

worksheet A • New Metaphors

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imaginaries lab

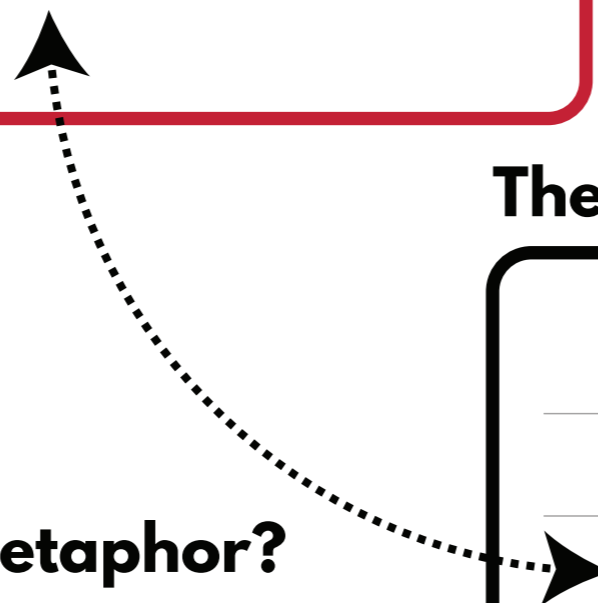
The concept _____ has these characteristics

Include characteristics that are hard to measure or quantify, but which you know, or feel, exist

How could some of these characteristics map onto each other?

(How) could this work as a metaphor?

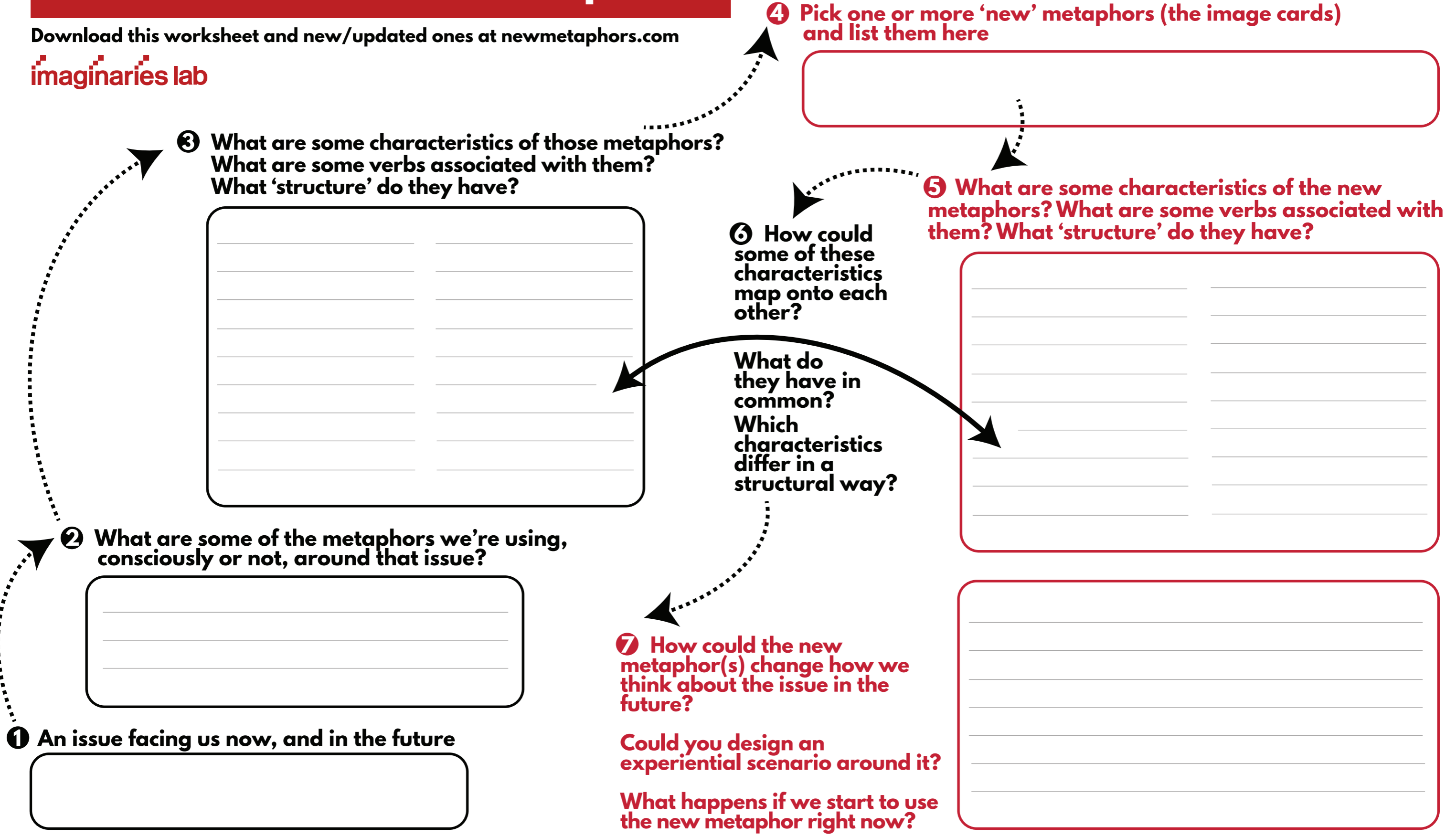
The image _____ has these characteristics



worksheet B • New Metaphors

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1 An issue facing us now, and in the future

2 What are some of the metaphors we're using, consciously or not, around that issue?

**3 What are some characteristics of those metaphors?
What are some verbs associated with them?
What 'structure' do they have?**

4 Pick one or more 'new' metaphors (the image cards) and list them here

5 What are some characteristics of the new metaphors? What are some verbs associated with them? What 'structure' do they have?

6 How could some of these characteristics map onto each other?

**What do they have in common?
Which characteristics differ in a structural way?**

7 How could the new metaphor(s) change how we think about the issue in the future?

Could you design an experiential scenario around it?

What happens if we start to use the new metaphor right now?