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# Searching for

NAMENAME CREATIVE  
PARTNERS

Turning strategy into momentum.

# Searching for Treasures

**Once, during a visit to the Palais de Tokyo, a museum for contemporary art in Paris, I found myself standing in front of a stark white column. On it, encased in a glass cube, lay a piece of stone. The label read: “A mountain top.”**

**As I pondered those words, my mind began to wander. Did someone venture to a distant mountain somewhere on this planet, cut away at its very peak with hammer and chisel and transport it to where I now stood? I felt sorrow for the decapitated mountain. Yet, another voice in my head argued that the label’s message was clearly fabricated. Surely it was more plausible that the stone was a random find, perhaps from a walk in a forest. Wasn’t it?**

# Thinking anew

**How many Yuval Harari references do you encounter as comments on the current state of affairs? How many Steve Jobs quotes do you see in the context of innovation and leadership? How often is the concept of artificial intelligence illustrated with a humanoid robot against a backdrop of glowing screens? Yes, you might still be counting.**

**Harari's and Jobs' intelligent views are indisputable. Similarly, the challenge of capturing the nature of artificial intelligence in a single image is exactly that: a genuine challenge. (Not even AI seems able to offer a more surprising visualisation.) Ideas are not knives. They do not get duller the more they are used. As long as we keep transforming as individuals, so do the ideas we surround ourselves with. However, ideas do get duller the less they are challenged or juxtaposed against other ideas. Repetition without change becomes a mind-numbing nightmare.**

**Luckily, every human has the agency to challenge the status quo. Consider the following: if everyone around us has read a particular book, this is our opportunity to read something completely different. If**



Luca Francesconi "To Lower the Mountains" (as observed by NAMENAME founders Steffen and Romas at 'Spy Numbers' exhibition, Palais de Tokyo, Paris, 2009)

**specific knowledge is incorporated into the collective intelligence around us, we can expand the existing landscape by tapping into new input. We can make a difference by shifting our curiosity towards uncharted thinking, overlooked knowledge sources or niche areas of ideas. What biodiversity is to life, 'idea-diversity' is to thinking.**

# An ode to rare inspiration.

**What is the rarest, weirdest book on your shelf?  
How did it change your perception of leadership,**

**parenting, or lifestyle? What's the most unusual and surprising place you've visited in the last few months? What feelings did it evoke? How did the experience influence your personal development?**

**What does the children's book 'The Tree Robbers' by Tomi Ungerer (or any other children's book for that matter) teach us about decision making? How might a visit to the ruins of Persepolis challenge our idea of sales? In what way will a journey to a museum like Dia Beacon bring clarity to our individual purpose in life? What does the pastry you've never considered buying from your local bakery before reveal about innovation?**

**Isn't the magic of our minds really to find inspiration in the most peculiar corners and establish bridges between seemingly unrelated experiences?**

**Experiences activate the undiscovered.**

**Let's return to my visit to the Palais de Tokyo. The encounter with that mysterious stone claiming to be the top of a mountain allowed**

**me to feel and observe our innate human desire for storytelling in all its facets. We tie loose ends of information together, weaving an understanding of all that surrounds us. It's how we make sense of things. My experience in the museum marked a moment of personal discernment — found, without having searched for it, and reverberating within me ever since.**

**This fortuitous discovery is emblematic of the connections we humans are able to forge. The ideas and notions we are able to conceive, nurture, and grow. Our bodies and minds have the ability to embark on journeys from wherever we are, at any given moment. It is our unique power and skill, and we should make full use of it.**

**After all, the treasures we seek are most likely be found where they have yet to be sought. [RS]**



This text is part of the *ȝyhw*-series, published by NAMENAME Creative Partners. It is an invitation to explore ways of thinking and creating — beyond business specialisations and job roles. We share perspectives on questions and phenomena we observe: all around the belief systems, narratives, and thinking patterns in business.

Let's allow ourselves to turn things on their head and reconsider the thought qualities and creative approaches these present times call for.

**NAMENAME is one part strategic advisory, one part creative agency. A dynamic blend that unites heads and hands.**

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