The Art of Invention: The Creative Process of Discovery and Design

Author Steven J. Paley Offers Tips for Discovering Your Hidden Creative Genius Within

Paramus, NJ (PRWEB) May 19, 2011 -- The lowly paperclip attracts little attention in our world of advanced gadgets and increasingly sophisticated technology. But to veteran inventor and design engineer Steven J. Paley, it is a prime example of the qualities that often characterize a great invention—simplicity, elegance, and robustness—and it provided a lasting solution to a common problem.

But, whether you're an aspiring inventor or an experienced designer, many would agree that the single most challenging part of bringing creative ideas to fruition is seeing that which is right in front of us. Paley offers five simple tips below for anyone looking to discover their hidden creative genius within:

1. Have courage: Many inventors give up not realizing how close they actually are to success. The courage to push on with your idea – against all odds – is the hardest and most important attribute you can have as an inventor.

2. Be actively aware: keep your eyes open and be on the lookout for new things and experiences which, when viewed in a different context, can create a new solution to an old problem.

3. Daydream: we have programmed ourselves to walk a narrow path, and therefore we often don’t notice the “hidden obvious” that might be right in front of us. Daydreaming can open up the mind to new possibilities.

4. See the problem, and then let it go: If you’re stuck on a problem, stop thinking about it and let your subconscious go to work. When you least expect it, the perfect non-obvious solution will arrive.

5. Don't fall in love with your ideas: Even if your idea seems great, work it around in your mind for a while. Let it percolate while trying out different permutations. Falling in love with an idea makes it go from fluid to frozen, a trap into which all inventors fall from time to time.

In The Art of Invention, Paley vividly and persuasively illustrates through many examples how great inventions embody these crucial characteristics. The author concludes with an in-depth look at the business of invention and the typical inventor's toolkit. He addresses the real-world challenges of turning a good idea into a practical, marketable application, including patents, marketing, and entrepreneurship. He is candid about the realities of hard work and the need to learn from the inevitable mistakes along the way.

Full of insights and practical guidance from a successful inventor and entrepreneur, The Art of Invention will open new avenues of creativity for budding and accomplished inventors alike.

STEVEN J. PALEY (Paramus, NJ) is author of The Art of Invention: The Creative Process of Discovery and Design (Prometheus Books, 2010), holds nine US patents and numerous international patents. He is the founder of Arise Technologies, Inc., which teaches robotics and engineering to special needs and gifted children. From 1985 to 2001, he was the CEO and Chief Technical Officer of the Texwipe Company, which manufactured and sold specialized consumable products for the control of microcontamination in semiconductor fabrication, disk drive manufacture, biotechnology, and aerospace. For more information visit http://www.art-of-invention.com.
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