

The Expansion of Serendipity

Integrating Eastern and Western philosophy, science, and
theories of creativity

Serendipity Viewed Through the Paradigm of
'I, Here, Now'

Academic
Presentation

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Contents

1. Introducing the Concept of Serendipity
2. Serendipity's Connections to Other Theories
3. Hiroshi Miyanaga's Seven Laws
4. An Integrative Understanding of Eastern and Western Thought
5. Theory of Creativity: The Law of Circulation
6. Theory of Creativity: TRIZ

**7. Theory of Creativity:
Structuralism**

**8. The 'I, Here, Now'
Paradigm**

9. An Integrated System of Time,
Space, and the Human

10. Analyzing the Connections
Among the Theories

**11. Conclusion and Contemporary
Implications**

**12.
References**

What Is Serendipity?

Serendipity: an accidental discovery, an unexpected solution

- A key role across diverse domains such as science, art, culture, and love
- More than mere luck—the foundation for creating new order and innovation
- Discovering, out of chaos, a new circular order not previously perceived
- A mechanism of creative discovery, essential and highly effective for survival today

Serendipity's Connections to Other Theories

Serendipity is closely connected to diverse academic fields and theories

- Connection to complexity theory—discovering a new circular order out of chaos
- Deeply connected to the circular order of time, space, and the human
- In culture and the arts, expressed as resistance to positivist modern theory

Found in both Eastern thought (yin–yang, the five phases, li–qi, heaven–earth–human) and Western science (Newton–Einstein–quantum mechanics)

Functioning as a key mechanism in the development of creativity and in innovation

Gaining attention as a shared principle of creative discovery across diverse fields

Hiroshi Miyanaga's Seven Laws of Serendipity

The laws for discovering circular order out of chaos,
as presented in The Laws of Serendipity

1. Serendipity comes to everyone

3. Conceive like a novice, execute like an expert

5. Induce chance inspiration to arise

7. Cultivate a sense of solidarity within the organization

2. Seek to connect the seemingly unrelated

4. Think the unexpected

6. Think logically, but broaden your scope

Source: Hiroshi Miyanaga, The Laws of Serendipity

An Integrative Understanding of Eastern and Western Thought

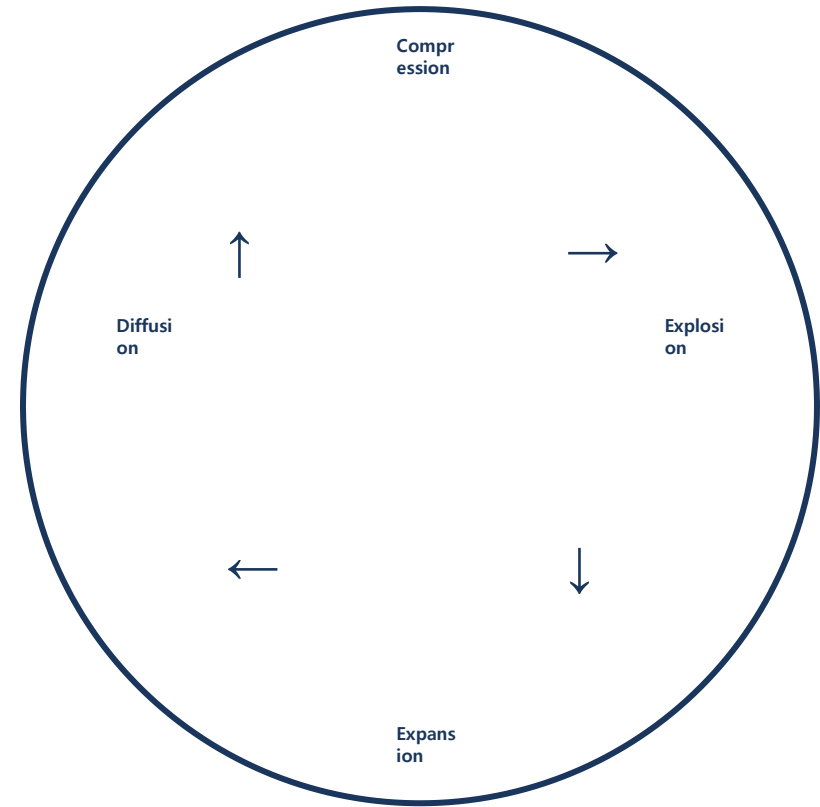


Key Theoretical Connections

- East: emphasis on circular patterns and harmony in yin-yang, the five phases, li-qi, heaven-earth-human, and the three teachings
- West: the developmental course of Newtonian mechanics (absoluteness), relativity theory (relativity), and quantum mechanics (compatibility)
- Integration: the theories can be unified through the tripartite structure of time (now), space (here), and the human (I)
- A similar structure recurs even within the broader frame of

Theory of Creativity: The Law of Circulation

- Natural-scientific/philosophical principle: the circular pattern found in common between the East's yin-yang and five phases, earth-water-fire-wind, and Western scientific theory
- Fractal structure: from atoms to galaxies, from visible matter to the invisible realm of the mind, the same circular pattern repeats
- Basic mechanism: the cycle of compression-explosion-expansion-diffusion is the fundamental principle of all natural phenomena and creative processes
- Relation to creativity: creative solutions can be derived by discovering the common pattern
- Contemporary application: used as a tool for innovation across diverse fields such as engineering, art, and management



The Basic Pattern of the
Circulation of All Things

Theory of Creativity: TRIZ

TRIZ: a systematic theory for innovative problem-solving

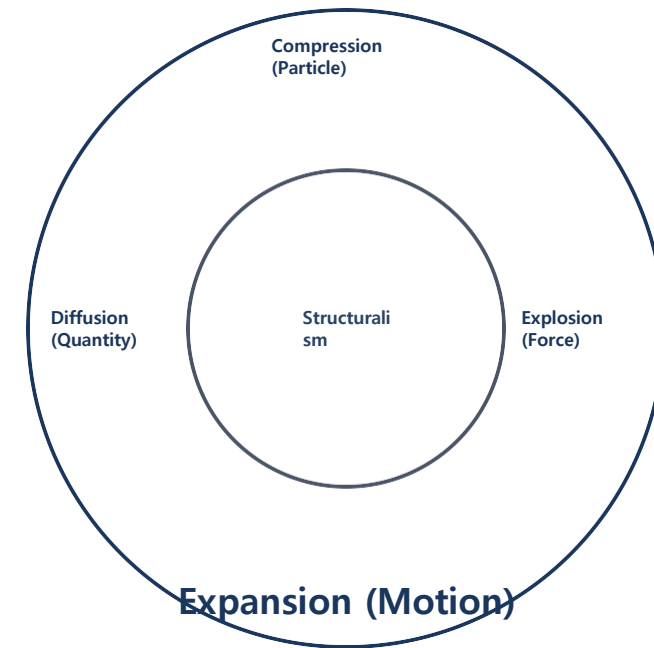
- Developed by Russia's Genrich Altshuller
 - Derived 40 creative problem-solving patterns from analyzing patents worldwide
 - **TRIZ is the acronym of the Russian 'Teoriya Resheniya Izobretatelskih Zadach'**
 - Creating innovation through 'resolving contradictions' rather than compromise or either-or choices
- The foundation of innovation at Korean high-tech firms such as Samsung and POSCO
 - Discovering the contradiction hidden within a problem and resolving it creatively
 - Contradictions arise from the symmetry (time-space) within circulation

Features of Korean-Style TRIZ

- **Focus on resolving contradictions through the separation of time and space**
- Example (time separation): intermittent water supply enabling the cleaning of electrified subway tracks
- Example (space separation): a manhole design with a conical structure that lets

Theory of Creativity: Structuralism

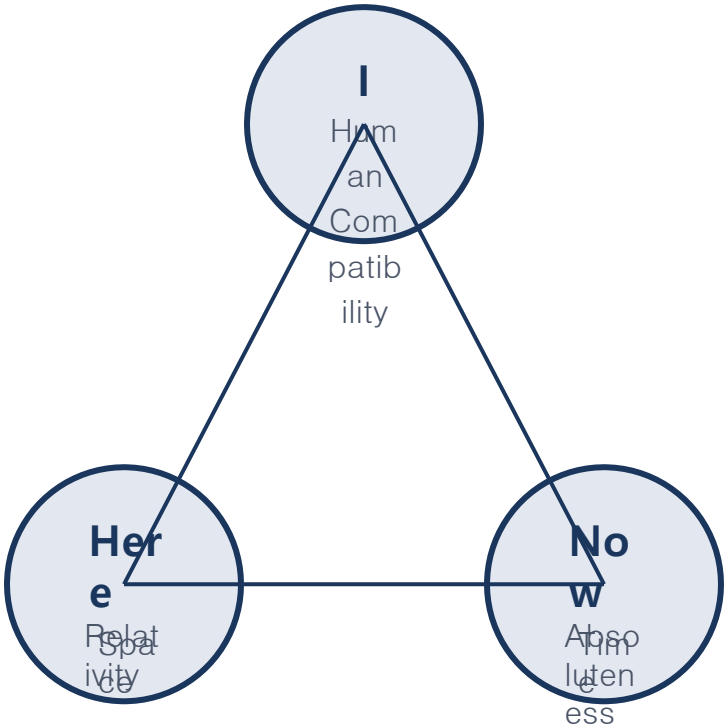
- A theory integrating the strengths of the Law of Circulation and TRIZ
- Unifying the cyclical process of compression–explosion–expansion–diffusion under the single concept of structure
- Clarifying, in mechanical–engineering terms, the forces expressed in the Law of Circulation as wood–fire–metal–water–earth or as compression and explosion
- Enabling a structural–historical interpretation of things and events (e.g., the successes of Alexander, Qin Shi Huang, and Napoleon)
- Generating compatibility as a structure that achieves balance through the double symmetry of inside and outside



The Cyclical Mechanism of
Structure Theory

The 'I, Here, Now' Paradigm

The Core Structure of Serendipity: The Triadic Framework of Human (I), Space (Here), and Time (Now)



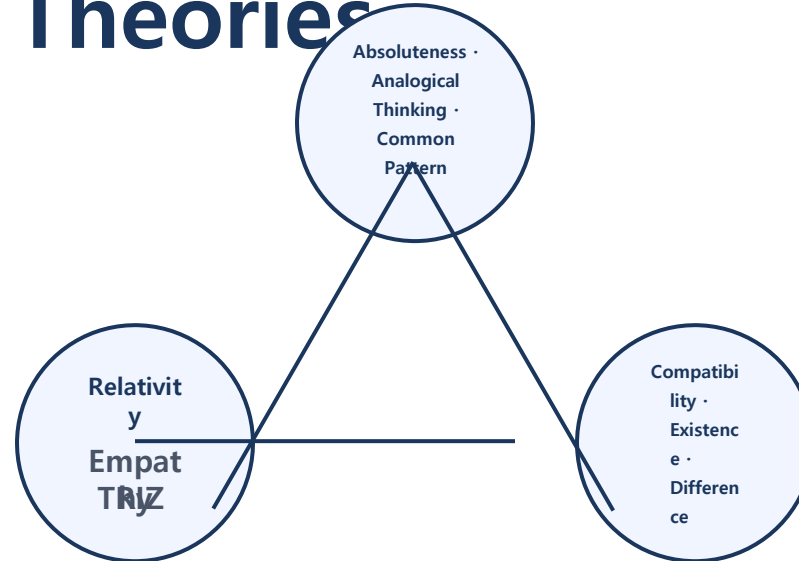
An Integrated System of Time, Space, and the Human

"I, Here, Now" constitutes a triadic structure of human, space, and time that corresponds to a variety of theoretical systems

Category	Now (Time)	Here (Space)	I (Human)
Dimension	One Dimension	Two Dimensions	Three Dimensions
Figure	Line	Plane	Solid
Characteristic	Absoluteness	Relativity	Compatibility
Creativity	Law of Circulation	TRIZ	Structuralism
Science	Newtonian Physics	Theory of Relativity	Quantum Mechanics
Mechanics	Five Elements	Yin–Yang	Three Powers (Heaven–Earth–Human)
Serendipity	Common Pattern	Empathy	Existence

※ Eastern theoretical systems (Five Elements, Yin-Yang, Three Powers) and Western ones (Newton, Einstein, quantum mechanics) correspond in an integrated manner

Analysis of the Interconnections Among Theories



- These can be integrated into a triangular structure of Absoluteness (analogical thinking/common patterns), Relativity (empathy), and Compatibility (existence/difference)
- All theories of creativity and all Eastern and Western thought cross-reference and converge within this structure

Conclusion and Contemporary Implications

Conclusion of the Study

- Serendipity is the foundational basis of creativity that encompasses diverse frameworks and theories
- The paradigm of "I, Here, Now" is the foundation of every innovative discovery
- Eastern and Western thought, scientific theories, and theories of creativity are integrated into a triangular structure (Absoluteness–Relativity–Compatibility)

Contemporary Implications

- Individual: Enhanced creative problem-solving through existential self-awareness, environmental context, and focus on the present
- Organization: Sustainable growth enabled by building a serendipity-based culture and system of innovation
- Society: A new evolutionary direction for civilization through an integrated understanding of time, space, and humanity

Serendipity appears to be chance, but it is in fact a new cyclical order discovered within chaos. Creative innovation is realized through the mechanisms of analogical thinking (common patterns), empathy (relativity), and existence (compatibility).

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Academic Research and Contemporary Theory