

Highlights

An opportunity to observe, and capture inspiring nature / products. The V&A, Science Museum & Hyde Park are nearby to explore. Sketchbooks will be provided and a selection of materials available

Working in multi-disciplinary teams using the materials gathered in the morning, groups will create and visualise designs of the future

Informal discussion on further collaborations

Schedule:

Saturday 06 December

1000- 1700 Creature Comfort : new building after nature V&A Study Day*
A lecture day in which architects and a biomimetics expert will discuss their motivations for designing buildings that are inspired by nature.

Sunday 07 December

Activity sessions which explore how nature can be used as an inspirational resource for product design.**

Meet at the Waterhouse Cafe (Gallery 11) in the Natural History Museum.

1100-1130 Introduction

1130-1300 Resource materials collection (Sketching session)

1300-1345 Lunch (will be organised but not provided)

1345-1445 Group Activity session (meet back at the Waterhouse Cafe)

1445-1515 Summary session

1515- Debriefing session at the pub

session01_biomimicry&design

abstracting good ideas from nature



Milwaukee Art Museum, Calatrava Valls;
Flex Foot Prosthetic; Speedo®Fastskin

In order to survive competitively between species, nature has evolved to achieve maximum results with minimal energy. Both Nature and designers share this same objective though perhaps with slightly different motivations. We design efficiently to ensure that a product is competitive in the market and financially economic. What lessons can nature teach us to design more efficiently?

Architects have drawn upon nature for many years; Joseph Paxton was inspired by the design of the lily pad to structure the Crystal Palace. The textiles industry has yielded a number of high performance textiles like the Speedo®Fastskin which was inspired by sharks. Cheetah heels inspired carbon fibre prosthetic legs used in the Paralympics.

Session 01 is for you to explore the link between nature and design.

The aim of the Creative Weekends

The creative weekend is aimed at professionals with a creative role in industry as part of continuing personal and professional development. At times we become too narrowly focussed as we work to meet deadline after deadline. Rarely is there opportunity to take time out to look at the world around us, when we should be successively challenged with **thought-provoking** and stimulating sources of inspiration.

For some the work environment is quite different from the interdisciplinary environment which may have been found at college or university, where the atmosphere is rich with diverse sources of inspiration. The aim of the creative weekends is to introduce stimulating material and to participate in practical **creative activities** in **multi-disciplinary teams**

Each session will explore diverse subject matter. The aim is to provide **transferral stimuli**, encouraging the cross fertilisation of ideas. They may lead to viable ideas that you may wish to progress or be an inspirational resource to draw upon in current or future work. You can go completely **off-the-wall**. The weekend is not competitive and everyone's input will contribute to the day. The most important thing is to join in and have **fun**.

Everyone is welcome to join for either or both days. Booking in advance is required and payment is to be made at time of booking. Please specify which days you would be joining. Limited places available.

*The V&A charge £36 for the study day to non members.

**The activity session will cost £20, concessions available upon enquiry. Materials provided.