

# Celebration of Ideas

## Dear Reader,

So much of life is about generating ideas, relishing ideas, enjoying and expanding and exploring ideas. This, the 206th issue of *Exchange*, is a celebration of ideas. It has been created to inspire you, to challenge and even provoke you — all for the love of a great idea.

Our work is grounded in the sharing of ideas. Great ideas and profound challenges pass from director to director, from advocate to advocate, from trainer to trainer, from child to child around the globe — and here we sit in the midst of all those ideas, serving as the conduit, the connector.

As you read this issue,

- listen to the voices of children
- enjoy diverse perspectives from professionals outside early childhood, outside education
- reflect on strategies and insights from our diverse team of authors
- use the quotations to noodle on
- pursue the excerpts from books that appeal to you
- consider your own abilities and confidences around generating ideas
- make your own creativity visible to yourself and to others
- share great ideas through *Exchange* and the World Forum and other channels of your choosing
- foster creativity in those around you — children and adults
- enjoy every idea that comes your way
- celebrate

In *ExchangeEveryDay*, our daily online newsbrief, we share ideas from all sorts of places . . . and we love to share ideas that our readers send in. As great ideas come to you, share them with other *Exchange* and *ExchangeEveryDay* readers by, posting at [www.ChildCareExchange.com/issue](http://www.ChildCareExchange.com/issue).

We know that ideas are everywhere; in fact —



“Ideas are like rabbits...





“Ideas are like rabbits.  
You get a couple  
and learn how to handle them,  
and pretty soon you have a dozen.”

John Steinbeck

Ignacio, 4 years

Where do you get your ideas?

They come like  
a little ghost  
because you  
can't see them.

*Submitted by Maria Burt  
World Forum  
National Representative Paraguay*



Maurício, 3 years

The sheet  
of paper  
is small  
and my  
idea does  
not fit in

it... I need another  
sheet of paper.

*Submitted by Vera Melis Paolillo  
World Forum National Representative Brazil  
and Valéria Goncales Andreetto*



**Jose Espinoza, UI Designer**  
*Interview by Josh Paschall*

When I was a child I was introduced to music, film, and books at a very young age. I feel that my connection to these things are what made me become the designer I am today. I draw heavily on things that I remember when I was growing up, like old cartoons, or old movie title sequences. In a way my experiences as are what fuel my career today, and without them I don't know if I'd be in the same place that I am today.

Nirjhor Kumar Das, 3 years

Where do you get your ideas?

*From the weekly market.*

Where do ideas come from?

*If I ate more food, then ideas come to my head. My father bought food and my mother cooked food for me.*

*Submitted by Majusree Mitra  
World Forum National Representative Bangladesh*



**Denny Elonka**

*Founder of BTCBags*

*Interview by Lena Jackson*

I have been thinking about ideas and concepts of a startup for a long time. I feel businesses have an obligation to give back, so studying the “1 for 1” concept (as in TOMS, where a pair of

shoes is given to a child in need when you purchase a pair), I knew that was the business model I wanted to follow. With that concept in mind, combined with my passion for bags, I created the online BTC bag (Break The Circle of poverty). With my bag, a book is given to a child in need at the time of purchase.

As a child, I often worked on jigsaw puzzles. A puzzle piece that doesn't fit the first time makes you try again until the piece becomes clear. That concept can also be applied to ideas. Ideas emerge, change, evolve, and get tweaked until the complete picture takes form.

I was also encouraged as a child to try things. I tried and tested everything from the food I was eating to the block structures I was building. I see this as a direct correlation to my startup. Many people have great ideas, but if you're not willing to try the ideas, or get encouragement to try, nothing will become of them.



“Every creative journey begins with a problem. It starts with a feeling of frustration, the dull ache of not being able to find the answer. We have worked hard, but we've hit the wall. We

have no idea what to do next

. . . the act of being stumped — is an essential part of the creative process. Before we can find the answer — before we probably even know the question — we must be immersed in disappointment, convinced that a solution is beyond our reach. We need to have wrestled with the problem and lost. And so we give up and move to Woodstock because we will never create what we want to create. It's often only at this point, after we've stopped searching for the answer, that the answer arrives.

“. . . The question, of course, is how these insights happen. What allows someone to transform a mental block into a breakthrough? And why does the answer appear when it's least expected? . . . [How can we] break open the black box of the imagination?”

Jonah Lehrer, *Imagine: How Creativity Works* (Boston, MA: Houghton Mifflin Harcourt; 2012)