

# EVERYTHING IS A REMIX

CRACKING THE CODE  
TO **CREATIVITY** AND **INNOVATION**

**iab**  
FORUM 2015

ferdinandø buscema  
magic experience designer

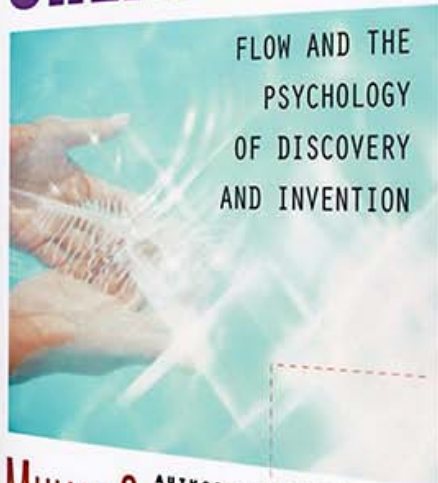


# CREATIVITÀ E CREATIVITÀ

MIHALY CSIKSZENTMIHALYI

# CREATIVITY

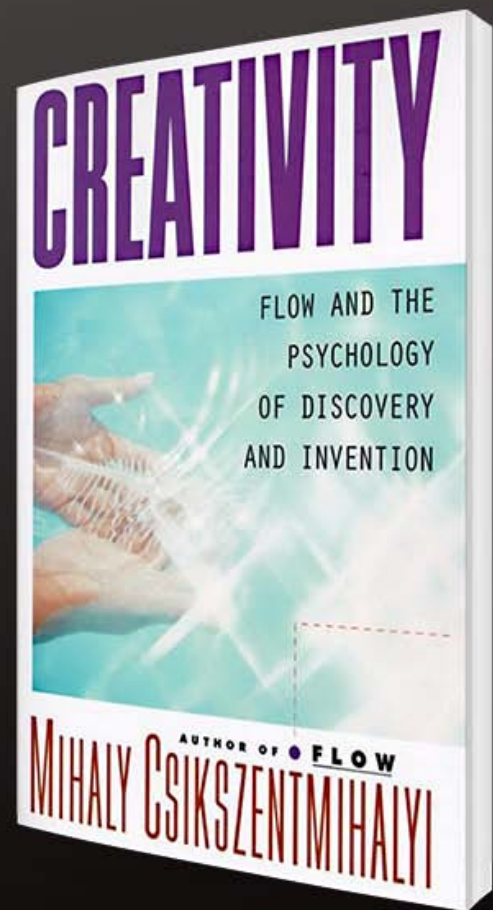
FLOW AND THE  
PSYCHOLOGY  
OF DISCOVERY  
AND INVENTION



MIHALY CSIKSZENTMIHALYI

AUTHOR OF **FLOW**

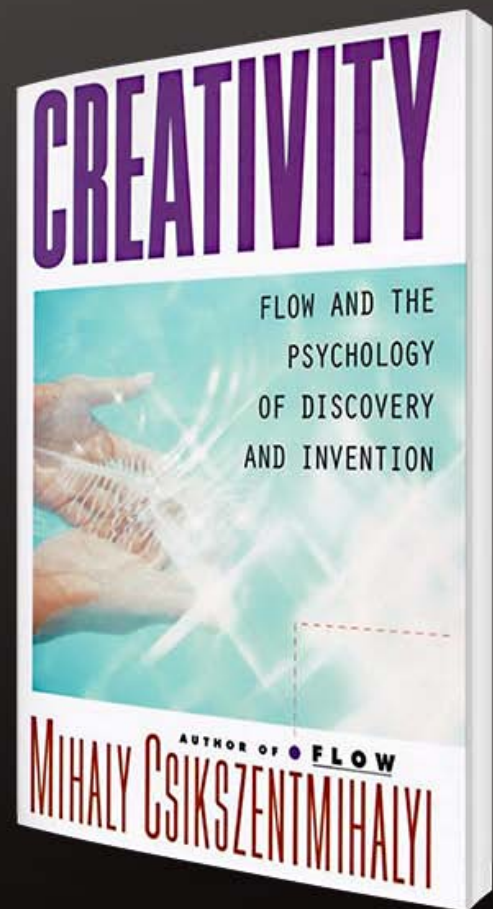
“ **SORPRENDERSI ED ESSERE  
MERAVIGLIATI DA QUALCOSA  
OGNI GIORNO.** ”



“ SORPRENDERSI ED ESSERE  
MERAUVIGLIATI DA QUALCOSA  
OGNI GIORNO. ”

“ SORPRENDERE ALMENO  
UNA PERSONA OGNI GIORNO. ”

*Mihaly Csikszentmihalyi*



**EVERYTHING  
IS A REMIX**

IS A REMIX

# EVERYTHING IS A REMIX

KIRBY FERGUSON – TED TALK

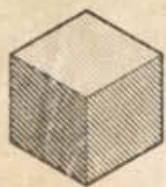


[HTTP://EVERYTHINGISAREMIX.INFO/](http://everythingisaremix.info/)

# THE BASIC ELEMENTS OF CREATIVITY



COPY



TRANSFORM



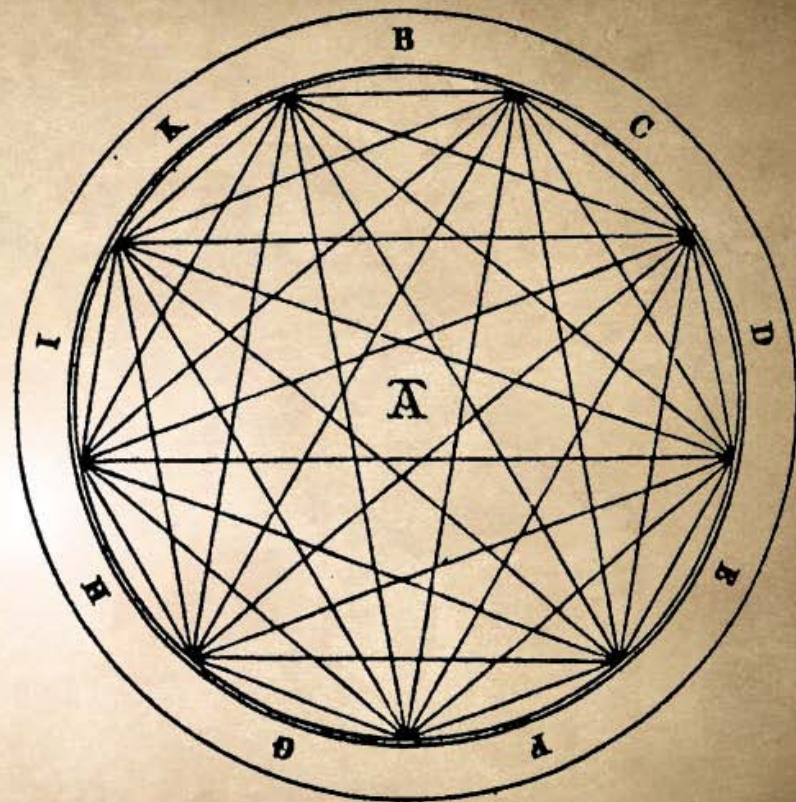
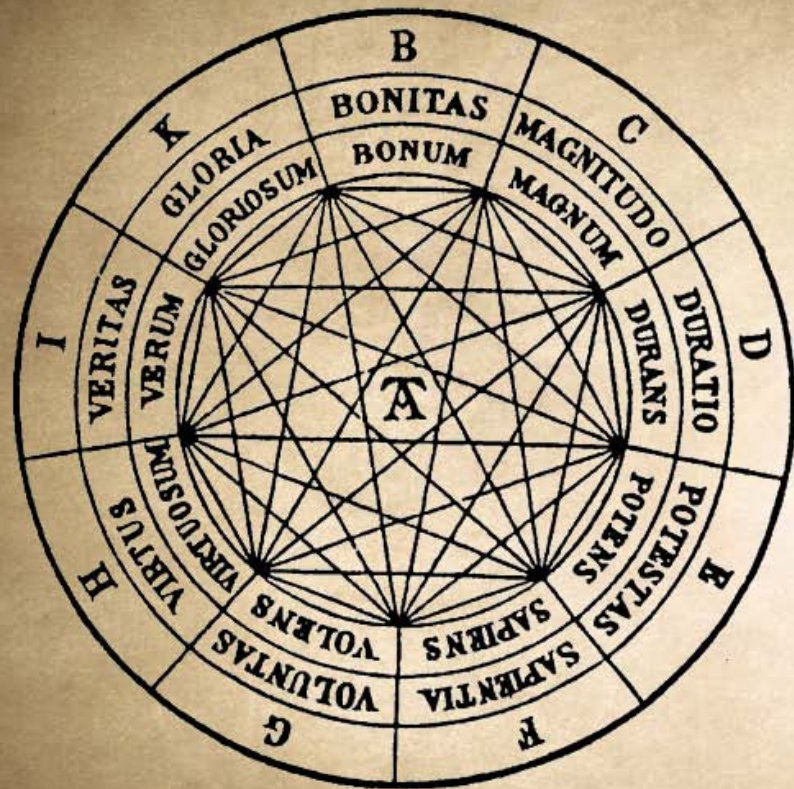
COMBINE

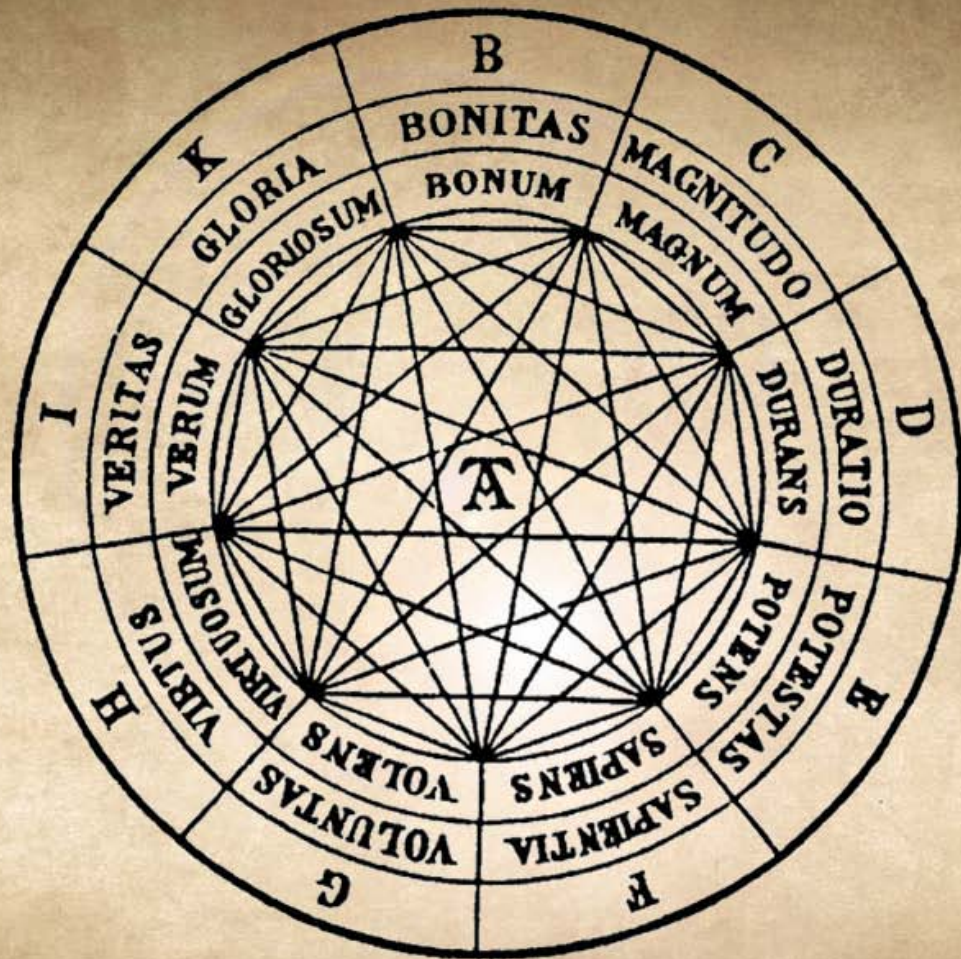


**RAMON LLULL**



# RUOTE DI RAMON LLULL





**ESPERIMENTO**

ferdinandø buscema  
magic experience designer

*per*

**iab**  
**FORUM**  
2015

