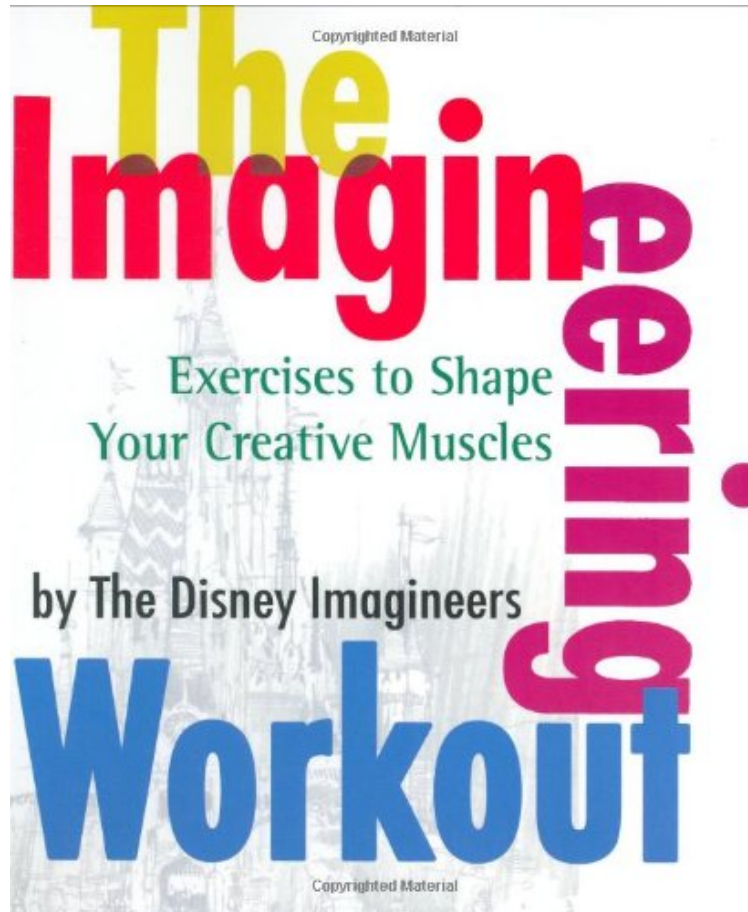


(Free) The Imagineering Workout: Exercises to Shape Your Creative Muscles

The Imagineering Workout: Exercises to Shape Your Creative Muscles

The Disney Imagineers
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The Disney Imagineers : The Imagineering Workout: Exercises to Shape Your Creative Muscles before purchasing it in order to gage whether or not it would be worth my time, and all praised The Imagineering Workout: Exercises to Shape Your Creative Muscles:

3 of 3 people found the following review helpful. Great Workout-Regardless of your professionBy JenisaurusRexThis book is a must have, regardless of what your "day job" might be. Not only does it give some great exercises for "out of the box" thinking, but it helps you to apply imagineering ingenuity to even the most mundane of tasks.As a huge fan of Disney and the way the imagineers operate, it felt great to apply their techniques to my creative projects. I am a grad student with one foot in the theatre world, the other in the writing world, and my day to day life requires that I be creative and burst through boundaries that ultimately I have placed on myself. The Workout was a great read and will remain on my shelf for years to come, dog-eared and inked up.It also encouraged me to purchase the Imagineering

Way, which is similar in its insight into the Imagineering style of work. Also highly recommended. 7 of 7 people found the following review helpful. Teachers! This one is great for Creative Writing! By Katherine I Schmitt I love to use this text and its exercises in my high school Creative Writing classes. There are a lot of examples about how to get the "creative juices" flowing, and there are many examples of real people with great success in being creative! 3 of 3 people found the following review helpful. Educational read By Adrian Pomilio It's fun and quirky, not written like a typical book. You can jump around on this one and not miss out. The very cool part about this book is the insight you get about how Imagineers approach creativity and how Disney believed all people are creative. There are some cool nuggets in here that can work quite well in business as well as creative avenues.

You've been told how to think "out of the box," and even been told to throw the box away, but really, isn't it time someone taught you how to create your own box in the first place? *The Imagineering Workout: Exercises to Shape your Creative Muscles*, will do just that, with interactive, ingenious, and practical exercises that will stimulate your imagination, tone your creative muscles, strengthen ideas, and, most importantly, inspire new approaches. *The Imagineering Workout* is for anyone who wants to learn new ways to problem-solve challenges, whether they're creative, logic-oriented, everyday, or event-inspired. The ingredients Imagineers use are simple and contain a large measurement of fun, which contributes to shapelier thinking and stronger solutions.

About the Author The late Peggy Van Pelt, Ph.D., co-author of "Designing Disney: Imagineering and the Art of the Show," *The Imagineering Way*, and *The Imagineering Workout* was at Imagineering for over thirty years. She spoke extensively on the topic of inspiring creativity and imagination in the workplace. Recognizing the need for communications skills in the creative area, Peggy focused her research and study on the design process and the imagination and how it functions, as well as the inner workings of artists' creative process. She firmly believed in practicing what she preached, "Art teaches me, and allows me to create beauty in the world." Tom Gilleon's experience in many artistic fields has added great versatility to his talent. While he has always worked as a fine artist, he has for many years also been an illustrator. In addition to working for The Walt Disney Company in theme park and studio positions, Tom worked on the Apollo project for NASA. He currently lives with his family in Montana where he paints and occasionally repairs fences.