

ELAstIC: Creativity Workshop

The world is changed.
4240 is doing more than ever to adapt and succeed.

Creativity is an essential tool for problem solving. 4240 appreciates the universal need to revise our behavior to thrive, so now offers an ongoing series of ELAstIC seminars (Eliminating Assumptions to Increase Creativity) for entrepreneurs and business leaders. It is a workshop designed to stretch and activate one's natural creativity.

By employing our inherent creativity, obstacles are navigable and success inevitable. We 'feel' our way to the right solution with confidence. Emotions, like fear, anxiety, or panic, do not overwhelm us. When we lack creativity, our search for solutions can be frustrating and tedious. Our patience wanes and we are prone to mood swings of agony and exaltation; neither of which are productive. Worse yet, we may lose the ability to discern a successful strategy from a disastrous one. By combining spatial reasoning and the design process, a problem/solution model of thinking is replaced with a research/act process. Through the creative discipline, the idea of "problem" is replaced with a broader perspective. The solution is not revered as the singular, finite, and only response to the problem, but rather an open possibility to be examined within an even larger context of alternate ideas.

During ELAstIC, two of Chicago's most creative designers – Robert Benson, 4240 Architecture and Rick Valicenti, Thirst/3st – engage participants through a series of hands-on, revealing, and inspiring design exercises and conversation.

