Sounds like

INTRO:

Sounds help shape the world around us. For some, it's an always-on stimulus that comes in and out of our consciousness. From the TV with loud, fast-paced films and documentaries to the buzz of a productive office, the beeping of the tills in the supermarket queue and the sounds of nature and wildlife.

Sound can provoke strong associations. Take any film or TV drama. They use associations to create mood or suspense or add to the overall tone of the moment.

Think about how sound plays a role in your world. Have you ever heard a heavy metal lullaby? Probably not, because these are contrasting audio worlds that rarely collide.

Tuning in to the sounds (or other senses) in our immediate surroundings has many positive benefits for boosting our creativity if we acknowledge them and make connections. Think about how they make you feel, what they sound like, or where else you hear them.

ACTIVITY:

This association activity is about tuning in to your environment.

Have you ever heard the wind blowing through the trees and thought it sounded like applause? Or the printer making a noise that sounds so rhythmic it could be a chart topper. Maybe your washing machine sounds like a helicopter.

Your mission is to listen out for those sounds that could be something else. Some may immediately come to mind; some may take a while. As you are going about your day or week, try to take a moment to listen out for these sounds that sound like something else.

THIS HELPS:
- Fuel idea chains and connections
- Think unconventionally
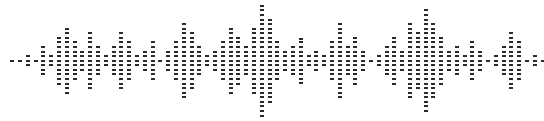- Encourage iteration

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Think about the sounds you can hear in the environments below and consider how else they could be interpreted. Make a note of all the different sounds you hear and the alternative things they might sound like instead.

Tis the season to be **creative**

• The sounds when you are outdoors

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This sounds like...

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• The sounds when you are commuting to work

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This sounds like...

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• The sounds when you are at a concert

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This sounds like...

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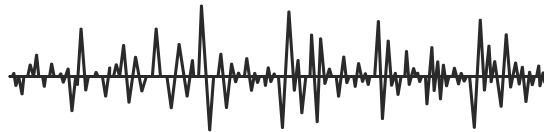
• The sounds when you are in the supermarket

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This sounds like...

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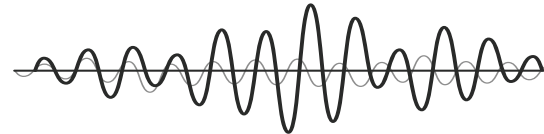
• The sounds when you are at home

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This sounds like...

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Print this worksheet to try this activity.

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