



## Dare To Break Rules!

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### Abstract

Effortless creativity is a myth. Innovation takes hard work, failure, revision, extensive knowledge, persistence and most of all: bravery. We are trained to value conformity but the most revolutionary work tends to break rules. Artists do that constantly and gloriously. Therefore business should embrace artistic thinking to unlock a universe of possibilities.

**Keywords:** Innovation, Artistic-Thinking, Cross-Over-Thinking, Creativity, Curiosity, Motion, Change, Novelty, Culture, Imagination.

### 1 About Sheep and Rebels

**“You will never do anything in this world without courage” (Aristotle, philosopher and scientist, 384-322 BC) (1).** Creativity is a hot topic and will be central for our future prosperity, especially in times of increasing competitiveness. Innovation is precious, because it helps us to thrive in an ever faster changing world, leading to the creation of new methods, new products, new systems that can radically improve the way we do things and the way we think. Courage is crucial for the innovation process. It requires ultimate bravery as innovative minds constantly need to break existing rules. Artists do that constantly. They also know that getting things totally wrong can lead to discovery and new ways of thinking. Thomas Edison needed 10,000 prototypes of the light bulb before he finally got it right. But like sheep in a herd, most of us are trained to value conformity instead of encouraging risk-taking and failure. We obey orders and respect laws – for a good reason. It is like our security net in life. We conform to social expectations because that leads to peaceful cohabitation. Rules and past experiences are useful, they are like mental short cuts that will grant us basic survival. Innovation is frightening,

as it means trial and error and we’ll probably fail countless times before a stellar idea is born. Therefore in business, during a brainstormings were we are encouraged at the push of a button, to “think out of the box” – most of the time, there is no storm just a mere breeze – and the wildest and most radical ideas often go unsaid, because we fear to be ridiculed or humiliated. The new Tate extension by Jacques Herzog and Pierre De Meuron is somehow fascinatingly radical and experimental.



*Tate Modern, ‘Switch House’, Gilbert Scott, 1947,  
Herzog De Meuron Architects, 2016.*