

Creativity + Junk =

► **IF NECESSITY** is the mother of invention, then creativity is the father. Without both, there will be no offspring.

What can you do with a hammer? "Pound nails, sometimes pull them out again." Anything else? "Else? That's what a hammer's for." Alas, dear friend, you appear to be suffering from functional fixation.

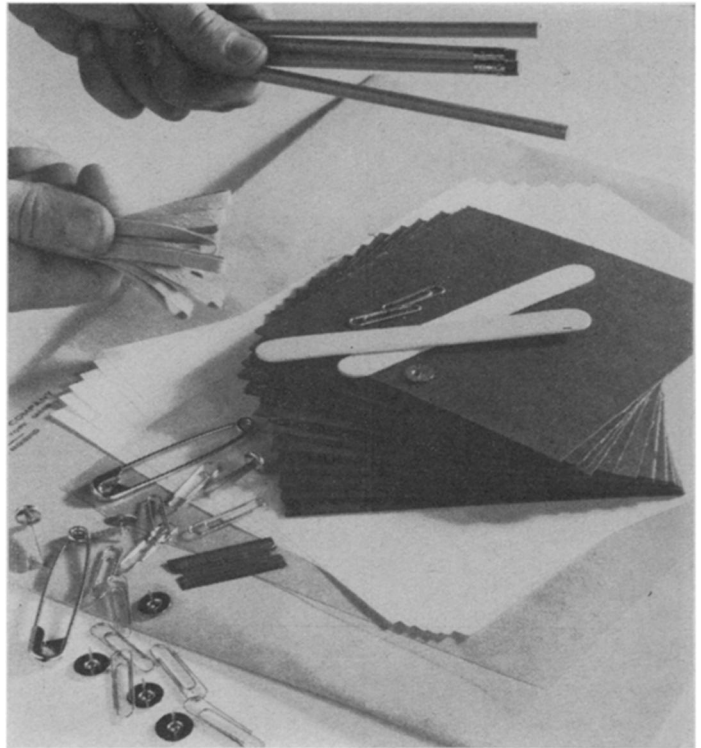
"From what?" Put it this way: if you weren't bound by such a fixation, you would realize that a hammer could serve perfectly well as a paper weight, digging tool, door stop, ice crusher, lamp shade base, even a pan cover beater for children.

To get around this common human shortcoming, Eastman Kodak Company, Rochester, N.Y., runs a 10-week course in imagination for its executives and technicians. In the course of the course, as a two-week homework assignment, each student is given a "creativity kit" (commonly known as a junk box) consisting of string, pieces of cardboard, safety pins, popsicle sticks, buttons and other miscellaneous whatnot. The assignment is simply, "make something."

True creativity cannot be taught, admits one instructor, but people can learn to free themselves from the kinds of mental blocks that limit the number of solutions to any problem.

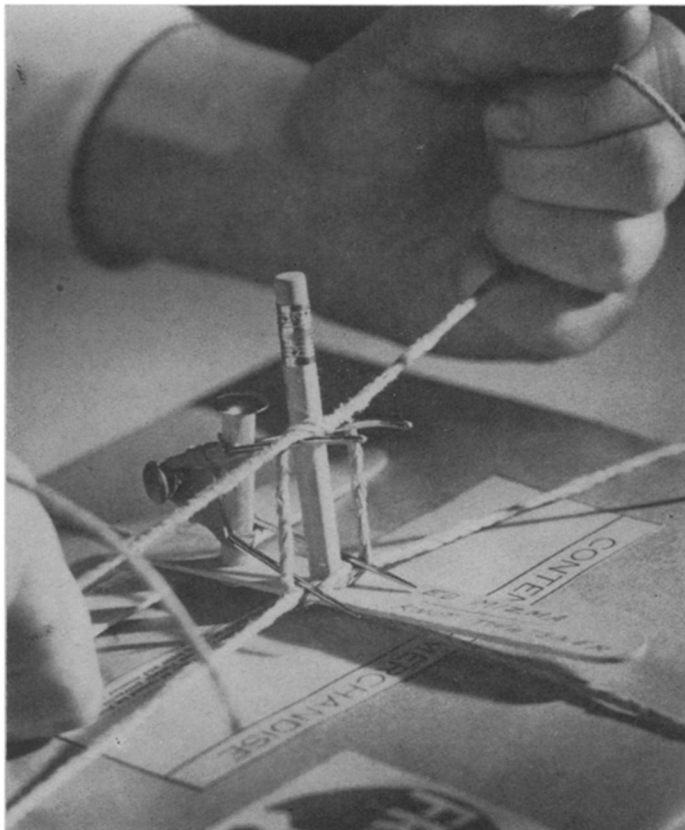
Climbing over mental blocks is a stimulating task, as indicated by the hundreds of different responses to the junk box assignment. Two are shown on these pages.

Executive creativity also produced, of all things, a digital-analog computer that includes an abacus among its several computing devices, a "scudupper" to pick up golf balls for stiff golfers and a pea planter that looks like a child's pull toy to drop seeds into the garden at accurately spaced intervals.



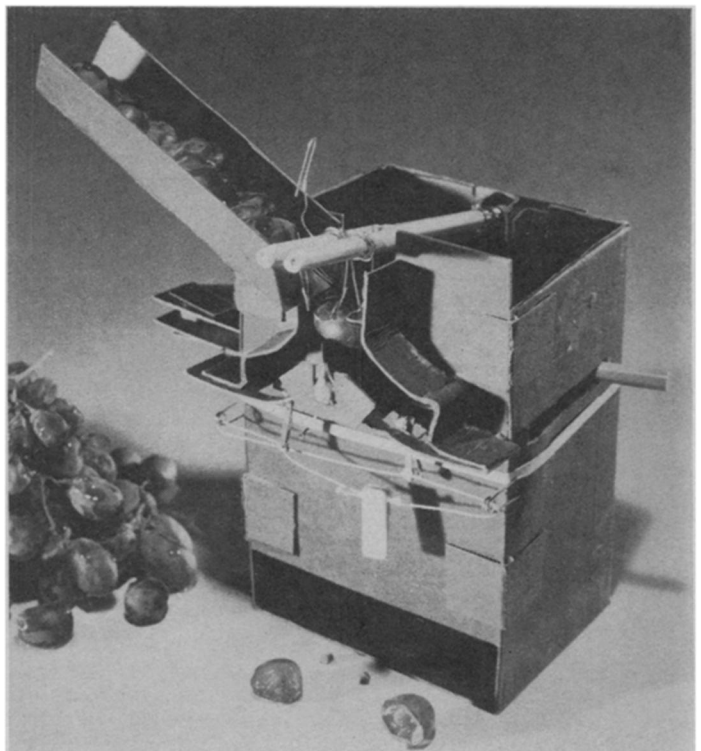
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THE SKY'S THE LIMIT—The creativity kit from which each participant must make something useful contains miscellaneous odds and ends.



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AN EXTRA HAND—Knot Tightener enables a person to tie up a package by himself without the assistance of someone to hold his finger on the knot.



EASTMAN KODAK

FOR THE PERSON WHO HAS EVERYTHING—This Grape Seeder, a handy kitchen gadget, automatically removes the seeds from grapes.