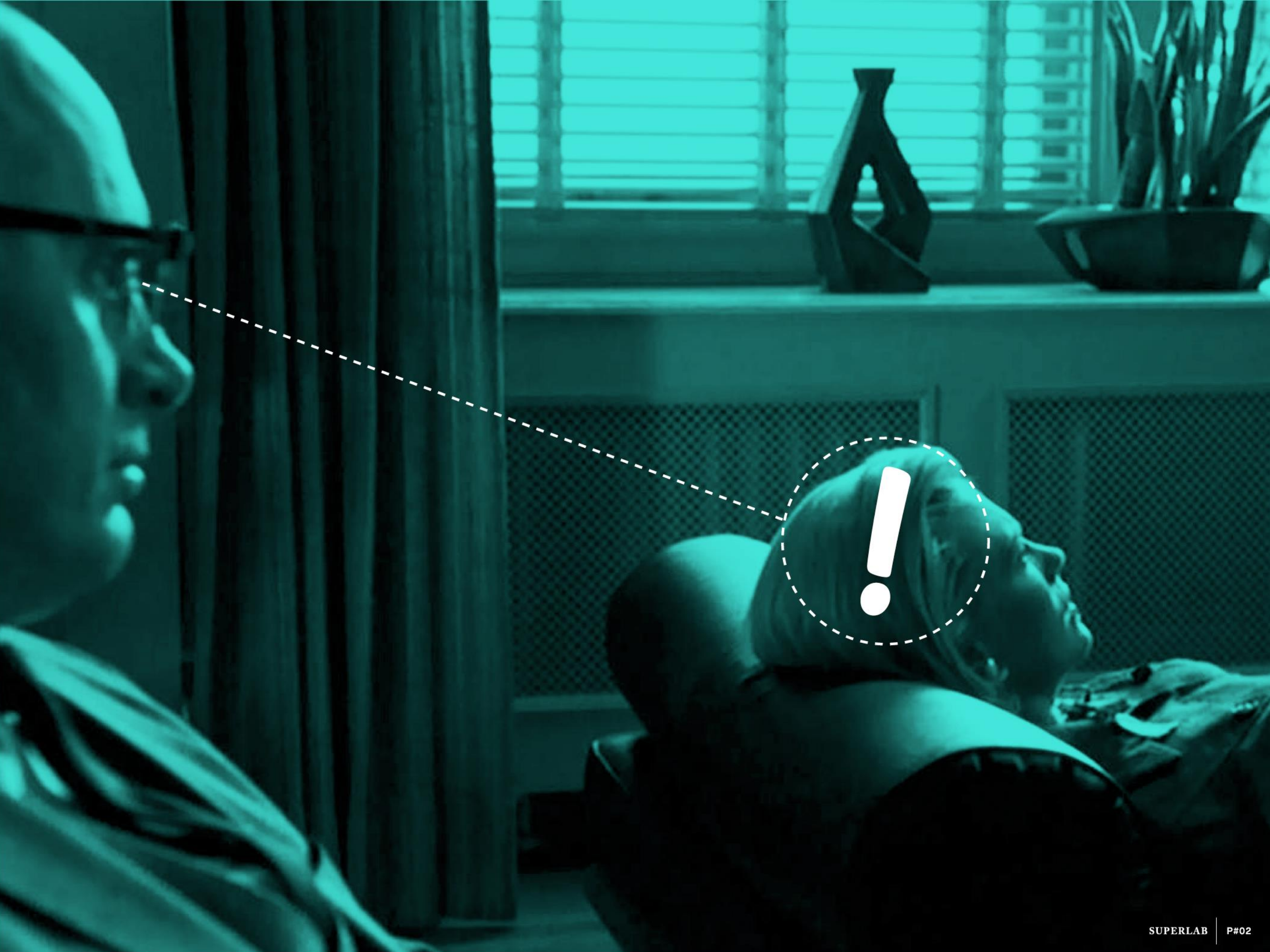


Play as a shortcut to creativity

SOI Årskonferens - 2015

Samuel West
Lund University, Sweden





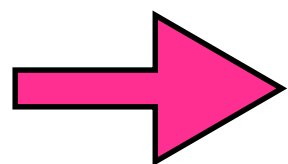
All bra forskning börjar
med apor...





Major new survey of more than 1,500 CEOs from 60 countries and 33 industries worldwide:

More than rigor, management discipline, integrity or even vision - successfully navigating an increasing complex world requires **creativity**.



Global Innovation Index rankings

Country/Economy	Score (0–100)	Rank	Income
Switzerland	66.59	1	HI
Sweden	61.36	2	HI
United Kingdom	61.25	3	HI
Netherlands	61.14	4	HI
United States of America	60.31	5	HI
Finland	59.51	6	HI
Hong Kong (China)	59.43	7	HI
Singapore	59.41	8	HI
Denmark	58.34	9	HI
Ireland	57.91	10	HI
Canada	57.60	11	HI
Luxembourg	56.57	12	HI
Iceland	56.40	13	HI
Israel	55.98	14	HI
Germany	55.83	15	HI
Norway	55.64	16	HI
New Zealand	54.46	17	HI



UDDA JOBB!



**UDDA JOBB!
(MED KOLLEGOR)**



HUR?

CREATIVITY CORPORATION

You get back to
that @#%& cubicle
and start thinking
outside the box!



**If people did not sometimes do silly things,
nothing intelligent would ever get done.**

- Ludwig Wittgenstein



Fun Theory





SUPERLAB

RESEARCH, EXPERIMENTS

WHAT
Superlab is a concept for engaging companies with high quality experimental research. A collaboration of psychology researchers and design experts who *really work*. The aim is to bring together academics and organizations to answer exciting, business relevant questions about human behavior.





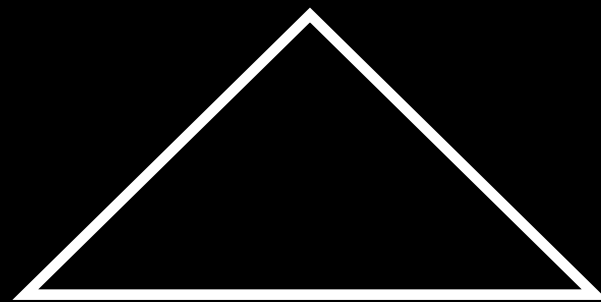
THE EXPERIMENT

RESEARCH, LABORATORY & STUFF

n = 164 | 123 intervention
41 control

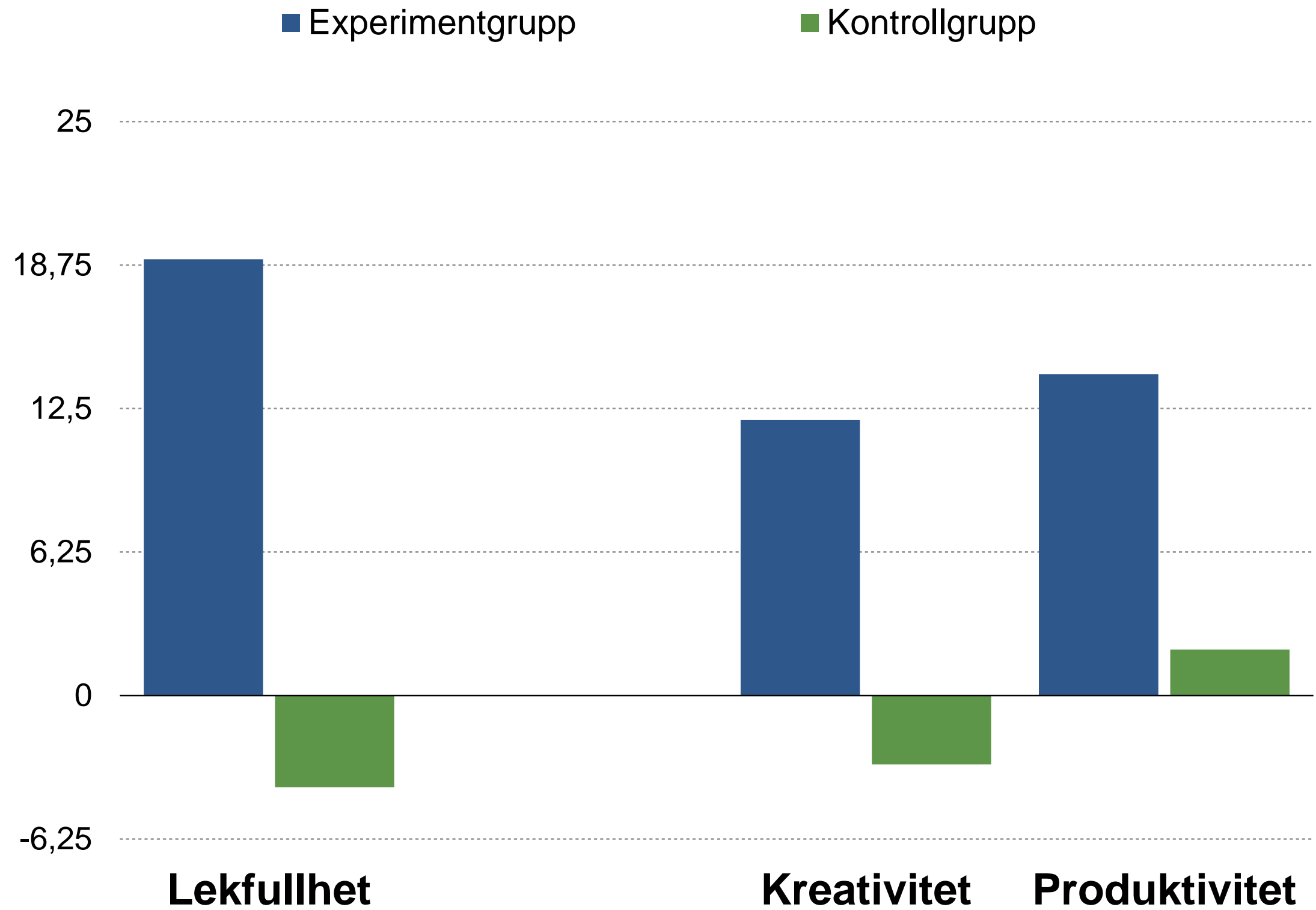
meeting - fika break - meeting

Pre-test ↑



Post-test ↑

Play-cues
cotton candy
mustache
silly game
nerf guns



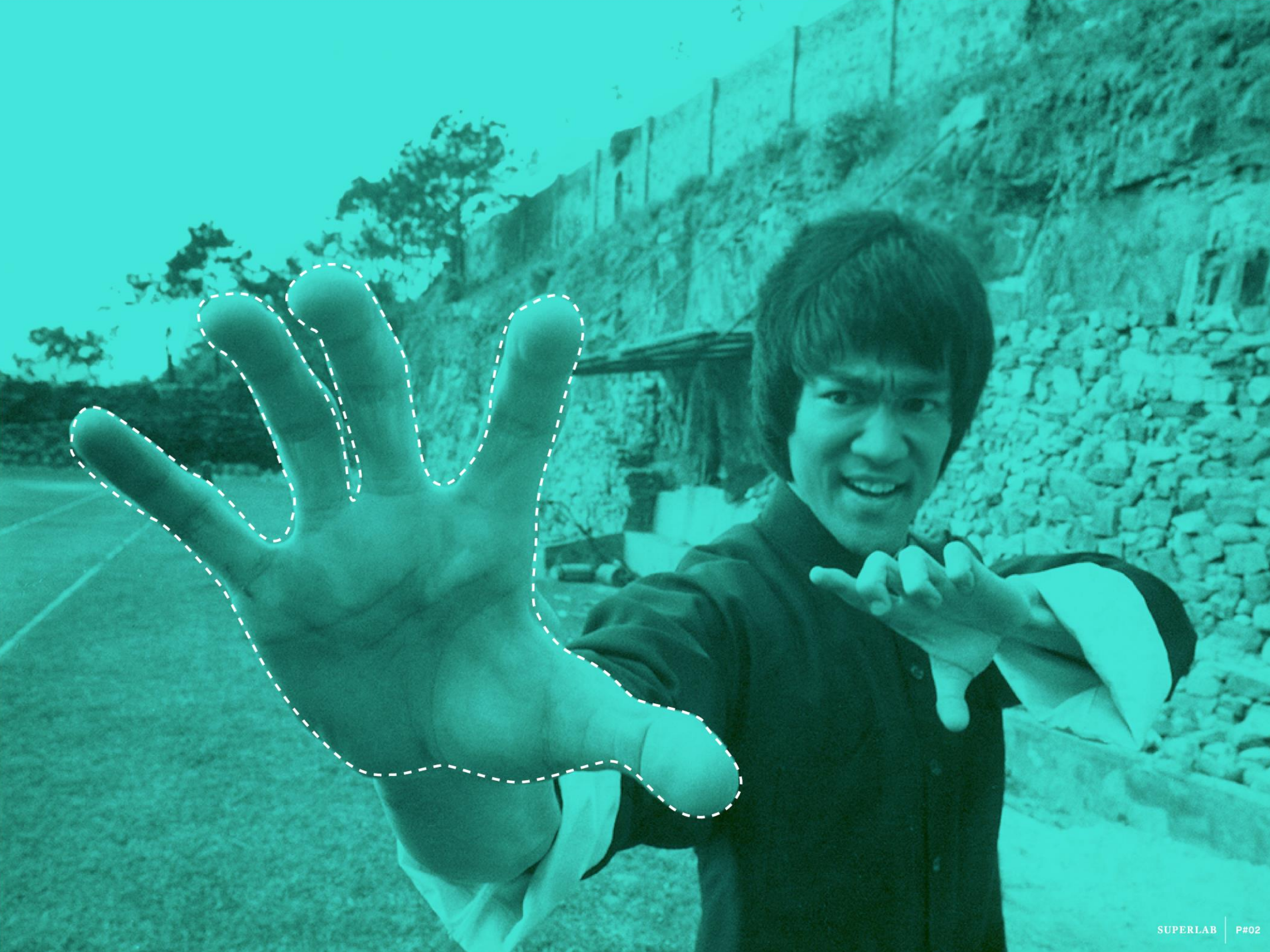
PLAY TIME!



A photograph of two men wearing pig masks, overlaid with a teal color filter. The man on the left is holding a cigarette in his mouth. The man on the right is looking off to the side. The text is centered over the image.

Två typer av lek:
- aktivitet
- inställning





A man with glasses and a mustache, wearing a light-colored short-sleeved shirt and a dark tie, sits at a desk in a cluttered office. He is looking towards the camera. The desk is covered with papers, a pen holder with several pens, and other office supplies. In the background, there are stacks of boxes, some labeled 'COMPUTER FORMS', and a filing cabinet. The entire image has a teal color overlay.

Lek främjar kreativitet

- ökar öppenhet
- ökar inre-motivation
- bygger relationer



We don't stop playing because we grow old;
we grow old because we stop playing.

– George Bernard Shaw



www.superlab.se