

Open Forum

How can Biomimicry benefit China now?

Localizing a Nature-Inspired Approach to Sustainable Innovation

仿生学如何拯救中国?

可持续创新--自然灵感的本土化

Biomimicry is a fast-emerging, cross-disciplinary science and engineering practice. It studies and emulates concepts from the natural world to create more sustainable technologies, methods, products and designs. It is incredibly inspiring and appears to be one of the few promising approaches to resolve the real causes of human society's sustainability problems. Many trades and businesses start discovering this USA-born approach to conceive better products, services and environments.

仿生学是一个快速发展的、交叉学科的科学，即工程技术和设计实践交叉。仿生学研究自然和模拟自然并创造更可持续的技术，方法，产品。仿生学无疑是非常鼓舞人心的，也是解决在地球上人类的可持续发展问题途径之一。许多行业和企业开始研究这个美国出生的方法去构思更好的产品，服务和环境。

Join us for an inspiring afternoon to discover biomimicry and to boost your innovation and creation capabilities!

Saturday, October 26, 2013, 13:00-18:00

加入我们吧！度过一个灵感迸发的下午，去揭开仿生学的神秘面纱，将有助于你的创新能力！

2013年10月26日，周六，13:00-18:00

Speakers (subject to change):

<i>set</i>	<i>name</i>	<i>position</i>	<i>institution</i>	<i>location</i>
—	Mr. GUO Guangpu	PhD, Animal Biology	TJ School of Life Sciences & Technology	Shanghai
—	Ms. Katja MARTINI	Senior Associate, LEED AP	AEDAS	Hong Kong
—	Mr. Pius LEUBA	Director BiDL	TJ School of Design & Innovation	Shanghai
—	Ms. Seema ANAND	Certified Biomimicry Specialist	R.V. College of Engineering	Bangalore
—	Ms. Siyao HE	Sustainability Solutions Manager Asia	Interface Pte Ltd	Singapore
—	Mr. Unoda JOHN	Independent Biologist and Biomimicry Researcher	XCREEO	Hong Kong

—	Ms. ZHU Xiaocun	Associate Professor	TJ School of Design & Innovation	Shanghai
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Program (subject to change):

<i>from</i>	<i>to</i>	<i>topic</i>	<i>description</i>	<i>speaker</i>
13:00	13:10	Registration & Seat allocation		
13:10	13:15	Welcome Address		Pius LEUBA, BiDL
13:15	13:45	Humans' Place in Nature	We are one species of many, we are young, and we are not the first to innovate	Pius LEUBA, BiDL
13:45	14:10	Animal Survival Strategies	Animals and their amazing strategies for sustainable survival	GUO Guangpu, TJ School of Life Sciences and Technology
14:10	15:05	What is Biomimicry?	Philosophy, goals and examples of Biomimicry and Biomimetic Design	Seema ANAND, Biomimicry Specialist, India
15:05	15:25	Coffee Break		
15:25	15:45	Biomimetics for Business Innovation	Using principles of biomimicry for inspiration and creation of innovative products and services offered in the market today.	Siyao HE, InterFace Pte Ltd
15:45	16:05	Biomimetic Conception	Adapting Architecture: Biomimicry Applications in the built environment.	Katja MARTINI, associate director architect, AEDAS, HK
16:05	16:15	China Input	Bamboo's survival strategies	ZHU Xiaocun, D&I
16:15	16:25	Group Formation		
16:25	17:05	Group Brainstorming	Groups disperse to create biomimetic strategies for China	Group leaders
17:05	17:45	Group Presentations	Group presentations and discussion	Group leaders
17:45	18:00	Conclusion	Summary of presented strategies, information about further activities & events	Pius LEUBA, BiDL

Contact:

Pius Leuba: leipushi@tongji.edu.cn

曾小雪: xiaoxuezhengw@126.com