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| PRODUCT DESIGN  2020 SUMMER/TRANSITION WORK  Mr. Ford- [jford@wkgs.net](mailto:jford@wkgs.net)  Mr. Young- jyoung@wkgs.net |
| **TASK 2**- Research Task |

# Biomimicry

Understanding biological design by borrowing from nature is key to producing sustainable products and developing a sustainable world. Innovative designs present in nature can be leveraged to produce unique, new products that are economically successful, as well as compatible with the environment.

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| Inspirations for new products can come right from our own backyards. In 1948, George de Mestral, a Swiss amateur mountaineer, went for a nature hike with his dog.When he returned home, both he and the dog were covered with burs from a plant. Curious, he looked at the burs under a microscope to discover them covered with stiff hooks.Working with a weaver from a textile mill in France, de Mestral perfected the hook-and-loop fastener he named Velcro, which was patented in 1955.Today,Velcro manufacturing is a multi-million dollar industry.*“The core idea is that nature, imaginative by necessity, has already solved many of the problems we are grappling with. Animals, plants, and microbes are the consummate engineers.They have found what works, what is appropriate, and most important, what lasts here on Earth.This is the real news of biomimicry: After 3.8 billion years of research and development, failures are fossils, and what surrounds us is the secret to survival.”* —Janine Benyus, author Biomimicry: Innovation Inspired by NatureTASK Produce a sketchbook exploring the ideas and concepts of biomimicry. This will act as the starting point to your A-Level project. Sketchbooks should include observational sketches from nature, products inspired by nature, photographs, newspaper/magazine articles and cuttings.  **SKETCHBOOKS TO BE SUBMITTED FIRST WEEK BACK AFTER SUMMER HOLIDAYS.**  **Any questions please email Mr. Ford or Mr. Young.** |
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# examples

