

Lavasa to become the World's first city to set standards using Biomimicry

- *Lavasa city's second town to be an international model for architecture inspired by nature*
- *Janine Benyus – World-renowned biologist and co-founder of Biomimicry Guild – to conduct 3-day workshop at Lavasa*

Mumbai, March 9th 2010: Mimicking nature, its ideas and its organisms can inspire human beings to evolve designs and processes that can solve problems we face everyday. This is **Biomimicry** – a concept that uses nature as a Model, a Measure and a Mentor in creating specific design and process based innovation. **Janine Benyus**, world-renowned biologist, innovation consultant and author of six books including *Biomimicry: Innovation Inspired by Nature*, today addressed a press conference in Mumbai to explain the significance of Biomimicry and announce her three day workshop to be held at Lavasa City from March 10 – 12. Lavasa is free India's first Hill City being developed by Lavasa Corporation Ltd, a part of the HCC Group.

Lavasa city's second town, **Mugaon** will become the world's first region to draw inspiration from the concepts of Biomimicry in design and architecture. Lavasa has many firsts to its credit including being the world's first completely e-governed city and GIS mapped city. Lavasa city is committed towards conserving and enhancing environmental biodiversity while creating a place where man and nature cohabit in harmony.

Why is Biomimicry significant in today's times? There is an irrevocable law of nature that says that a species cannot occupy a niche that appropriates all resources – there has to be some sharing. Any species that ignores this law winds up destroying its community to support its own expansion. Tragically, this has been our path and we are soon moving towards completely destroying our ecosystem and depleting our resources. Biomimicry can teach us how nature

and living things have done everything that we want to do, without guzzling fossil fuel, polluting the planet or mortgaging their future.

Ideas derived from mimicking nature can teach us many things and actually change the way we invent, compute, harness energy, repair the environment, feed the world and heal ourselves. Biomimicry is a fascinating science where ecology meets agriculture, medicine, materials, energy, computing and teaches human beings that there is more to discover than to invent.

Speaking at the conference, **Janine Benyus**, commented, “How do dragonflies outmaneuver our best helicopters? How do hummingbirds cross the Gulf of Mexico on less than one tenth of an ounce of fuel? How do ants carry the equivalent of hundreds of pounds in dead heat through a jungle? How do termites maintain constant temperature of 86° F in their habitat through heat and cold? The answers to these questions will be the solution to so many of our problems. It is time we learnt about nature, not with an intention to control, but with an intention to fit in and last for good”

Speaking about Lavasa’s efforts towards creating an ecologically sustainable city, Ms. Benyus said, “Today, we need corporates and business leaders to choose the path less trodden. We need new ideas and we need to revolutionize the way we live, create and exist. Lavasa is a brilliant attempt towards creating a human dwelling to emulate nature’s ideas. We need many more Lavasas in the world in order to ensure we last longer on planet earth”

Also speaking at the meeting, **Mr. Ajit Gulabchand, Chairman, Lavasa Corporation Ltd**, said, “Right from inception, our vision for Lavasa was very clear. We wanted to create a living space where man and nature co-exist in harmony while ensuring both, economic and environmental sustainability. Janine and her team along with HOK have brought this vision to life. Today, we are working briskly towards building the world’s first model town based on principles of Biomimicry at Mugaon in Lavasa. We hope this experiment will be a precedent to many future towns and cities across the world”

The three-day Biomimicry workshop being conducted in Lavasa over March 10th, 11th and 12th will teach participants to use nature as a model, a measure and a

mentor and will specifically address the application of Biomimicry at Lavasa and developing strategies to do so.

Lavasa city, being developed in an area spanning 100 sq. Kms., (one fourth the size of Mumbai) will have a self-sustaining economy of its own and will cut across the entire spectrum of socio-economic class. It will encompass hospitality, tourism and leisure on one hand and education, research and innovating businesses on the other. Lavasa city hosts a complement of global leaders in hospitality, tourism, education, healthcare, business research and industry.

About Lavasa

Lavasa is free India's first hill city being developed by HCC (Hindustan Construction Company) where people can Live, Work, Learn and Play in harmony with nature. An inclusive city, based on the principles of New Urbanism, it is fast being developed over 18,000 acres of land, 3 hours' drive from Mumbai and 1 hour from Pune. Lavasa will host a complement of global leaders in hospitality, tourism, education, healthcare, business research and industry. The hill city provides contemporary yet timeless architectural designs, multiple options for housing like rental housing, starter homes, apartments and villas. With state of the art infrastructure and amenities it will thus enable people to live life in full. For more information, visit www.lavasa.com

About The Biomimicry Guild:

The Biomimicry Guild is the only innovation company in the world to use a deep knowledge of biological adaptations to help designers, engineers, architects and business leaders solve design and engineering challenges sustainably. Since 1998, the Guild has been helping companies and communities find, vet, understand and emulate life's time-tested strategies. By emulating 3.8 billion years of well-adapted technology, the Guild helps innovators design sustainable products and processes that create conditions conducive to all life. For more information, visit www.biomimicryguild.com.

About HOK:

HOK is a global architectural firm that specializes in planning, design and delivery solutions for buildings and communities. Through its collaborative network of 29

offices worldwide, the firm serves diverse clients within the corporate, commercial, public and institutional markets. HOK is committed to developing resources and expertise to help lead the world toward sustainable communities and building environments. Founded in 1955, the firm's expertise includes architecture, engineering, interiors, planning, lighting, graphics, facilities planning and assessment and construction services. For more information, visit www.hok.com.

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