



Call a friend

- ☑ Invite a couple of your friends, parents, friends of parents and anyone else who's ideas you trust and who's creativity you envy
- ★ *Make sure that you have a pretty diverse audience*
- ☑ Create 3 brainstorming stations for each of your selected Frames from "Frame it". At each stations have something to write on and to write with
- ☑ At each station write down the following question:

"If this [write your Frame] was a lifestyle and a craft, what would it be?"

- ☑ Divide your group of people to make sure that each station has at least 1 person
- ☑ Ask everyone to write down their answers to the question in front of them as quickly and as creatively as possible. Logic is not required here. Go for as many ideas as possible
- ☑ In 3-5 minutes, ask your guests to switch stations and add ideas to the question at the next station
- ☑ Switch stations as many times as you need for everyone to visit each station once
- ☑ Thank everyone and collect their work
- ☑ Look at everything you have at each station and have a discussion with everyone about what you see. Maybe you clarify something and maybe you get something new
- ☑ On your own, select the ideas that look and feel the most interesting, exciting, unusual and feel like the best match with your dreams "in Focus"