



Ambulando

Not everyone does their best thinking in a meeting room with a whiteboard. Some people feel much more creative when they go for a walk. So what would happen if you took the best things about an office-based workshop and combined it with an invigorating stroll in a stimulating place? The answer is Ambulando.

Pre-release background information

Ambulando is short for Solvitur Ambulando, which is a Latin expression meaning 'it can be solved by walking'.

Ambulando is a new workshop developed by Philip Morley of Think360 in Cambridge, based on a really old idea.

Aristotle, according to legend, would walk around the Lycium in Athens as he espoused his ideas to followers. These followers were eventually labelled the Peripatetic School, derived from the Greek *Pateo*, to walk.

It's difficult to believe that this student of Plato would have been quite so successful operating from a meeting room in Slough.

There's something very special about walking that creates the perfect balance of mind and body. It's scientifically proven that it stimulates brain activity by introducing greater quantities of oxygen to the grey matter.

That's enough of the academic discussion. How does an Ambulando session work?

First thing to know is that it is a one-to-one session, designed to develop new ideas or to solve problems in new ways. This is not coaching. It is a creative session that uses the process of walking - and the environment in which the walk is conducted - to provoke creative ideas.

Many attempts to encourage us to think differently involve us thinking of ourselves in inspiring

settings - such as a sunny beach or wonderful countryside - and it takes a degree of imagination to transport ourselves to these imaginary locations.

Ambulando puts us in these locations for real. There is no need to imagine. And the experience of actually being there is much more powerful, evocative and provocative than any mental exercise.

By way of what at first appears like a disarming chat, Philip helps you to explore concepts, challenge your usual way of thinking about things and shows you how to select the best ideas.

The whole process - which takes about half a day - is recorded on a digital device, so there is no need for pen or paper to jot down thoughts.

If there is something visually striking that probably ought to be recorded, Philip will take a digital photograph of it.

Progress is reviewed every so often and there will be plenty of time for coffee and/or comfort breaks.

At the end of the Ambulando, Philip will discuss the ways of demonstrating the work completed in the most suitable way.

Initially, Ambulando is available at the Tate Modern gallery because the weather in early summer is too unpredictable to plan an outdoor session.