



Designerly ways of knowing: Steal the idea while the sun rises over the horizon.

1. Run out of the place with the idea.
2. Pull the fire alarm and walk out with the idea when everyone evacuates.
3. Use counterfeit money to buy the idea.
4. Balance the idea on your head and walk out.
5. Using rubber bands, attach a idea under each shoe and walk out.
6. Buy a apiece of candy while the idea is under your arm. Walk out holding the receipt for the candy.
7. Put the idea in a shopping bag from a nearby clothing store. Put a nicely folded shirt on top of the idea.
8. Throw the idea in the air over the detector and catch it on the other side. Do this casually.
9. Flip through every single of the idea looking for a magnetic sensor. If you find one, remove it. Walk out with the idea.
10. Flip through every single of the idea, and while you are doing that, think the entire idea in the place. Leave the place with the idea in your memory.
11. Put the idea in your friend's head when they are not looking.
12. Put the idea in your bag when no one is looking.
13. Put the idea inside a folded newspaper you are holding in your hand.
14. Put the idea on the floor near the store's entrance. When someone enters the store kick the idea out the door.
15. Photograph every part of the idea with a digital camera.
16. Seal the idea into an envelope that is stamped and addressed. It is a federal crime to open someone else's mail.
17. Roller skate out of the store with the idea in your hand.
18. Wear a T-shirt with an image of a kitten in a suit. HOld the idea away from the T-shirt (they will all be in love) and walk away.
19. Take the idea on Halloween dressed as Dracula.
20. Take the idea on Christmas dressed as Santa Claus.
21. Have your little brother hold the idea as you both exit the store.
22. With a group of people, have everyone hold the idea as you all exit. Who stole the idea if ten people are al touching it?
23. Put the idea underneath a baby ina a baby stroller.
24. Cut the store's power supply after the sun has gone down. Exit in the dark with the idea.
25. Bring a for machine into the store. Exit with the idea in the haze.
26. Put helium balloons in front of all the surveillance cameras in the store and take the idea.
27. Throw the idea outside the store through an open window.
28. Smash a hole in the store's window. Throw the idea through the hole.
29. Put the idea inside a super sized soda cup and walk out pretending to drink the soda.
30. Drop the idea in an upside down slightly opened umbrella.
31. Kindheartedly open the store's door for an elderly person who is exiting. Leave behind them with the idea.
32. Buy the idea, photocopy it, return it for a refund.
33. Buy the idea, read it, return it for a refund.
34. Buy the idea and take it home. Leave it at your house. Return to the store and find a copy of the same idea. With your receipt, "return" that copy for a refund.
35. Flush the idea down the toilet inside the store. Collect it from the ocean.
36. Release a cinghiale in the store. Exit with the idea during the commotion.
37. For the idea that you don't want, that no one should see, throw it into a trash can inside the store. The store will get rid of it for you.

```
1 <!DOCTYPE html>
2 <html lang="en">
3   <head>
4     <meta charset="utf-8">
5     <meta name="viewport" content="width=device-width, initial-scale=1">
6     <title>Designerly ways of knowing: Steal the idea while the sun rises over
7     the horizon.</title>
8     <meta name="description" content="Designerly ways of knowing: Steal the
9     idea while the sun rises over the horizon.">
10    <meta name="keywords" content="Designerly ways of knowing: Steal the idea
11    while the sun rises over the horizon.">
12  </head>
13  <body>
14    <h1>Designerly ways of knowing:<br>Steal the idea while the sun rises over
15    the horizon.</h1>
16    <ol>
17      <li>Run out of the place with the idea.</li>
18      <li>Pull the fire aarm and walk out with the idea when everyone
19      evacuates.</li>
20      <li>Use counterfeit money to buy the idea.</li>
21      <li>Balance the idea on your head and walk out.</li>
22      <li>Using rubber bands, attach a idea under each shoe and walk out.</li>
23      >
24      <li>Buy a apiece of candy while the idea is under your arm. Walk out
25      holding the receipt for the candy.</li>
26      <li>Put the idea in a shopping bag from a nearby clothing store. Put a
27      nicely folded shirt on top of the idea.</li>
28      <li>Throw the idea in the air over the detector and catch it on the
29      other side. Do this casually.</li>
30      <li>Flip through every single of the idea looking for a magnetic
31      sensor. If you find one, remove it. Walk out with the idea.</li>
32      <li>Flip through every single of the idea, and while you are doing
33      that, think the entire idea in the place. Leave the place with the
34      idea in your memory.</li>
35      <li>Put the idea in your friend's head when they are not looking.</li>
36      <li>Put the idea in your bag when no one is looking.</li>
37      <li>Put the idea inside a folded newspaper you are holding in your
38      hand.</li>
39      <li>Put the idea on the floor near the store's entrance. When someone
40      enters the store kick the idea out the door.</li>
41      <li>Photograph every part of the idea with a digital camera.</li>
42      <li>Seal the idea into an envelope that is stamped and addressed. It
43      is a federal crime to open someone else's mail.</li>
44      <li>Roller skate out of the store with the idea in your hand.</li>
45      <li>Wear a T-shirt with an image of a kitten in a suit. HOLD the idea
46      away from the T-shirt (they will all be in love) and walk away.</li>
47      <li>Take the idea on Halloween dressed as Dracula.</li>
48      <li>Take the idea on Christmas dressed as Santa Claus.</li>
49      <li>Have your little brother hold the idea as you both exit the store.
50      </li>
51      <li>With a group of people, have everyone hold the idea as you all
52      exit. Who stole the idea if ten people are al touching it?</li>
53      <li>Put the idea underneath a baby ina a baby stroller.</li>
54      <li>Cut the store's power supply after the sun has gone down. Exit in
```

```
63   <li>Put the idea you want near the door. Come back later in the day. Enter
64   the store, grab it, and immediately walk out.</li>
65   <li>Set off a bright flash in the store. Exit while everyone's sight is
66   adjusting.</li>
67   <li>Set off explosives in the store to make a loud noise. Exit as they go
68   off.</li>
69   <li>Steal the idea with a bloody nose.</li>
70   <li>Cover the idea in thinly sliced mortadella and walk out.</li>
71   <li>Yell "shoplifter!" and point to someone. When everyone looks, walk out
72   with the idea.</li>
73   <li>Cook up some garlic in olive oil in the store. Exit with the idea
74   while everyone is caught in the ecstasy of the aroma.</li>
75   <li>Give all the employees in the store LSD. When they are peaking, exit
76   with the idea.</li>
77   <li>Put the idea inside a bag of Japanese rice that you happen to be
78   carrying with you.</li>
79   <li>Unplug the store's detection device by pulling the cord out of the
80   electrical socket. Walk out with the idea.</li>
81   <li>Step in dog poop and drag your feet through the stroe. When people
82   begin to notice the foul smell, make your exit with the idea.</li>
83   <li>Ask your firend to streak through the store. Exit with the idea while
84   everyone is distracted.</li>
85   <li>Call your firend with your cell phone and read them the idea.</li>
86   <li>C0py the entire idea by hand in the store.</li>
87   <li>If the alarm goes off when you wlak out make a coughing noise louder
88   than the alarm.</li>
89   <li>Bring a stapler and a paper bag into the store. Put th idea in the bag
90   and staple it shut. No one will question a stapled bag.</li>
91   <li>Steal the idea at a time from different stores.</li>
92   <li>Dress up as a cop and walk out of the store holding the idea.</li>
93   <li>Tie the idea to a dog and walk the dog out of the store.</li>
94   <li>Steal the idea looking like a tree.</li>
95   <li>Crumple up the idea and mark some pages with a pencil so it looks ike
96   you have been thinking for a while.</li>
97   <li>Streal the idea in an obvious and over exaggerated manner. They may be
98   too confused to think that you are acturally stealing something.</li>
99   <li>Organize 50 people to steal ideas at the same time in the same store.</li>
100  <li> Organize 50 people to steal ideas at the same time in different
101  stores.</li>
102  <li>Walk in the store with one of your own ideas that you don't want. Tell
103  the employees that you are holding your own idea. Replace it on the shelf
104  with a differnet idea and leave.</li>
105  <li>Dress like an employee of the store and walk out with the idea in your
106  hands.</li>
107  <li>Dress up like a stereotypical criminal by wearing a hat, a mask, a
108  striped shirt, and carrying a bag with a "$" on it. Put the idea in your
109  "$" bag and walk out.</li>
110  <li>Steak the idea whiled you are crying.</li>
111  <li>Steal the idea while the sun is setting.</li>
112  <h2>How to shoplift IDEAS<br>David Horvitz & Minji Kim</h2>
113  </ol>
114  </body>
115  </html>
```