

LIVE IN  
QUEENSLAND  
DESIGN IN  
THE WORLD

# SUPERNATURE

PIONEERING DESIGN  
INSPIRED BY NATURE

HYBRID VIGOUR  
MIMESIS  
BIO STIMULI

A bullet train influenced  
by owl plumage.

Adhesive tape inspired  
by gecko feet.

An aquatics centre based on  
bubbles in soap foam.

A clothing fastener  
inspired by a burr found  
in a dog's coat.

These are all examples of iconic designs inspired by the sublime beauty and complexity, or just pure simplicity, of nature.

The 2009 live in queensland - design in the world one day seminar, SuperNature, takes lateral thinking in design to the extreme: pioneering design inspired by nature. Artisan, in partnership with Queensland University of Technology's Creative Industries, brings to Brisbane nine internationally acclaimed designers and thinkers to discuss the awesome power of nature and its influence on their innovative work.

How does a bee revolutionise avionics? How does a termite mound become an office building? How do butterfly wings influence material manufacturing? SuperNature will explore the process of design ideas from inspiration to realisation. It will take strict design principles and turn them on their head. It will reveal the infinite ways in which nature can provide the most effective solutions to a design conundrum and the purest form of inspiration for aesthetically pleasing design.

A falling apple led to the theory of Gravity. What can nature inspire you to do?

## SEMINAR INFORMATION

### DATE

Thursday, 17 September 2009  
10 am to 5pm

### LOCATION

Queensland University of Technology,  
Gardens Point Theatre, 2 George Street  
(next to the City Botanic Gardens) Brisbane,  
Queensland, Australia

### SESSIONS

Nine speakers, three speaker sessions,  
30 minute presentations.

### FOR INFORMATION CONTACT

artisan  
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Telephone 07 3215 0800

**artisan**  
idea • skill • product

**QUT** creative  
industries

**QANTAS**

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## SESSION TOPICS

**BIO STIMULI** will discuss various ideas behind design that find their basis in nature. From the ultimate design number, Phi, to Biomimicry, to truly connecting with nature on a wholly innate level, this segment will open your mind to entirely new ways of thinking within the design process.

**HYBRID VIGOUR** looks at the crossbreeding of biological principles and design to provide sustainable solutions to problems arising in all aspects of human design, including, and by no means limited to, architecture, medicine, avionics, civil engineering, optics, and even cosmetics.

**MIMESIS** will explore the influence of nature on contemporary design aesthetics. Three leading designers from areas as diverse as sound art, fashion design, graphic design, or film, will discuss how nature plays an integral part in the inspiration, development, and final realization of their work.

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## CONFIRMED SPEAKERS

<b>Welcome</b>	10.00 AM	<b>PAUL MCGILLICK</b>		MC Editor InDesign magazine
<b>Session 1</b>	10.10–10.50	<b>MICK PEARCE</b>	Hybrid Vigour	Architect – Biomimicry in Architecture: Does green design change architecture?
	10.50–11.25	<b>SHERIDAN KENNEDY</b>	Mimesis	Contemporary Jeweller: Jewellery design, product design and public art inspired by biology, archaeology, anthropology, animism and the evolution of consciousness. The Evolution of Specious
	11.25–12.00	<b>MARTY ROSS</b>	Bio Stimuli	Mathematician, University of Melbourne: Taking the Fin out of Fibonacci
<b>Lunch 12.10 Electric Sheep</b>				
<b>Session 2</b>	1.00–1.30	<b>MANCE DESIGN CHRISTOPHER BOUTSINIS</b>	Mimesis	Director of Mance Design, handcrafted design inspired by nature
	1.30–2.00	<b>JON COE</b>	Hybrid Vigour	Founding Principal, Jon Coe Design, Zoological Park Designer: Nature is the Model Creating Humane Habitats for People, Plants and Animals
	2.00–2.30	<b>STEPHEN PERRY</b>	Bio Stimuli	Landscape Architect, PHD student QUT: Landscape Design and the Language of Nature – fractals in park design
<b>Afternoon tea 2.30</b>				
<b>Session 3</b>	3.00–3.45	<b>PROFESSOR MV SRINIVASAN</b>	Hybrid Vigour	Professor of Visual and Sensory Neuroscience and Electrical Engineering, The Brain Institute, University of Queensland: Principles of visual processing in bees, and application of these principles to avionics and robotics. The bee navigation influencing avionics.
	3.45–4.10	<b>DR LARRY JORDAN</b>	Bio Stimuli	Chief Scientist, Innovation and Engineering, GM Holden Ltd: nanotechnology, nature in the auto industry, and the unique properties of materials inspired by nature
	4.10–4.45	<b>LAWRENCE ENGLISH</b>	Mimesis	Sound sampling from the environment Artist, Director – Room 40 (Bris)
<b>Finish</b>	4.50–5.00	<b>PAUL MCGILLICK</b>		Editor InDesign magazine

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## TICKETING INFORMATION

This is a ticketed event. Tickets may be bought through QUT via the seminar website at [www.liveqlddesignworld.com](http://www.liveqlddesignworld.com).

### DAY TICKET includes catering (non transferrable)

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Full price	\$192
QUT student	\$120
artisan Member (10% discount)	\$171

### SESSION TICKET excludes catering (non transferrable)

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Full price	\$80
QUT student	\$50
artisan Member (10% discount)	\$72

### PRACTICE TICKET (transferrable within practice)

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Does not include catering	\$171
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## ABOUT ARTISAN

Based in the eclectic Fortitude Valley — the design savvy precinct of Brisbane, artisan is the peak body in Queensland presenting and promoting unique and individual quality crafted design to an Australian and international audience.

Artisan presents exhibitions of high calibre and ilk situating art, craft and design, within our culture, time, and place. The gallery program profiles innovation and expertise in both conceptual resolution and technical brilliance.

Artisan's ethos of sector advocacy, leadership, partnerships and marketing, benefits the sector through the creation of opportunities including: retail through artisan's designer store (m)art, seminars and mentoring programs, exhibition development and touring, export, artist referrals, lecturing and critical writing, Corporate Gifts and corporate commissioning. Through these initiatives artisan builds markets and develops audiences enabling a self-sustaining and strong creative sector.

Artisan is the trading name for Craft Queensland, a not-for profit company limited by guarantee. Both the Queensland Government through Arts Queensland and the Federal Government through the Australia Council contribute funding. The artisan foundation fund provides additional funding through the generosity of individual and corporate donors. Artisan is managed by a Board of nine Directors and ten staff.

## ARTISAN — IDEA : SKILL : PRODUCT

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