

A WRIGLEY SERIES LECTURE

# WHAT WOULD NATURE DO?

## BIOMIMICRY AS A PATH TO SUSTAINABILITY

Sponsored by InnovationSpace in cooperation with the Global Institute of Sustainability with support from the National Collegiate Inventors & Innovators Alliance and Entrepreneurship at ASU



Biomimicry is a design discipline that seeks sustainable solutions by emulating nature's time-tested ideas. The goal is to create products, processes, companies and policies that are well adapted to life on earth over the long haul. Biomimics around the world are learning to adhere like a gecko, cool buildings like a termite, make fiber optics like a sea sponge, repel microbes (without antibiotics) like a kelp, and run a business like a redwood forest. In the process, they're creating new ways of living. Janine Benyus, author of the paradigm-shifting *Biomimicry: Innovation Inspired by Nature*, will discuss how bio-inspired innovation could solve "grand challenges" while funding the conservation of life's genius.

### • Janine Benyus

*Author, Biomimicry: Innovation Inspired by Nature*



**Tuesday, February 10th, 2009 | 7:00 PM**

Arizona Room, Memorial Union  
Arizona State University, Tempe Campus  
Visitor Parking in Rural Road Parking Structure (\$2/hr)

**ASU** GLOBAL INSTITUTE  
of SUSTAINABILITY  
ARIZONA STATE UNIVERSITY

The Wrigley Lecture Series is funded through the generous support of Julie Ann Wrigley.

For more information, call (480) 965-2975 or go to <http://sustainability.asu.edu>.