



Scientist *Jacob Bronowski*. A man brings together two facets of reality and by discovering a likeness between them suddenly makes them one.

Designer *Marty Neumeier*. The history of invention can be seen as a series of marriages of incompatible ideas.

Philosopher *Heraclitus*. The unlike is joined together and from the differences results the most beautiful harmony.

Writer *Diane Ackerman*. You can take two substances, put them together and produce something powerfully different (table salt), sometimes even explosive (nitroglycerine).

Biochemist *Rupert Sheldrake*. ...creativity seems to be something which links things together... within a new whole, which didn't exist before.

Designer *Alan Fletcher*. Every discovery by definition is unpredictable. If it were predictable, it would not be a discovery... creativity is the act of discovering the connections between unrelated parts.

Psychiatrist *Anthony Storr*. New discoveries in science and mathematics often consist of a synthesis between theories or concepts that have hitherto been regarded as unconnected.

Artist *Amedee Ozenfant*. Only the spirit has the power of unanimously embracing contradictory aspects and fusing them in to one.

Educator *Avon Wilson*. I often liken it to a match head and a piece of abrasive paper. Each is physically unrelated. When brought together you don't get a sanded match head you get fire.

Designer *Milton Glaser*. ... where the imaginative and the functional fuse and finally become indistinguishable.

Poet *Pierre Reverdy*. The more distant and distinct the relationship between the two realities that are brought together the more powerful the image.

Mathematician *Jacques Hadamard*. ... invention or discovery takes place by combining ideas.

Architect *Rem Koolhaas*. ... perceiving analogies and other relations between apparently incongruous ideas or forming unexpected, striking or ludicrous combinations of them.

Writer *William Plomer*. ... to perceive the relations between thoughts, or things, or forms of expression that may seem utterly different, and to be able to combine them...

Designer *Bruce Mau*. I'm interested in the moment when two objects collide and generate a third. The third object is where the interesting work is.

Biotechnologist *Lyall Watson*. ...that moment of insight becomes the creative act as a joining of two previously incompatible ideas.