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RATTANIMAL:
Concept-Synthesizing Construction Set for Bisociative Thinking

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We design a puzzle to stimulate bisociation and to experience concept blending. This puzzle is an educational tool intended to challenge children's creativity by means of Koestler's theory of Bisociation, where combining two dissimilar concepts would allow a remote distance between concepts that evoke unconventional ideas [1]. We study participants' mental imagery formation towards some particular creature physical-ontological puzzle components that instead to be an ambiguous rather familiar form of head, body, and support. The absurdity of puzzle components e.g. head-body like components, head-tail like components and fin-tail-horn-wing like components allegedly induce participants to experience a high-level abstraction in generating unexpected imaginary figures that activate imaginative storytelling: e.g. "A finned BIRD crawling in the ocean," "A winged SNAKE swimming in the sky," "A footed FISH flying in the land." Their storytelling and puzzle combination were observed and analyzed by assessing unique aspects of concept distances cognition through A: Animal; B: Bodily; C: Capability; D: Domain. The result shows that the ambiguous combination and figure has potentially immersed participants to become rich and unconventional in storytelling.

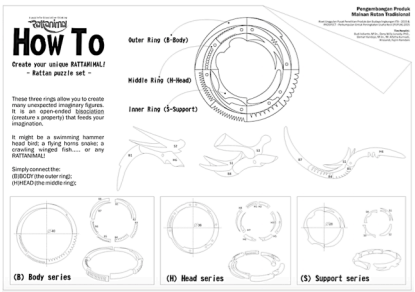

Figure 1. A complete set of fuzzy body-tail like rattan puzzle to evoke bisociative thinking.

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References
1) Koestler, A. (1976). Association and bisociation. Play: Its role in development and evolution, 643-649.