

# MotorBrains

## *IGNITION #007: Making the Ordinary, Extraordinary*

It's January, it's cold, and even if you're not cabin bound or not yet afflicted with horrible cabin fever, most of us need something to remove our boredom filter around this time of the year (and no, a bottle of wine doesn't count!).

That's where MotorBrains would like to help. In order to make rich observations, it's helpful to get comfortable with Incessant Questioning. Little kids do it -- why can't we?

Incessant Questioning is a two-part process. For the first part of your task: Grab an object -- it can be a pair of scissors, remote control for your television, a CD -- anything. Your mission is to ask...

- Who? What? Where? When? Why? And How?

For example, if you're studying a CD, some questions that might arise are (and remember, no question is insignificant, no observation is useless -- it's all designed to hone your observational skills!):

- Why does it have to be one-sided? (Why not 2 sides like an old-fashioned album?)
- Who does the artwork? (Why can't it be three dimensional?)
- How much more music could a CD hold?
- When are they going to make edible CD's?
- Where does all the music get stored?

You get the idea...

**The second part of this task**, after you're comfortable with Incessant Questioning is to look at everyday objects and create a "Wow!" purpose for them. For example:

"Wow! Traffic lights are pretty."

"Wow! I'd like a traffic light in my office."

"Wow! Red and green bulbs could let people know whether or not I want to see anybody."

[This "Wow" questioning was adapted from Think Naked, by Marco Marsan]

*So don't waste these winter days. Explore the ordinary and make it extraordinary!*