

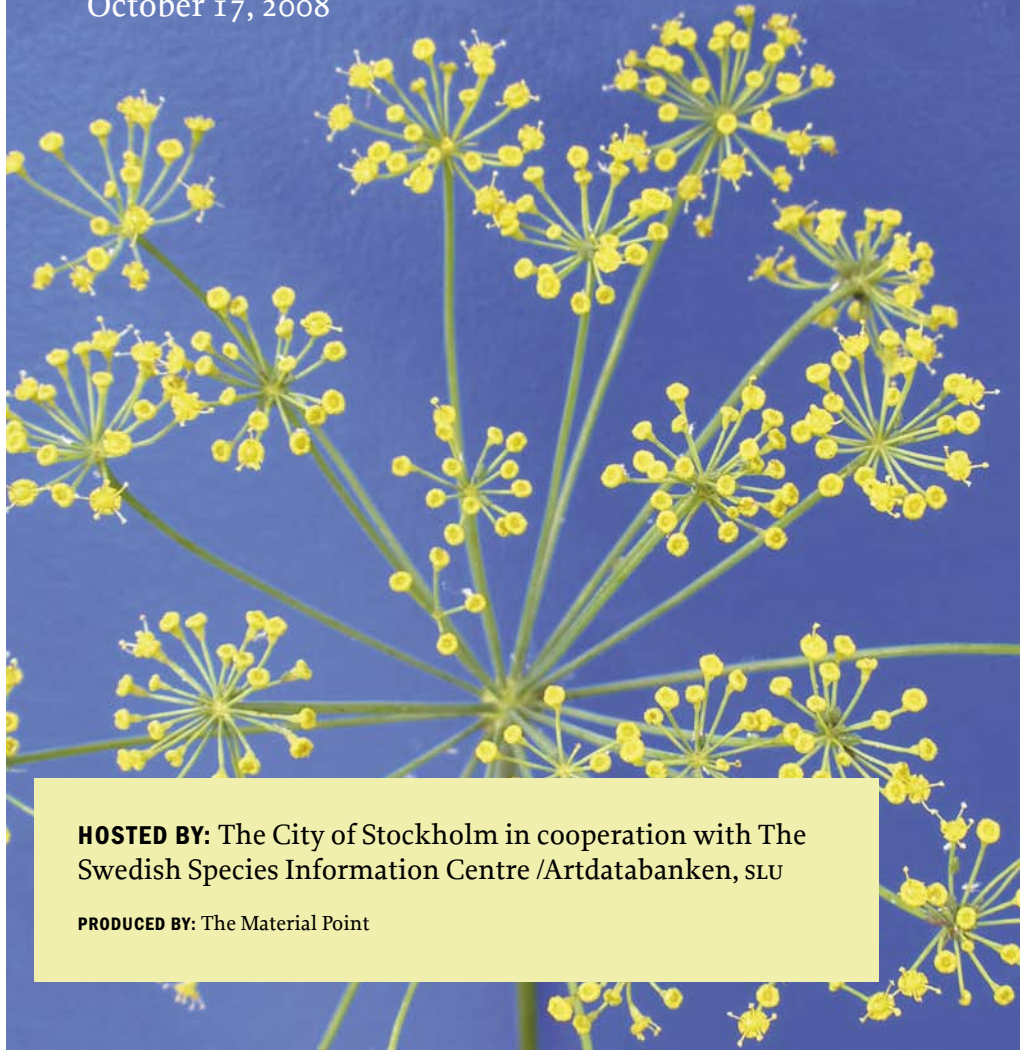
UNFOLDING VALUE

Communicating biodiversity

www.unfoldingvalue.com

SPECIAL GUEST: The Encyclopedia of Life: www.eol.org

VENUE: The Nobel Dynamite Factory, Stockholm, Sweden
October 17, 2008



HOSTED BY: The City of Stockholm in cooperation with The Swedish Species Information Centre /Artdatabanken, SLU

PRODUCED BY: The Material Point

Welcome to an open cross-disciplinary meeting with *scientists, policy makers, designers, artists, entrepreneurs, and students* at the Nobel Dynamite Factory in Stockholm October 17 2008.

KEYNOTE SPEAKER: James L. Edwards, Executive Director, Encyclopedia of Life (EOL), National Museum of Natural History, Smithsonian Institution, Washington, DC

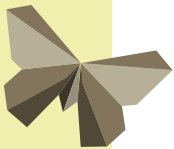
QUESTIONS TO BE DISCUSSED

- Why is biodiversity important?
- What will future interfaces for communication look like? Can we use new media in an innovative way for the accumulation of knowledge?
- Do you really know the value of a tree or a jellyfish?
- How do we engage the next generation of explorers of animals and plants?

SPECIAL TOPIC: BIOMIMETICS

Innovation and technology inspired by plants and animals

Swedish high school students will participate and give feed-back.



REGISTER/RSVP: http://younoodle.com/events/unfolding_value1

This is an open event, free of charge, but you need to register. Seats are limited. If you encounter any problems please contact us (see last page). You can also make a reservation for dinner, please see details under program.

JOIN OUR GROUP: http://younoodle.com/groups/unfolding_value

YouNoodle is a place to discover and support the hottest early-stage companies and university innovation.



THE ARENA: In the face of the current debate on climate change and global warming we need to rethink the way we approach industrial processes and how our innovations relate to nature. If we are to change the way we live we need new insights and knowledge that can guide us in our everyday life. Are there any helpful lessons to learn from our fellow life forms – plants and animals?

This event aims to explore value in nature using media and technology that support collaboration and innovative storytelling. Scientists, working within the field of what often is named biomimetics or bioinspiration, will give us an insight in what value they see in species. The goal is to establish a permissive arena for creative thinking and discussions in order to formulate ideas for future interdisciplinary collaboration.

Biodiversity is a crucial aspect of forming a sustainable global future and a priority issue for the Swedish Government for the 2009 EU Presidency. We hope, through this initiative, to start a process with the aim of building a platform for a more extensive event in the fall of 2009. In 2009 we plan to present prototypes of new products inspired by nature and examples of creative storytelling.

To catalyze the invention of new concepts we need to bring different disciplines together and offer them the opportunity to collaborate.

SPEAKERS:

MADELEINE SJÖSTEDT: Vice Mayor, The City of Stockholm

JAMES L. EDWARDS: Executive Director, Encyclopedia of Life (EOL), National Museum of Natural History, Smithsonian Institution Washington, DC

JOHAN BODEGÅRD: Director of the Swedish Species Information Centre (ArtDatabanken), Swedish University of Agricultural Sciences (SLU), Sweden

TUULA TEERI: Deputy President of the Royal Institute of Technology (KTH), Stockholm, Sweden and Director of the Swedish Center for Biomimetic Fiber Engineering (BIOMIME)

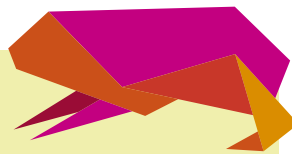
TOM ZIEMKE: Professor of Cognitive Science & Cognitive Robotics and Director of the Cognition & Interaction Lab at the University of Skövde, Sweden

SHABIRA ABBAS: Senior Scientist sca Personal Care

TEO ENLUND: Professor of Industrial Design, University College of Arts, Crafts and Design/Konstfack

MODERATOR: EVA KRUTMEIJER: Science Communicator

For more information about participants and content please visit: www.unfoldingvalue.com



Friday October 17, 2008 – The Nobel Dynamite Factory, Stockholm, Vinterviken

PROGRAM:

13.00 Welcome: The City of Stockholm – Madeleine Sjöstedt, Vice Mayor

13.05 Introduction: Why this Meeting? – Bo Andér, The City of Stockholm/Mats Brodén, The Material Point/Eva Krutmeijer, Moderator

13.10 Why Biodiversity? – Johan Bodegård, SLU

13.30 The Encyclopedia of Life – James L. Edwards, EOL

14.00 Discussion with EOL, Swedish Species Information Center, Fishbase, GBIF Sweden, The Swedish National History Museum and more.

14.30 Coffee

14.55 Biomimetics or Bioinspired Materials and Engineering

Three examples of how plants and animals inspire innovations and new technology.

What can we learn from nature?

15.00 Unfolding Value in a Tree – Tuula Teeri, Biomime/κτη

15.15 Unfolding Value in a Rat – Tom Ziemke The University of Skövde

15.30 Unfolding Value in a Jellyfish – Shabira Abbas, sca

15.45 A Design Perspective – Teo Enlund, University College of Arts, Crafts and Design/Konstfack

16.00 Discussion and Feedback from Students

17.00 Concluding Remarks – James L. Edwards, EOL

ca 17.10 Mingel and Dinner



DINNER: If you would like to have dinner please make a reservation via email:

mats@thematerialpoint.com – write “reserve dinner” in subject line.

Dinner + wine/beer=150 SKR. *Dinner is only for those who have made a reservation by October 13. All others are welcome to the bar.*



THE NOBEL DYNAMITE FACTORY – A STRATEGIC INTERDISCIPLINARY PLATFORM: The City of Stockholm sees this event as the starting point for the development of the Nobel Dynamite Factory into a world class interdisciplinary platform for culture, science, and entrepreneurship. It is important for the City to create a venue in a spirit worthy of the legacy of Alfred Nobel. Biodiversity is a topic well suited for establishing an environment for collaboration and for stimulating our imagination.

The Nobel Dynamite Factory is located at the end of Vinterviksvägen. The nearest subway station is Aspudden. As you exit, follow signs to Vinterviken. You can also exit at the Liljeholmen subway station and walk on either side of lake Trekanten (an approx. 20 min. walk) to Vinterviken.



Google Map: <http://maps.google.com/maps/ms?hl=en&ie=UTF8&msa=0&msid=10181357263381888410.00044d2ebc20bb9b3d197&z=17>

IN COOPERATION WITH: Biomime, SCA, Konstfack/University College of Arts Crafts and Design, The University of Skövde, Younoodle, Naturhistoriska Riksmuseet/The Swedish Natural History Museum, The Global Biodiversity Information Facility/GBIF Sweden and Fishbase.



**The
Material
Point**

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PRODUCED BY: The Material Point