Category: **Sustainability**

Project: **Alphabet of Life** **(German: Alphabet des Lebens, appreviation: A.de.Le.)**

What was the challenge?

Werkraum Bregenzerwald, an Austrian association for artisans and craftscompanies, exhibited a learning path into the 26 Biomimicry Life Principles (LPs)—understood as nature's patterns for creating conditions conducive to life. Biomimicry, as a framework and practice, offers direction for sustainable design inspired by nature. The LPs form the core of this design approach and constitute its benchmark for sustainability. The specific exhibition design challenge was to translate the LPs into a comprehensible narrative for a broad audience.

What was the solution?

A multi-sensory learning adventure showcased the 26 LPs and demonstrated the Biomimicry Thinking Design Process and its potential for sustainable innovation. A life-size tree served as the main actor to exemplify the LPs through 26 organisms co-habiting its eco-system. These champions were chosen to showcase the 26 LPs and how organisms interrelate to cycle resources through the tree's eco-system. Each of the 26 champions illustrate their functions in the system.

To aid the ability to remember the LPs, the 26 letters of the Latin alphabet served as mnemonic device and led to the title of the exhibition: The Alphabet of Life.

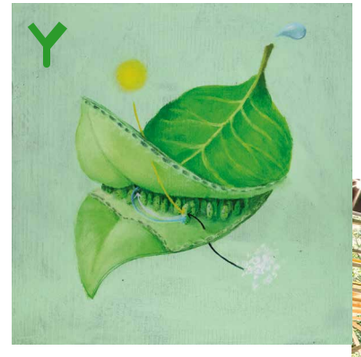
What was the effect?

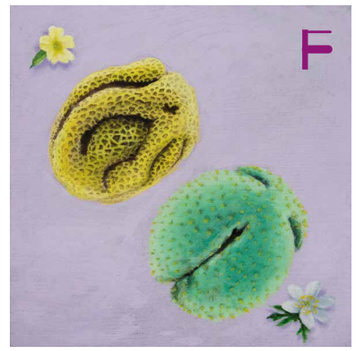
The vision for this exhibition was to instill a passion in the audience for the inspiring abundance of nature's wisdom, to introduce the Biomimicry Design Process, and to communicate the potential for applying the 26 Biomimicry Life Principles to all kinds of innovation and design challenges.

The Alphabet of Life fully embodied this vision on all levels. The interplay between biology, design and the relevant disciplines for the design challenge provided a playground for discovery and experimentation that inspired visitors of all ages. The exhibition created hope in their hearts that a transition into systemic sustainability is possible by perceiving nature as a model—for applying its strategies to human design, as a mentor—for looking to her as a teacher, and as a measure—for using the LPs as a benchmark for sustainable innovation.

All those involved in the Alphabet of Life project became more conscious of their own role in the web of life.

To learn more about the full scope of this exhibit please visit www.alphabet-des-lebens.net





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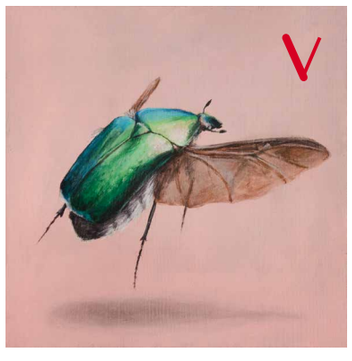
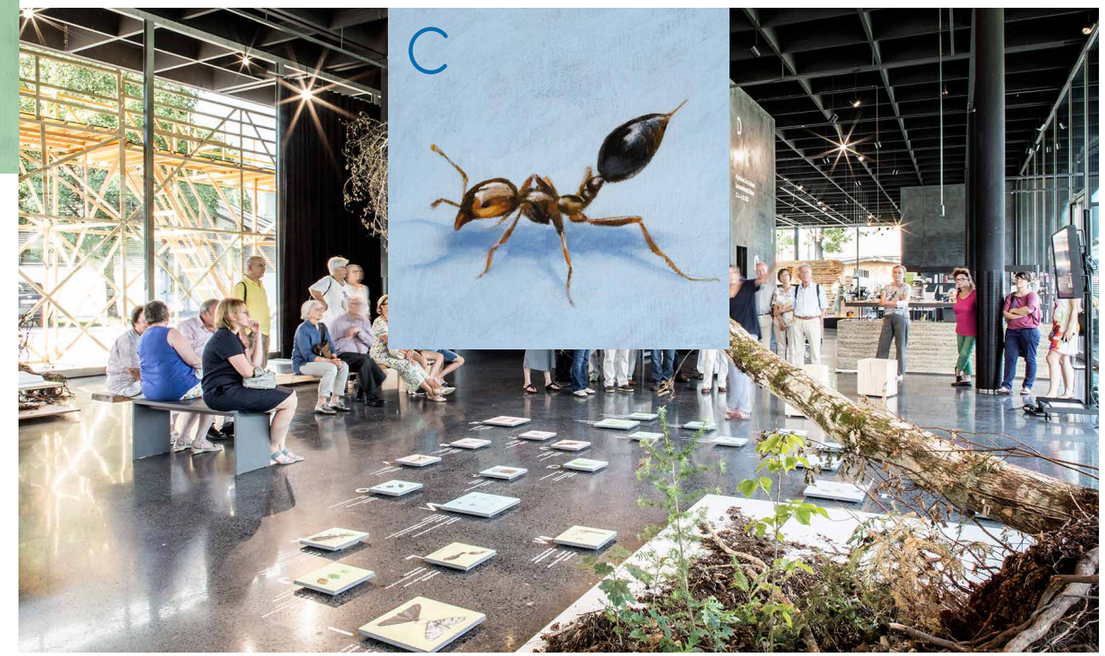
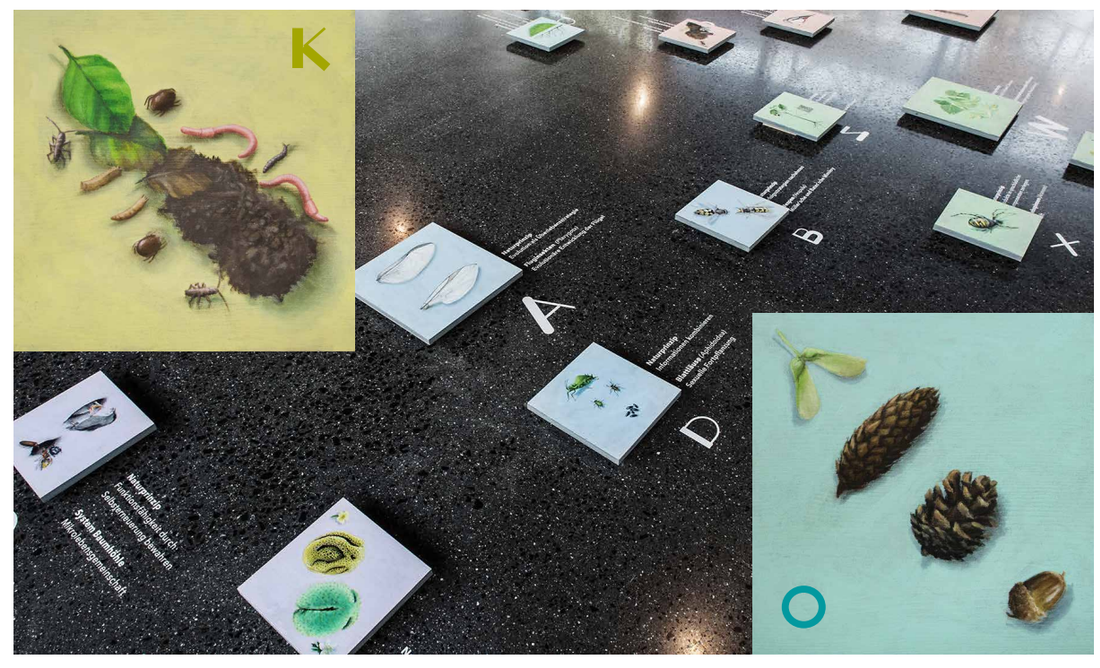
A.de.Le. Typeface: Johannes Lang
Photography: Roswitha Schneider







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