



Evolving our Better Way

Amorous Innovators and Lessons from Nature

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Biomimicry

- The living world is complex, dynamic and flexible
- It expresses intricate diversity and boundless creativity
- It solves multitudinous problems with elegant genius

- Nature as a Design Library
 - **Biomimicry**: Innovation Inspired by Nature (Benyus 1997)
 - Nature as Model
 - Nature as Measure
 - Nature as Mentor



Janine Benyus

Life – danger, pressure and change are the norm

“I used to be with it, but then they changed what it was. Now what I’m with isn’t it, and what’s it seems weird and scary to me, and it’ll happen to you, too.”

- Abraham ‘Grampa’ Simpson

Evolution – systemic adaptation to change

Nature’s way of making things easier

