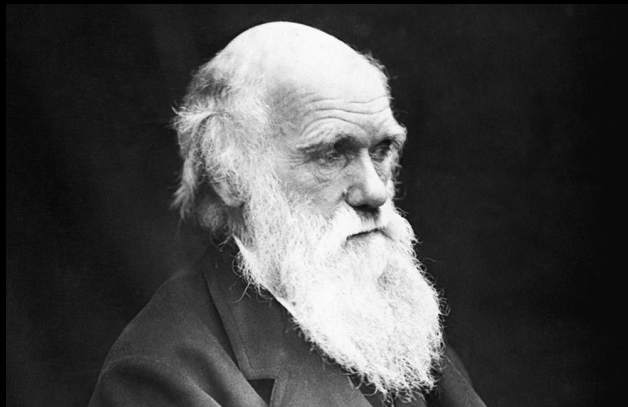
Nicolaas Copernicus

What if the Earth is not the center of the Universe?



Giordano Bruno

What if distant stars have planets with life?



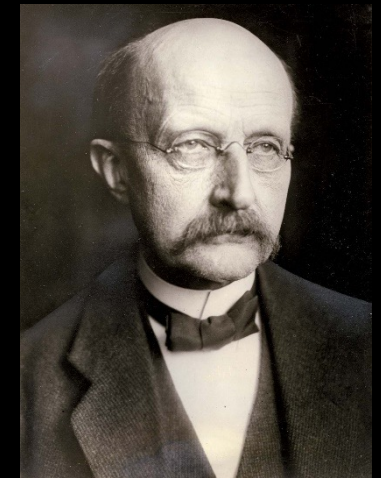
Charles Darwin

What if we are the outcome of a random process?



Georges Lemaître

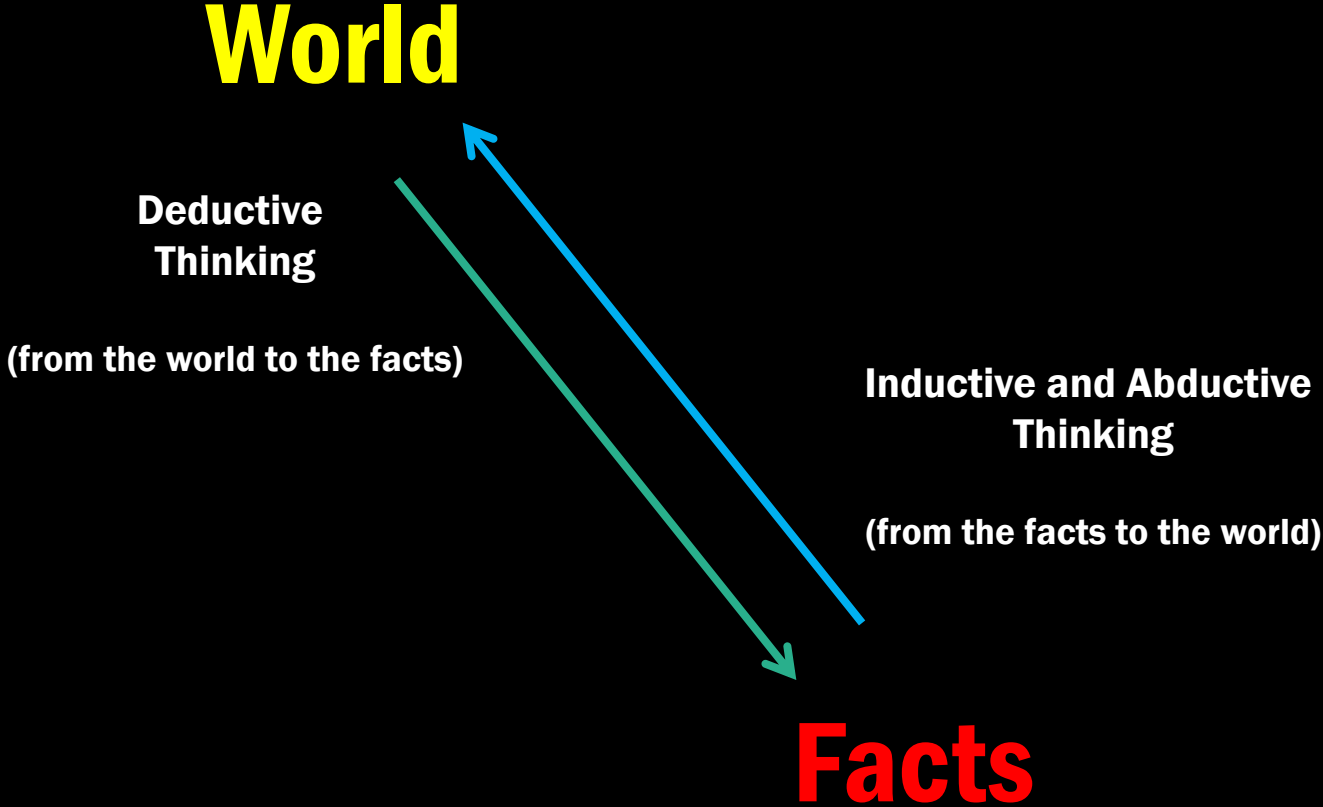
What if the Universe has a beginning?



Max Planck

What if energy is transmitted in lumps?

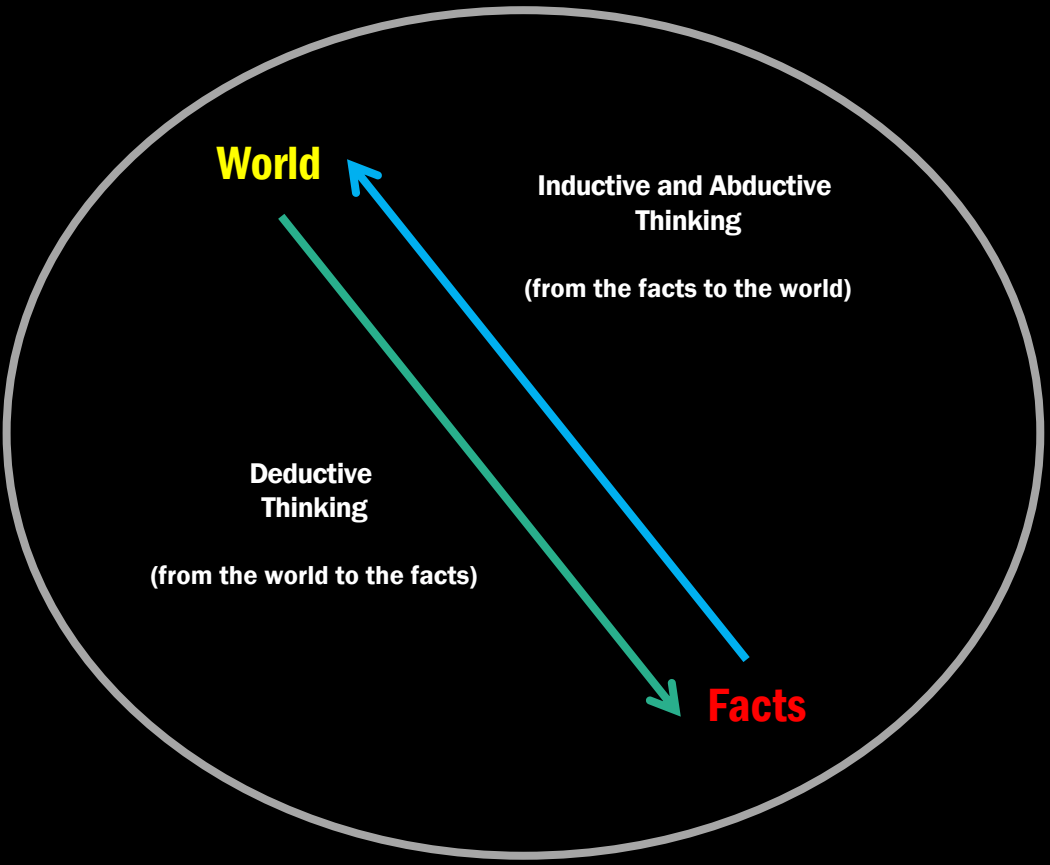
Deductive, inductive and abductive thinking



Counterfactual Thinking

...to an open universe.

From a closed universe...

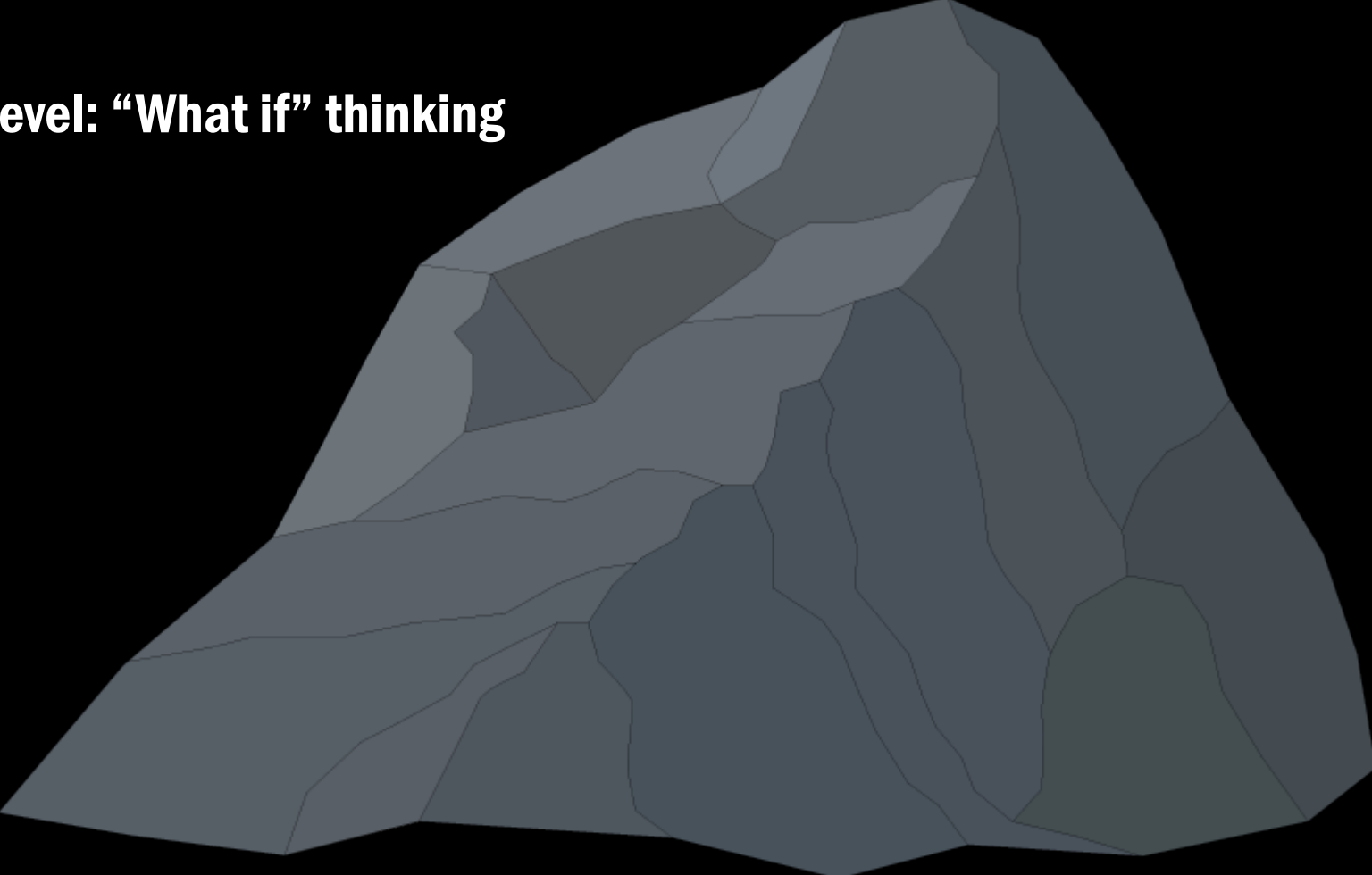


From hypothetical worlds to conceivable facts and vice versa.

Top level: "WHY NOT" thinking

Mid level: "What if" thinking

Ground level: If...then thinking





***Unless you do not embark into
the daring and risky route of the
“What if”, your ideas will stay in
the universe of the “if...then”.***

(my personal thinking)

“If...thens” for your projects

If this is a “Human Scientific Days” event, then:

- **There should be keynote speakers.**
- **There should be discussion panels.**
- **There should be Q&As from the audience.**
- **There should be breakout session for special topics.**
- **Etc, etc, etc...**

WHAT IF none of this takes place?

The challenge is yours for coming up with a never seen concept

**Thanks a lot to all
and questions**