

WORLD'S FIRST BIOMIMICRY WEBSITE PROVES NATURE IS THE KEY TO REDESIGNING THE FUTURE

Earth Awards 2010 finalist must now pitch for investment on the world stage

18 August 2010: The first online resource to bridge the gap between modern design and the natural world is in the running for a global innovation award backed by world-leading entrepreneurs.

The Biomimicry Institute's AskNature website has been selected from over 500 entries to be shortlisted in The Earth Awards 2010. The Institute's Megan Schuknecht will now pitch AskNature to top CEOs at an Innovators Summit in London to secure funding to expand AskNature's content, improve its value to designers and educators, and encourage looking to nature for inspiration for more sustainable designs of products, processes, and systems.

Judged by the world's top creative thinkers, The Earth Awards identifies viable ideas from fashion to architecture and consumer products, and marries them with investors to provide a real solution to improving quality of life. It is the only global innovation awards where the aim is to give the designer the means to enter the worldwide consumer marketplace.

AskNature is a world first in the field of biomimicry – giving designers and engineers who need to solve functional challenges an answer founded in nature. By cataloguing 3.8 million years of life's best innovations, it takes inspiration from nature to help design products and systems that are truly sustainable.

Earth Awards judge Ira Magaziner, Chairman, William J. Clinton Foundation, adds: "Nothing is impossible. And nothing beats the power of partnership in realising dreams. That is the fundamental principle of The Earth Awards: to unite the world's greatest innovators with the business people and investors who can make their designs a reality. This is a unique partnership – an opportunity for us to discover some great ideas and see these brought to life for the benefit of all."

Fellow Selection Committee member Graham Hill, founder of Treehugger, adds: "Nothing is impossible. And nothing beats the power of partnership in realizing dreams. That is the fundamental principle of The Earth Awards: to unite the world's greatest innovators with the investors who can make their designs a reality. This is a unique opportunity for us to discover some of the greatest ideas of our time and see these brought to life for the benefit of all."

The six Earth Awards entries to be named as category finalists are:

- Sustainable Shells by Michael Ramage, University of Cambridge, England – BUILT ENVIRONMENT
- Polli-Bricks by Arthur Huang, MINIWIZ Sustainable Energy Development Co, Taiwan – PRODUCT
- Kayu Sunglasses by Jamie Lim, Kayu, USA – FASHION
- AskNature by The Biomimicry Institute. Represented by Megan Schuknecht, USA – SYSTEMS
- Artificial Photosynthetic Foam by David Wendell, University of Cincinnati, USA – FUTURE
- The Butterfly Houses by Andreas Grontvedt Gjertsen, TYIN Tengestue, Norway – SOCIAL JUSTICE

Selected finalists will be showcased at HRH The Prince of Wales' Start initiative to inspire people to build a better future. They will appear at Start's 'A Garden Party to Make a Difference', in Clarence House, Marlborough House and Lancaster House gardens from 8th-19th September 2010. Finalists will pitch their innovation to an audience of leading CEOs and investors at a Summit held in partnership with the Financial Times at Marlborough House, on 16th September.

Nicole Ting Yap, Founder of The Earth Awards, concludes: "The Earth Awards is about providing an aspirational platform for consumer-driven ideas, which can challenge designers to build a new economy. We are thrilled to have received such innovative ideas which have real potential to drive positive change, and look forward to showcasing them at HRH The Prince of Wales Garden Party on 16th September."

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Notes to editors

About The Earth Awards

The Earth Awards is an aspirational platform for consumer-driven ideas that challenge designers and innovators to build a new economy. It is the only truly global awards dedicated to identifying viable designs which have the potential to improve our quality of life and build a new economy.

The Earth Awards Selection Committee is made up of world-leading entrepreneurs, designers and thinkers, making the awards the very best in class. They all share the Earth Awards' belief in building a new economy founded in innovation and design. Their task is to identify those innovations with the greatest potential and then present them to world industry leaders who have the means to bring them to market.

www.theearthawards.org

The Earth Awards 2010 Selection Committee comprises:

- Paola Antonelli, Curator for Architecture and Design, Museum of Modern Art
- Yves Béhar, Founder, Fuseproject
- Sir Richard Branson, Founder and CEO, Virgin Group
- Graydon Carter, Editor-In-Chief, Vanity Fair
- Majora Carter, President, The Majora Carter Group
- Tony Chambers, Editor-in-Chief, Wallpaper* Magazine
- Alexandra Cousteau, Founder, Blue Legacy International
- David de Rothschild, Founder, Adventure Ecology
- His Holiness The Gyalwang Drukpa, Spiritual Leader, The Drukpa Lineage
- Rick Fedrizzi, President and CEO, United States Green Building Council
- Julie Gilhart, Fashion Director, Barneys New York
- Dr. Jane Goodall, Jane Goodall Institute & UN Messenger of Peace
- Scott Mackinlay Hahn, Co-founder, Rogan and Loomstate
- Peter Head, Director, ARUP
- Graham Hill, Founder, Treehugger
- Khaldoon Khalifa Al Mubarak, CEO, Mubadala Development Company
- Yang Lan, Chairwoman, Sun Television
- Ira C. Magaziner, Chairman, William J. Clinton Foundation
- Bill McKibben, Writer, Environmentalist
- Barry Nalebuff, Professor, Yale School of Management
- Sergio Palleroni, Co-founder and Director, BaSiC Initiative
- Karim Rashid, Founder, Karim Rashid Inc.
- Jonathan Rose RIBA, Principal, AECOM and Masterplanning Practice Leader
- Cameron Sinclair, Founder, Architecture for Humanity
- Werner Sobek, Founder, Werner Sobek Engineering + Design
- Philippe Starck, Founder, Starck Network
- Diane von Furstenberg, Founder, DvF
- Dilys Williams, Director, Center for Sustainable Fashion
- Ken Yeang, Principal, Llewelyn Davies Yeang

The Earth Awards Finalists 2010

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About Start

Tickets for A Garden Party to Make a Difference are available at www.startuk.org

THE **EARTH** AWARDS
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