

Welcome to The Idea Factory's new website! Here, you'll find out more about who we are, what we do and how we've helped organizations undergo transformation in the space of innovation.

Part of that revolution was the development of the manure spreader, a great improvement over spreading manure by fork from the rear of a wagon. Yet, manure spreaders of the s were heavy, cumbersome farm implements. Tim Littleton, of Grayson, Kentucky, has restored an old John Deere manure spreader which was typical of the early design of manure spreaders and has exhibited it at the West Virginia Pumpkin Festival in Milton, West Virginia. Early model manure spreaders, like the Littleton manure spreader, contained a single beater which was attached directly to the axle of the rear wheels. Therefore, the manure tended to be forked out into a swath directly behind the manure spreader with very little spreading to the sides. As a result, the manure was spread in the fields in narrow bands which tended to be too thick for good incorporation into the soil. If left in these thick bands, the manure would causing burning of the grass or crop. Consequently, following the spreading of manure, farmers would head into fields with peg-tooth drags or similar implements to smear the swaths of manure across the field. This was an extra, time consuming step to be undertaken by the farmer who was already over-worked. In the s, Joseph Oppenheim, a schoolmaster in a one-room country school in the small town of Maria Stein, Ohio, through circumstances not currently know to us today, pondered this problem, and one day during recess at the school, he was struck by an idea. The ball would be pitched to the batter who could use the paddle to hit the ball in any direction by simply striking the ball with the paddle held at the desired angle. This well-known effect of paddle and ball struck Joseph as the solution to the problem of manure spreading. He felt that a series of paddles could be attached to the rear of a manure spreader to spread manure in a wide pattern several times the width of the spreader. A map of Ohio, showing the location of Mercer County in the state. To test his theory, Joseph, with the help of his son B. Oppenheim, knocked the end out of a cigar box and built a small rotary paddle distributor into the open end of the cigar box. Each of the paddles on the rotary distributor were set at different angles. Then, Joseph and his son filled the cigar box with chaff and operated the small distributor with power from the drive wheel of a sewing machine. The test was successful. The chaff was thrown in a wide pattern. After several other tests, Joseph Oppenheim became convinced that he had an idea that could be designed into manure spreaders. The first New Idea manure spreader to be put into production by the Company at its factory in Coldwater. Note that this manure spreader has a fifth wheel type of steering. This is why the manure spreader has to be raised in the front just to allow the front wheels to fit under the bed of the spreader on sharp turns in either direction. Later, August Rutschilling was hired. The first New Idea spreader had two beaters rather than just one. The top beater was situated immediately above the lower beater and was smaller because pulverizing of the top part of the load was easier than the bottom. Immediately behind the beaters was the famous New Idea widespread which had a steel axle with many wooden paddles attached to it. Conventional manure spreader design has two beaters to tear apart the load of manure as it moves to the rear of the spreader and a single high speed widespread behind the beaters to spread the manure to the sides. Hardly had the new company started mass producing the new improved manure spreader than Joseph Oppenheim was stricken by typhoid fever and died suddenly in Oppenheim, became the new president in place of this father. Not only did the business carry onâ€”it thrived based on brisk sales of the New Idea spreader. However, to maintain its position as an innovator of manure spreaders, the Oppenheims were continually seeking ways to improve its original design. Therefore, much effort was aimed at solving two problems which plagued all older manure spreaders, including the first New Idea design. Draft refers to the amount of energy required to pull any implement. Horses have only so much energy that they can use in any given day of work. Today with horses long gone as a source of power on farms, these terms are becoming part of a lost vocabulary. A farmer could not very well begin a work day with blown horses which had merely been used to take the morning load of manure to the fields. Consequently, light draft in all implements including manure spreaders was a desired goal of all farmers and thus a concern of the New Idea Works. A horse-drawn manure spreader at work spreading a load

of manure in the field. The rapidly turning widespread is the instrument that is sending the manure flying high and out to the sides in this picture. In , a new model spreader was introduced by the Oppenheims which had a greatly reduced draft. The upper beater on the new manure spreader was moved slightly forward. Research by New Idea revealed that this design change would have the effect of shearing off the upper portion of the load before the bottom was pulverized by the lower beater. This would ease the operation of the lower beater and lighten the draft of the manure spreader. This small change was soon copied by most other manure spreader manufacturing companies. The familiar design of nearly all modern manure spreaders was now taking form. The widespread is mounted at the very end of the manure spreader behind a couple of beaters. The second major problem with the initial New Idea spreader, and most other designs, was the overall height of the sides of the manure spreader. The top of the sides of manure spreaders could be as high as 50 inches from the floor. This required the farmer to lift every forkful of manure almost chest high when loading his manure spreader. Originally, all manure spreaders had high wooden-spoke wheels. Therefore, one of the very first improvements made to the New Idea spreader in , was to change from creaking wooden-spoke wheels to lower and wider-rimmed all-steel wheels. These newer, lower and wider wheels had the effect of lowering the height of the sides of the manure spreader to a degree. However, because wheels were still mounted on the side of the manure spreader and fifth-wheel type steering was still being employed, the success in lowering the manure spreader was limited. The axles for the wheels would still have to pass under the floor of the bed and the front wheels would have to be allowed room to slip at least part of the way under the bed in sharp turns. To solve this problem and to allow for the spreader height to be lowered more, New Idea copied a design which was becoming popular with other manure spreader manufacturers. John Deere manure spreaders of this era were of this design, and indeed, the Littleton John Deere manure spreader mentioned above was of this design. By , the older widespread was entirely phased out in favor of the newer all-steel widespread. During the fall of , when New Idea introduced their lbs. Demand for New Idea manure spreaders grew steadily during this whole period. In , the New Idea Spreader Company moved to nearby Coldwater, Ohio, and set up shop at a larger factory site covering some 20 acres. The move to Coldwater, Ohio, offered a number of advantages to the young company, including rail service on the New York, Chicago and St. Later, a two-row version of the transplanter was also introduced. Accordingly, the plant facilities at Coldwater were expanded to meet the new requirements. Eventually, all 20 acres of the site were filled, and by , the factory had the capacity to turn out new manure spreaders in an 8-hour day. To meet the changing business environment, the company was incorporated in as the New Idea Company and the company began to take on outside investors. Although stock in the company was not publicly traded and the company remained a closely-held corporation, the day of New Idea being a family-owned business were over. The new light draft New Idea Model No. In celebration of the twenty-fifth silver anniversary of the New Idea Company in , the company introduced two new products—the New Idea Model 8 manure spreader and the New Idea 6-roll corn husker-shredder. The new Model 8 manure spreader incorporated a number of new innovations over the previous model of manure spreader, including automobile-like steering rather than the old fifth-wheel type of steering of previous NISCO models. Consequently, the Model 8 manure spreader had a considerably lighter draft than previous New Idea manures spreaders. Introduction of the Model 8 manure spreader signaled the beginning of a design of four-wheel manure spreaders which would remain the universal design for nearly all companies until well after World War II. The Model 8 was a hugely successful product for the New Idea Company, selling in numbers in excess of 10, in the year from November of until November of From November of until November of , New Idea sold more manure spreaders in a one-year period than at any time prior or since by selling 17, Model 8s. From November until November , 12, Model 8s were sold. The popular Model No. However, for the agricultural sector, the depression began in Depression for farmers also meant depression for manufacturers of farm equipment. Thus, it is surprising that the New Idea Company would experience its best manure spreader sales in the late s. It is perhaps a symbol that the manure spreader was looked upon by farmers as such a tremendous labor-saving device that it became more of a necessity rather than a luxury, and perhaps when farmers were not really buying other machines for their farms, they were buying manure spreaders. It is also perhaps an indication of the recognition by farmers that the New Idea Model 8 was a very

good machine available at a reasonable price which would very quickly pay for itself on any livestock farm. Whatever the reason, the magnificent sales of the Model 8 did much to save the New Idea Company from the same economic stagnation which other agricultural manufacturers were experiencing in the s. Consequently, when the depression severely deepened in the s, and other farm equipment companies were facing really desperate straits, the New Idea Company was somewhat of an exception. New Idea came through the s in better shape than most other farm equipment companies based on the sales of the Model 8. Just when sales of the Model 8 peaked and started to decline, New Idea introduced another farm product which was to revolutionize the company. In January , New Idea began testing the first prototype of what was eventually to become its next hugely successful farm implement—the two-row corn picker. The New Idea corn picker was the first two-row pull-type corn picker made exclusively for tractor operation. The corn picker was powered by a tractor power-take-off shaft, efficiently picked, husked and elevated the ears into a wagon or truck through a side-mounted elevator. The New Idea corn picker was covered almost entirely with galvanized sheet metal which would become the trademark of New Idea corn pickers. The smooth, sleek galvanized look of the Model 2 would remain characteristic of all New Idea corn pickers until , when New Idea Company ceased production of all corn pickers. When put into mass production in early September of , the New Idea Model 2 corn picker immediately became a hot selling product. Soon other farm equipment companies were scrambling to introduce their two-row pull-type corn pickers to compete with the innovative Model 2 corn picker. Cornpickers of all brands were tremendous labor savers on the average North American farm. No wonder, then, that corn pickers enjoyed a tremendous growth right from their very introduction. Over the next three years, the New Idea Company made improvements to the Model 2, and by , the Model 6 replaced the Model 2. The Model 6 would remain in production with only minor changes until when it would be replaced by the even more popular Model 6A corn picker. The exposed gears on the top of the header of this particular Model 6A reveals this Model 6A as a picker from the period of time from . Along with the Model 2 two-row corn picker, New Idea introduced their innovative steel-wheeled farm wagon gear.

Chapter 2 : The New Crazy Idea Factory Book: Crazy Ideas : Crazy Idea Factory

In "The Idea Factory," Jon Gertner profiles Bell Labs in its heyday and the scientists whose unhurried pursuit of pure research led it to innovations that define modern life.

But the Bell Labs story goes so far beyond that singular discovery. In fact, the development of the transistor is a microcosm of the Labs themselves. The pursuit of pure science laid the foundation for great discovery. Yes, the transistor was conceived, prototyped, proven, and then reliably manufactured at the Labs. But the framework that made this possible was the material researchers and prototyping ninjas who bridged the gap between the theory and the physical. The technology was built on what is now a common material; semiconducting substances which would not have been possible without the Labs refinement of the process for developing perfectly pure substances reliably doped to produce the n-type and p-type substances that made diode and transistor possible. The distances traveled posed the problem of signal decay caused by the increasing resistance with every foot of copper in the system. The only way to make such a link work is by relaying the signal through a series of amplifiers originally built using vacuum tubes, and an immense number of them. The secret to making this possible, and equally important to make it profitable, was to perfect a manufacturing process that resulted in long-lasting and predictably performing tubes. Even with this leap in reliability, the tubes still used quite a bit of power to operate and needed replacing on a regular basis. On a transcontinental line, replacing vacuum tubes is possible. But trans-oceanic lines are another thing entirely. Although successful connections between North America and Europe were laid with vacuum tube amplifiers integrated in the cable, its construction again depending heavily on the material science of the Labs, the need for something far more reliable was clear and this led to the semiconductor efforts resulting in the solid state transistor. Incidentally, the rest of history interfered in the effort. It appears that the transistor could have been in place decades earlier than it was had World War II not occurred, which diverted the Labs attention elsewhere. But as the book details, even this led to amazing discoveries that built our modern world as huge numbers of scientists from Bell Labs joined the war effort and moved the mountains of radio technology with advancement in both wireless communications and perhaps more importantly, radar. Document, Document, Document Perhaps most remarkable about the Bell Labs story is the recording of its history. Every researcher was issued leather bound engineering notebooks with a simple set of guidelines. At Bell Labs there was no such thing as a back of the napkin calculation. Everything was recorded in these notebooks. Every idea was documented and any that were felt to be promising were then witnessed by signature from another member of the labs. Pages were neither added, nor torn out, and incorrect information was neatly crossed out and initialed by the one doing so. This was done for the purpose of the patent process. But the result is an amazing library of the process that led to some of the greatest scientific leaps forward in all of human history. Head-Spinning Talent The talent that passed through the Labs is a roll-call of great minds. Part of this is a product of the times; the most brilliant minds graduating from University during and after the great depression could find no better way to make a living. The Pedagogy of Bell Labs Jon Gertner has a real knack for humanizing the people who made these discoveries. His professors at MIT heard about his extra-curricular activities "somewhat dangerous for the times" and considered asking him to knock it off lest his great mind be lost to humanity. This is the introduction of Claude Shannon , the father of information theory. The sharing of knowledge and experience both inside and outside of the organization was integral to the culture of Bell Labs. It was commonplace to have interdisciplinary seminars during the work week, and at private residences. Engineers and technicians were encouraged to work outside of their strict assignments, and trips throughout the country and abroad to both present and attend seminars pollinated the scientific community rather than locking up the information in a walled garden. He had a habit of spotting talent and brought Gordon Moore on board when starting the new company. The book is sprinkled with too many of these connective mentions to count. Those who worked at the labs went on to found and forward the companies that accelerated the technology revolution. From a wire, to a microwave relay network made possible by the transistor, it seemed the writing was on the wall for direct connections. Bell Labs developed the first communications satellite in

the form of a reflector that bounced signals from one coast to the other. This was followed by active relay satellites which are the earliest ancestors of those that we use today. But the bandwidth of direct connection was still desirable, and for me it was remarkable to hear the story of a vast network of waveguide technology that was nearly implemented before being shoved aside by the remarkable performance of fiber optics. Two things made fiber possible. One was the perfection of fast-switching laser technology. The second development was an external perfection of glass fiber manufacturing envisioned at the Labs but made possible by the institutional knowledge of Corning. Connecting the system together were the first field-programmable computers. This review is far too brief to cover everything but in at least a couple of ways the monopoly made this scientific research possible. As a concession to maintain the monopoly the company licensed all of its patents to any other American company, royalty free in almost all cases. Think on that for a while. Technically, there is still an ancestor of Bell Labs around today. But this book is not actually a story of the company itself. You live in the world that they enabled.

Chapter 3 : The University of Maryland is getting a new \$50 million engineering building - Arc Publishing

Idea Factory International Inc. is a branch of Japanese videogame developer and publisher located in Tokyo, Idea Factory Co., Ltd., and it is established on September 30, in California USA.

International Jury Design encompasses many discrete disciplines, each with its own specialized purpose, preparation and practice. For this discussion, what I mean by design is the integration of art and technology for the creation of products, communications and environments that serve human needs. From Industrial Aesthetics to Human-Centered Innovation In , when I graduated as an industrial designer from Carnegie Mellon University in Pittsburgh, my education was identical to what I would have received in the s at the renowned Bauhaus in Dessau, Germany. Four years later I became director of design at the Paris office of Raymond Loewy, then the largest consultancy in Europe. If, as often happened along the way to figuring out how things should look, we did some serious work on what people wanted or how things worked, were used, maintained, and disposed of, well, that was nice, but we did not get hired for that and we did not get paid to do it. Much of design “ home furnishings, a set of mixing bowls, a wristwatch -- continues to center on aesthetics, and legitimately so. At the core today is human-centered innovation, entailing rigor about human needs, functionality, marketability, usability, and sustainability. External appearance is but one dimension, albeit an important one, among many in the complex interactions by which people discover, understand, learn, and adopt artifacts and construct meaning by using them. Since then, an interdisciplinary practice of strategic design has replaced traditional technical disciplines once divided narrowly into industrial design, graphic design, interior design, and architecture. We apply a new array of design methods and tools to the creation of products, communications, and environments. Designers, together with practitioners from technical and scientific fields formerly unassociated with design, migrate freely across design specializations. Industrial designers work on eCommerce strategies and web design; architects create film special effects; anthropologists probe what products, communications, and services people will want next; communication designers work with linguists to make information clear and understandable. Every few years, an entirely new design specialization takes shape: It all adds up to a fundamental transformation in how design “ at its best -- serves to enrich the experience of life for people as individuals and in organizations and communities. Design has grown up. The Three Waves of Design I divide the shift that I have witnessed over the fifty-year period that I have practiced design into three waves of change: From Design Person“ Design originated in handcraft and the decorative arts, where traditionally, and continuing today, a single person invents, designs, and makes the artifact. As IBM grew, Noyes recognized the need for the control of design to evolve from a single individual to internal functional departments. Throughout the s, 70s and 80s, as American and European corporations sought to manage rapid growth, decentralization, and internationalization, many followed the model of IBM. Policies are more effective for implementing ideas that already exist than for creating new ideas amid disruptive change. Design based on research to gain insight into the tacit and latent needs and wants of users in target markets; Strategic scenarios to develop foresight about the forces that are going to create change in the future; Anticipating products ahead of engineering development; Future product innovation shaped as much by design as by technology. Although these practices may seem axiomatic to most designers and educators today, they were far from widespread twenty-five years ago. Five major forces of change brought about a heightened understanding of design by business and the emergence of New Design. When the semiconductor transistor and integrated circuit emerged in the s, few people foresaw a universe of smart mobs internetworked over mobile picture cell phones, PCs, PDAs, and messagers -- all talking to each other all the time. The central problem of design has moved far beyond the unitary, freestanding artifact. New Design is about crafting the interactions, behaviors, and experiences of software-driven systems comprised of humans, atoms, and bits. Everything has programmable intelligence and lives on global networks. Much of what we think of as a product may not even be physically tangible. Designing for such a world has necessitated broad and deep change in understanding what it means to design and how to go about it. Along the southern shores of San Francisco Bay in the s we witnessed the seismic birth of a completely new

entrepreneurial culture whose ethos was not stabilization and control, but disruptive innovation and unpredictable change. New Design was needed to keep pace where everything was being invented new every day – knowledge, technology, organizational structures, and work practices. Exported worldwide, the culture of New Design was, paradoxically, both Californian and intensely international. Integrated circuitry, cameras, motorcycles, consumer electronics, and office equipment. One out of every three cars sold in the U.S. No longer was Japan copying the West, but originating inventions, for that matter creating entire new product genres, like the Sony Walkman, that we had not anticipated and that customers all over the world loved. And Japan had positioned New Design at the center of its industrial strategy of rapid cycle innovation, superior quality, and global export. They set up internal universities to teach executives, managers, and professionals how to develop products to match Japanese benchmarks: Every function in a business organization now had to benchmark itself against comparable Japanese functions and justify its costs - vs. More than an a priori good, New Design could demonstrate tangible value added. In 1987, a family living in Orange County, California sued a major Japanese carmaker for invasion of privacy. Having rented a room to a young Japanese man who said he was a student, the family discovered that he was recording every detail of their daily lives: Today, all of us who practice New Design do exactly what that young Nissan researcher did, except that we now get permission first. We call it ethnographic research, customer insight, contextual inquiry, or design research. It is integral to how we design everything from kitchen tools and razors to new passenger trains and jet aircraft to office workplaces and new education systems. Second, I mean that design methodology is so powerful as an engine for innovation of everything from technological artifacts to social systems, that everybody should know how to use it, not just designers. The power of the methods and tools of design should be available to everybody. Design should be taught as a general knowledge subject, just like science or mathematics, in all schools K-12. In order to advance this second agenda my colleagues and I created the Idea Factory, based in Singapore and San Francisco. The big idea of the Idea Factory is a simple one. Instead of working as consultants to come up with great ideas for clients, we help clients learn how to come up with their own great ideas. The idea producers in The Idea Factory are the clients themselves. In Singapore, we also work for several ministries. Except that the Idea Factory has some special proprietary tools, this overall process looks pretty much like that used by any practitioner of New Design today. The main difference is that at the Idea Factory: No matter how varied the type of design or the mix of disciplines involved, New Designers all pursue the same goals: The contrasting world-views should be thought of not as either-or opposites but as continuums. Much of New Design counterbalances and co-exists with Old Design.

Chapter 4 : Books You Should Read: The Idea Factory | Hackaday

The new idea factory by, May , Battelle Press edition, Paperback in English.

There are several strong reasons for one to be an Entrepreneur. Freedom to implement and see your ideas materialize is one of the major considerations. Also having market for your product or service will fetch you returns. This is especially true if it is an innovative product or service and has a lot of use to the society at large, and is reasonably priced. Being an entrepreneur allows you to be your own boss and have things directly under your control. You can work whenever you want and how much ever you want. That implies a lot of flexibility. Thus it provides for independence and a lot of freedom. Though one might have all the ideas for a good product, one needs special skills to be a successful entrepreneur. To start with, a sound financial backing is required. This is so because starting new implies taking risks and the returns may not show during the initial years. One needs to be patient, be alert, monitor the market, use new technology and make the appropriate changes to start seeing results. Large unnecessary investments should be avoided. With minimum resources one should be able to churn out products or services. As the business or establishment grows one could make changes accordingly. Sometimes business establishments are started alone or by a team of people. Differences are bound to arise but they should be dealt with amicably. Whatever it is, the employees, customers and other clients should not be affected by it. To ensure that the right foot steps are taken, one could undergo training and get exposed to the ABC of entrepreneurship. External help and support can be sought to ensure that there are no administrative and financial problems. We have a team of mentors who are ready to guide budding entrepreneurs in the best possible manner for a hassle free business launch. Leave a Reply Your email address will not be published.

Chapter 5 : The Idea Factory

Inside Illinois Tech's new idea factory And if you're building it on a campus that was home to Ludwig Mies van der Rohe, the building better make a statement.

Their beta reading provided a helpful contribution. Write about how she juggles her responsibilities between making chicken fingers and keeping up her kill count. Bob from Human Resources is the only reason why humanity still exists today. His title is more literal than most people think. In this world, whenever someone dies, everyone that person has ever kissed also dies. This is why people very rarely kiss, and when they do, it bonds them for life—literally. Begin a scene with this line: Today is the first day I spoke to another human being. You walk by your window and spot a short figure standing in the parking lot. Feeling goosebumps, you glance behind you. When you turn back around, her face is tilted up to your window. After listening, he immediately gets up, sells everything he owns, and moves out of the country. Have him share what was said to a stranger on the plane. Earn bonus points if the stranger on the plane is somehow involved. This neighborhood used to be safe before the superheroes moved in. A modern culture decides to embrace an ancient civilization who worshipped the dead. In fact, they focus on death so strongly that they seek to transition those who are living into the group of dead they worship. The prophecy for the end-times and the coming of the apocalypse is found written in blue sidewalk chalk. It turns out it was written by a child. Apparently heaven requires employees to run smoothly. An angel contacts your main character in an attempt to recruit him as a security guard for the pearly gates. I fired my imaginary best friend. But the deeper the voice and the more insistent it sounds, the creepier the situation becomes. Every time you learn something new, you have to give up the knowledge of something else. The issue is deciding which to destroy. It was merely something created to give the illusion of order in the universe. Detail a scene where mass hysteria breaks out when the world learns the truth.

Chapter 6 : Idea Factory International Press Event Provides New Announcements – RPGamer

About The Idea Factory. From its beginnings in the s until its demise in the s, Bell Labs-officially, the research and development wing of AT&T-was the biggest, and arguably the best, laboratory for new ideas in the world.

Chapter 7 : The Idea Factory Associates Llc in New York, NY

If you only build a new building once every half-century, it better be pretty special. And if you're building it on a campus that was home to Mies van der Rohe, the building better make a statement.

Chapter 8 : The New Idea Spreader Company of Coldwater, Ohio | www.nxgvision.com

*The Idea Factory: Bell Labs and the Great Age of American Innovation [Jon Gertner] on www.nxgvision.com *FREE* shipping on qualifying offers. From its beginnings in the s until its demise in the s, Bell Labs-officially, the research and development wing of AT&T-was the biggest.*

Chapter 9 : The New Idea Factory (May edition) | Open Library

In , the New Idea Spreader Company moved to nearby Coldwater, Ohio, and set up shop at a larger factory site covering some 20 acres. The move to Coldwater, Ohio, offered a number of advantages to the young company, including rail service on the New York, Chicago and St. Louis Railroad which was part of the Vanderbilt-owned New York Central.