

Melanie De Cola 510.418.5377
mdecola@comcast.net . mdecola.home.comcast.net
mdecola.blogspot.com

Design + Nature: creative statement

Statement: My goal is to inspire designers to consult nature to solve design problems. Nature creates ecosystems and organisms that support themselves and produce minimal waste. In our age of over-abundance it's time to create more efficient and beautiful designs. I aim to achieve this goal by de-mystifying and explaining natural processes, encouraging collaboration between designers and scientists, and promoting existing biomimetic technology. I want to help celebrate and explain the beauty and functionality that already exists in nature and encourage others to find the same inspiration.

Audience: I am primarily speaking to designers seeking to reconnect with the world around them. I want to encourage designers to study natural systems and consult ecologists and biologists for answers to design problems. My secondary audience is the general public; people who have never heard of biomimicry and are unaware of why it is so important for us as a global community to take the planet and its non-human organisms into consideration as we continue to expand.

Possible Deliverables: Visual (photographic and illustrative) book about designs and processes found in nature.

Series of workshops where designers can learn about nature and collaborate with ecologists, naturalists and biologists.

Biomimicry and design website with the latest news on new technology and products as well as a downloadable slideshow about natural processes.

Series of poster/brochures promoting collaborations between design, nature and science.