Sweden readsies for daylight savings time

From 1.59am on the night between (last) Saturday and Sunday, the clock ticks over directly to 3am, marking the start for longer and brighter evenings in Sweden.

When we change to daylight savings time, heart attack cases rise temporarily, according to local newspaper Upsala Nya Tidning.

The increase is due to our rising one hour earlier than normal. After a week heart attack rates are back to normal, showed a study published in journal Sleep Medicine.
APD had a great pub to honour their hard worked screw drivers.

Mad Men theme brought a nostalgic feel to the school. Ladies with shirts and lip sticks, men with suits and side combed hair...

BA 2 is back to school from their internships and these are some of the memories from the past 10 weeks.

We have brand new CINTIQs!
Innovation Is About Arguing, Not Brainstorming. Here’s How To Argue Productively

Written by: Daniel Sobol.

At Continuum, innovation’s secret sauce is deliberative discourse. Here’s how you do it.

Turns out that brainstorming—that go-to approach to generating new ideas since the 1940s—isn’t the golden ticket to innovation after all. Both Jonah Lehrer, in a recent article in The New Yorker, and Susan Cain, in her new book Quiet, have asserted as much. Science shows that brainstorming can activate a neurological fear of rejection and that groups are not necessarily more creative than individuals. Brainstorming can actually be detrimental to good ideas.

But the idea behind brainstorming is right. To innovate, we need environments that support imaginative thinking, where we can go through many crazy, tangential, and even bad ideas to come up with good ones. We need to work both collaboratively and individually. We also need a healthy amount of heated discussion, even arguing. We need places where someone can throw out a thought, have it critiqued, and not feel so judged that they become defensive and shut down. Yet this creative process is not necessarily supported by the traditional tenets of brainstorming: group collaboration, all ideas held equal, nothing judged.

So if not from brainstorming, where do good ideas come from?

At Continuum, we use deliberative discourse—or what we fondly call “Argue. Discuss. Argue. Discuss.” Deliberative discourse was originally articulated in Aristotle’s Rhetoric. It refers to participative and collaborative (but not critique-free) communication. Multiple positions and views are expressed with a shared understanding that everyone is focused on a common goal. There is no hierarchy. It’s not debate because there are no opposing sides trying to “win.” Rather, it’s about working together to solve a problem and create new ideas.

“The creative process isn’t supported by the traditional tenets of brainstorming.”

So we argue. And discuss. And argue. A lot. But our process is far from freeform yelling. Here are five key rules of engagement that we’ve found to yield fruitful sessions and ultimately lead to meaningful ideas.

1. NO HIERARCHY

Breaking down hierarchy is critical for deliberative discourse. It’s essential to creating a space where everyone can truly contribute. My first week at Continuum, I joined a three-person team with one senior and one principal strategist. A recent graduate, I was one of the youngest members of the company. During our first session, the principal looked me in the eye and said, “You should know that you’re not doing your job if you don’t disagree with me at least once a day.” He gave me permission to voice my opinion openly, regardless of my seniority. This breakdown of hierarchy creates a space where ideas can be invented—and challenged—without fear.

2. SAY “NO, BECAUSE”

It’s widely evangelized that successful brainstorms rely on acceptance of all ideas and judgment of none. Many refer to the cardinal rule of improv saying “Yes, AND”—for building on others’ ideas. As a former actor, I’m a major proponent of “Yes AND.”

But I’m also a fan of “no, BECAUSE.” No is a critical part of our process, but if you’re going to say no, you better be able to say why. Backing up an argument is integral in any deliberative discourse. And that “because” should be grounded in real people other than ourselves.

We conduct ethnographic research to inform our intuition, so we can understand people’s needs, problems, and values. We go out dancing with a group of women in a small Chinese village; we work in a fry shack in the deep South; we sit in living rooms and listen to caregivers discuss looking after a parent with Alzheimer’s. This research informs our intuitive “guts”—giving us both inspiration for ideas and rationale to defend or critique them.

During ideation, we constantly refer back to people, asking one another if our ideas are solving a real need that people expressed or that we witnessed. This keeps us accountable to something other than our own opinions, and it means we can push back on colleagues’ ideas without getting personal.

3. DIVERSE PERSPECTIVES

We’ve all heard of T-shaped people and of multidisciplinary teams. This model works for us because deliberative discourse requires a multiplicity of perspectives to shape ideas. We curate teams to create diversity. Walk into a project room and you may find an artist-turned-strategist, a biologist-turned-product designer, and an English professor-turned-innovation guru hashing it out together. True to form, my background is in theater and anthropology.

On a recent project, I realized the best way to tackle a particular problem was to apply a text analysis tool that actors use with new scripts. I taught this framework to the team, and we used it to generate ideas. Another time, a team member with a background in Wall Street banking wrote an equation on the whiteboard. It was exactly the framework we needed to jumpstart our next session.

4. FOCUS ON A COMMON GOAL

Deliberative discourse is not just arguing for argument’s sake. Argument is productive for us because everyone knows that we’re working toward a shared goal. We develop a statement of purpose at the outset of each project and post it on the door of our project room. Every day when we walk into the room, we’re entering into a liminal space—call it a playing field. The statement of purpose establishes the rules: It reminds us that we are working together to move the ball, down the field. As much as we may argue and disagree, anything that happens in the room counts toward our shared goal. This enables us to argue and discuss without hurting one another.

5. KEEP IT FUN

We work on projects ranging from global banking for the poor to the future of pizza and life-saving medical devices. Our work requires intensity, thoughtfulness, and rigor. But no matter the nature of the project, we keep it fun. It’s rare for an hour to pass without laughter erupting from a project room. Deliberative discourse is a form of play, and for play to yield great ideas, we have to take it seriously.

When we enter deliberative discourse, arguing and discussing and arguing and discussing, we each bring different ways of looking at the world and solving problems to the table.

But we don’t brainstorm. We deliberate.
Transit

Design a monument dedicated to the transit of Venus in front of the sun

What?
Be part of this once-in-a-lifetime astronomical event: the transit of Venus in front of the sun on 6 June 2012. This rare cosmic alignment only happens twice every 243 years, this is the last time you will have the chance to see it... unless you live to see the year 2117.

Because of the way the planets rotate and align, this otherworldly spectacle will only be visible from certain places on earth, and Northern Sweden is amongst them.

We would like to invite you to help us build a monument dedicated Venus and the transit. This monument will allow us to look at the sun and watch venus move across the face of the sun.

How?
Download the brief from here: floda31.com/venus and send a sketch idea to m@floda31.com. All details and requirements are in the brief. We don’t need to see a finished design, just a concept and give us some details about your practical skill set – you will get your hands dirty!

We will select a team of about five people to collaborate and build one monument / observatory dedicated to Venus.

You will work with Rich; designer and builder from Floda31, Chris and Jonah; architects from London, England, Nathan Phinney; an artist from New York, USA and Bastien Erpelding, an astronomer from Umeåuniversitet.

When?
Soon! We know you are busy with your school projects, but keep in mind that this is a seriously rare opportunity; Venus only transits the sun twice every 243 years, and this is the last time in that cycle – plus we are uniquely located here in North Sweden to actually see this happen.

The design will have to take into account the time restraints. We aim to build the monument in a series of weekends during April and May.

The Transit of Venus 2012 at Floda31 is likely to be documented by National Geographic; a great opportunity to show the world your creative skills.

Any questions, email Marije: m@floda31.com

CREDITS:
Thanks for your contributions.
Future articles & photos can be sent to: wozzop@gmail.com by Thursday evenings.
We love hearing from you!!

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