New Metaphors
Rain and puddles
Smell
A clock-face
A windsock
Shadows
Sweetness
Burnt toast
Facial expressions
Plant growth
A rollercoaster
Arrangement of your desktop
A flock of birds
The angle between two walls
The hum of a fridge
Cracks in the paving
Snow
A wagging tail
A bridge that opens
A ‘daymark’ (or a lighthouse)
A fountain
A view from above
Taste
A waiting area
A way through the woods
Arrangement of your plate
Birdboxes
Bridges
Doorbells & knockers
Erosion
Fallen leaves
Finding a niche
Fitting things around each other
Food trucks
Graffiti
Cushioning
Hanging clothes out to dry
How filaments glow
How loaded something is
Ice remaining in the shadows
Layers
Leaves changing colour
Locks

CCTV in operation
Lost and found
Muddy marks
Windows
A net
Patterns in brickwork
People in a corridor
Pipes
Reflections
Rubbing for luck
Rust
Different coloured windows
Something bright in a dull scene
Splashes of paint
Steps
The road ahead
The sun in your eyes
Stuff accumulating
Thresholds and doorsteps
Traces of previous messages
Following tracks
Tree bark
Tree rings
Roots
What does a seagull see?
Windowsills
WiFi signals
Viruses, bacteria, or diseases
Complexity
Protection
Hype around new technology
How innovations diffuse into society
Pensions
Employment rights
Soli fertility for growing crops
Blockchain
Climate change
Migration
Safety
Love
Attraction
Feeling proud of someone
Whether someone’s clothes suit them
Finding it difficult to make a decision
Warmth (physical or emotional)
Power relations between people
Your emotions
Exercise or movement
Origin of the electricity you’re using
The back-story of a product
The presence of AI or an algorithmic decision-maker
Experience that comes with age (rather than age itself)
A headache
Overwhelmed-ness
That crisp autumn/fall feeling
Who occupied this exact place before you did?
TripAdvisor comments
Confidence
Contentedness
Laws or standards
Neighbourliness
Driver alertness
People’s accents
Personal data security
Fame
Other people’s thoughts, emotions, or opinions
Social relations between people
Corruption in government or business
Self-care
Butterflies in your stomach
Sense of duty
How to tell yourself that you’re doing OK
Worrying about what people think of you
The balance of flavours in a meal
Gene therapy
The feeling of coffee with a friend
Doing your tax return
Insurance
Anxiety
Trust in another person
Trust in a brand or product
Online discussion
What it’s like to live in a particular city
A culture
Being a parent
Being a refugee
Unwritten rules
Whether a way of doing something is seen as modern or old-fashioned
How clean water is
Your diet
The country’s economy
Encrypted messaging
Two-factor security
Confusion
Half-remembered dreams
Social or peer pressure
History of an idea
What is it that motivates me?
Sunday afternoon feeling
Friday night feeling