

Here are all the metaphor image cards (split over 4 pages)

You can copy & paste them to your worksheet



Hot air balloons



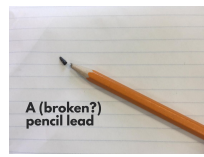
The third rail



Shadows



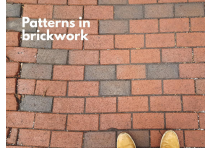
Grazing



A (broken?)
pencil lead



Graffiti and street art



Patterns in
brickwork



Food trucks



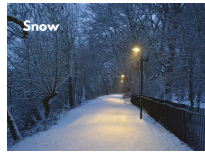
A view from above



Cushioning
or buffers



What's
leaking?



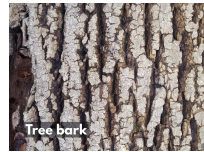
Snow



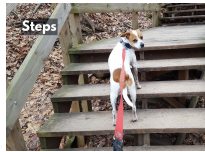
Room lighting



Knots and joints



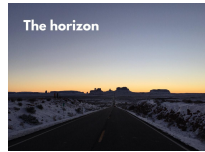
Tree bark



Steps



Windowsills



The horizon



Lost and found



An overgrown
greenhouse



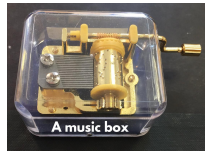
Sweetness



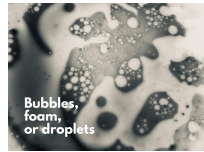
Things
attaching
themselves



Leftovers



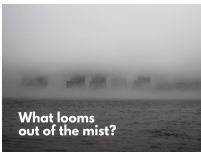
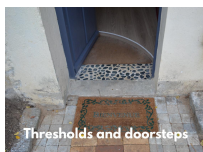
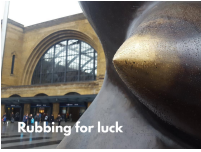
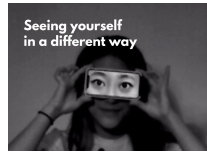
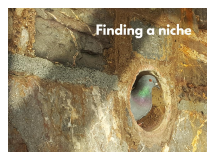
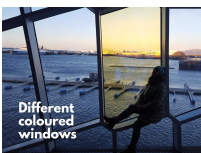
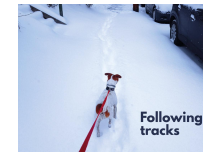
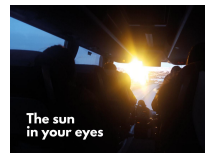
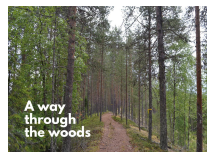
A music box



Bubbles,
foam,
or droplets

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Here are all the metaphor image cards (split over 4 pages)

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Birdboxes



A sundial



Shedding an old skin



A fountain



Bridges



Traces of previous messages



Transportation networks



Fallen leaves



Patches



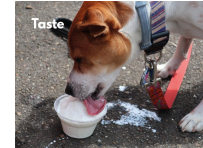
Burnt toast



Fitting things around each other



Traces of use



Taste



Ice remaining in the shadows



Doorbells or knockers



A ladder



Tree rings



A heavy load



Clouds



Grocery store shelves



Pipes



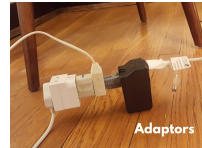
Sunset or sunrise



Locks



Erosion



Adaptors

Here are all the metaphor image cards (split over 4 pages)

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An example

20 minutes

- 3 What are some characteristics of those metaphors? What do they imply?

If people don't 'fight hard enough' then it's their fault. Public's fault for not being 'alert', infected people as 'dirty' or a threat to others.
Allows other war associations into common public discussion, medical workers as soldiers, political leaders as generals
Lifting lockdown restrictions as a goal for the public to beat 'nanny state' rather than public health as goal.
Belief in virus as an intentional thing created by 5G / Soros / Gates / China / etc

- 2 What are some of the metaphors people are using, consciously or not, around the theme?

Fighting the virus, 'beating' it, 'winning'
An invisible enemy, conspiracies
Being immune or protected from it
Being locked down, freedoms removed

- 1 Your group's theme (or a sub-theme you choose)

Re

- 4 Pick one or more 'new' metaphors (the image cards) and list them here (or copy & paste the images of the cards)

A way through the woods
Rain and puddles



- 5 What are some characteristics of the new metaphors? What might they imply?

Rather than fighting, more like navigating
Having a way ahead for us which brings us out the other side (Way through the woods)
Following a path, keeping together (countries adopting similar strategies?) rather than wandering off
Learning from each other (path worn by others)
Arranging day-to-day lives with basic protections—what's the coronavirus equivalent of carrying an umbrella, or avoiding puddles?
Social etiquette of avoiding splashing people

- 6 Think about how the characteristics compare

- 7 How could the new metaphor(s) help us reimagine how we think about the theme?

Could you imagine a project, initiative, campaign, or experiment that uses it?

What happens if we start to use the new metaphor right now?

Clear campaigns like signposts
maybe for the paths ahead of us.
Publicly visible, shared, trusted.

Developing new practices for everyday life, design making it convenient to act wisely to protect others



Group 1

20 minutes

- 3 What are some characteristics of those metaphors? What do they imply?

— People living in remote places
— Food to-go as an extension of home
— A symbol of local place and culture
— So easy to order and deliver that anyone who doesn't take advantage could be considered lazy

- 2 What are some of the metaphors people are using, consciously or not, around the theme?

Lazy, isolate, remote, speed, lockdown, sustenance, ease, helping hand, home delivery, support local business

- 1 Your group's theme (or a sub-theme you choose)

Food to-go

- 4 Pick one or more 'new' metaphors (the image cards) and list them here (or copy & paste the images of the cards)



- 5 What are some characteristics of the new metaphors? What might they imply?

— Slow food movement, slow eating, small snacks vs. large meals, mobility, food on wheels, pick-up/take-out, right time right place, on demand, choice

- 6 Think about how the characteristics compare

- 7 How could the new metaphor(s) help us reimagine how we think about the theme?

Could you imagine a project, initiative, campaign, or experiment that uses it?

What happens if we start to use the new metaphor right now?

New business idea

Mobile kitchens + chef available when you need them--they come to you.
Snacks, meals, customized for you.

"Little free library" for snacks (Dubai, e.g.)

Group 2

20 minutes

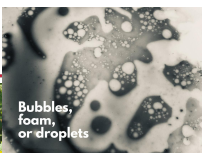
- 3 What are some characteristics of those metaphors? What do they imply?
- 2 What are some of the metaphors people are using, consciously or not, around the theme?
- 1 Your group's theme (or a sub-theme you choose)

Smart Cities

Connections
Sustainability

Community
Adaptability
Move forward

- 4 Pick one or more 'new' metaphors (the image cards) and list them here (or copy & paste the images of the cards)



- 5 What are some characteristics of the new metaphors? What might they imply?

Progress,
Opportunity
Environment
Evolution

- 6 Think about how the characteristics compare

- 7 How could the new metaphor(s) help us reimagine how we think about the theme?

Could you imagine a project, initiative, campaign, or experiment that uses it?

What happens if we start to use the new metaphor right now?

Automated shared
pods based on
multi-layered
subway systems

Group 3

20 minutes

- 3 What are some characteristics of those metaphors? What do they imply?

Source of water, life,
sustainability, freshness

They imply sustainability

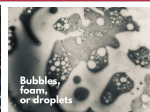
- 2 What are some of the metaphors people are using, consciously or not, around the theme?

Sanitation, treatment, pipes, waste
Crystal clear, spring, river, sea,
snow

- 1 Your group's theme (or a sub-theme you choose)

Water quality

- 4 Pick one or more 'new' metaphors (the image cards) and list them here (or copy & paste the images of the cards)



- 5 What are some characteristics of the new metaphors? What might they imply?

Transfer/move water around

- 6 Think about how the characteristics compare

New business idea

- 7 How could the new metaphor(s) help us reimagine how we think about the theme?

Could you imagine a project, initiative, campaign, or experiment that uses it?

What happens if we start to use the new metaphor right now?

Group 4

20 minutes

- 1 Your group's theme (or a sub-theme you choose)
- 2 What are some of the metaphors people are using, consciously or not, around the theme?
- 3 What are some characteristics of those metaphors? What do they imply?

Add your topic here

- 4 Pick one or more 'new' metaphors (the image cards) and list them here (or copy & paste the images of the cards)

- 5 What are some characteristics of the new metaphors? What might they imply?

- 6 Think about how the characteristics compare

- 7 How could the new metaphor(s) help us reimagine how we think about the theme?

Could you imagine a project, initiative, campaign, or experiment that uses it?

What happens if we start to use the new metaphor right now?

New business idea

Group 5

20 minutes

- 3 What are some characteristics of those metaphors? What do they imply?

Humans with lights bulb
being hammered and
creative is removes, a
cookie cutter model of
education

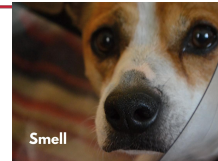
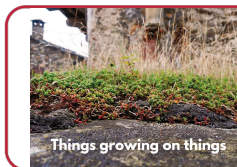
- 2 What are some of the metaphors people are using, consciously or not, around the theme?

Computer robot playing
chess that learns by doing ,

- 1 Your group's theme (or a sub-theme you choose)

Redesigning education

- 4 Pick one or more 'new' metaphors (the image cards) and list them here (or copy & paste the images of the cards)



- 5 What are some characteristics of the new metaphors? What might they imply?

Small and packed

- 6 Think about how the characteristics compare

- 7 How could the new metaphor(s) help us reimagine how we think about the theme?

Could you imagine a project, initiative, campaign, or experiment that uses it?

What happens if we start to use the new metaphor right now?

Small power
packed course, so
you don't have to
go to school

Group 6

20 minutes

- 1 Your group's theme (or a sub-theme you choose)
- 2 What are some of the metaphors people are using, consciously or not, around the theme?
- 3 What are some characteristics of those metaphors? What do they imply?

Add your topic here

- 4 Pick one or more 'new' metaphors (the image cards) and list them here (or copy & paste the images of the cards)

- 5 What are some characteristics of the new metaphors? What might they imply?

- 6 Think about how the characteristics compare

- 7 How could the new metaphor(s) help us reimagine how we think about the theme?

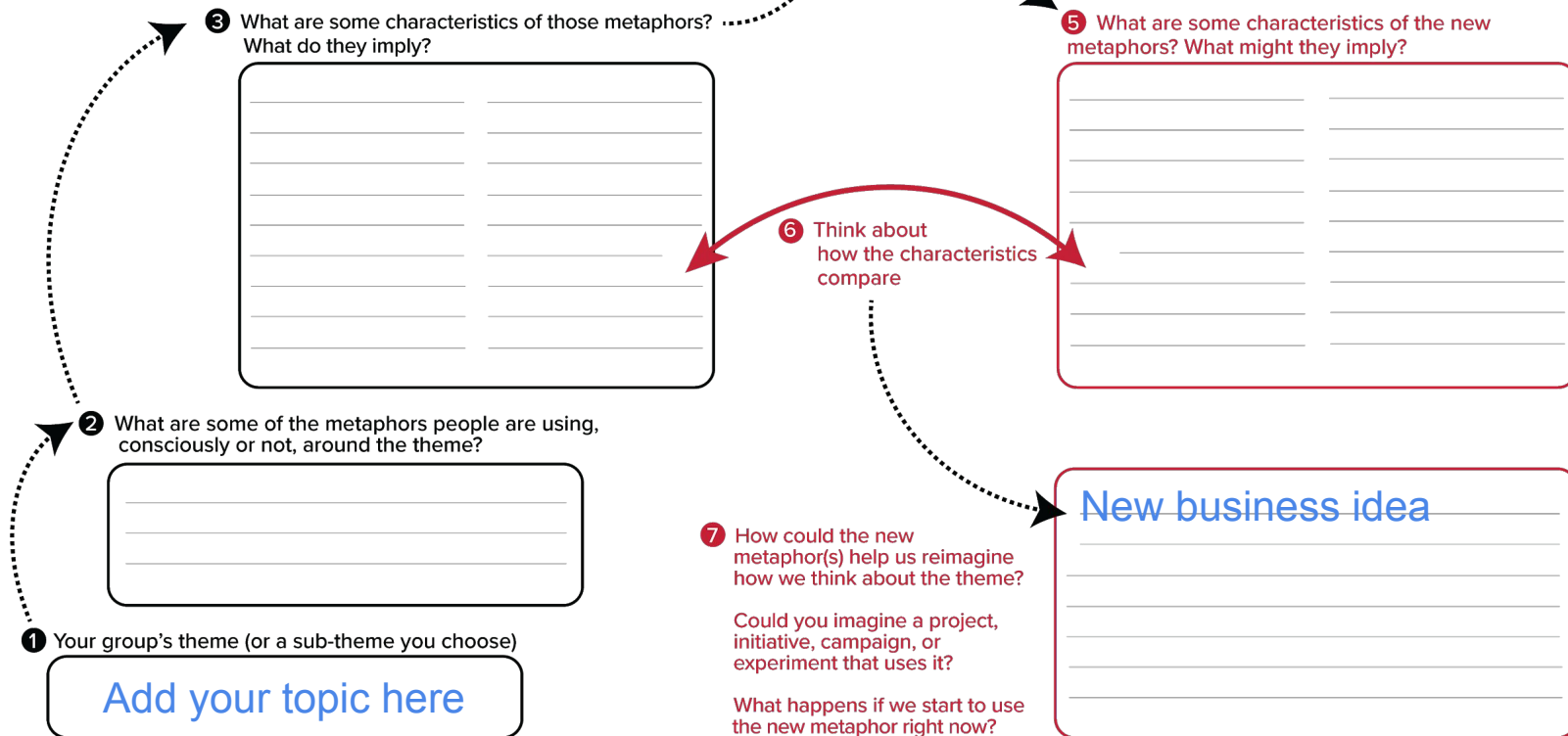
Could you imagine a project, initiative, campaign, or experiment that uses it?

What happens if we start to use the new metaphor right now?

New business idea

Group 7

20 minutes



Group 8

20 minutes

- 1 Your group's theme (or a sub-theme you choose)
- 2 What are some of the metaphors people are using, consciously or not, around the theme?
- 3 What are some characteristics of those metaphors? What do they imply?

Add your topic here

- 4 Pick one or more 'new' metaphors (the image cards) and list them here (or copy & paste the images of the cards)

- 5 What are some characteristics of the new metaphors? What might they imply?

- 6 Think about how the characteristics compare

- 7 How could the new metaphor(s) help us reimagine how we think about the theme?

Could you imagine a project, initiative, campaign, or experiment that uses it?

What happens if we start to use the new metaphor right now?

New business idea