

- 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



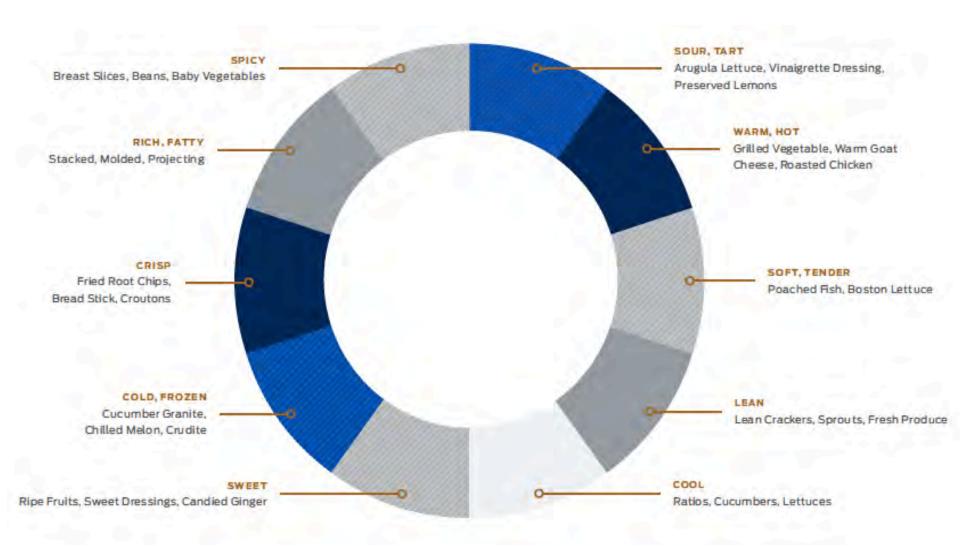
#### **THE CREATIVE PROCESS**

#### PASSION

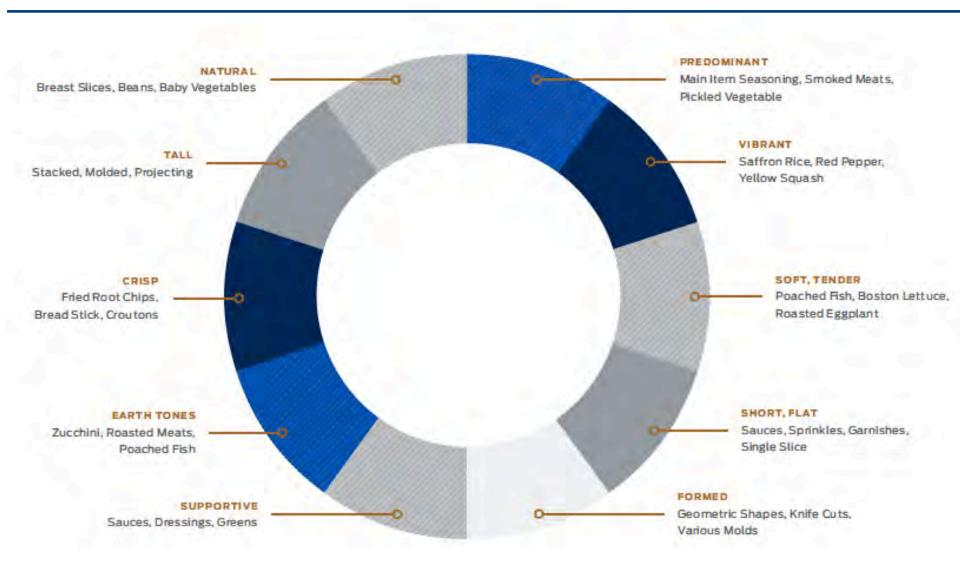
#### MASTERY OF CRAFT



#### **BALANCING FLAVORS**



#### **BALANCING ELEMENTS**



#### **THE CREATIVE PROCESS**

PASSION MASTERY OF CRAFT INSPIRATION

FALL IN LOVE

**BREAK THE RULES** 





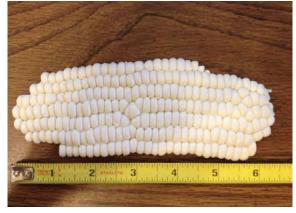
#### **THE CREATIVE PROCESS**

PASSION MASTERY OF CRAFT INSPIRATION FALL IN LOVE BREAK THE RULES

**CREATORS CREATE** 











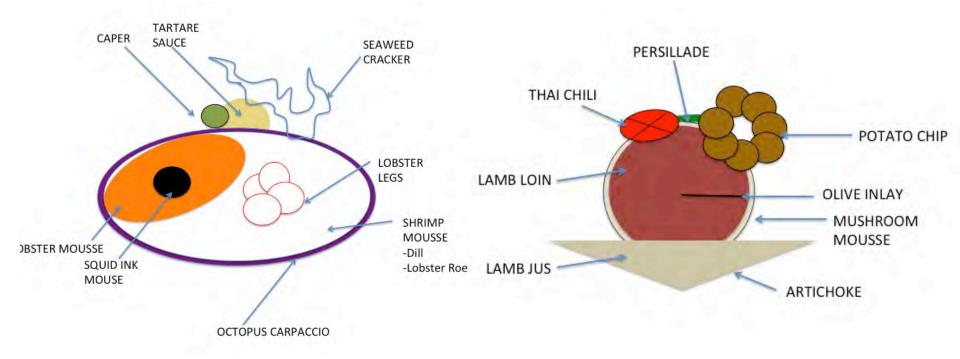


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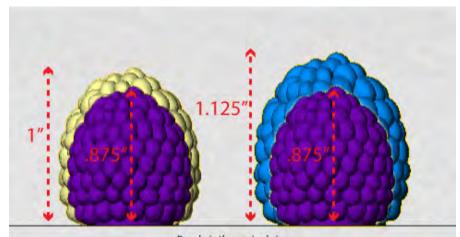


# BRINGING AN IDEA TO LIFE



## "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