

# Food Inspiration Cards

INSPIRATION FROM THE FOOD INDUSTRY FOR YOUR IDEATION!

CREATE ORIGINAL IDEAS  
THROUGH SURPRISING  
CROSS CONNECTIONS.  
THE CARDS OFFER A  
VARIETY OF INSPIRATIONS  
FROM THE FOOD WORLD.

## MATERIAL

- Facilitator
- Pinboards / Collaboration Tool
- Large postits and bold marker
- Wallpaper
- Food Inspiration Card Set



## STEP 3

### ENLARGE TOGETHER

1. After each team has worked on 2-3 inspiration cards, call all participants to the large wallpaper mindmap.
2. Each participant adds further ideas directly on the wallpaper in the mind map. That way, the group enlarges the idea mind map together.



## STEP 2

### IDEA GENERATION THROUGH MINDMAPPING

1. Split the group into teams of 2.
2. Each team takes an inspiration card from the table.
3. The „inspiration sentence“ from the card is written on a postit.
4. Then everyone lets their ideas flow. The draft ideas triggered by the inspiration card are written down on postits of the same color.
5. The postits with the inspiration sentence and the corresponding ideas are stuck in the form of a mind map on the large wallpaper around the challenge.
6. After attaching the postits, the team puts the edited inspiration card aside - not back on the table - and takes the next inspiration card.

Moderate and support the teams so that the mind map does not become chaotic. The inspiration sentences are stuck onto the large branches of the mind map, while the branches extending from them represent the draft idea postits.

## IMPORTANT

Not every card triggers a draft idea in everyone. We all react differently to the motifs.  
The idea trigger can be either the image, the text, the combination of both or none of them.



## STEP 1

### SET UP AND CHALLENGE

1. Distribute all Inspiration Cards widely on tables around the room.  
  
Make sure that the individual cards are easily recognizable, but still close together. This creates a large „inspiration tablecloth“.
2. Set out large postits and bold markers for the draft ideas.
3. Attach a large wallpaper to the wall.
4. Now formulate with the group the challenge as a question:  
How might we ....?
5. Hang this question clearly visible in the center of the wallpaper.

