

- Innovation from Inspiration



THE SHAPE OF FOOD IS CHANGING

Presented by: Corey Siegel, CEC

## WHAT DRIVES US TO CREATE?



creative noun

Definition of creative (Entry 2 of 2)

1 : one who is creative



## WHAT DRIVES US TO CREATE?

QUEST FOR ORIGINALITY AND IDENTITY

THRILL OF THE KNOWLEDGE CHASE

HAVING A GOAL OR A CHALLENGE



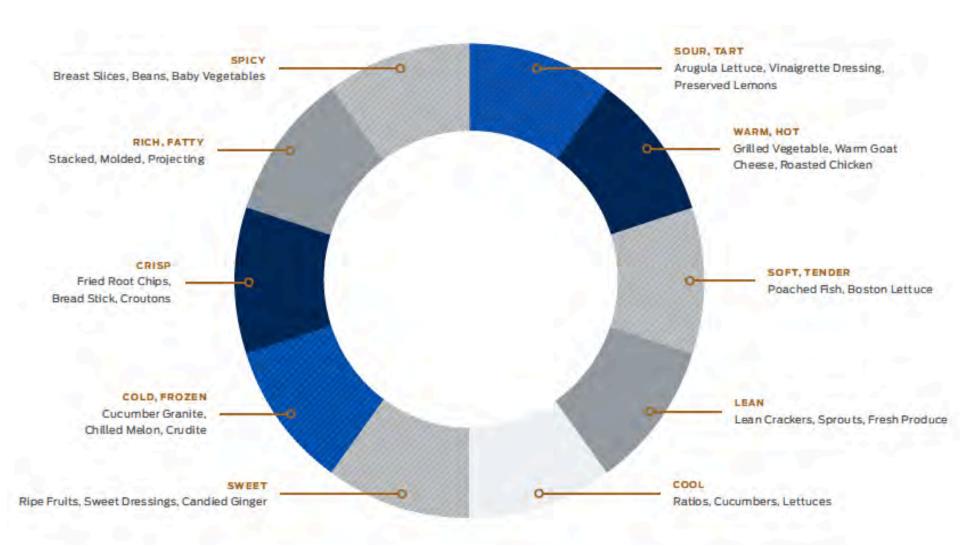
#### **THE CREATIVE PROCESS**

#### PASSION

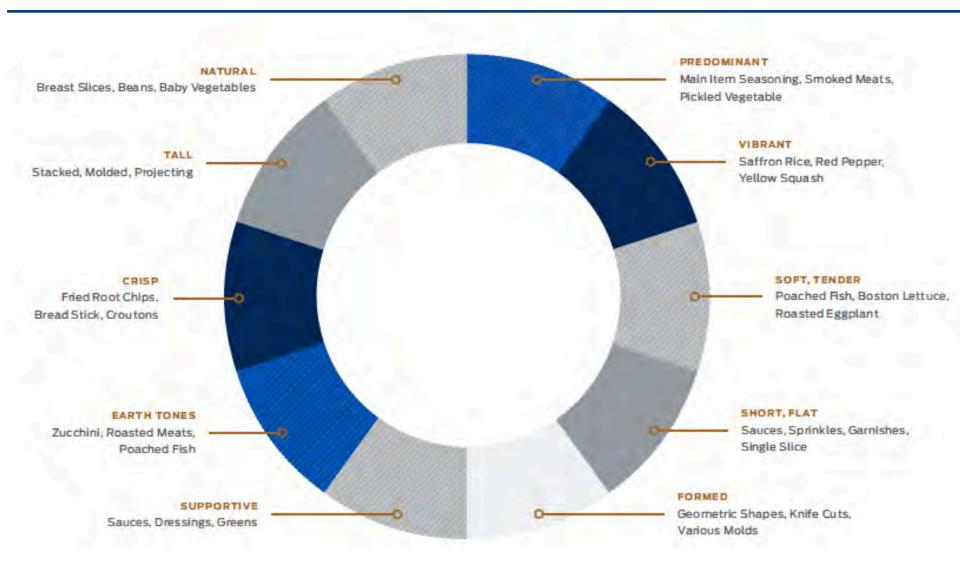
#### MASTERY OF CRAFT



#### **BALANCING FLAVORS**



#### **BALANCING ELEMENTS**



#### **THE CREATIVE PROCESS**

PASSION MASTERY OF CRAFT INSPIRATION

FALL IN LOVE

**BREAK THE RULES** 





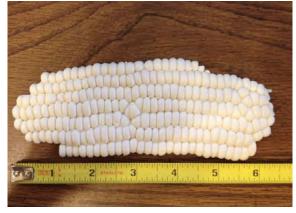
#### **THE CREATIVE PROCESS**

PASSION MASTERY OF CRAFT INSPIRATION FALL IN LOVE BREAK THE RULES

**CREATORS CREATE** 







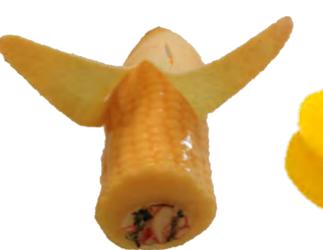




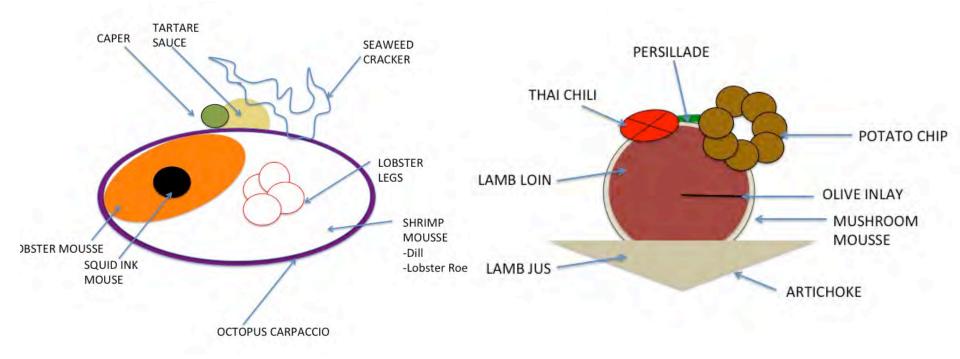


Children control Children of
COREY SIEGEL R HELENARY FX
00000000000 0000000000 0000000000000000
demonstration demonstration demonstration
(Observation) (ODDagagagagagagagagagagagagagagagagagaga
Concerned Concerned Concerned
anddones anddones anddones
dependence of the second of the second
destruction of the second of the second of
CORDOCADERE CODDCCCCCC CODDCCCCCC
And the state of t
Contraction Contraction Contraction
Statements were and several the
The second secon
Contraction and and a second second
And a second sec
Anterester Contracted Contracted
and the second second and the second



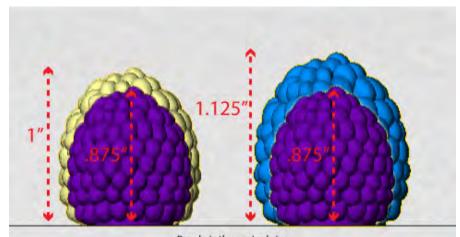


# BRINGING AN IDEA TO LIFE



## "LEGS OF THE SEA"





## FOIE GRAS RASAPBERRY

Purple is the orginal size

CHICAGO CHICAGO





#### WHAT STOPS US FROM THINKING CREATIVELY?

VULNERABILITY

ACHIEVING PERFECTION

ADAPTATION TO ADVERSITIES





# THANK YOU!

## **O** coreybsiegel