

A close-up photograph of a water droplet hitting a surface, creating concentric ripples that spread outwards. The water is clear and the ripples are well-defined, with a central point where the droplet landed.

RIPPLE EFFECTS - - - - -

//Beerstorming

15.3.2018 Tuuli U @ IS

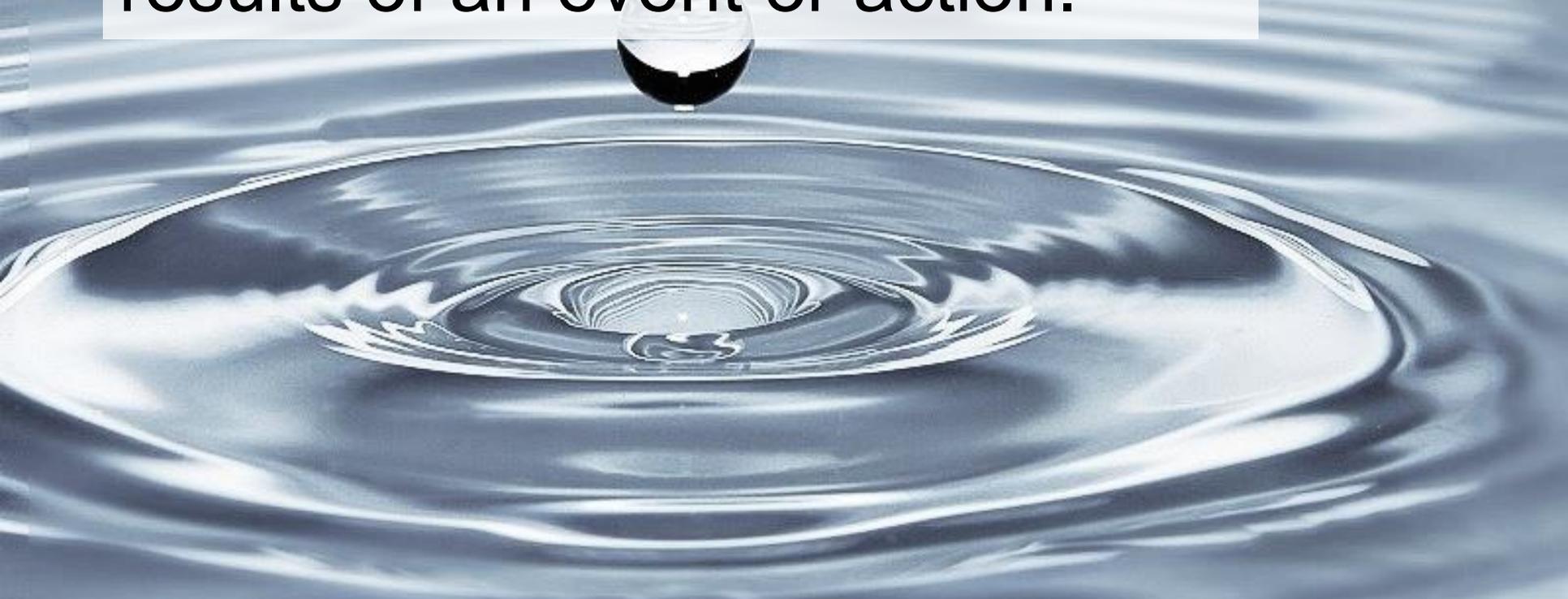
BRING YOUR MOST UNLIKELY
AND FAVORITE IDEA (on papers).

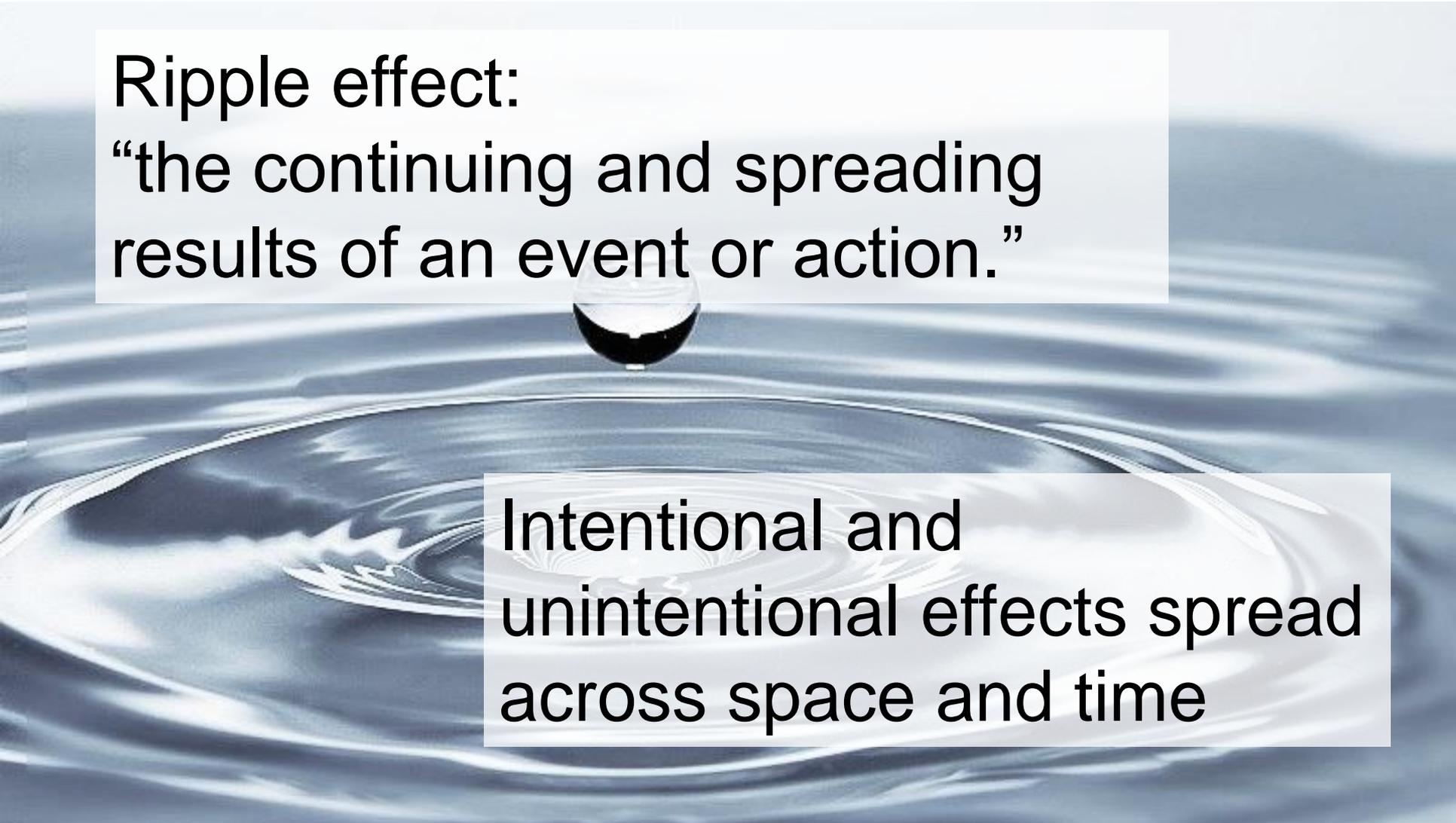
2 minutes.

Present – into the box

Ripple effect:

“the continuing and spreading results of an event or action.”



A high-speed photograph of a water droplet just before it hits a surface. The droplet is dark and spherical, positioned in the center of the frame. Below it, a series of concentric ripples are visible, spreading outwards from the point of impact. The water surface is a light blue-grey color, and the lighting creates highlights and shadows on the droplet and the ripples.

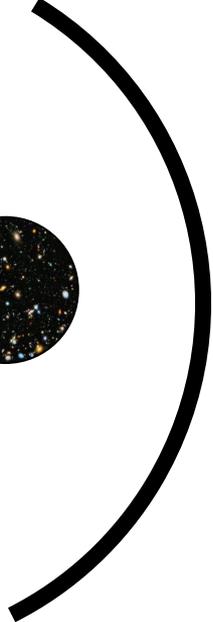
Ripple effect:

“the continuing and spreading results of an event or action.”

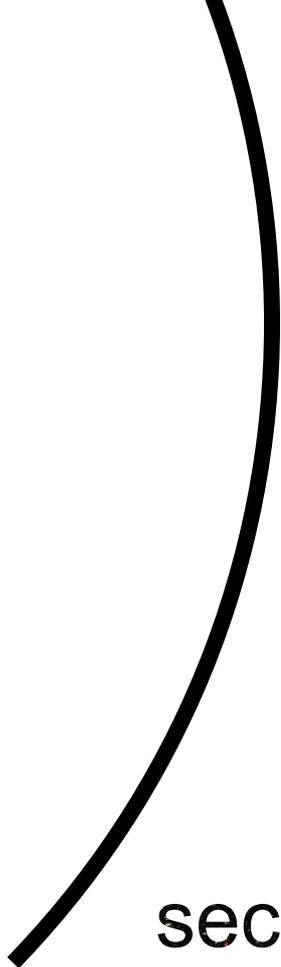
Intentional and
unintentional effects spread
across space and time

Paper recycling in Brazil

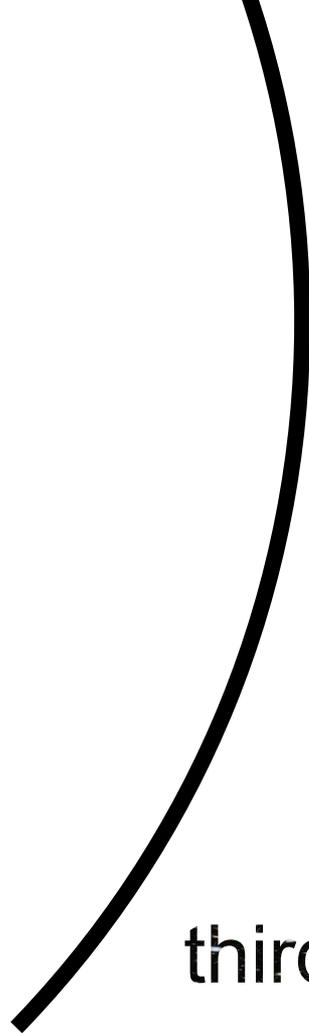
Snake farming in India



first wave



second
wave



third wave



Invention of
bookpress

first wave

second
wave

third wave



Invention of
bookpress

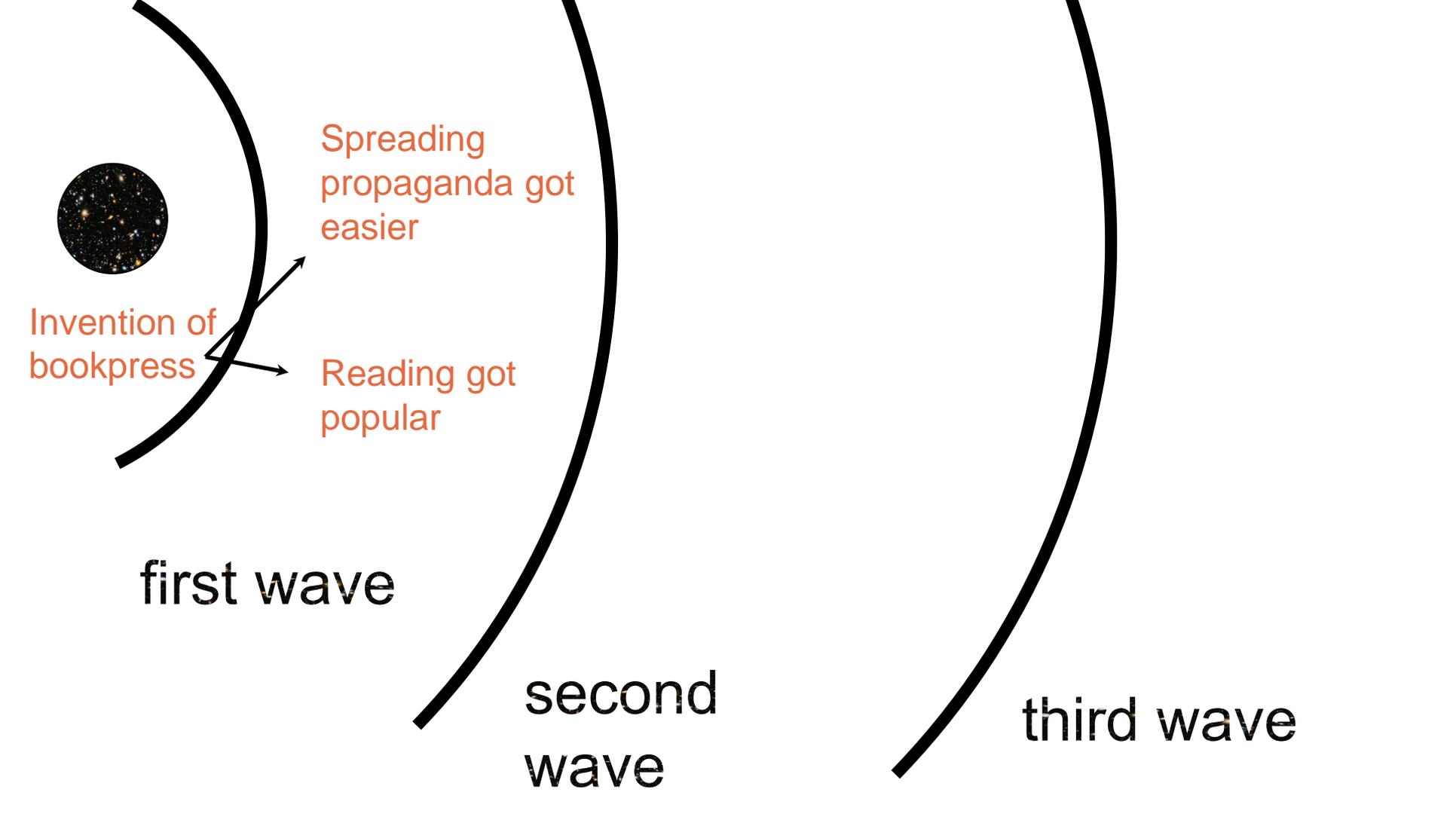
Spreading
propaganda got
easier

Reading got
popular

first wave

second
wave

third wave





Invention of
bookpress

Spreading
propaganda got
easier

Reading got
popular

Good light
conditions became
important for
entertainment

Eyeglasses
became
important

first wave

second
wave

third wave



Invention of
bookpress

Spreading
propaganda got
easier

Reading got
popular

first wave

Good light
conditions became
important for
entertainment

Eyeglasses
became
important

second
wave

Cases for
glasses a new
market

Developments
in lens
technology gave
birth to
microscopes..

third wave



Photo-
synthesis to
genome

first wave

second
wave

third wave



Photo-synthesis to genome

Skin turns green

Food industry collapses

Sun as source for feeding

first wave

second wave

third wave

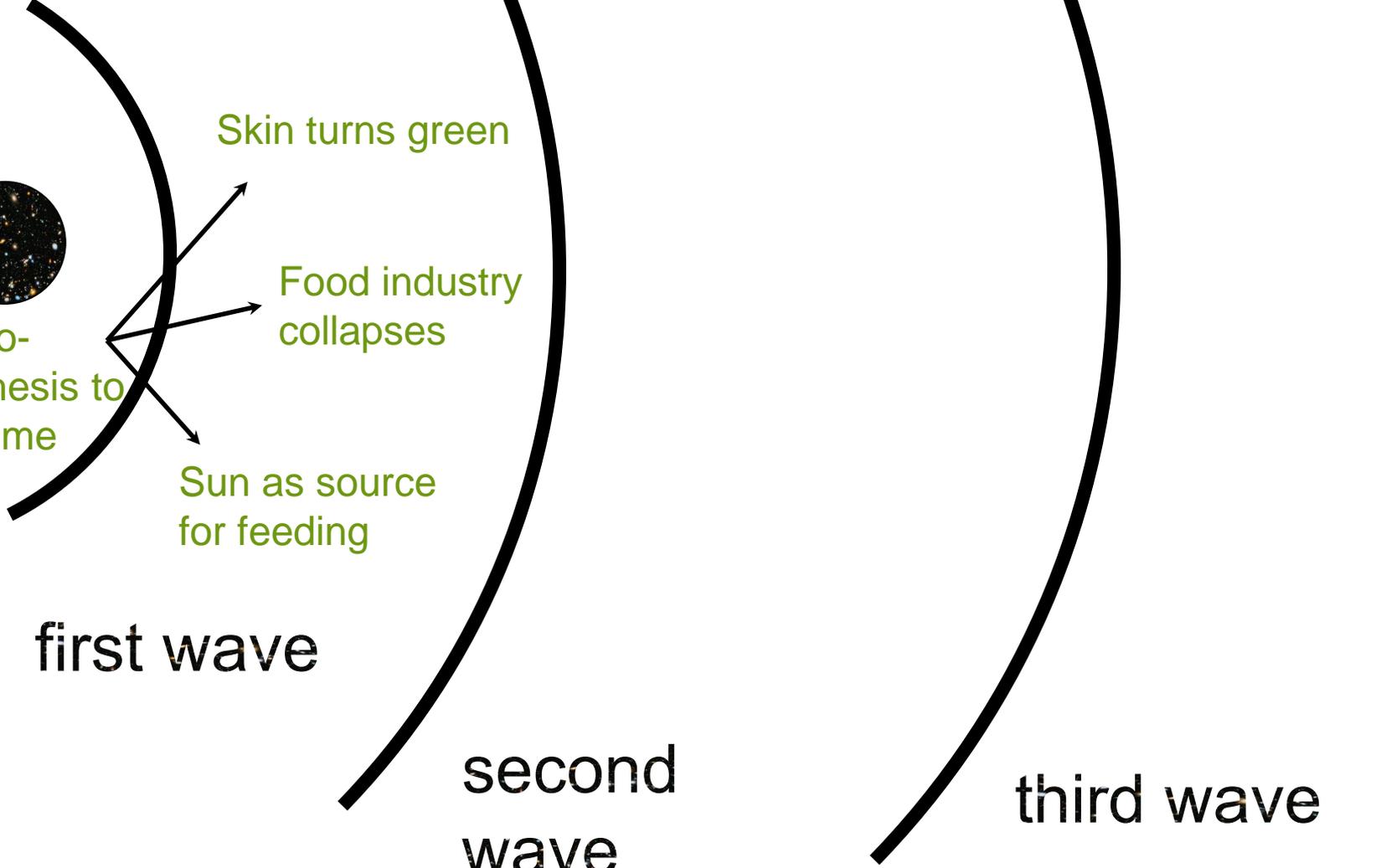




Photo-synthesis to genome

Skin turns green

Food industry collapses

Sun as source for feeding

Techno racism

Color schemes of fashion industry

Spending time outside increases

Finns naturally thinner than Brazilians

“Light restaurants”

first wave

second wave

third wave

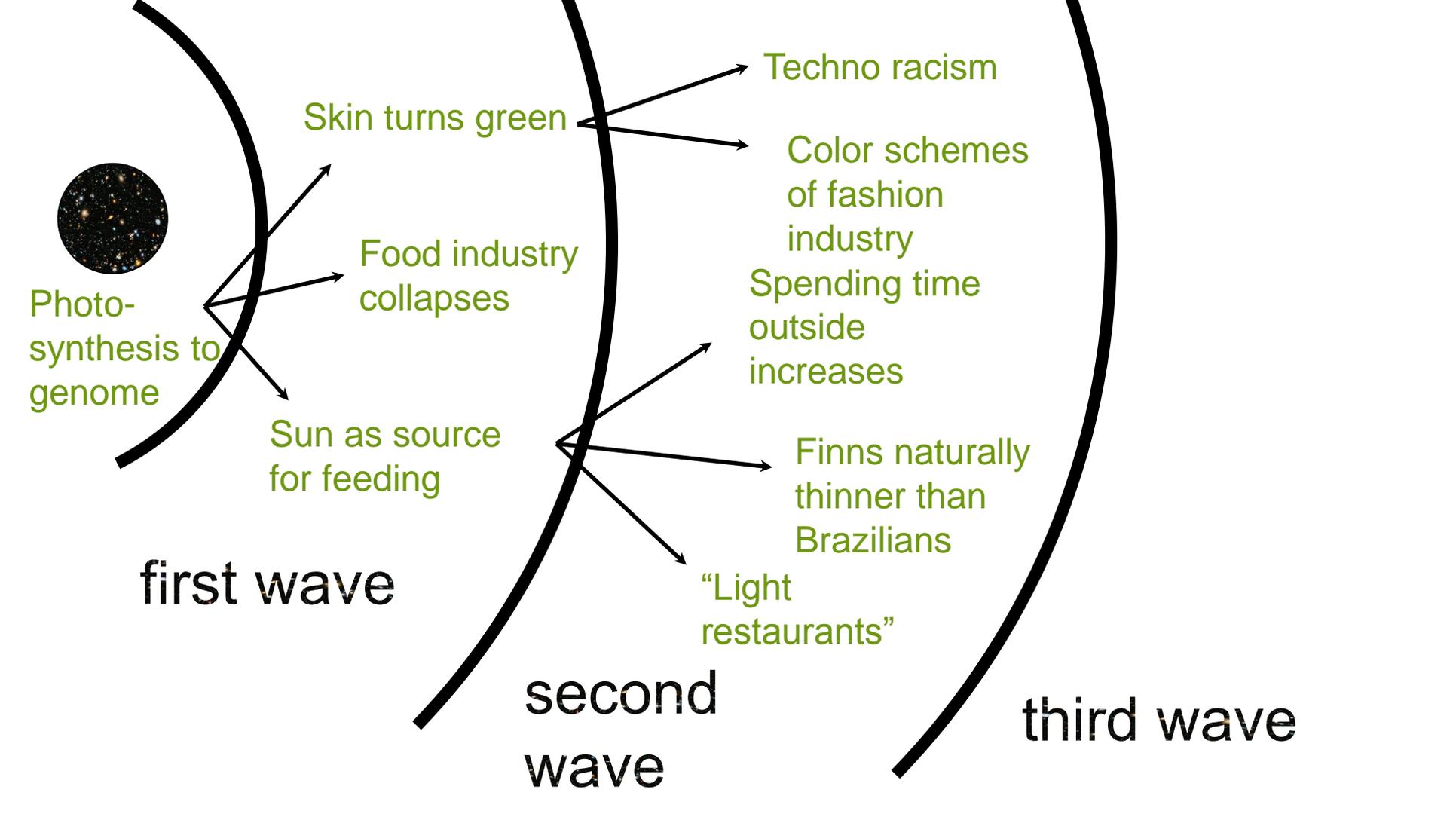




Photo-synthesis to genome

Skin turns green

Food industry collapses

Sun as source for feeding

first wave

Techno racism

Color schemes of fashion industry

Spending time outside increases

Finns naturally thinner than Brazilians

“Light restaurants”

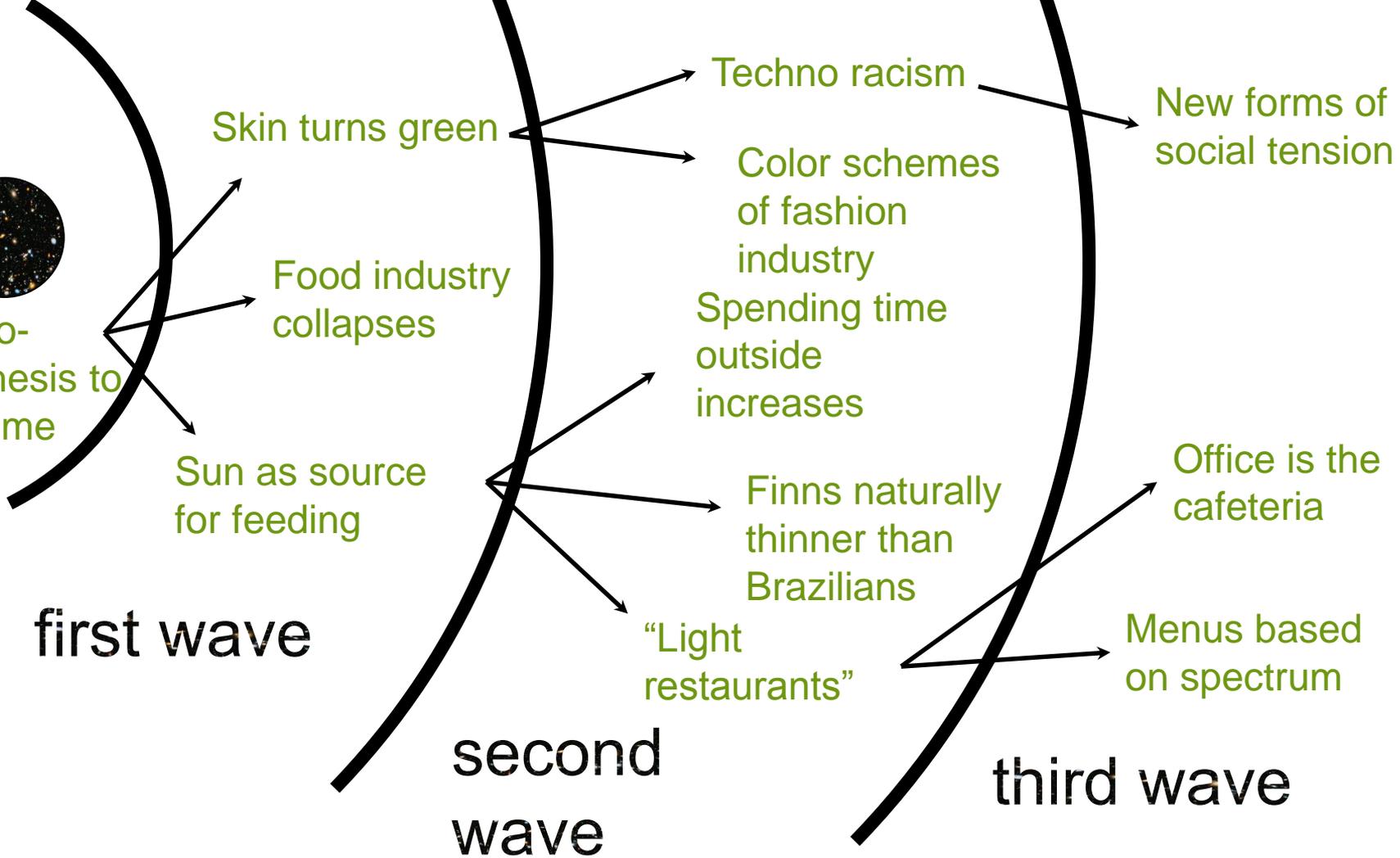
second wave

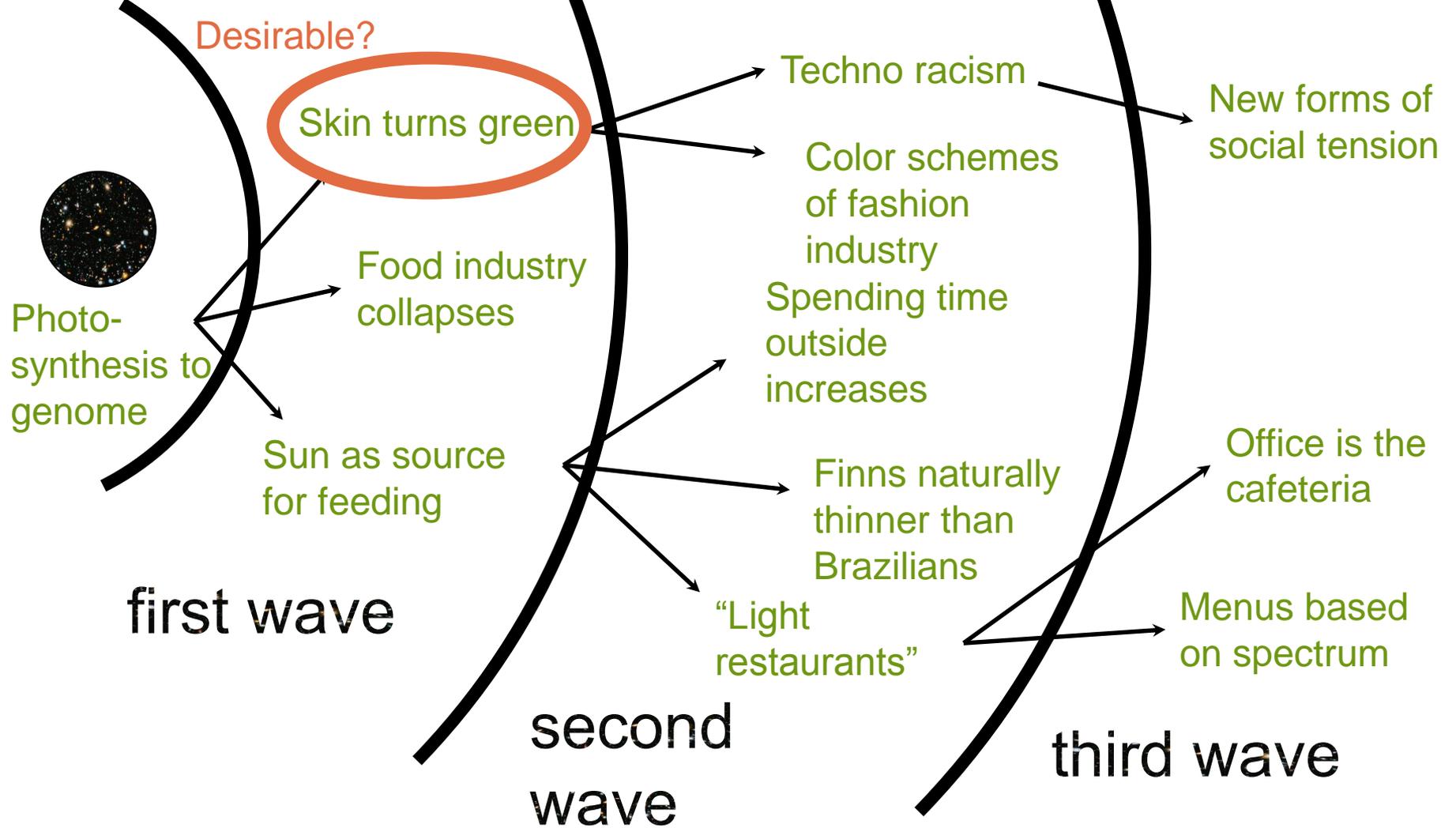
New forms of social tension

Office is the cafeteria

Menus based on spectrum

third wave





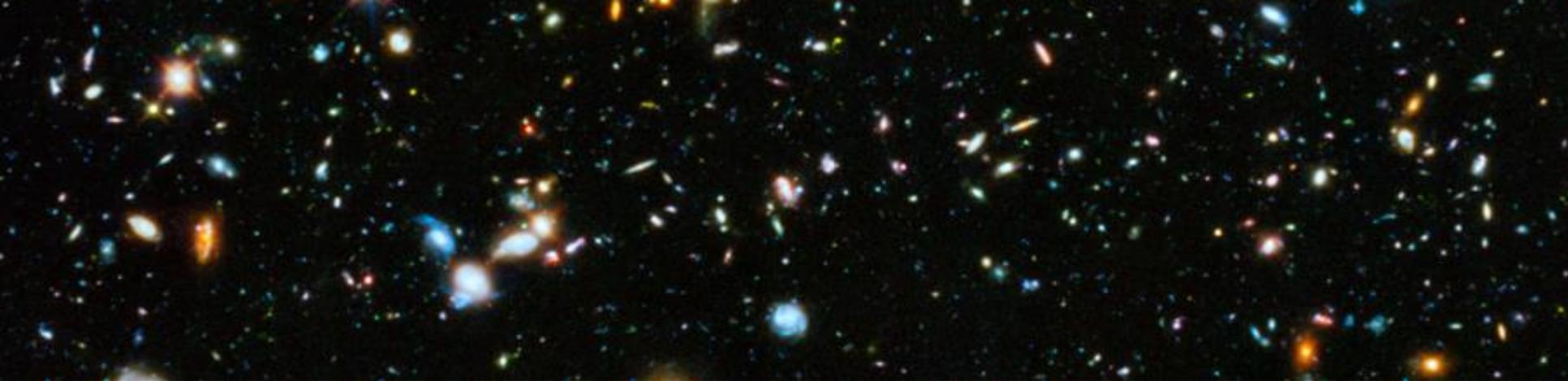


Generate ripple effects

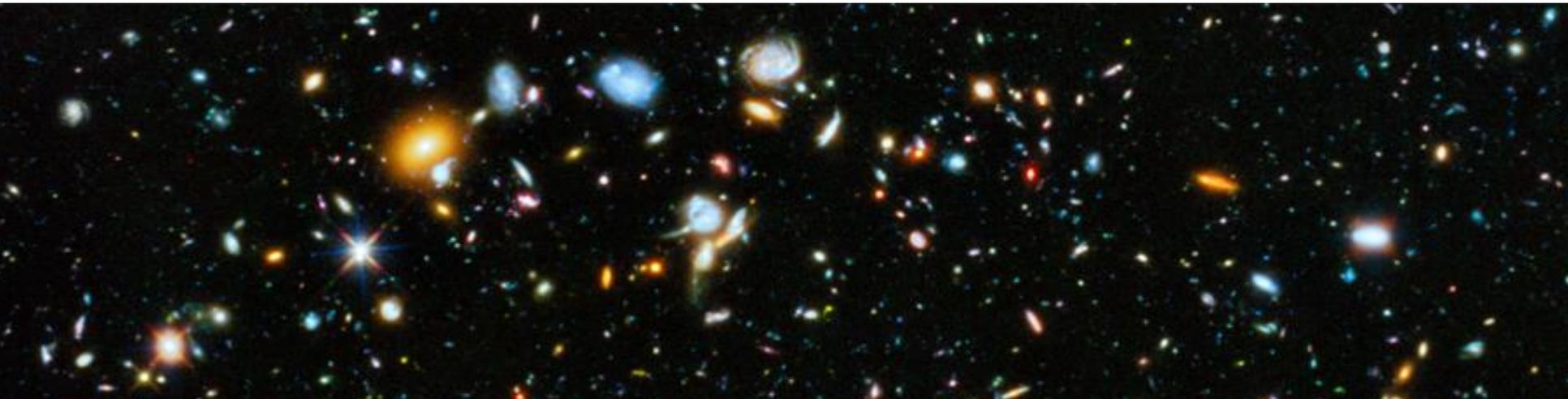
5ish minutes per wave - go for quantity

Select the most juicy one from 3rd wave.

Present!



SHARE TIME



A large, empty dining hall with long black tables and brown chairs, viewed through a large window. The room is brightly lit by natural light coming from the windows. The tables are arranged in long rows, and the chairs are tucked under them. The floor is a light-colored wood or laminate. The windows are large and offer a view of the outdoors, where some trees and a building are visible. The overall atmosphere is clean and modern.

!Beerstorming!



Go for quantity = pitchers

!Beerstorming!

Borrowed from Open space...

The Four Rules state:

1. Whoever come are the right people (invite CERNers to join!)
2. Whatever happens is the only thing that could have
3. Whenever it starts is the right time
4. When it's over, it's over

The Law of Two Feet states that:

“If, during the course of the gathering, any person finds themselves in a situation where they are neither learning nor contributing, they can go to some more productive place.”

Bring something you'd like to explore (on paper + pens...)

- Question
- Solution canvas
- Problem
-

Clear definition, brings good outcomes.

Innovation is an inherently *inefficient process*.

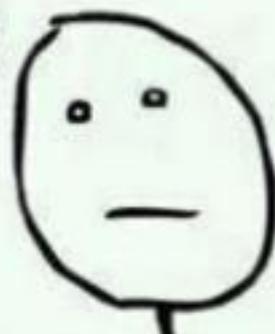
Being effective would imply that you already know precisely what you are doing beforehand.

How I see a
test while
taking it:

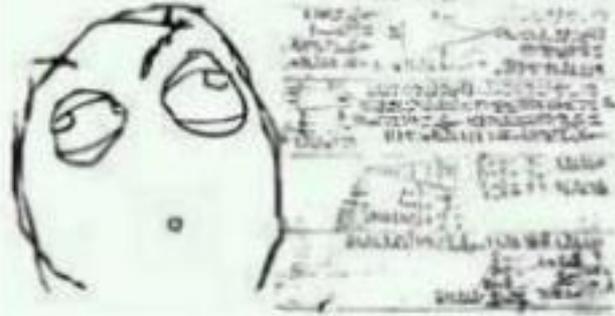


How I see a
test after
I get it back:

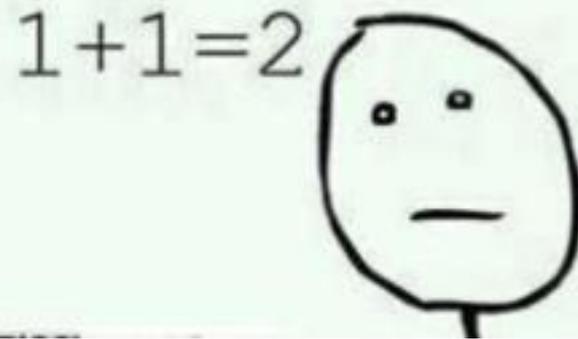
$$1+1=2$$



How I see a
test while
taking it:



How I see a
test after
I get it back:



...or Steve Jobs and connecting the dots

Tomorrow: Vision

Motivations

How will we impact the lives of people

Vision (I)

The part above constitutes your vision and links with the Problem you defined.

First step (II)

Build your path here from the future. What needs to happen?



A large, empty dining hall with long black tables and brown chairs, viewed through a large window. The room is brightly lit by natural light coming from the windows. The tables are arranged in long rows, and the chairs are tucked under them. The floor is a light-colored wood or laminate. The windows are floor-to-ceiling, providing a clear view of the outdoors. The text '!Beerstorming!' is overlaid on a yellow rectangular background in the center of the image.

!Beerstorming!