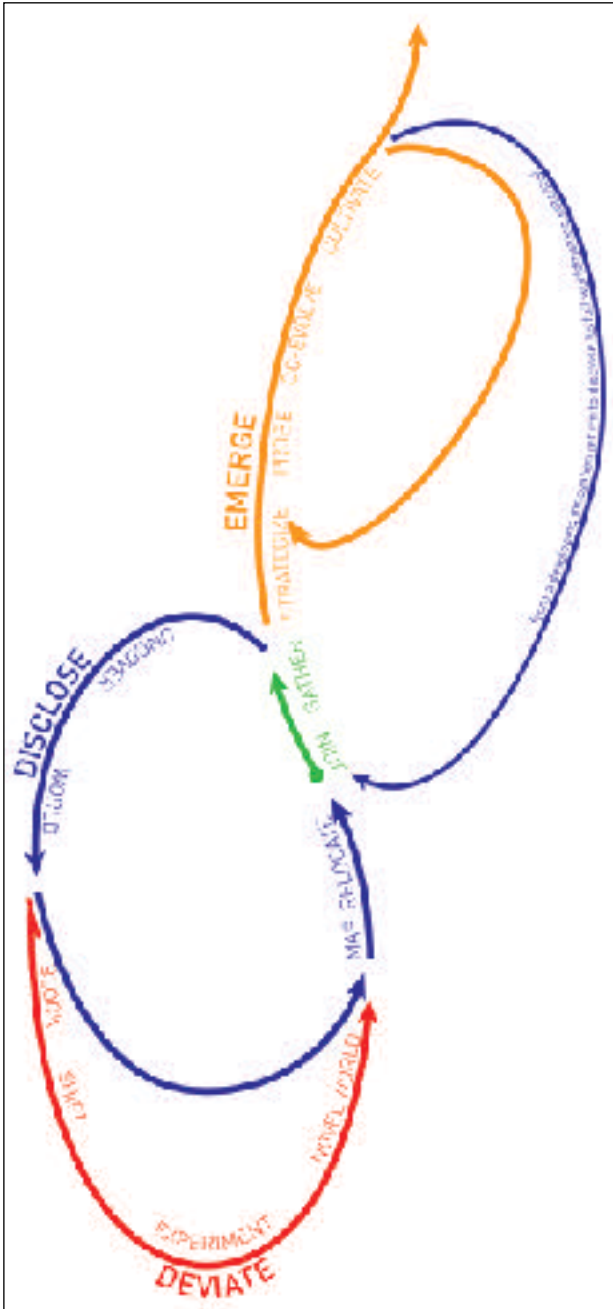


INNOVATION DESIGN: DISCLOSE, DEVIATE, EMERGE



The INNOVATION DESIGN FRAMEWORK is the outcome of ongoing research by Iain Kerr & SPURSE in collaboration with Jason Frasca & supported by The MIX Lab. We have developed a broad range of materials, tools and workshops please be in contact: kerri@montclair.edu

THE MAKING & INNOVATING FOR X LAB

The MIX Lab is The Feliciano Center of Entrepreneurship's new interdisciplinary hub for transformative innovation in the Feliciano School of Business at Montclair State University. Making and Innovating for X means taking on today's big challenges. The X stands for the unknown, that which exceeds our grasp, the future, and the open-ended nature of creativity and good design. The MIX Lab is a catalytic agent for creativity, design and rapid prototyping to incubate powerful real world outcomes across the campus and deep into the world at large.

LEARN MORE: themixlab.org



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INNOVATION DESIGN

Is a new framework to develop genuinely novel possibilities in the face of difficult and open-ended problems.

It is a process for creativity, innovation, and design that focuses on disruptive change and is applicable across a wide variety of fields from ecology to entrepreneurship, from philosophy to politics, and from basic education to advanced biology.

Innovation is no easy task, most events of radical creativity simply disappear as quickly as they emerge. The world, in a sense, has no place for them. The real craft is in nurturing the novel into becoming a “difference that makes a difference.” This is the ultimate goal of Innovation Design.

Innovation Design does this by approaching the process of innovation in three distinct phases: Disclose, Deviate, and Emerge — based upon a deep understanding of change.

All creativity and Innovation are practices for producing a *change*. A change is simply when something *different* occurs. It could be a slight difference or it could be a major difference -- small differences and big difference are two *very distinct processes*:

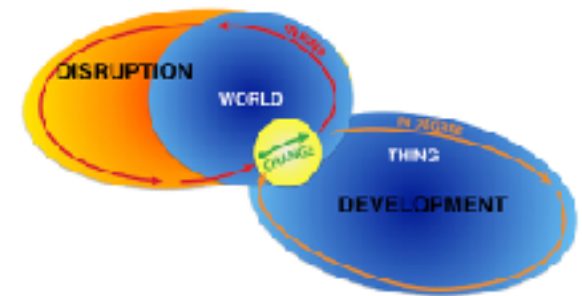


A small incremental difference is a “change-in-degree”: it is the same thing as before -- only a little bigger, stronger, sharper, hotter, etc. It is a quantitative, developmental and incremental transformation. Most of the change and creativity we see around us is of this kind --

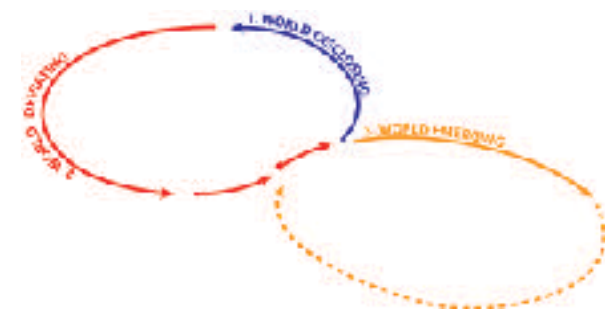
it is a *variation on what already exists*: a bigger camera, a thinner device, a faster processor, etc. In contrast big differences involve a *disruptive change* — one that *changes the whole game*. They are *qualitative*. This is termed: change-in-kind. A change-in-kind is the production of a truly new and novel *world* -- it is the making of a world that has not yet existed. What most model of innovation miss is that to innovate successfully one needs a distinct approach to Disruptive and Developmental Change.



What is totally unique about Disruptive change is that at its core is novel *worldmaking*. Things, processes and ideas do not exist independently -- they are always part of a “world” -- which is to say a cohesive assemblage of practices, environments, objects, concepts, and subjects. A world is always at the heart of our existence. Things cohere. Meaning is of a whole. We are worldly beings. And so to is it for innovation. Once we can see the interplay of worldmaking and change we open ourselves up to radical new possibilities as innovators.



Disruptive Innovation begins by disrupting an existing world and then experimentally bringing a qualitatively new world into being. Disruptive innovation always involves a process of understanding an existing world, such that one can step out of it, and experimentally develop an alternative world. And it is only after this that things are developed (this is the part of the process that classical design processes almost exclusively focus on e.g direct design or design thinking). Thus there are three key processes to innovation: (1) DISCLOSING an existing world, (2) DEVIATING away from this existing world, and (3) experimentally helping a new world EMERGE concretely.



Innovation Design is, uniquely a process that focuses equally on all three aspects of innovation: DISCLOSE, DEVIATE & EMERGE.