



Reimagining An Object: *Innovation Fueled By Creativity*

INTRO:

All objects were created to serve a specific purpose, whether it be a pen for writing, a car for driving, or a clock for keeping track of time. What if these objects could do more than what was intended for them? For example, instead of being used for writing, a pen could be transformed into a crossbow. (Really! Look up “making a pen a crossbow.”)

The act of using your creativity to invent something new is known as innovation. Like a pen, various things around your classroom can be innovated for new functions. In this activity, your group will come up with ten creative ways to use any object of your choice. Out of your ten ideas, your group will choose the “best” and pitch it to the class.



PURPOSE: To creatively innovate new functions for a random object.

INSTRUCTIONS:

1. In your group of three, assign one groupmate to take pitch presentation notes and two groupmates to present the pitch.
2. Choose a random object around the room to innovate. Your entire group must agree upon a single object.
3. Brainstorm ten NEW ways to innovate the object for another purpose.
4. Amongst your group, decide the BEST innovation your group thought of.
5. Construct a 3-4 sentence explanation for why that innovation is the best.
6. Practice pitching your object’s best innovation.
7. Present your pitch. The class will provide positive feedback on your object’s innovation.

PITCH PRESENTATION NOTES:

What object did your group choose? _____

List the ten ways you can innovate your object:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

What is the BEST innovation your group thought of? _____

Explain:
