

Project Bodystorming

Bodystorming is like **Brainstorming** but with a twist... it's physical brainstorming. Participants are encouraged to work in teams to solve a real design problem or design a new product or service. The teams come up with short "scenarios" that demonstrate their design solution or discovery. The scenes are then played back for feedback and discussion. Bodystorming allows participants to "get out of their heads" and act out the idea to solve a problem or design for the future. The technique immerses problem solvers, invokes empathy, and explores actionable solutions.

Who Should Participate?

Bodystorming offers a fun, interactive participatory platform for discussion and evaluation for design firms, corporations, design schools, museums, high schools, and non-profits. It's an excellent way to get diverse groups of people working together and sharing their "design thinking" abilities on an equal playing field.

How Does It Work?

- 1) **DD +D** Works with key stakeholders to discover a design question, select 20-25 diverse (job title, fields of interest etc.) participants, send out participant invitations followed by pre-event homework, and prepare the location and props.
- 2) **DD+D** Explains Bodystorming, reviews the use of Theatre in the field of Design, leads participants in a theatre-based warm-up, and facilitates the Bodystorming. Bodystorming sessions are 3hrs in total not including prep and follow-up.
- 3) **DD+D** Facilitates post-performance discussion and collects feedback for next steps.

Project Bodystorming/ DD+D is the name given to Dramatic Diversity's offerings in the various fields of Design. **Dramatic Diversity/ DD+D** is a minority owned, for profit, theatre-based diversity consulting firm located in Chicago IL. Dramatic Diversity provides corporate training and diversity consultation to Fortune 1,000 corporations as well as Colleges and Universities. With its multi-faceted product offerings and strategic approach to training and consulting, Dramatic Diversity has worked with leading firms including: BP/Amoco, Price Waterhouse Coopers, Motorola, Northern Trust Bank, Brookfield Zoo, University of Chicago,

and PepsiCo. Dramatic Diversity's interactive exercises, learning guides, improvisation techniques and bold believable vignettes create a non-confrontational, challenging and entertaining environment for learning and behavioral change.

Project Bodystorming's Blog is a repository of past Bodystorming sessions, including Sears Holdings Inc. It's an information center for past participants and new comers alike. Please visit <http://projectbodystorming.blogspot.com>

For more information, or to schedule Project Bodystorm please call **Byron** at (773) 271 – 6054 or Byron@dramaticdiversity.com - www.DramaticDiversity.com

