

Imagining a Beautiful Future for the Organization that Expands Bucky's Legacy.

Presented by Portfolio Center + Son&Sons

12 August 2013

Universe of
Endless
Invention

GO
ANYWHERE

WE ONLY
WIN WHEN
EVERYONE
WINS

BECAUSE
YOU
CAN

THERE
WILL
BE
MIRACLES

WE'RE
IN THE
BOAT NOT
ON THE
SHORE
LEAVING AT THE
BOAT.

WE ARE
LIVING
ON THE
EDGE OF
A
RENAISSANCE

"CREATIVITY IS
INTELLIGENCE
HAVING FUN!"



Evergo
The In-
Crowd

SMART
+
SEXY

HUMANS
FOR
HUMANS

Foundation
of Youth

do
good

Educate
Agitate
Organize

YOUTH
THE WAY IN IS
VIA ART + CULTURE
CREATING EXPRESSIONS
THAT CAN BE SHARED
+ CELEBRATED

THE FUTURE BELONGS
TO THE FEW OF US
STILL WILLING TO GET
OUR HANDS DIRTY.

FUTURE
FRIENDS
ARE
EVERYWHERE

all
you
need
is
less

You.

Dream
As Big
As Possible

COLLECTING
VS.
CREATING

make it happen,

WEALTH
=
KNOWLEDGE

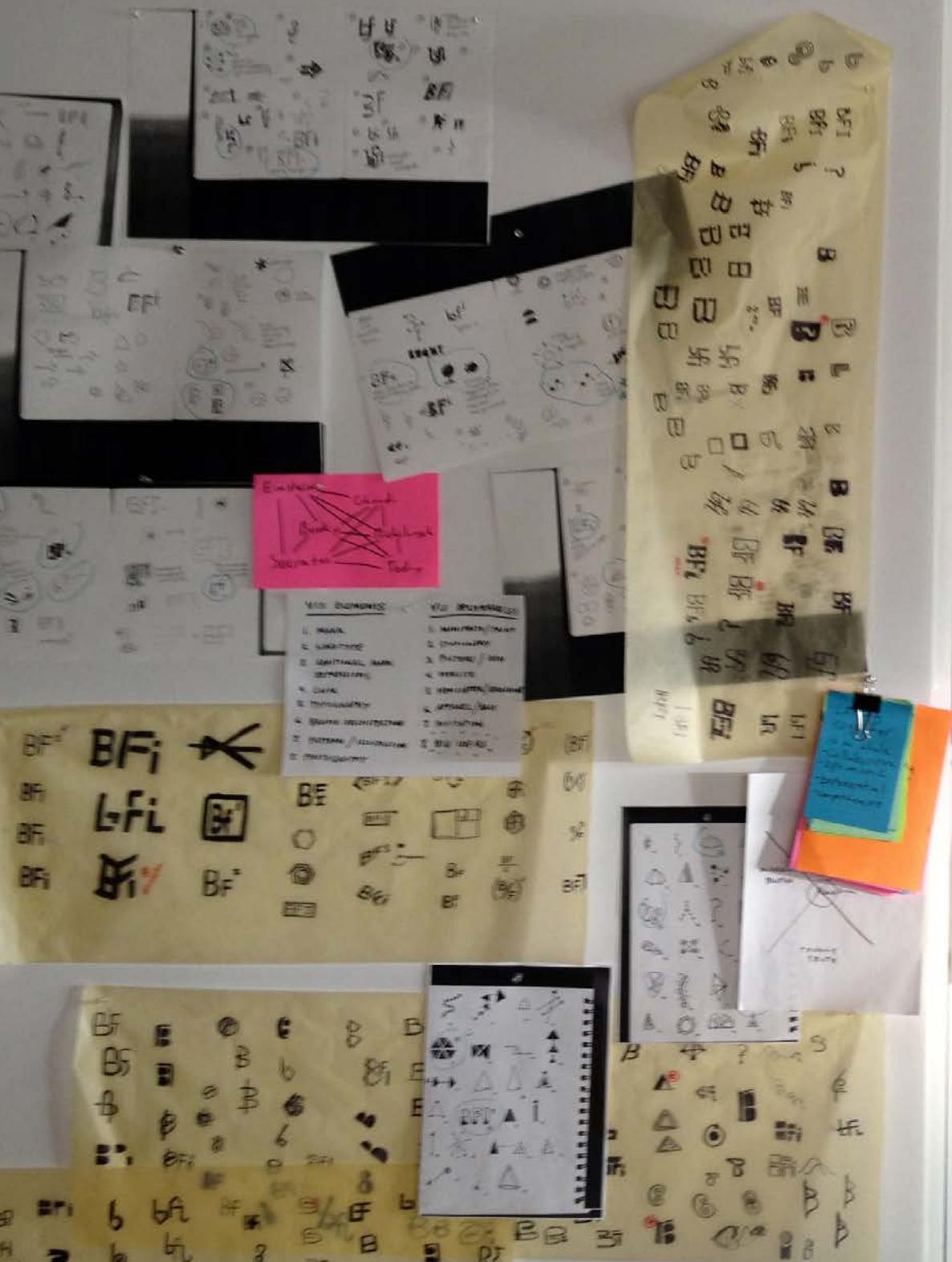
Open Market

Business
Utopia

CLEAR
CONCISE,
CONSIDER
CONSTRUCT

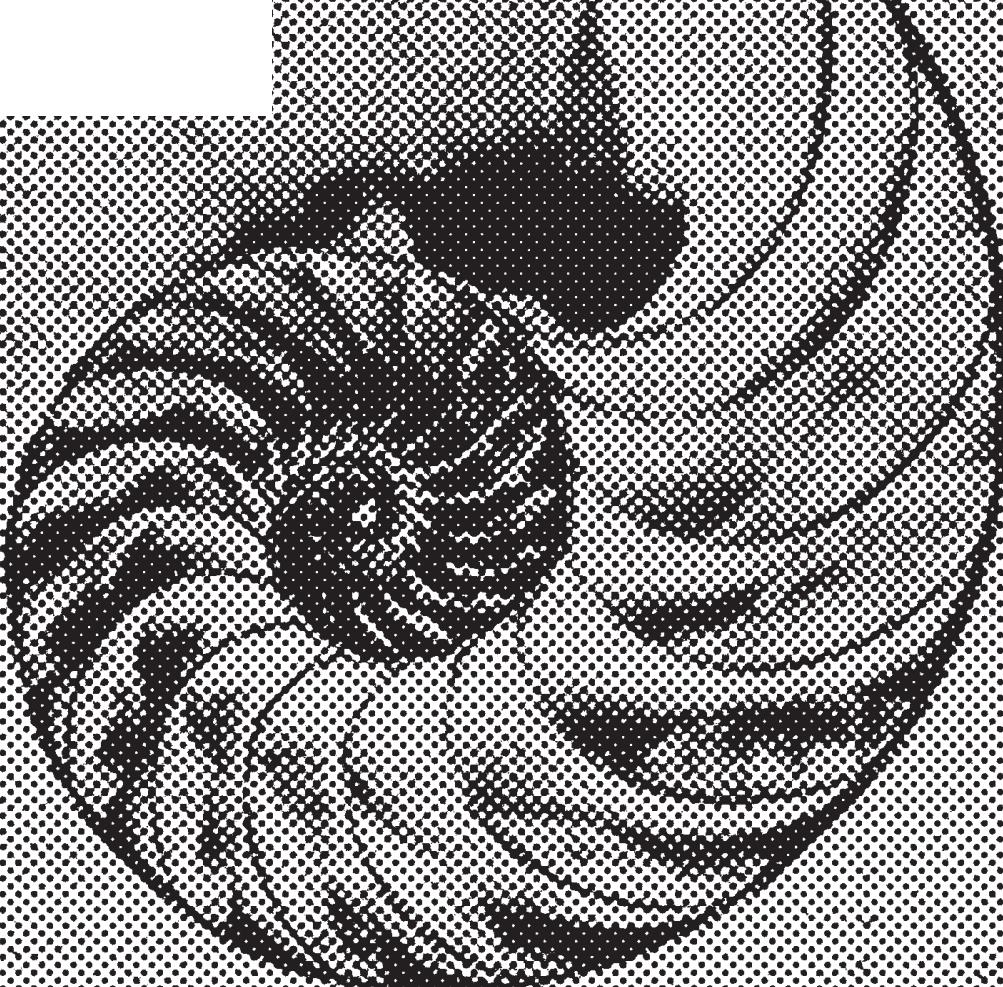
EVERY
SOUL
DESERVES
BUCKY

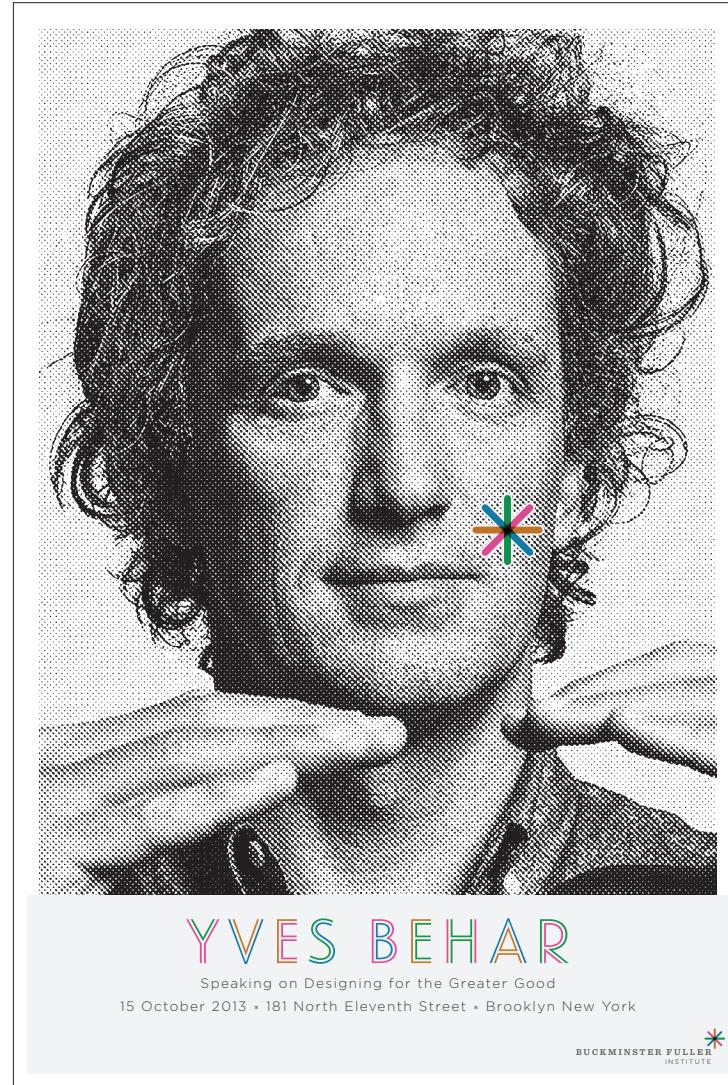
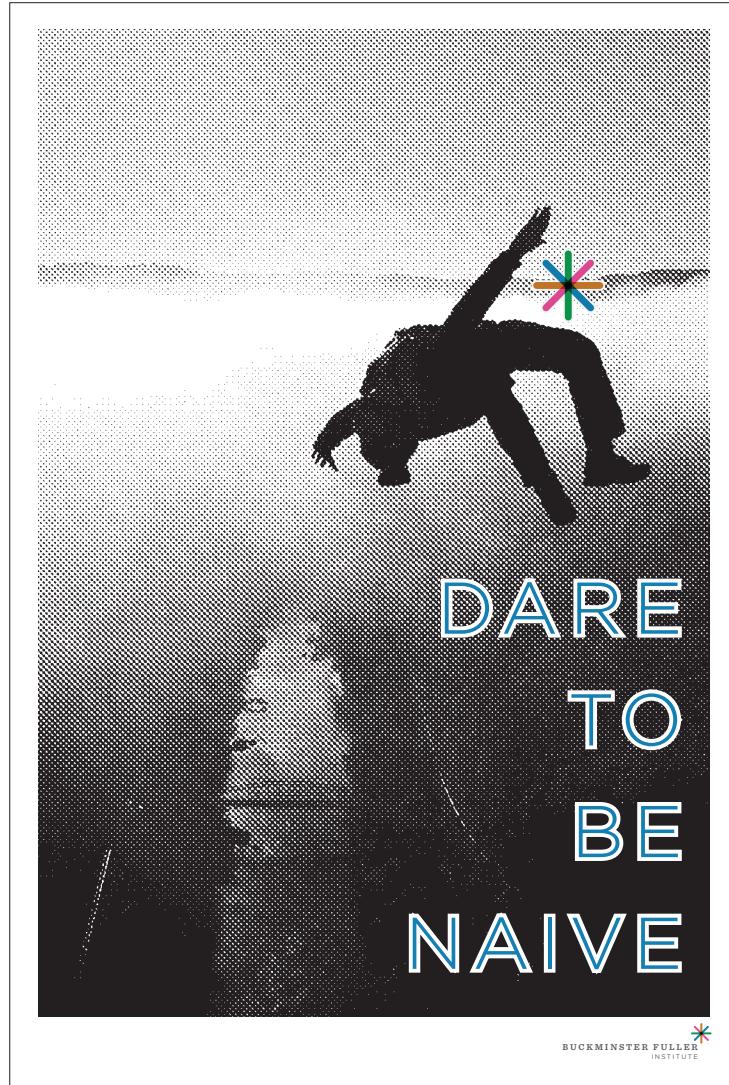
The Economy
of Coolness
Albert
R. Hunt

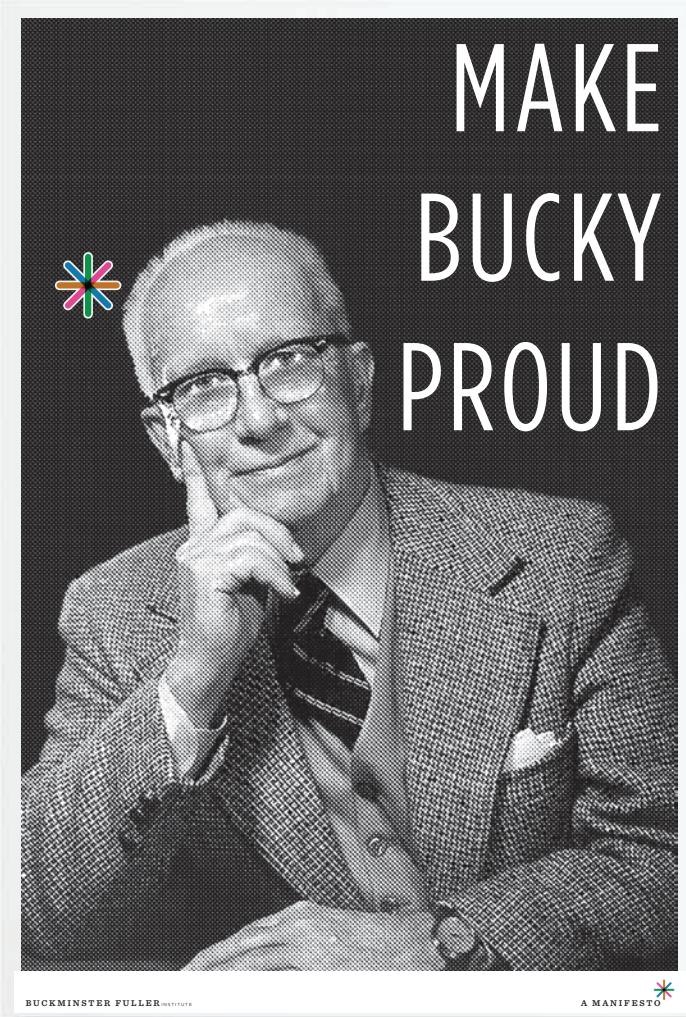


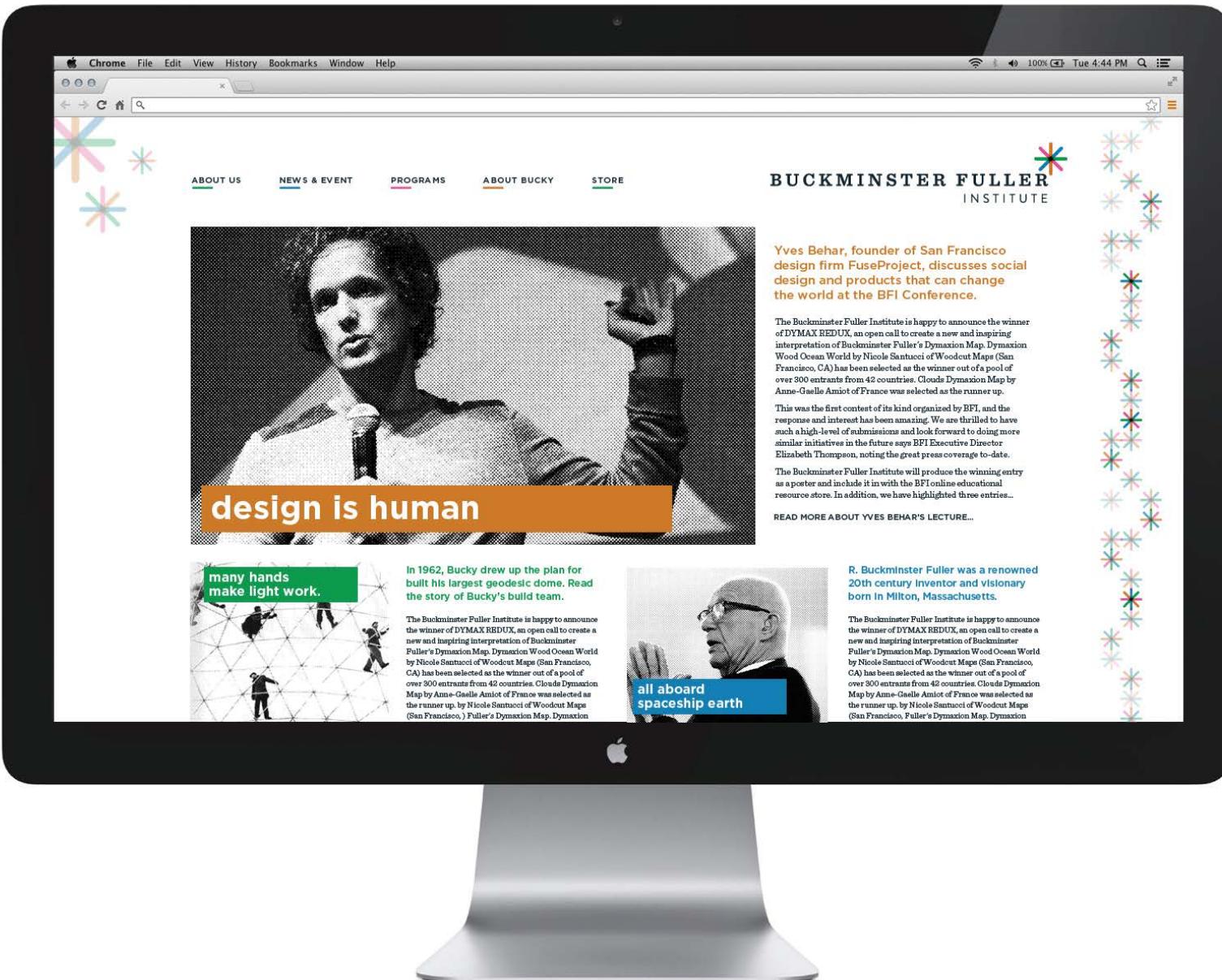
**I am a network, a place for inspiration
and information. I inspire and challenge
the world to benefit 100% of humanity.**

BUCKMINSTER FULLER
INSTITUTE















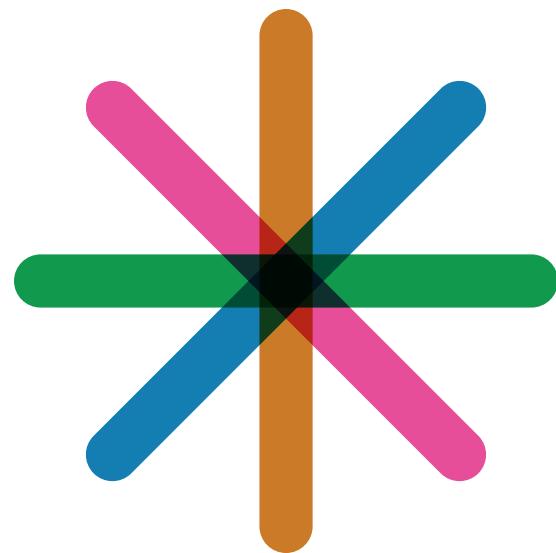
Big Idea

I AM A DESCIENTECHNOTIST

In all his work, Buckminster Fuller transcended the classical notion of discipline. His projects broke down barriers between architecture, systems theory, literature, design, science, art, entrepreneurship, and futurism. Rather than defining himself by a particular occupation, Bucky recognized and exploited the ways these disciplines overlap.

To carry on his legacy, the Buckminster Fuller Institute must work to promote this idea—that every scientist is also an artist, that every designer is also an architect. BFI should be a place where all of these disparate disciplines meet, merge, and build upon one another towards a common goal. If we truly want *to Bucky*, we can no longer view ourselves as just a designer, or an artist, or a scientist. We must all be...

Descientechnotists.



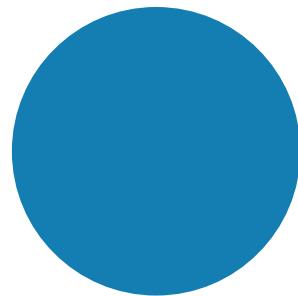
& + P



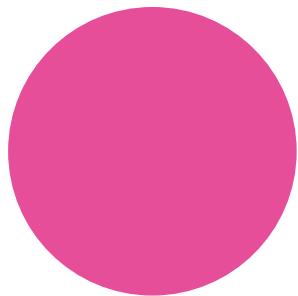


BUCKMINSTER FULLER  INSTITUTE

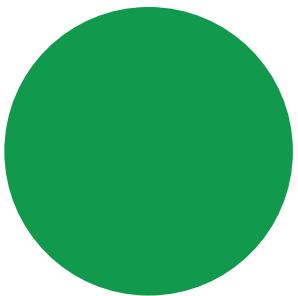
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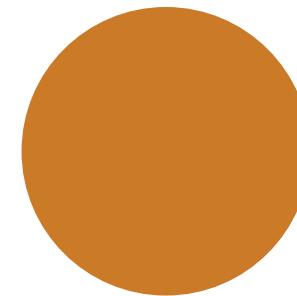
BLUE
Technology



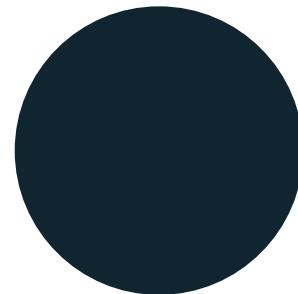
PINK
Art



GREEN
Science



ORANGE
Design



BLACK

GOTHAM

About Buckminster Fuller

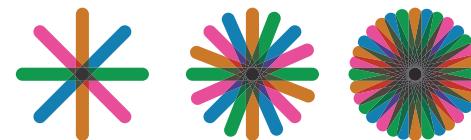
SENTINEL

The Buckminster Fuller Institute is dedicated to accelerating the development and deployment of solutions which radically advance human well being and the health of our planet's ecosystems. We aim to deeply influence the ascendance of a new generation of design-science pioneers who are leading the creation of an abundant and restorative world economy that benefits all humanity.

Our programs combine unique insight into global trends and local needs with a comprehensive approach to design. We encourage participants to conceive and apply transformative strategies based on a crucial synthesis of whole systems thinking, Nature's fundamental principles, and an ethically driven worldview.

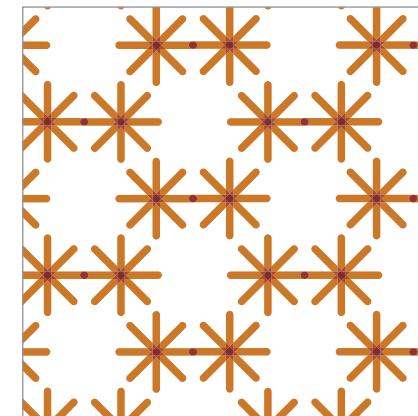
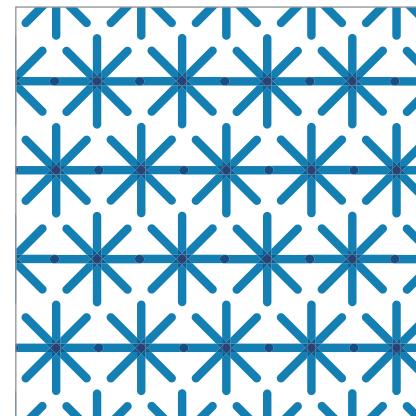
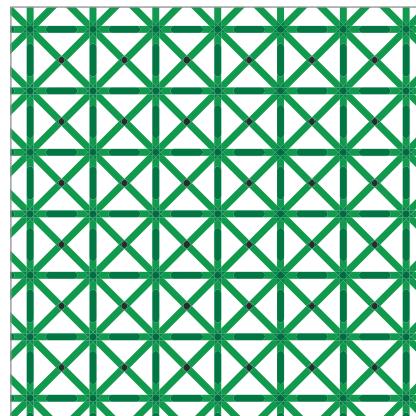
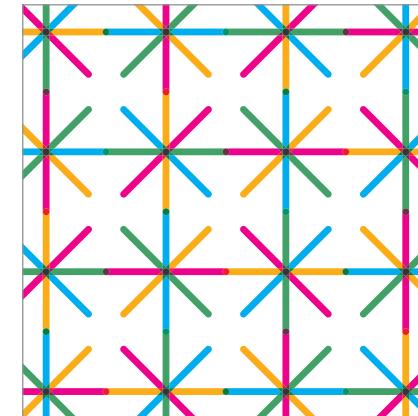
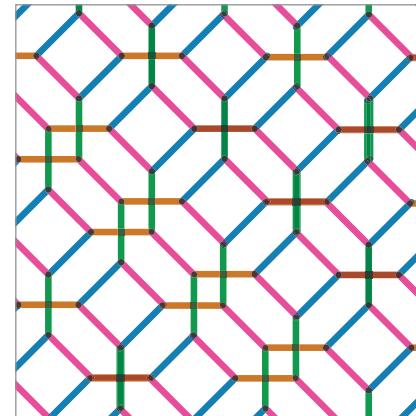
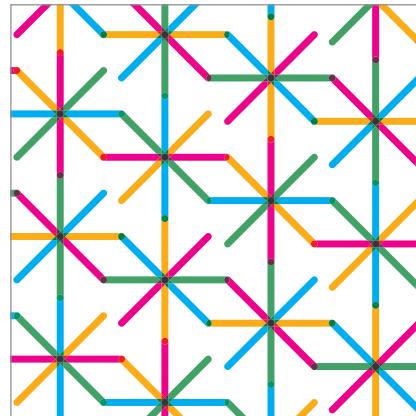
By facilitating convergence across the disciplines of art, science, design and technology, our work extends the profoundly relevant legacy of R. Buckminster Fuller. In this way, we strive to catalyze the collective intelligence required to fully address the unprecedented challenges before us.

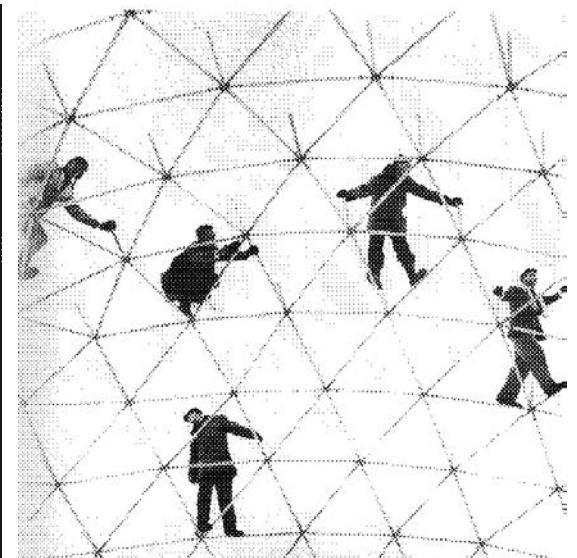
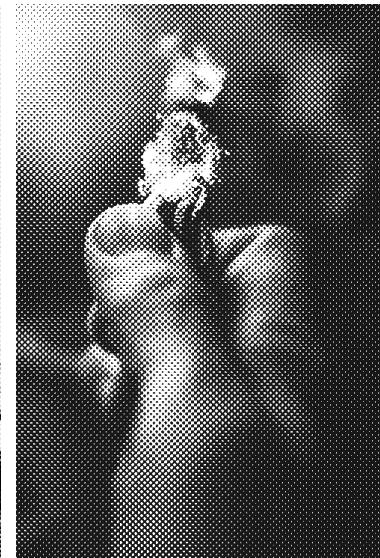
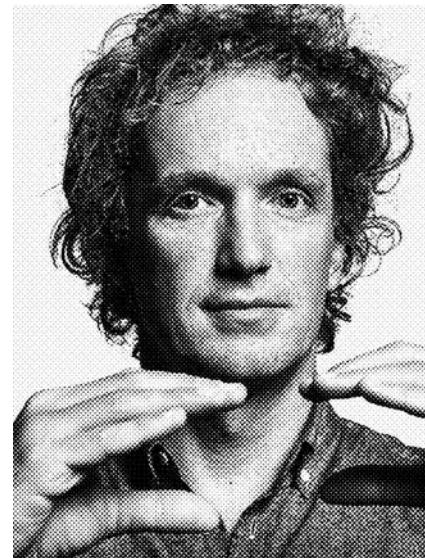
— SCIENCE
— ART
— DESIGN
— TECHNOLOGY



BFI // STORE
BFI // CHALLENGE

BFI // IDEA INDEX
BFI // FORUM





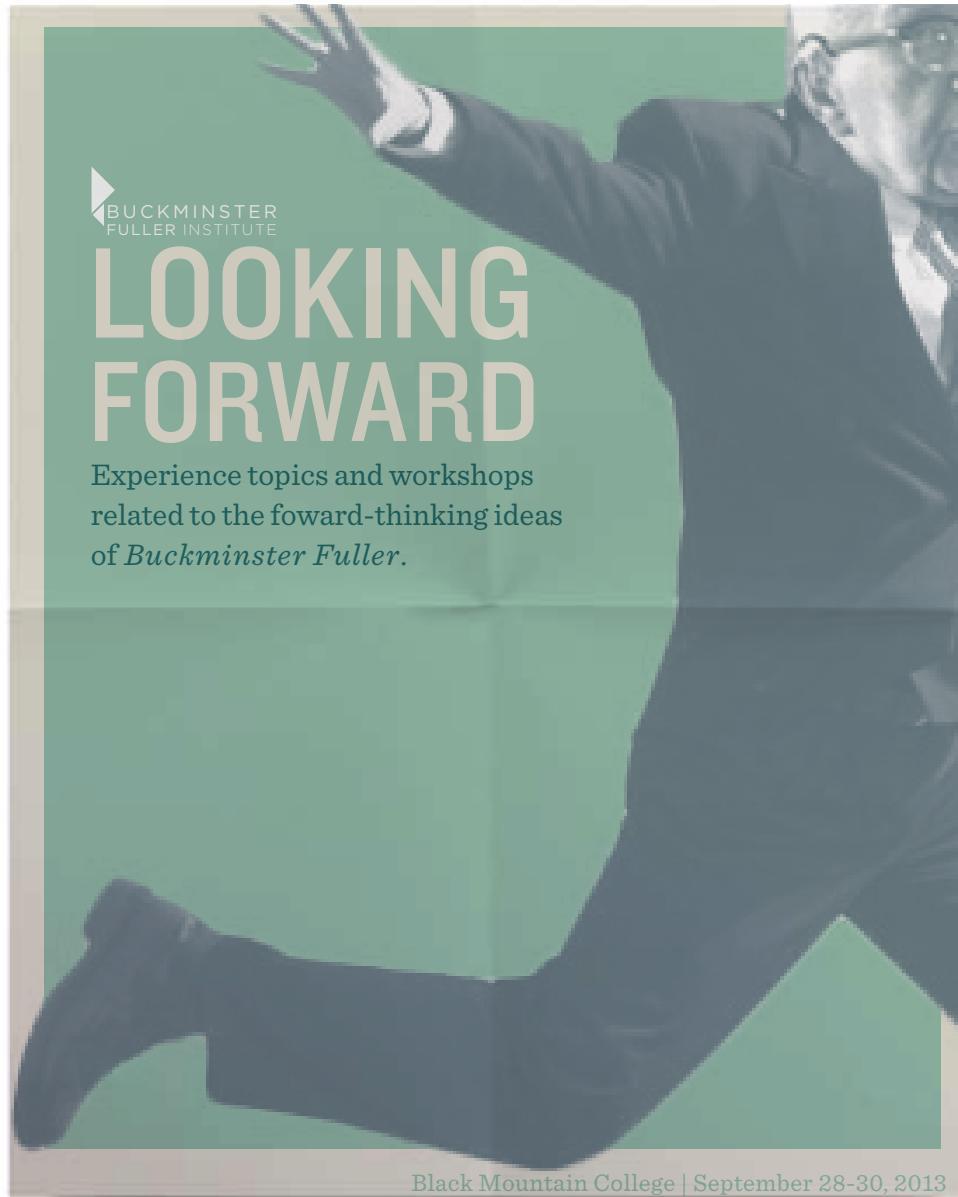
HALF TONE IMAGERY

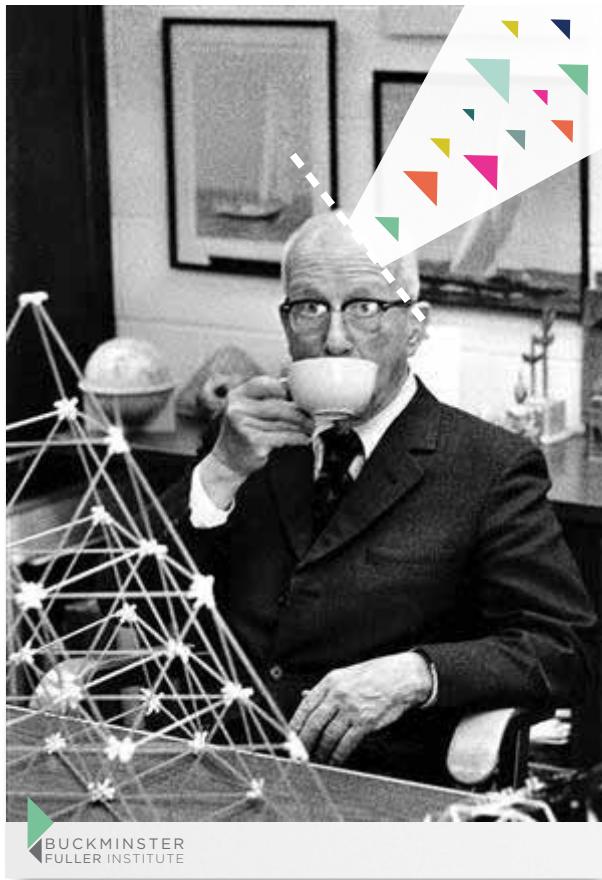
I am the point of connection between past and future. I am the lens that redefines a legacy—accelerating it to a vast future of possibility.



BFIgnite
BFIimagine
BFIinnovate







BUCKMINSTER
FULLER INSTITUTE

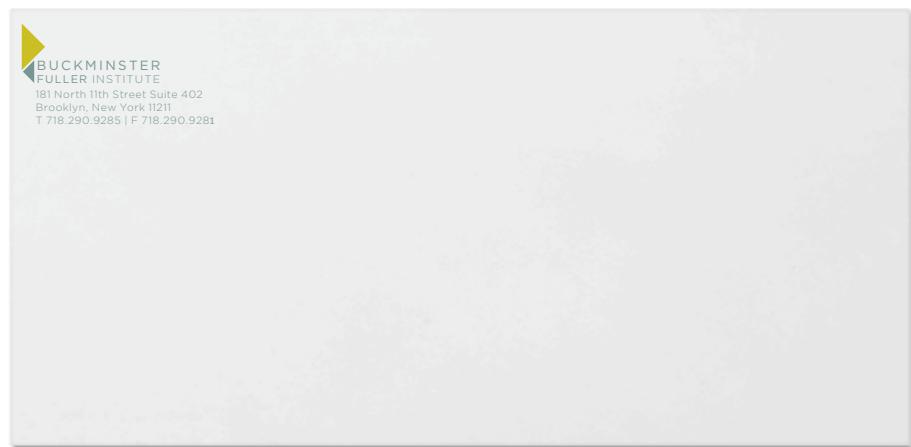
A graphic featuring a black and white portrait of R. Buckminster Fuller inside a dashed rectangular frame. Below the portrait are three callout sections, each with a dashed arrow pointing to the left:

- BF Ignite**
What is the spark that starts it all?
- BF Imagine**
What are the possibilities when we come together?
- BF Innovate**
What does the future look like?

A graphic with a large green triangle on the left and a yellow vertical line on the right. The text "LOOKING FORWARD" is prominently displayed in large black letters. To the right of the text are two columns of Latin text:

Rovide num lia commiatum reria nobit vel ium hil minvell escent vereperibus dolume prerciatis dolupta spellaccabo. Or rerovid ma is aut ut aut elsequaerum fuga. Pudantem reped es eatatatur?

Bearum con rem ilia dolorem ventur, quodit eos as eos alicia nulpa volut omniscius archil est, sustincis illit maiонse nissitio blabo. Itaeces trumquam nis venis pernam, venis veria sita quia condens igenite dolupis dolit as dempor oritur? Ero dolentihil is por sin re magni de pa coriandae nem. Ut reritem. Nam hic tecerro ma dictur apicabo. Iilitaferro consect ibearum fugit Abore officaeapro volorrem qui volut modet et diti autet eostio. Nam rem quiae ommolor





BIG IDEA

Remember the past to make a better future.

A creative genius and visionary, Buckminster Fuller stands as a brilliant model for us to be original thinkers. Bucky, the “Grandfather of the Future”, believed there is nothing one individual can’t do to make a big difference.

As inventors of the future, it is important that we exercise Bucky’s meaningful wisdom and focus on moving forward to create a better tomorrow. Because we belong to the universe and the universe belongs to us; our work can profoundly change the quality of life for the planet, the future, and our fellow humans. Bucky’s confidence that *each of us is a trimtab* for good lives on.





& + P





Primary Color Palette**Secondary Color Palette**

Headline _____
Knockout | Junior Weleter Weight

Sub-Headline _____
Sentinel | Book

Sub-Headline _____
Gotham | Book

BUCKY FULLER

Igniting the hearts and minds of
thinkers and doers everywhere.

Bucky was a deep thinker who learned to become a great maker. He was driven by curiosity and optimism that was infectious. The curious inventions that Bucky is best known for were often mere incidental offshoots of his real genius. They were artifacts that embodied not a specific solution to a particular problem, but rather an entirely new way of thinking about the problem at its most fundamental levels.



BUCKMINSTER FULLER CHALLENGE

IDEA INDEX

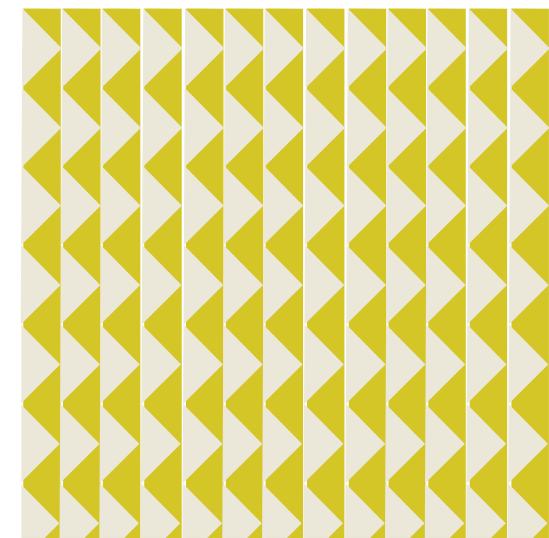
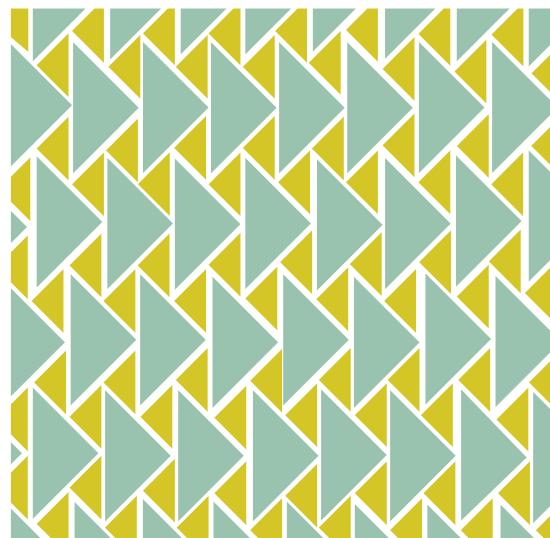
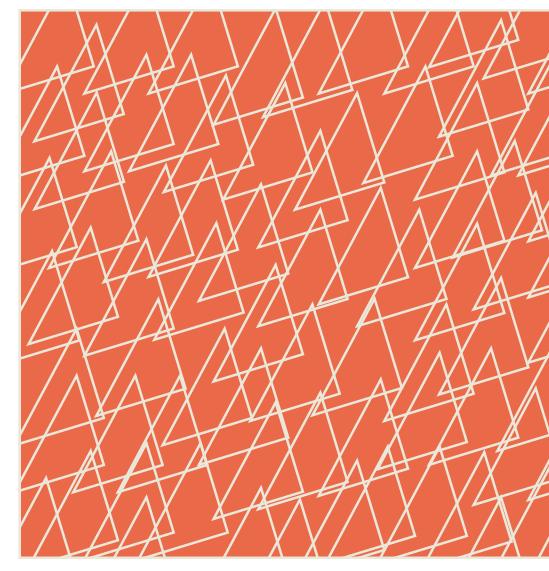
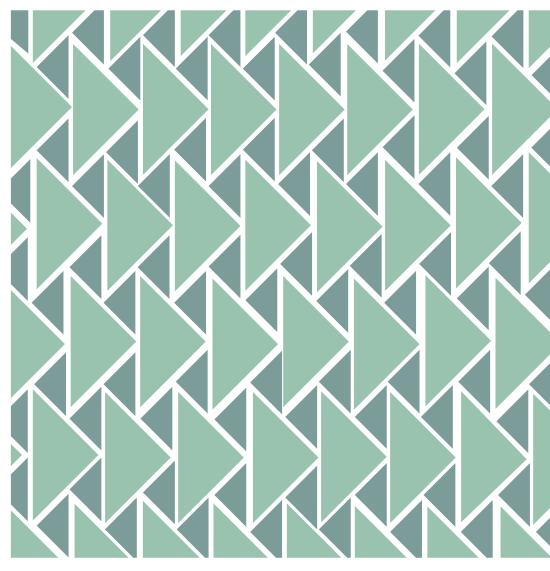
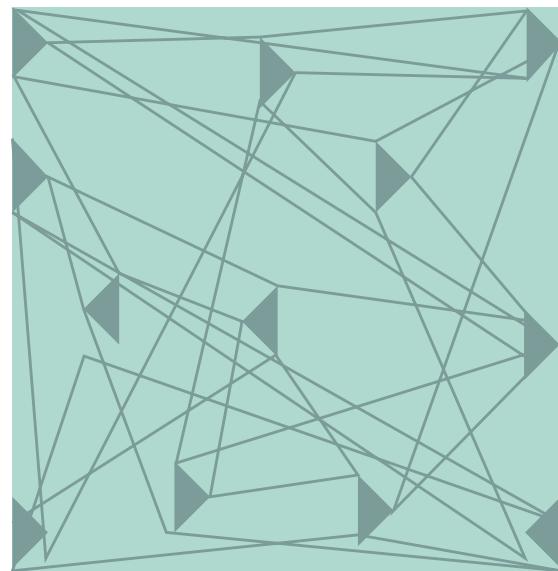
RESEARCH & DEVELOPMENT

PROTOTYPE

STUDY CENTER

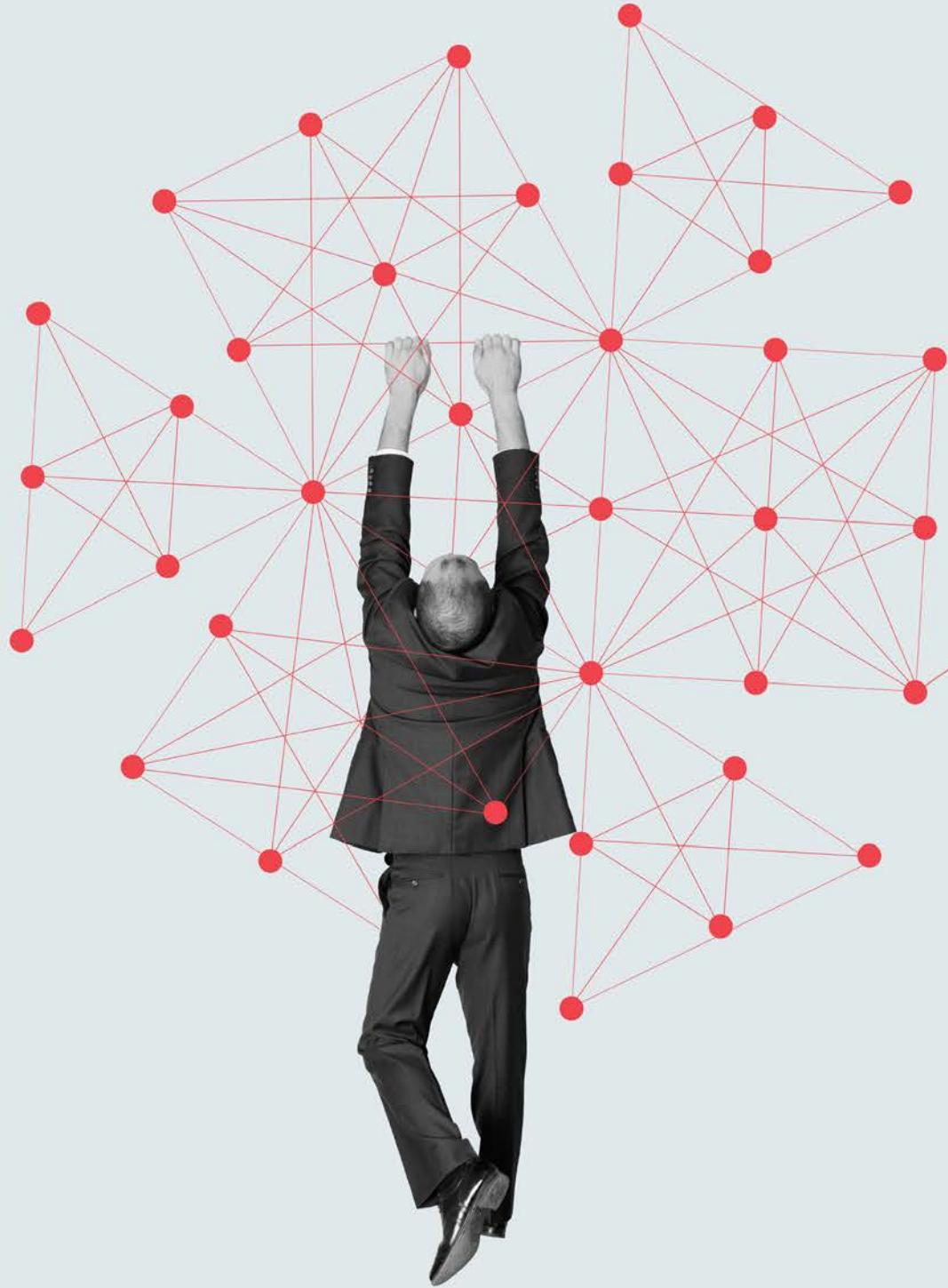
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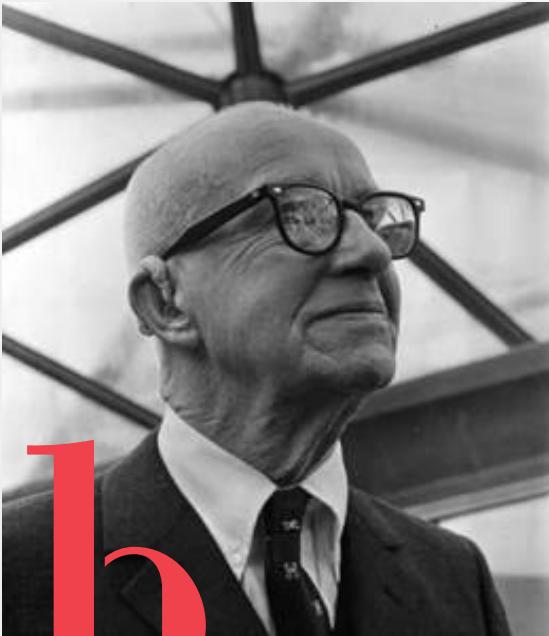
DYMAXION ARTIFACTS





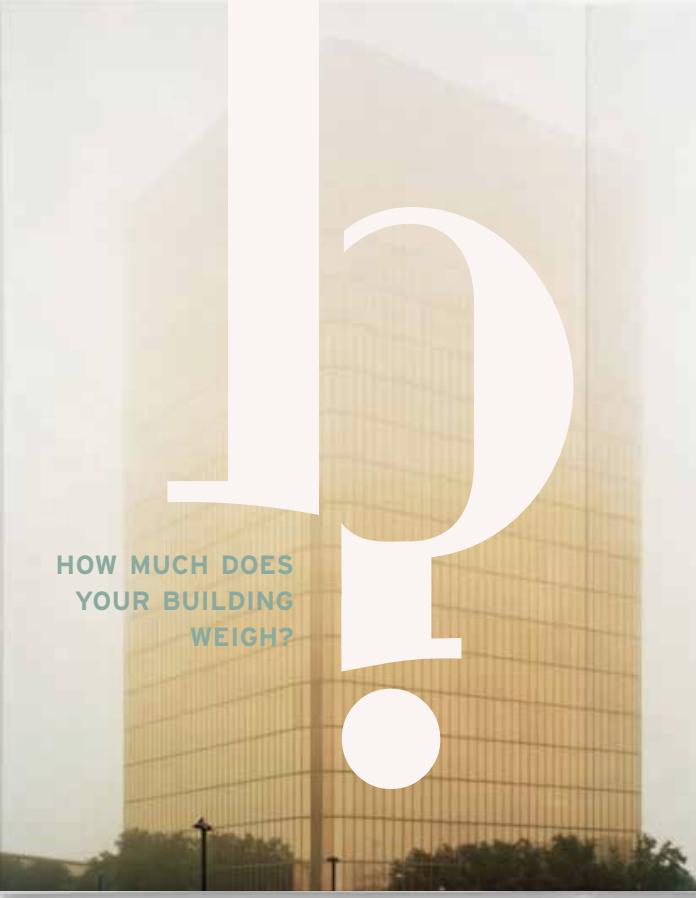
I am voice to be heard. I inspire
endless curiosity and exploration,
igniting the hearts and minds of
thinkers and doers everywhere.
Be a verb. Join the conversation.





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BUCKMINSTER FULLER INSTITUTE
making the world work for everyone



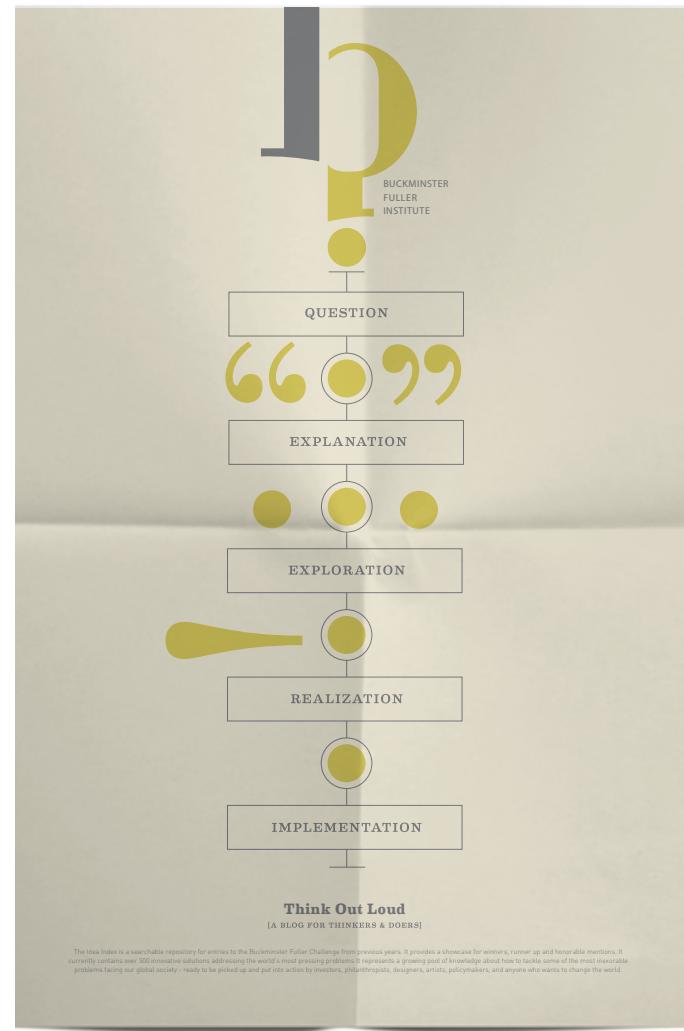
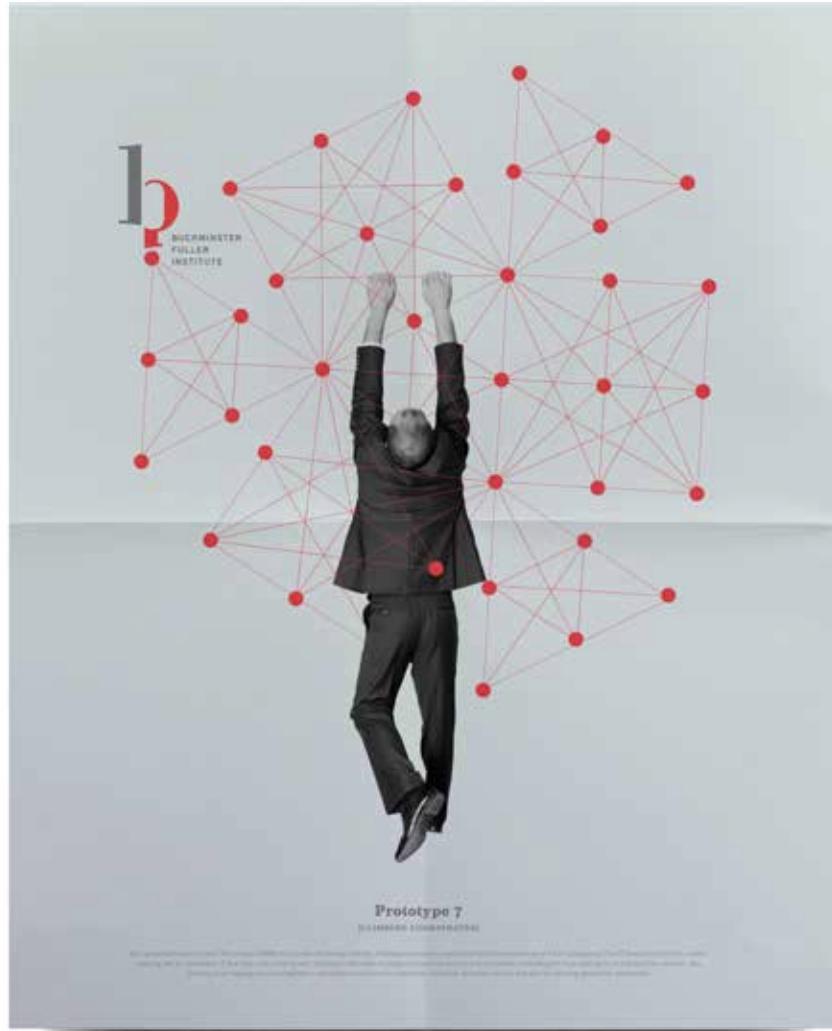
HOW MUCH DOES
YOUR BUILDING
WEIGH?

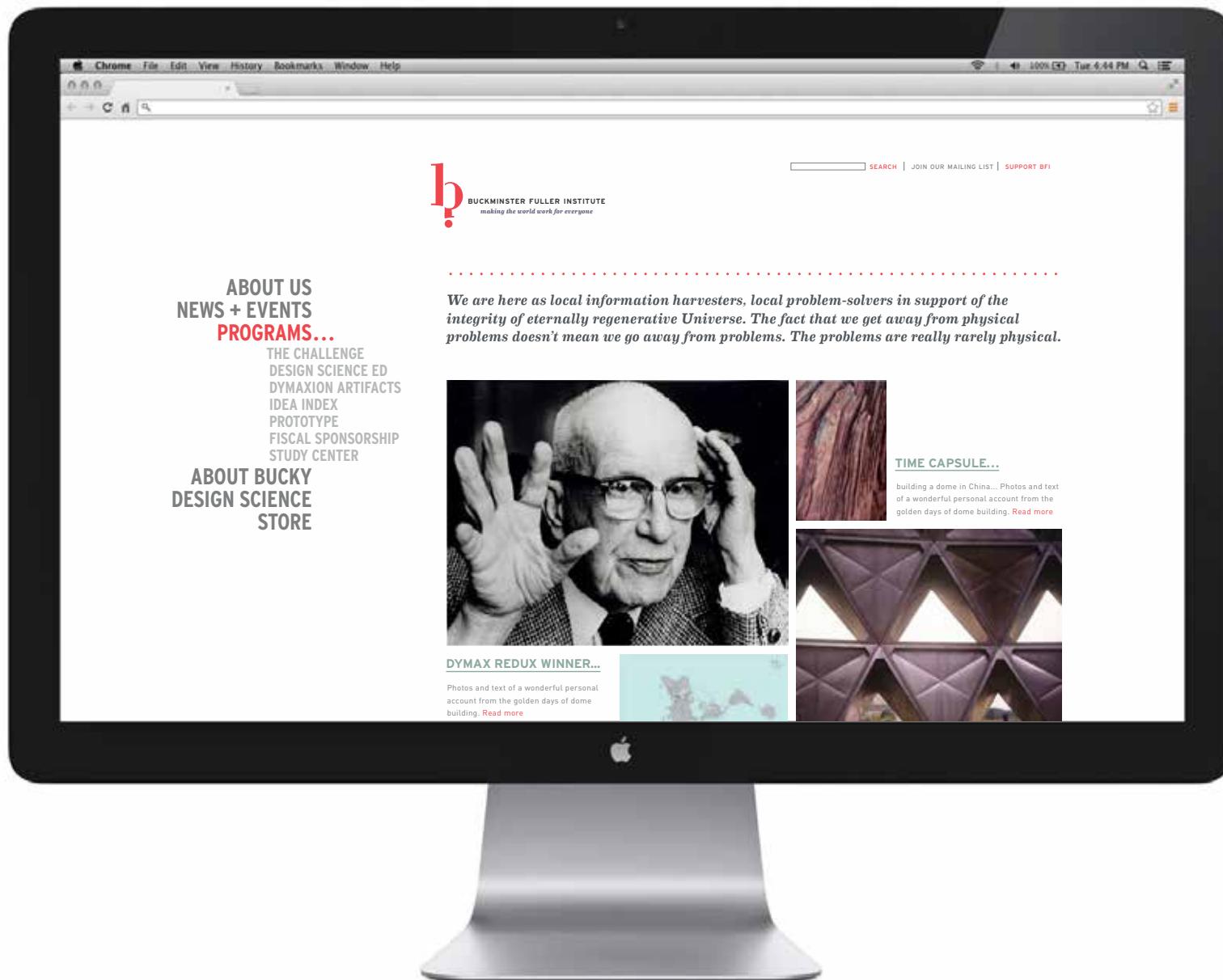
Asking the Tough Questions

MAKING THE WORLD WORK FOR EVERYONE

Magnatum esciend estionet am volo et
quae. Erum re qui cus, quid ma con ea
nonet quat is iit laccus estiist molores
aliquas cusandi andias volorum ea namet
es quia pa nisitatus estforpost, abor

alibereratis nulliqu iatur spersperovit
volupta tusdam facili et dolut quia duscis
corum earchiae aut mi, quunti stibus
alitia niememo dignim idus, iunt aci nihit
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BUCKMINSTER
FULLER
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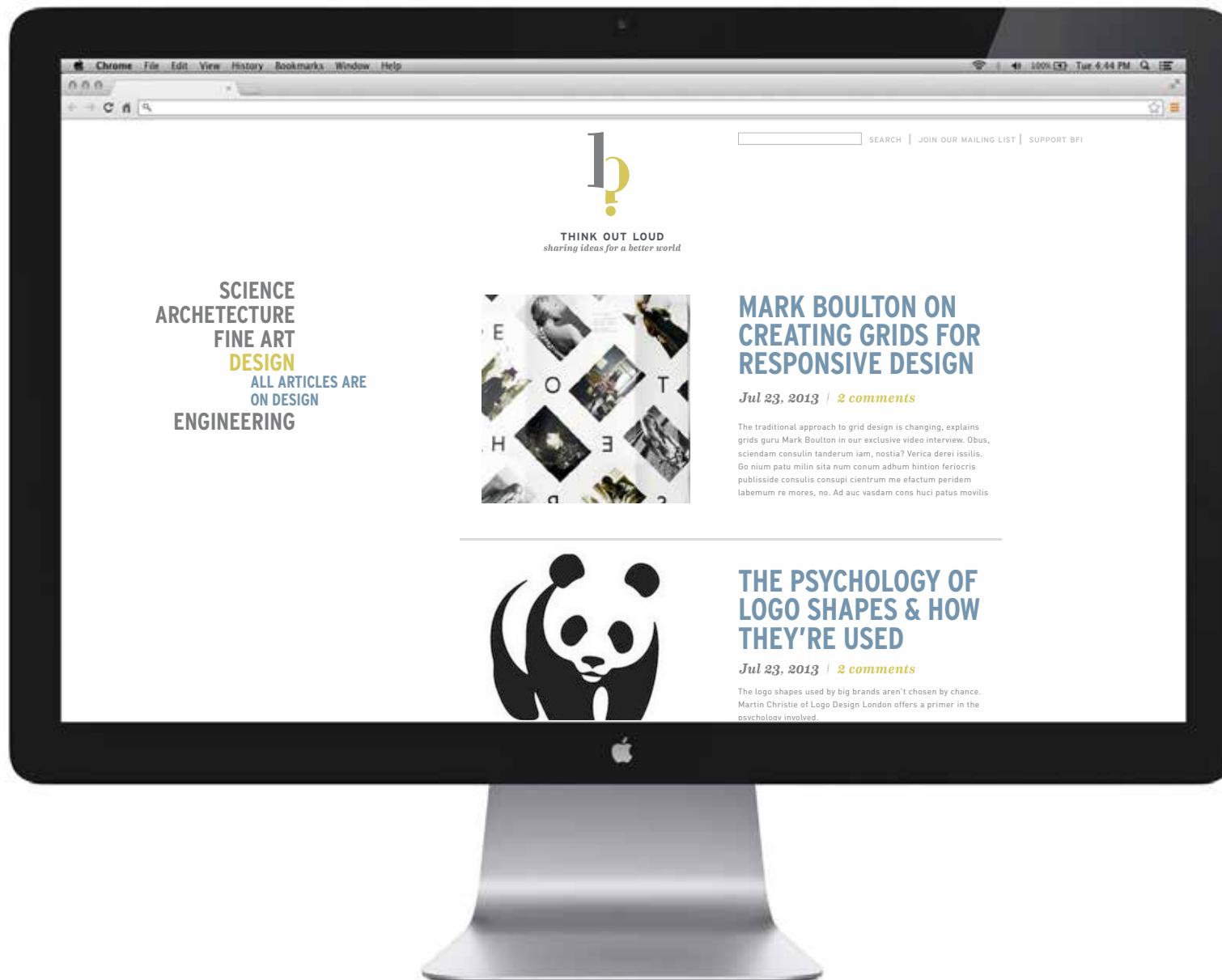


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Brooklyn, NY 11211

& + P





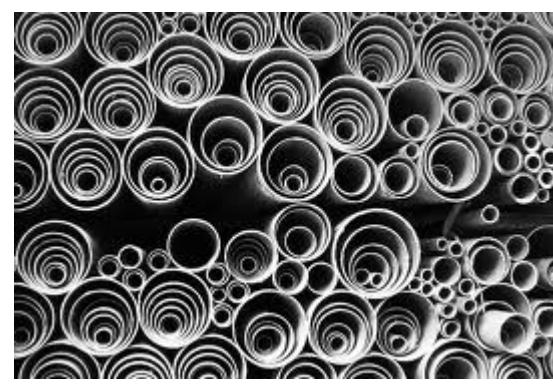
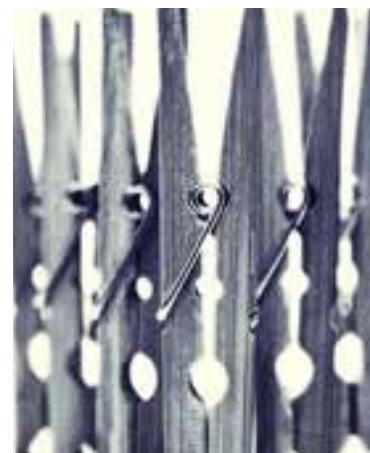
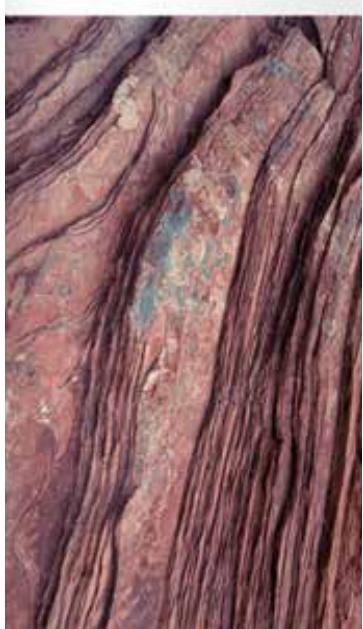
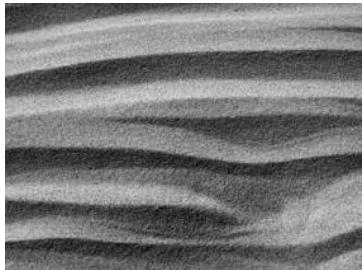
lp!

& + P



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INSTITUTE

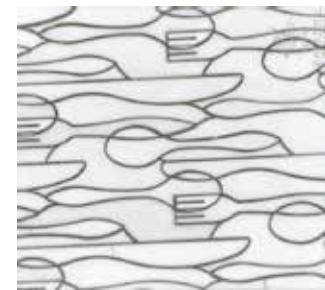
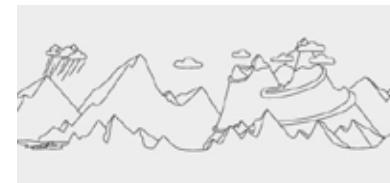
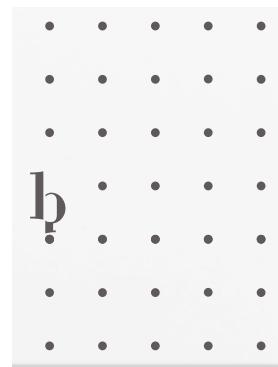
& + P



& + P



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PRIMARY**SECONDARY****BRAND ARCHITECTURE**

Headline	Eames Century Modern
Subhead	Interstate
Body Copy	Din Next LT Pro

Buckminster Fuller Institute

MAKING THE WORLD WORK FOR EVERYONE

Sixteen years ago, Rob Sheffield had everything going for him. He was young, ambitious, working as a music critic in Charlottesville, Virginia, and married to the woman he thought he'd spend the rest of his life with. "I was at a dark point in my life," he tells Weekend Edition Sunday host Rachel Martin. "I was by myself in a big city and feeling alone a lot of the time. Karaoke forced me to actually go out and leave my apartment, and make noise, which does not come naturally to me, especially when like me you have a completely terrible voice."



IDEA INDEX



DESIGN SCIENCE EDUCATION



DYMAXION ARTIFACTS



RESEARCH & DEVELOPMENT



STUDY CENTER



THE BUCKMINSTER FULLER CHALLENGE



PROTOTYPE