

Analogize

Compare. Draw associations, seek similarities between things that are different. What logical or illogical associations can I make?

Distort

Twist the subject out of its true shape or meaning. How can you misshape it? Can you melt it, burn it, make it fatter, wider?

Disguise

Camouflage, conceal, deceive, encrypt. How can you hide, mask, and shift your subject to another frame of reference?

Contradict

Contradict the subjects original function, reverse and deny! Visualize your subject in connection with the reversal of the laws of nature, gravity, magnetic fields, growth cycles, procedures, rituals..

Transform

Convert. See your subject in a state of change. Think of "cocoon to butterfly" transformations.

Symbolize

How can your subject be imbued with symbolic qualities? What can you do to turn your subject into a symbolic image, a public symbol?

Mythologize

Build a myth around your subject. How can you transform your subject into an ironic object?

Fantasize

Fantasize about your subject. Use it to trigger surreal, preposterous, outlandish, outrageous, bizarre, thoughts. Think "what if?" thoughts. What if alligators played pool or day and night happened at the same time?

Aliens Land

Pretend you're a Martian and you see our world for the first time. Challenge your normal beliefs. Pretend gravity was reversed, fruit had teeth.

Prepositions

What if you see your subject from a new viewpoint? Over, under, around, beside, between, behind.

Parody

Ridicule, mimic, mock, caricature. Make fun of your subject. "roast it", transform it into a visual joke or pun.

Calculate

Add up the pluses and minus about your subject. Calculate their impact.