





## Drowning in Debt

Dir: Ken Douche-Bagg

#### Scene XII

Guinness Brewery, Interior. (cue solemn music)

Tom: There's been an accident,
Mary. Bill is dead.

Mary: Oh My God!! NO!!

How did it happen?

Tom: He fell into the beer vat and drowned. I'm so sorry.

Mary: Oh God ... did he suffer?
Was it a quick death?

(cut to flashback)

## Hot-Tub Honeys

Dir: Marti Di Bergi

Scene XXI

Hotel Hot-tub, Interior.

(cue jazzy music)

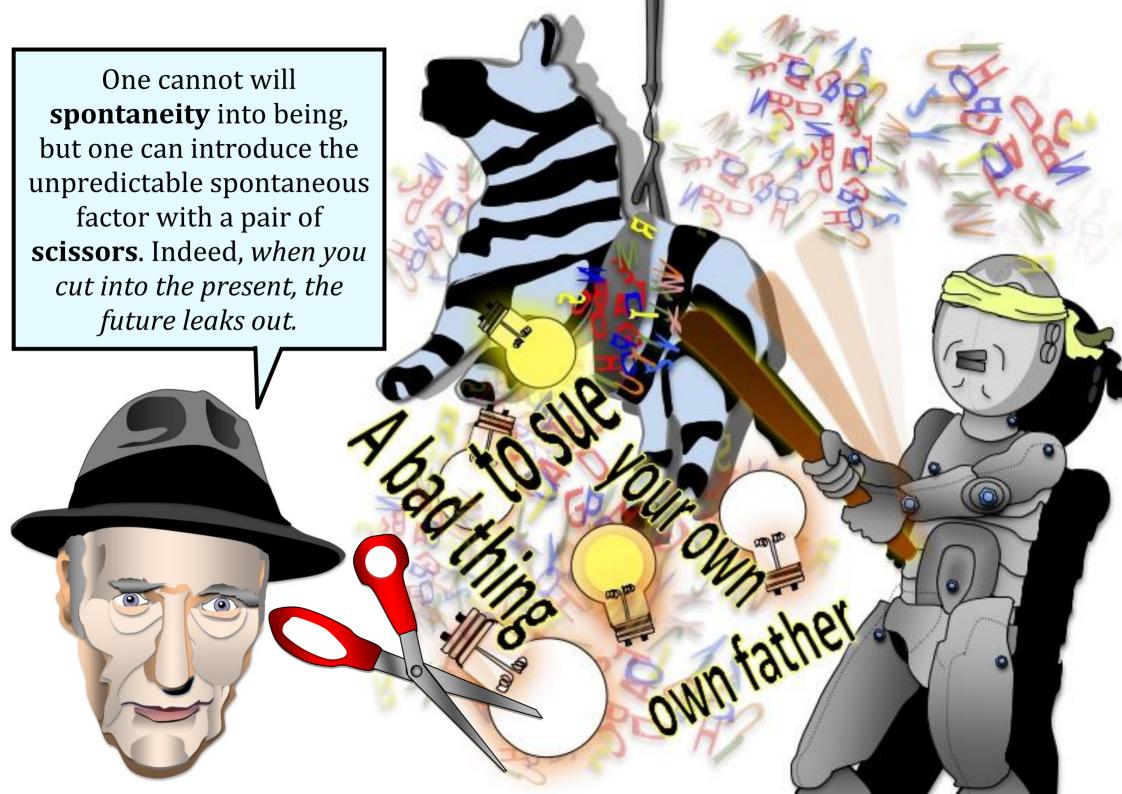
Tom: Hey, where's the soap?

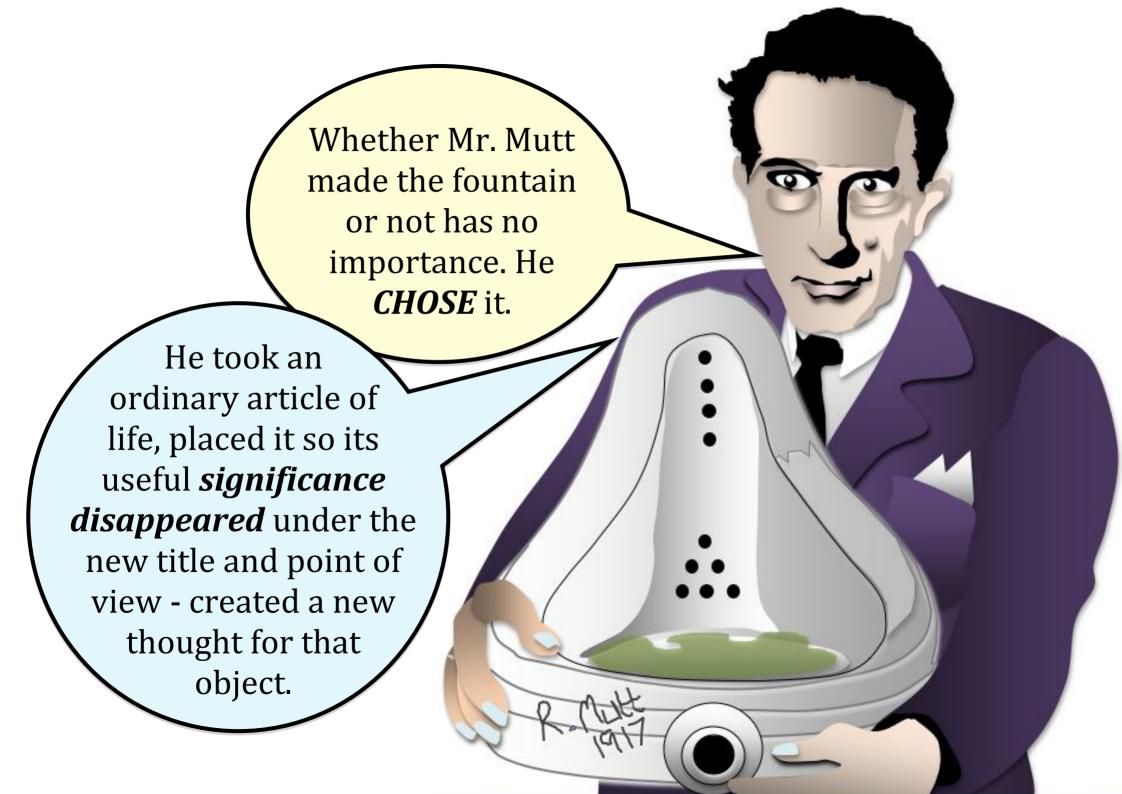
Angie: Bob had it last ...

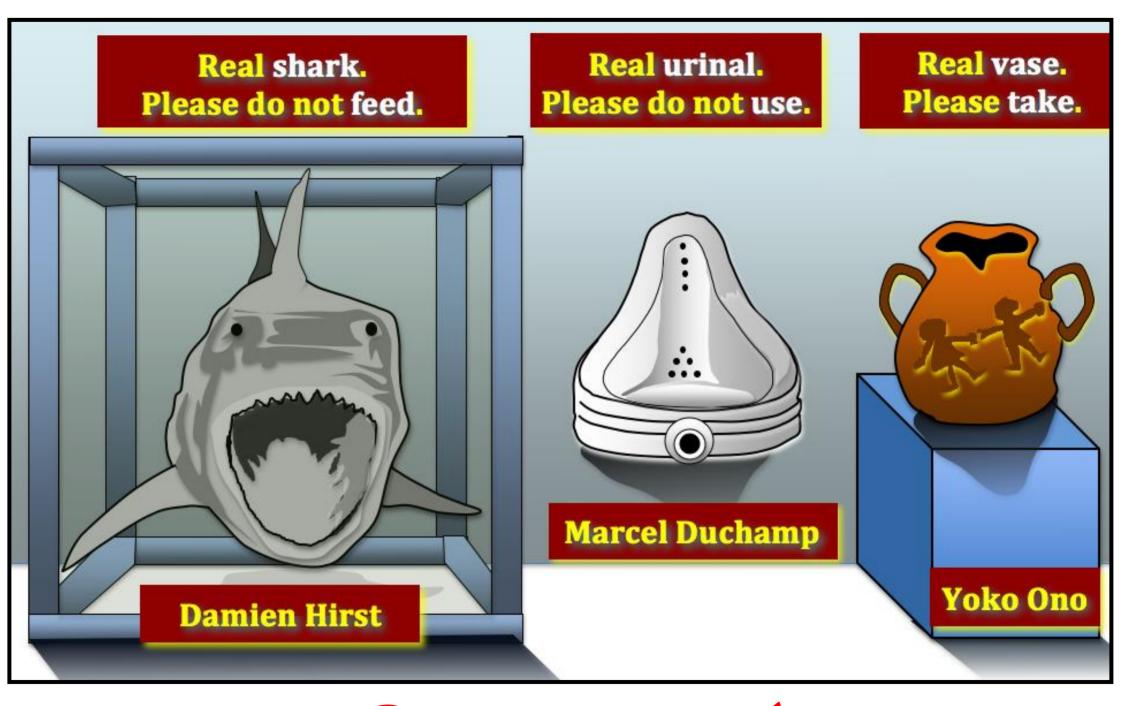
Tom: Where's Bob anyway?

Angie: Didn't he go home?

Tom: No, actually ... He got out twice to use the toilet!



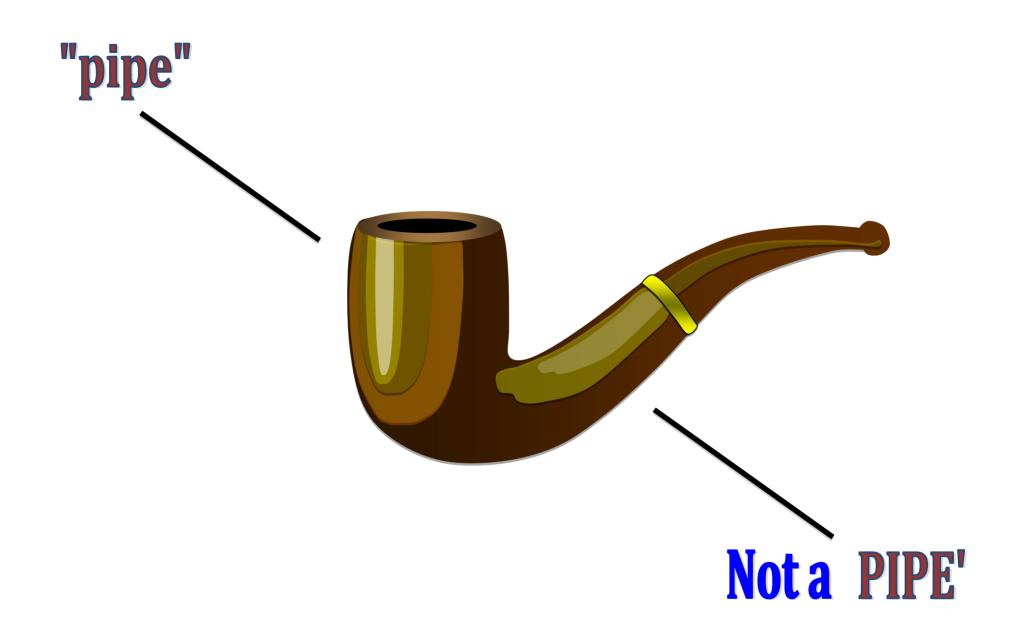




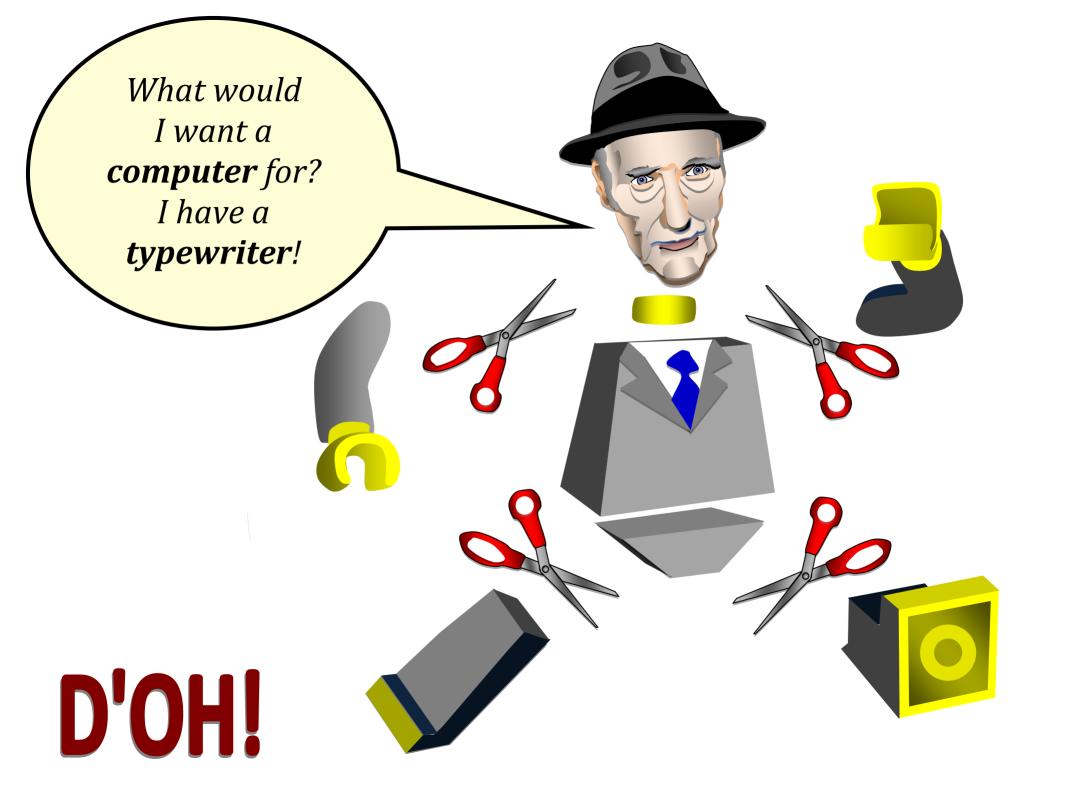
# Readymades in Art







## Magritte's Les Mots et Les Images



cold

as Go Afflatus.UCD.ie



### Phrases in blue are computer-generated; all other phrases are automatically mined from large corpora.

#### Co-Occurring Properties of 'cold'

cold and slippy

cold and dreary

cold and heartless

cold and motionless

cold and miserable

cold and inorganic

cold and unsympathetic

#### Peotic Elaborations

the eye of a storm (10365)

the eye and power of a storm (10365)

the eye and voice of a storm (10365)

the eye and air of a storm (10365)

the eye and wake of a storm (10365)

the power of a storm (2828)

the power and eye of a storm (2828)

the power and voice of a storm (2828)

the power and air of a storm (2828)

the power and fury of a storm (2828)

#### Simple Elaborations

a wet haddock (6155)

a wet fish (6152)

a wet snow (6142)

a wet January (6118)

a wet storm (6112)

a wet cucumber (6111)

a wet mackerel (6109)

a wet snowball (6106)

a wet snowstorm (6106)

an unfeeling robot (2411)

a heartless robot (2207)

a gray January (2109)

a lifeless corpse (2031)

a lifeless robot (2006)

a bitter storm (1714)

a bitter January (1713)

a bitter snowstorm (1707)

a pale corpse (1610)

a dead fish (1514)

#### **Complex Elaborations**

a fish-eyed storm (10040)

a glacier with the eye of a fish (10040)

the belly of a fish (10032)

the wake of a storm (10032)

the wall of a cave (10032)

a snow blizzard (10029)

a snowy January (10023)

a fridge with a refrigerator freezer (10023)

a refrigerator freezer (10023)

the flesh of a fish (10022)

the fury of a storm (10020)

a bullet-riddled corpse (10019)

the eyes of a fish (10018)

the power of a storm (10018)

a robotic fish (10018)

the surface of a steel (10018)

the heart of a killer (10017)

the darkness of a cave (10016)

the wall of a fortress (10016)

**@twoheadlines** by *Darius* Kazemi uses the Cut-Up **Technique** developed by William Burroughs & **Brion Gysin**. Two texts are spliced to promote a jarring bisociation of ideas in the sense of Arthur Koestler.



#### Two Headlines @TwoHeadlines · 55m

Myrtle Beach's MD Uttam Bose, two others resign

Expand



◆ Reply 13 Retweet ★ Favorite · · · Me



#### Two Headlines @TwoHeadlines · 1h

MailOnline blocked in Genetically modified organisms after it publishes video of Princess Srirasmi ...

Expand



◆ Reply ★ Retweet ★ Favorite · · · Me

#### Two Headlines @TwoHeadlines · 2h

Report: Philadelphia Phillies involved in brawl with rapper TI

Expand







#### Two Headlines @TwoHeadlines · 3h

Hindustan Motors says lighter-than-'MacBook-Air' 'Surface Pro 3' may ...

Expand

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#### Two Headlines @TwoHeadlines · 4h

Bob Benson and Memorial Day's Disappearing Gay Characters

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#### Two Headlines @TwoHeadlines · 5h

Abdel Fattah el-Sisi No Longer Directing Marvel's Ant-Man

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#### Two Headlines @TwoHeadlines · 6h

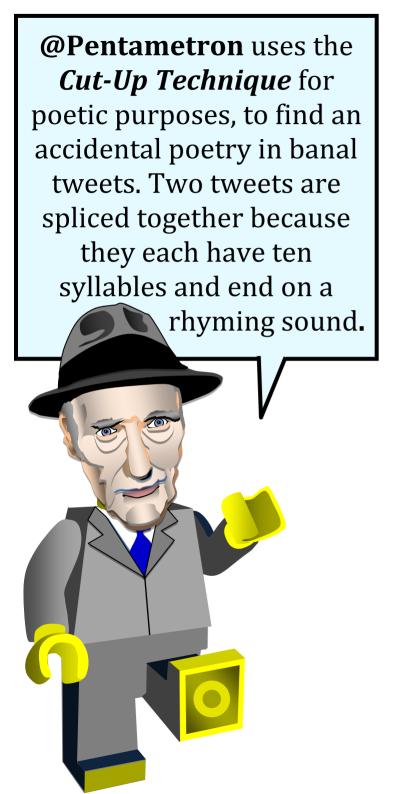
Arrest Made in 1978 Leonardo DiCaprio Pipeline Bombing

Expand













DOII → @HotAndDAEgerous · 6h

I'm leaving. Never looking back again.



£3 2



Retweeted by Pentametron



Unruly Teddy @TEDDY\_BALLA · 7h

too many many many men



43-1 大1



Retweeted by Pentametron



Nik @RichENfamous · 8h

These dudes were dancing at the concert too



£3 2



Retweeted by Pentametron



bay @Bayleereid\_ · 8h

Love has the power to bewilder you







Colliding Worlds and Words: The Cut-Up Method At the Word-Level



-logy study, discipline, system c

-scope display, monitor, viewer g

-naut traveller, sailor

-polis city

-metry measurement

-mancy magic

-pyle opening, gap, vent

-nym name

-trope seeker, follower

-glyph marking, symbol, icon, rune

chrono-

gastro-

necro-

pyro- heat, fire, flame

psycho- mind, mental, crazy

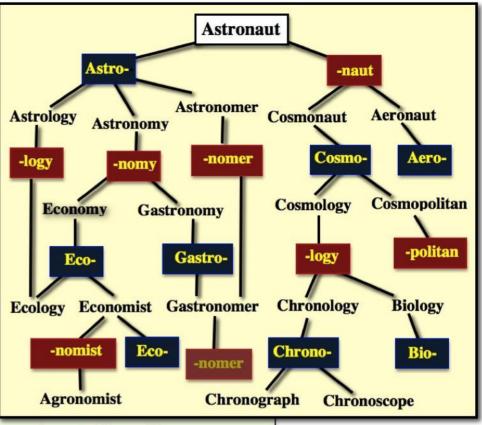
geo- place, location

cryo- cold, ice

hydro- water

helio- sun

phono- sound, hearing



Gerontonaut	"age explorer"	Aironaut	"air traveller"	Nyctalonaut Oceanonaut	"night traveller" "ocean explorer"
Oxionaut	"air traveller"	AERONAUT	"air traveller"		
Avionaut	"airplane traveller"	Xenonaut	"alien explorer"	Diplonaut	"diplomatic traveller"
Allelonaut	"alternative traveller"	Paleonaut	"ancient explorer"	Telenaut	"distant traveller"
Archeonaut	"history explorer"	Anthonaut	"archive explorer"	Pictonaut	"image explorer"
Taxonaut	"type explorer"	SPACENAUT	"space explorer"	Aquilonaut	"eagle explorer"
Phononaut	"audio explorer"	Autonaut	"automatic explorer"	TERRANAUT	"earth explorer"
Aristonaut	"royal traveller"	Optinaut	"great traveller"	Ergonaut	"energy explorer"
Primonaut	"first explorer"	Magninaut	"big explorer"	Photonaut	"light explorer"
BIONAUT	"life explorer"	Biblionaut	"library explorer"	Histerionaut	"time explorer"
NEURONAUT	"mind explorer"	<b>PSYCHONAUT</b>	"crazy traveller"	Opthalmonaut	"eye explorer"
Pontonaut	"bridge explorer"	Stegonaut	"hidden traveller"	Videonaut	"image explorer"
Numismatonaut	"cash traveller"	Aetionaut	"cause explorer"	Matronaut	"female traveller"
Speleonaut	"cave explorer"	Cytenaut	"cell explorer"	Pyronaut	"fire explorer"
Dynonaut	"change explorer"	Arterionaut	"channel explorer"	Ludonaut	"fun traveller"
Vianaut	"portal explorer"	Rheonaut	"circulation explorer"	Bononaut	"good traveller"
Civinaut	"citizen explorer"	Citinaut	"city explorer"	Misonaut	"hate explorer"
Metronaut	"city traveller"	Juxtanaut	"close traveller"	Anthroponaut	"man explorer"
Genenaut	"gene explorer"	Cryptonaut	"code explorer"	INFONAUT	"message explorer"
Spectronaut	"light explorer"	Chloronaut	"green traveller"	Endonaut	"inner explorer"
Chromatonaut	"color explorer"	Holonaut	"complete traveller"	Veronaut	"knowledge explorer"
Encyclonaut	"comprehensive traveller"	Meronaut	"component explorer"	Lexinaut	"word explorer"
Zeugmanaut	"connection explorer"	Geonaut	"world traveller"	MACRONAUT	"large traveller"
GASTRONAUT	"gourmet traveller"	Idionaut	"personal traveller"	Cartonaut	"map explorer"

**Plutonaut** "money traveller" Heteronaut "diverse traveller" Disconaut "disk explorer" Cynonaut "dog traveller" **ONEIRONAUT** "dream explorer" "first traveller" **Protonaut ELECTRONAUT** "electronic traveller" "energy explorer" Thermonaut **Anglonaut** "English explorer" **Phraseonaut** "expression explorer" Visionaut "picture explorer" **Tachonaut** "fast traveller" "powerful traveller" Oligonaut "food explorer" **Bromanaut** "girl traveller" Nymphonaut Chironaut "hand explorer" "time traveller" CHRONONAUT CRYONAUT "ice explorer" Radionaut "radio explorer" "winter traveller" Hibernonaut "lake explorer" Limnonaut Verbonaut "language traveller" **Patronaut** "male traveller" "master traveller" Maginaut

Glossonaut "message explorer" Logiconaut "science traveller" Lunanaut "moon traveller" **Audionaut** "sound explorer" Neonaut "new traveller" Nomonaut "number explorer" "single traveller" Mononaut **Phytonaut** "plant explorer" **Tectonaut** "structure explorer" "time explorer" **Temponaut** ROBONAUT "robotic explorer" Petronaut "rock explorer" **Spherenaut** "world traveller" Veneranaut "sex traveller" "shell explorer" Conchonaut Cielonaut "sky traveller" "tiny traveller" Leptonaut "tall traveller" Acronaut **Horonaut** "time traveller" Nanonaut "tiny explorer" HYDRONAUT "water explorer" "wine explorer" **Oenonaut** Logonaut "word explorer"

**Mnemonaut Psychenaut** Cinenaut **Econaut** Noxinaut Oleonaut **Typonaut Floranaut** Dystonaut **Spironaut** Lithonaut Quixonaut **Technonaut Eronaut** Dermanaut **MICRONAUT ASTRONAUT Teleonaut** AQUANAUT Chemonaut Meteoronaut Dipsonaut **COSMONAUT** 

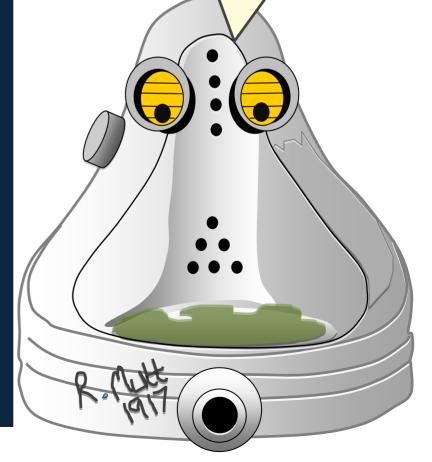
"memory explorer" "soul explorer" "movie explorer" "nature explorer" "night traveller" "oil explorer" "print explorer" "plant explorer" "poor traveller" "ring explorer" "rock explorer" "romantic traveller" "science explorer" "sex explorer" "skin explorer" "tiny explorer" "space explorer" "task explorer" "water explorer" "chemical explorer" "weather explorer" "wine traveller" "universe explorer"

Girosnob "art snob" "big snob" Magnisnob Maxisnoh "biggest snob" "word snob" Logosnob Chocosnob "chocolate snob" "city snob" Metrosnob "code snob" Cryptosnob Holosnob "total snob" Oleosnob "fat snob" "dance snob" Choreosnob Ichtyosnob "fish snob" "game snob" Ludosnob Archeosnob "old snob" "language snob" Lexisnob "music snob" Audiosnob Monosnob "only snob" "rock snob" Lithosnob "snow snob" Cryosnob Techosnob "technology snob" Aquasnob "water snob"

Phonosnob "sound snob" Brontosnob "huge snob" Bibliosnob "book snob" Mobilesnob "car snob" "film snob" Cinesnob "class snob" Taxosnob Encyclosnob "complete snob" Gastrosnob "culinary snob" Ethnosnob "culture snob" Cynosnob "dog snob" Bromasnob "food snob" Chronosnob "history snob" Endosnob "inner snob" Dipsosnob "liquor snob" Paleosnob "old snob" Phytosnob "plant snob" "royal snob" Aristosnob "society snob" Civisnob "war snob" Bellisnob Cyclosnob "wheel snob"

Having you been swilling Spanish *plonk* again?

**UGGHH!** 



## **Convergent Thinking**

A reliance of *right vs. wrong* thinking.

A promotion of norms, standards & proven methods.

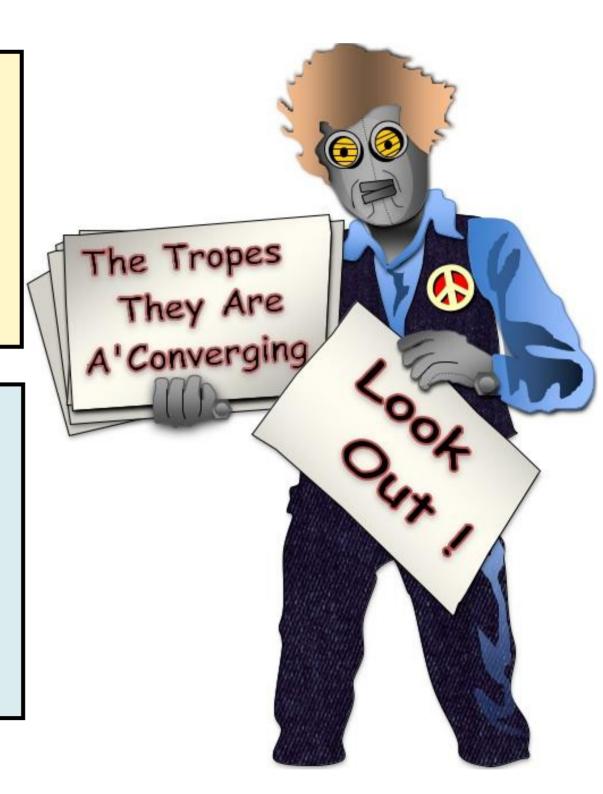
Convergence toward a single viewpoint and a consensus answer.

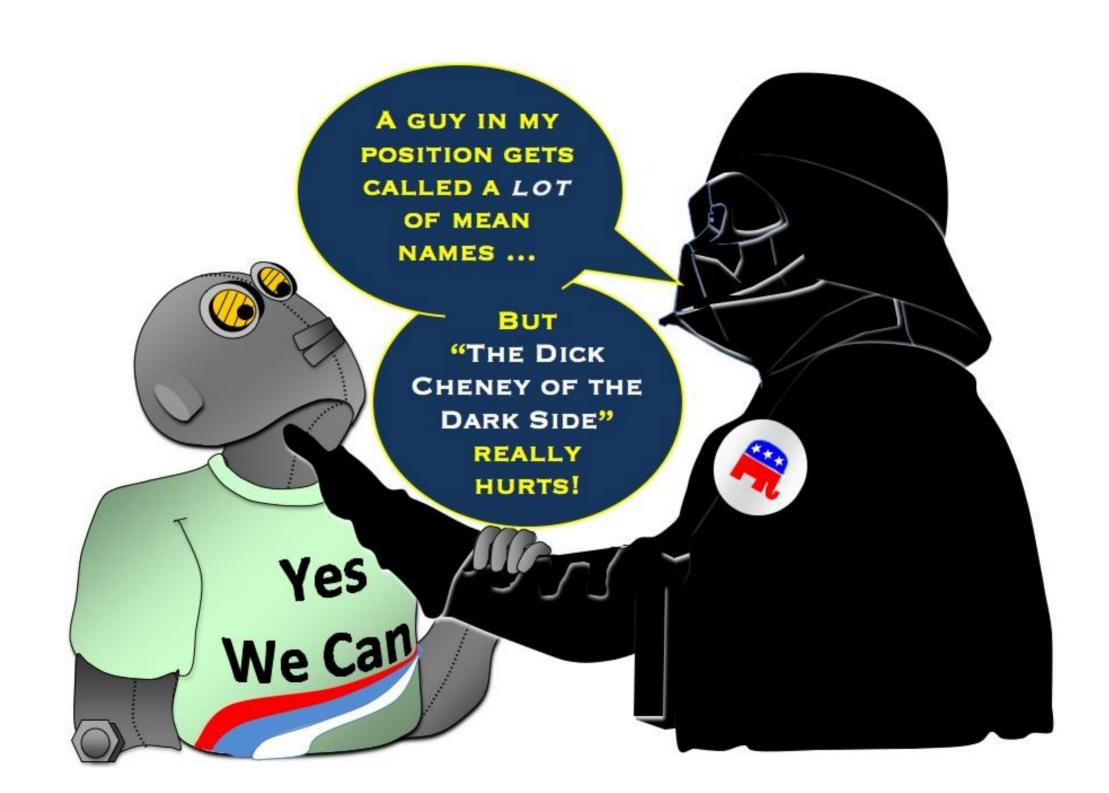
## **Divergent Thinking**

A rejection of *right vs. wrong* thinking.

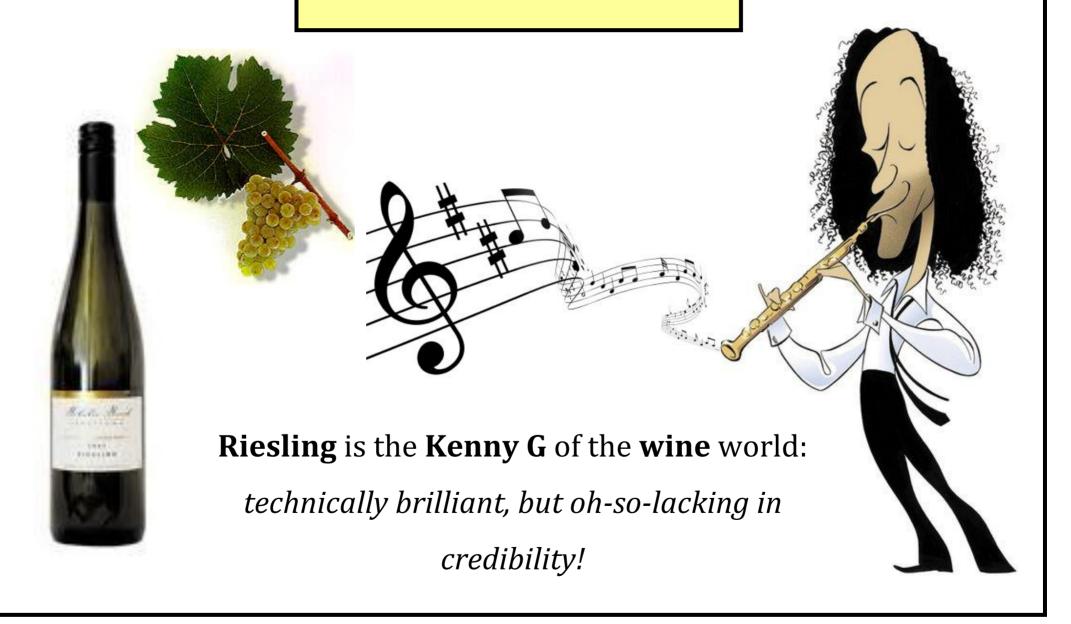
**Divergence** promotes diverse answers, along different dimensions of validity.

**Cut-ups** promote unusual combinations, multiple viewpoints, the *view askew*.





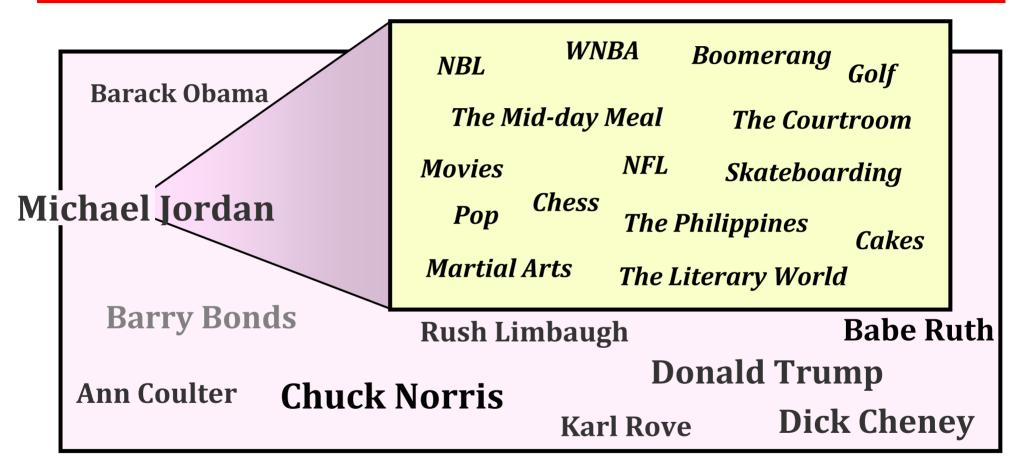




## A Web Corpus of figurative X is the Y of Z Constructions

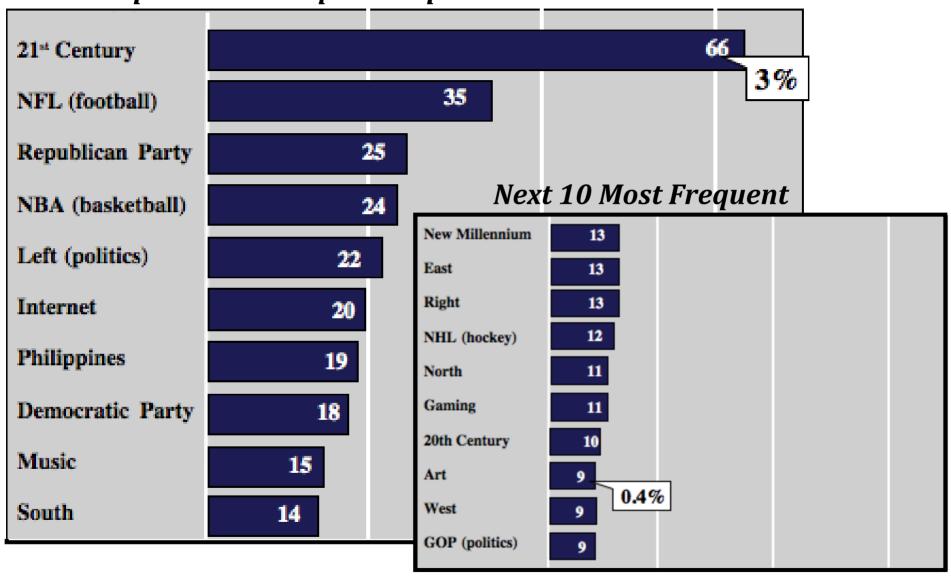
David Cameron is the Tony Blair of the conservative party Michael Jordan is the Tony Hawk of the basketball world Milton Caniff is the Rembrandt of the comics Scipio Africanus is the Tommy Franks of the Roman legions Peter Brett is the Tolstoy of the F train Daniel Melingo is the Tom Waits of the contemporary tango Shahruhk Khan is the Tom Cruise of the Bollywood Industry Edward Abbey is the Thoreau of the desert June Wanniski is the Thomas Paine of the Reagan revolution Bill Gates is the Thomas Edison of the tech industry Paris Hilton is the Zsa Zsa Gabor of the 21<sup>st</sup> Century (and 2179 more)

## An Inventory of Vivid Topics: Used to build Creative Comparisons

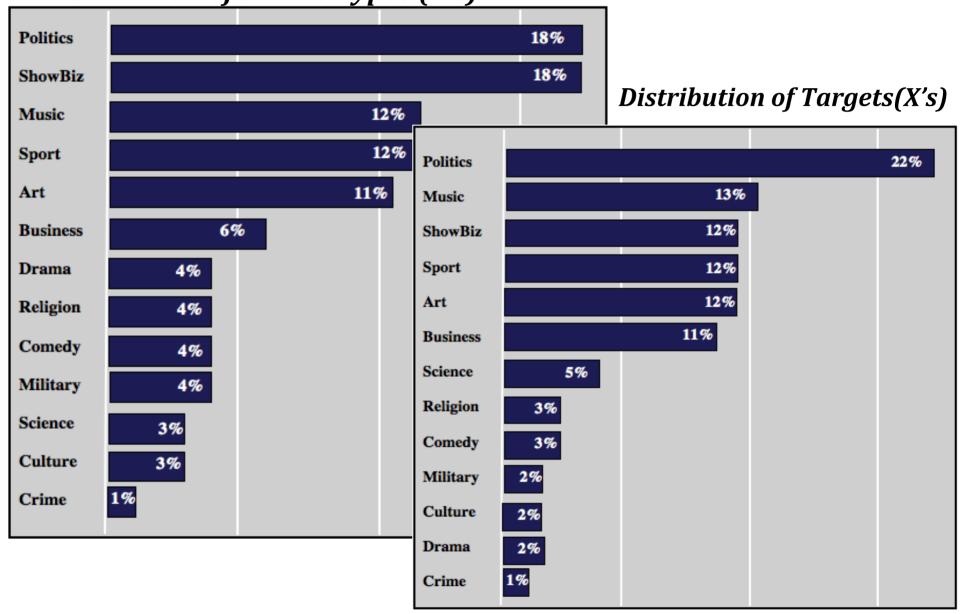


These popular topics have salient properties and are convenient role models

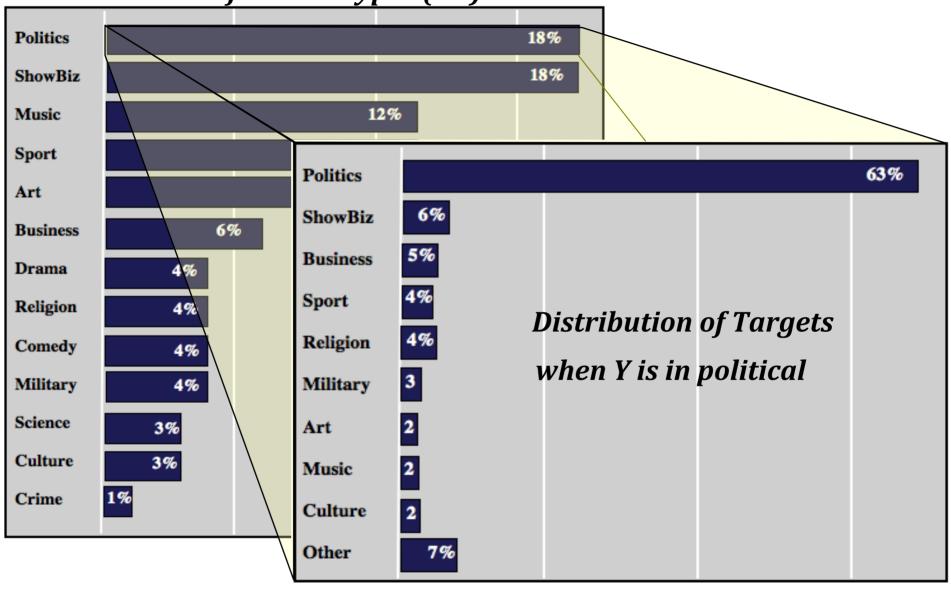
Top 10 Most Frequent Topic Domains



Distribution of Source Types (Y's) in

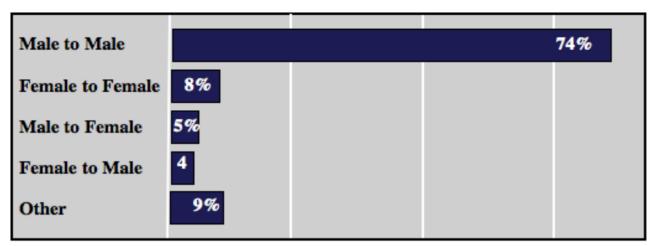


Distribution of Source Types (Y's) in XYZs

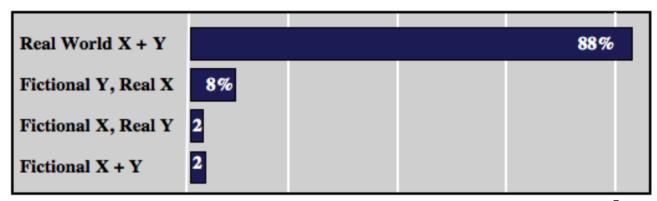


	Polit	ics his	SC PX	chá	ABIT BUST	ies Cill	,e wiit	ary So	Com	24 Rejit	io cie	is City	No Oral
Politics	63	2	3	/ <b>ゔ</b> 7	5	0.5	3	/ <b>ツ</b>	1	4	/ <del>ゾ</del> 2	2	
Music	6	61	5	7	4	0	1	6	1	1	1	0	1
Art	3	8	64	5	6	0	0	5	1	1	1	1	1
ShowBiz	9	8	8	37	9	1	0	7	5	1	2	1	3
Business	8	3	5	5	53	0	0	9	0	0	8	1	2
Crime	16	2	8	0	13	24	0	8	2	5	10	5	0
Military	<b>43</b>	1	1	1	8	0	30	2	1	4	3	0	0
Sport	5	7	3	8	8	1	1	<b>53</b>	3	1	2	1	1
Comedy	19	5	5	8	7	1	0	12	29	3	1	1	3
Religion	<b>33</b>	5	1	3	7	1	2	3	1	26	3	4	0
Science	6	1	5	2	13	2	1	4	1	4	51	5	1
Culture	19	9	4	15	10	0	1	0	1	1	3	27	3
Drama	14	6	4	7	[18]	1	1	11	1	2	1	5	15

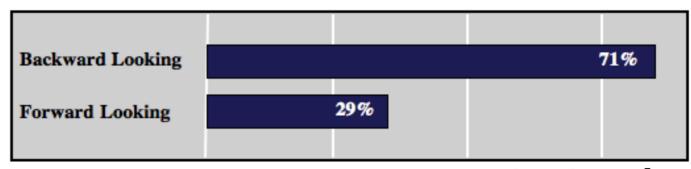
Note the dominance of the diagonal: most XYZs are within-domain comparisons



Conservation of Gender  $X \rightarrow Y$ 



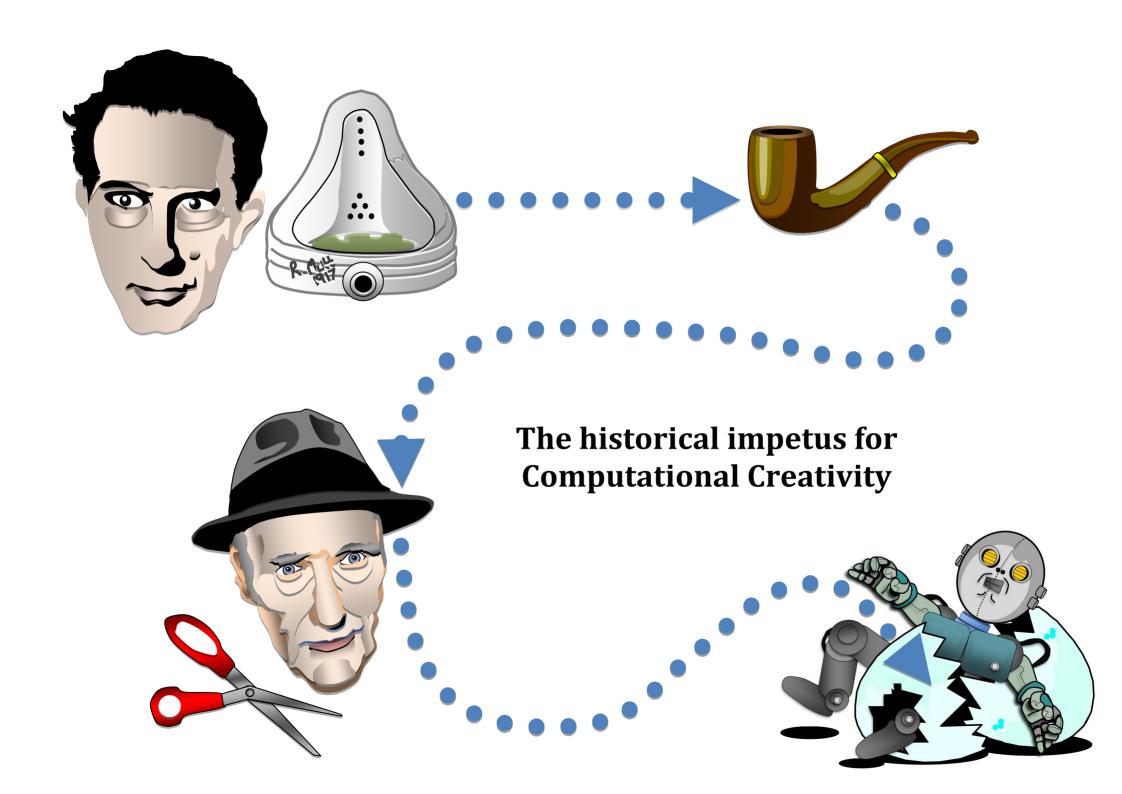
Conservation of Reality  $X \rightarrow Y$ 



Temporal Order  $X \leftarrow Y$ 

## **Some Examples of: Creative Non-Conservativity in XYZs**

Alfa Romeo is the Ouentin Tarantino of the automotive world Chicken Inasal is the Oprah Winfrey of the menu Pac Man is the King Lear of the 1980's videogame revolution Samsung DLPs are the Lindsay Lohan of the television market The Razr is the Kate Moss of phones The Borgata is the Julia Roberts of casinos Bradley's Battleship is the John Travolta of board games Krug is the Dorian Gray of the wine world Red meat is the Donald Trump of cancer The K750i is the Chuck Norris of the photography world The tuna sandwich is the Michael Jordan of the mid-day meal The potato is the Tom Hanks of the vegetable world









Web Comics That Transform Our Understanding of Computers and Creativity





RobotComix.com

**PROSECCO-Network.EU**