



29

*Days*  
to  
*Div a*

THE WORKSHEETS

# The 8 Transformation Types

29 Days to Diva - Day 9

## Ask yourself:

1. Will transforming your existing ideas help you create something genuinely new and interesting?
2. Are your efforts transforming your field or remaking the world as you see it?
3. In the artistic career you dream about, are you adapting to the world or reshaping it?

## Transformation Types

### 1. Deleting/Supplementing

- adding and subtracting to something existing.

### 2. Composing/Decomposing

- reorganizing material that is already there; decomposing and recomposing it.

### 3. Exaptation

- Transforming existing artifacts by converting them to new uses.

### 4. Re-weighting

- Increasing and decreasing or re-ordering relative emphasis of features of a project or market.

### 5. Manipulation

- Inverting, mirroring, twisting, turning an idea or artifact inside out.

### 6. Deformation

- Deliberately deforming the original idea or concept.

### 7. Localization/regionalization/globalization

- Changing the scope of the market by proposing smaller or larger markets.

### 8. *Ad hoc* associating

- Drawing on prior experience and memory, by associating the current venture with some previous problem or opportunity.

Set your timer!

Journal for five minutes on each of the 8 types and list how each could transform your musical projects.

Practice your pitch!

Try selling some of these project ideas to someone who might value the idea.