

THE SHOCK OF THE OLD

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THE SHOCK OF THE OLD

"MOST NEW THINGS FAIL.

OBJECTS OR ACTIONS WHICH SURVIVE FOR
GENERATIONS MUST BE GOOD AT SERVING
SOME HIDDEN PURPOSE... THEY CORRESPOND
TO SOMETHING DEEP IN OUR NATURE."

NASSIM NICHOLAS TALEB, ANTIFRAGILE

USE THESE CARDS TO SEE HOW OLD OBJECTS
AND ACTIONS CAN GIVE YOU NEW IDEAS



THE SHOCK OF THE OLD

1. LOOK AT YOUR CARD AND WRITE DOWN LOTS OF RESPONSES TO THESE QUESTIONS

HOW IS IT USED?

WHAT OBVIOUS PURPOSE DOES IT HAVE?

WHAT HIDDEN PURPOSE COULD IT HAVE?

WHO OWNS IT? WHO SHARES IT?

IS IT USED DIFFERENTLY IN THEORY & PRACTICE?

HOW IS IT ADAPTED?

HOW IS IT HANDED ON TO OTHERS?

HOW DOES IT MAKE US FEEL?

WHAT EMOTIONS DOES IT PROVOKE?

DOES IT HAVE SYMBOLIC POWER?

IS IT USED IN RITUALISTIC WAY?

DOES IT CORRESPOND TO SOMETHING
DEEP IN OUR NATURE?

3. NOW REPEAT WITH ANOTHER CARD

4. HOW COULD YOU APPLY THE QUALITIES OF THESE OLD OBJECTS AND ACTIONS TO YOUR PROJECT?

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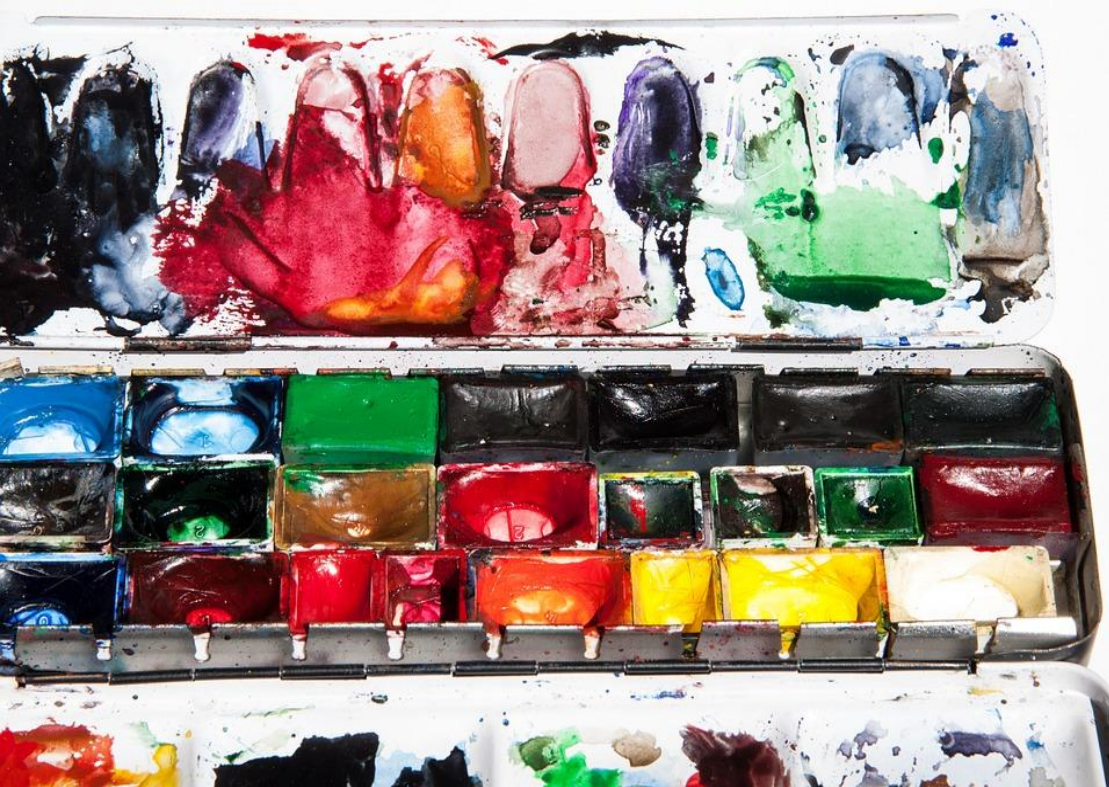
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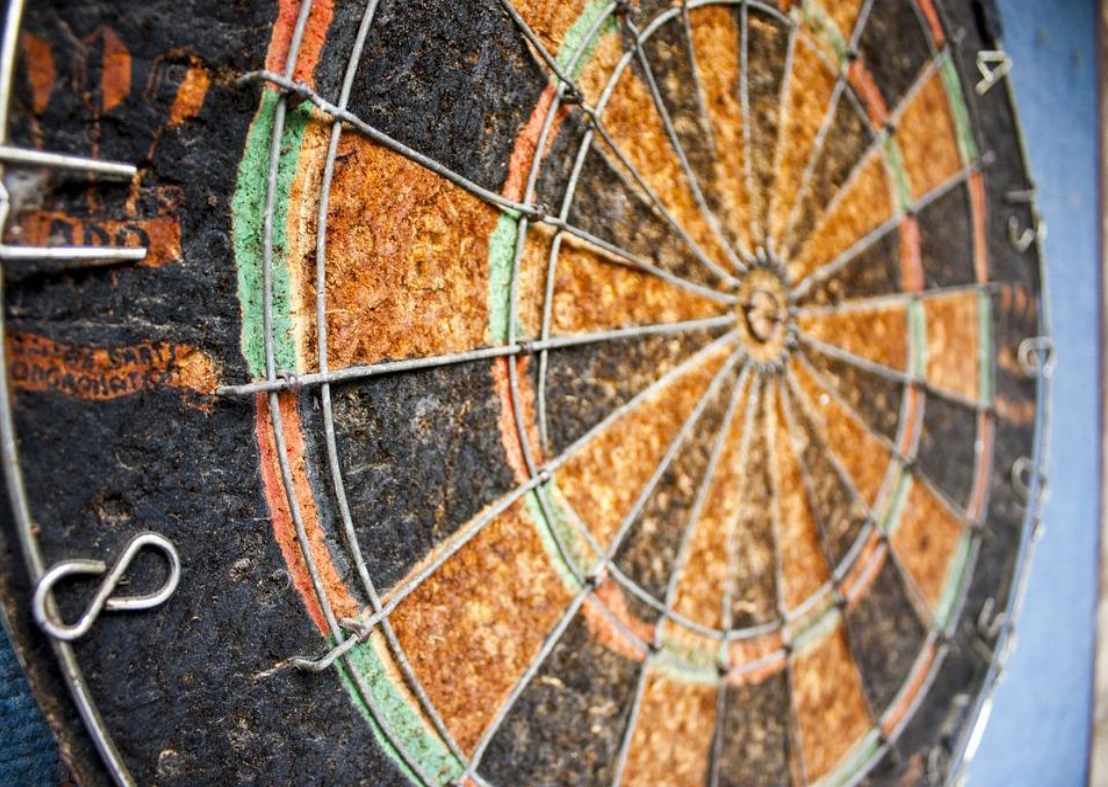
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HOW IS IT HANDED ON TO OTHERS?

HOW DOES IT MAKE US FEEL?

WHAT EMOTIONS DOES IT PROVOKE?

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DOES IT CORRESPOND TO SOMETHING
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3. NOW REPEAT WITH ANOTHER CARD

4. HOW COULD YOU APPLY THE QUALITIES OF THESE OLD OBJECTS AND ACTIONS TO YOUR PROJECT?

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THE SHOCK OF THE OLD

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