

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

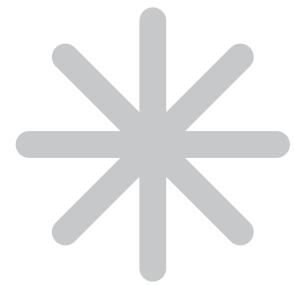
**Presented by Portfolio Center + Son&Sons**

**29 August 2013**

In our previous presentation, we outlined three potential solutions to a Visual Identity System for BFI.

In approaching refinement of these directions, we began to ask ourselves some fundamental questions...

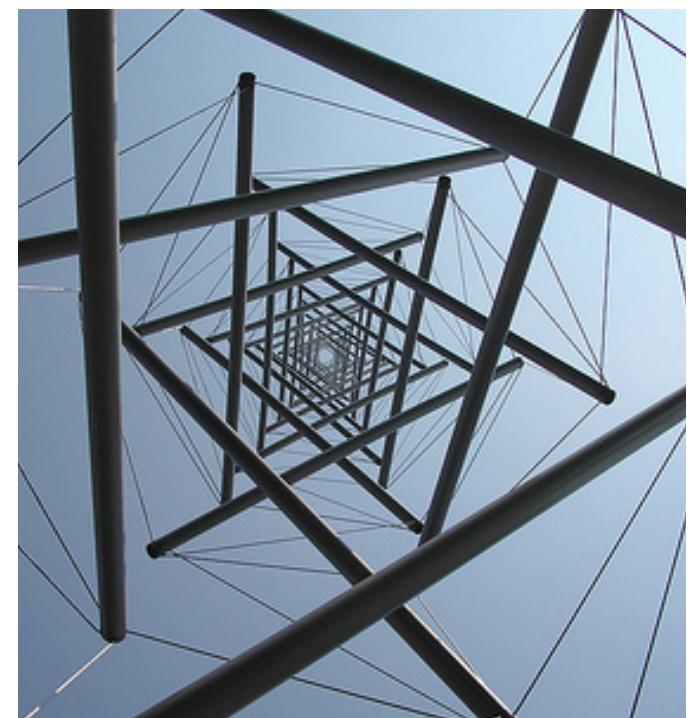
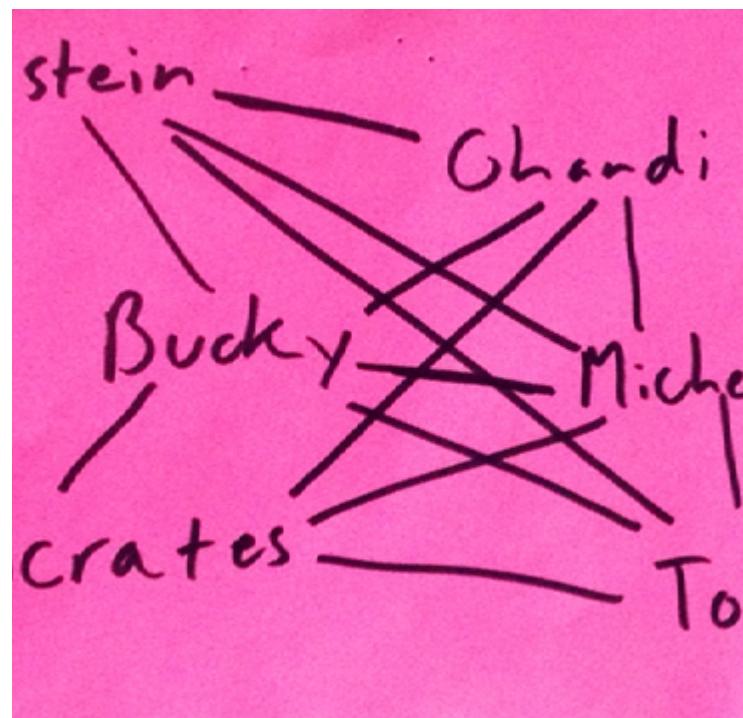
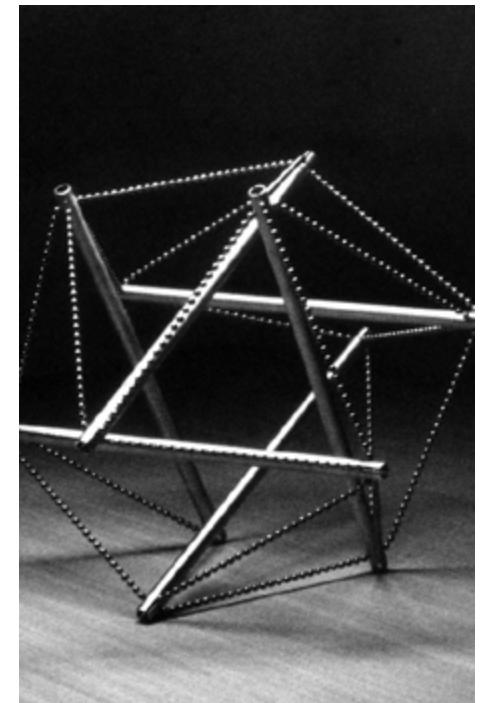
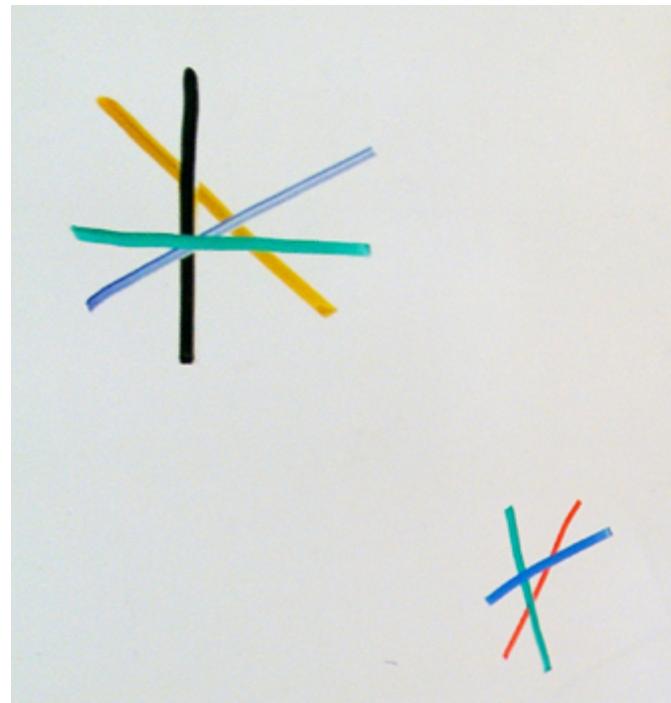
1. *What if we were able to combine the strengths from each one of our explorations?*
2. *What if we were able to make a logical connection between intersecting disciplines?*
3. *What happens if we expand the audience and reinforce a connection to them with every interaction with the brand?*



!?

& + P

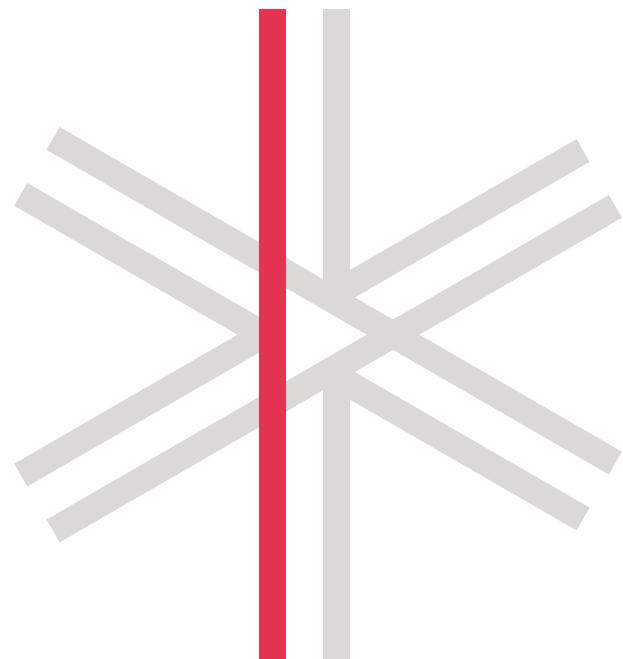
We then considered your feedback. We considered the nuances of iconic Bucky inventions and structures. We thought about asterisks, triangles, and tensegrity. We thought about establishing a sense of place within a network. We thought about BFI as a noun and a verb; a place where disciplines converge to create forward motion.



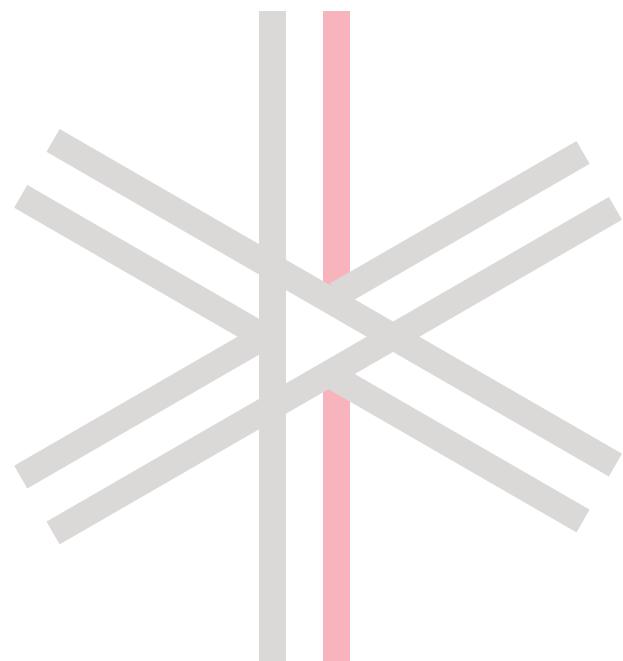
**I am a network, a place for inspiration, exploration and ideation. I am a crossroads, a place where collisions lead to innovation. I have no single story. I am not defined by any one person, project or program. I am a place where ideas meet, merge and multiply for the betterment of humanity.**



# Design



# Art



# Engineering



# Architecture



# Technology



# Science





BUCKMINSTER FULLER  
INSTITUTE



& + P



- BFI**  CHALLENGE
- BFI**  IDEA INDEX
- BFI**  RESEARCH & DEVELOPMENT
- BFI**  PROTOTYPE
- BFI**  STUDY CENTER
- BFI**  DESIGN SCIENCE EDUCATION
- BFI**  DYAMAXION ARTIFACTS

Headline	Interstate
Subhead	Eames Century Modern Italic (Sentinel for web)
Body Copy	Din Next LT Pro
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## MAKING THE WORLD WORK FOR EVERYONE

*Using equilateral triangles and trimtabs to do it*

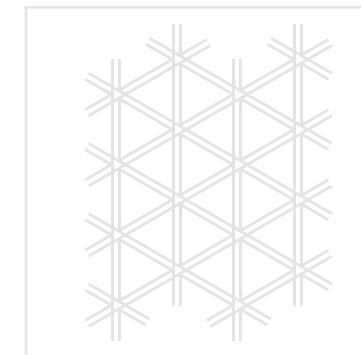
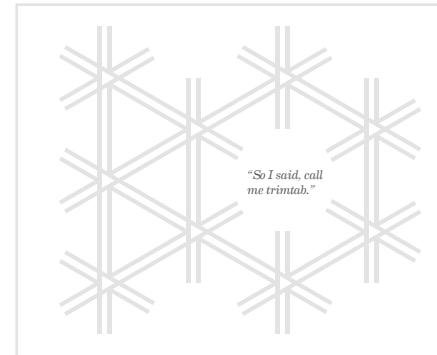
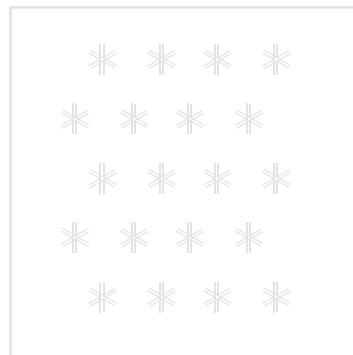
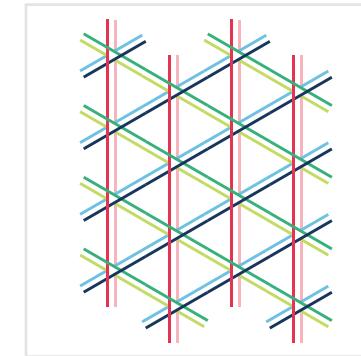
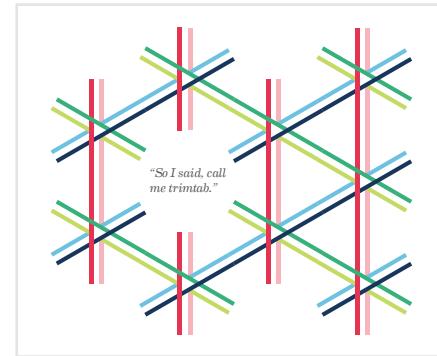
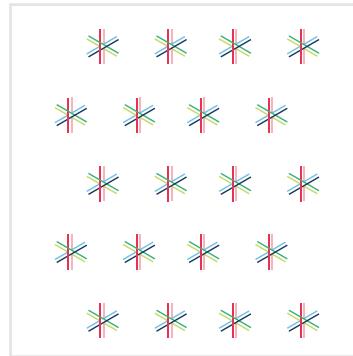
Sixteen years ago, Rob Sheffield had everything going for him. He was young, ambitious, working as a music critic in Charlottesville, Virginia, and married to the woman he thought he'd spend the rest of his life with. "I was at a dark point in my life," he tells Weekend Edition Sunday host Rachel Martin. "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."

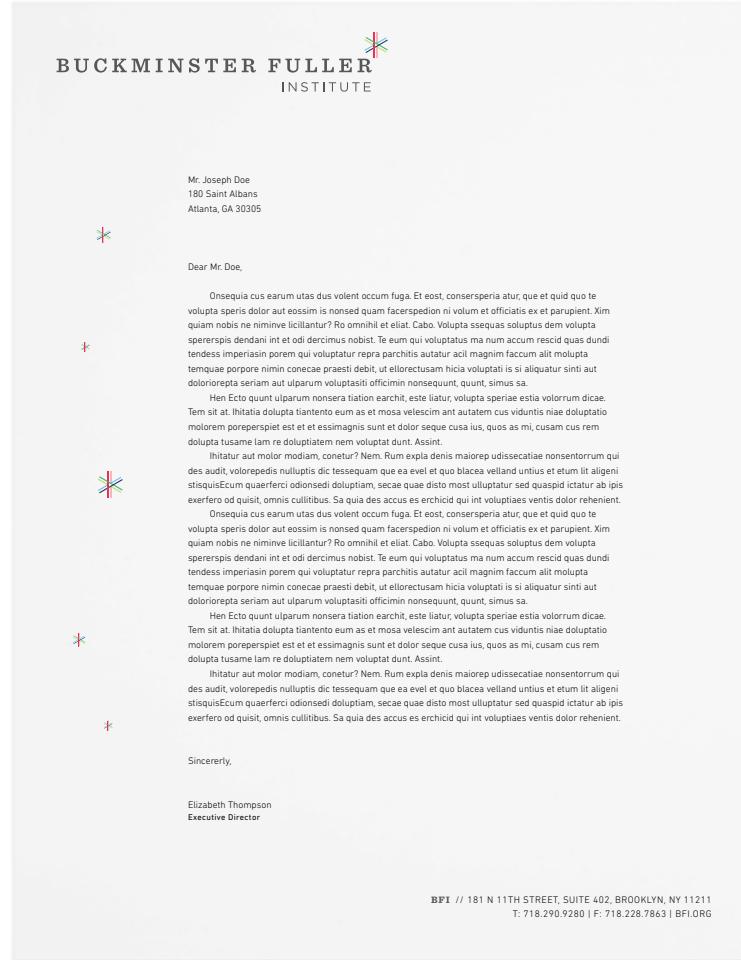
### SAMPLE HEADLINE TEXT

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."

Patterns

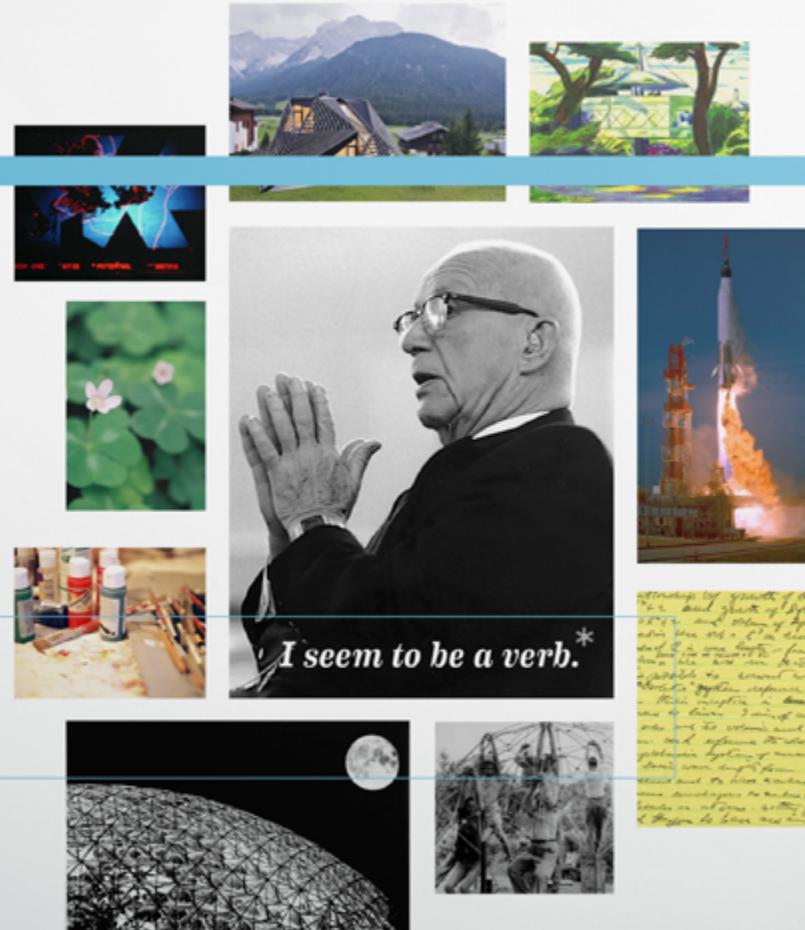
Points of Connection







04



05

## I AM A NETWORK, A PLACE FOR INSPIRATION, EXPLORATION, AND IDEATION.

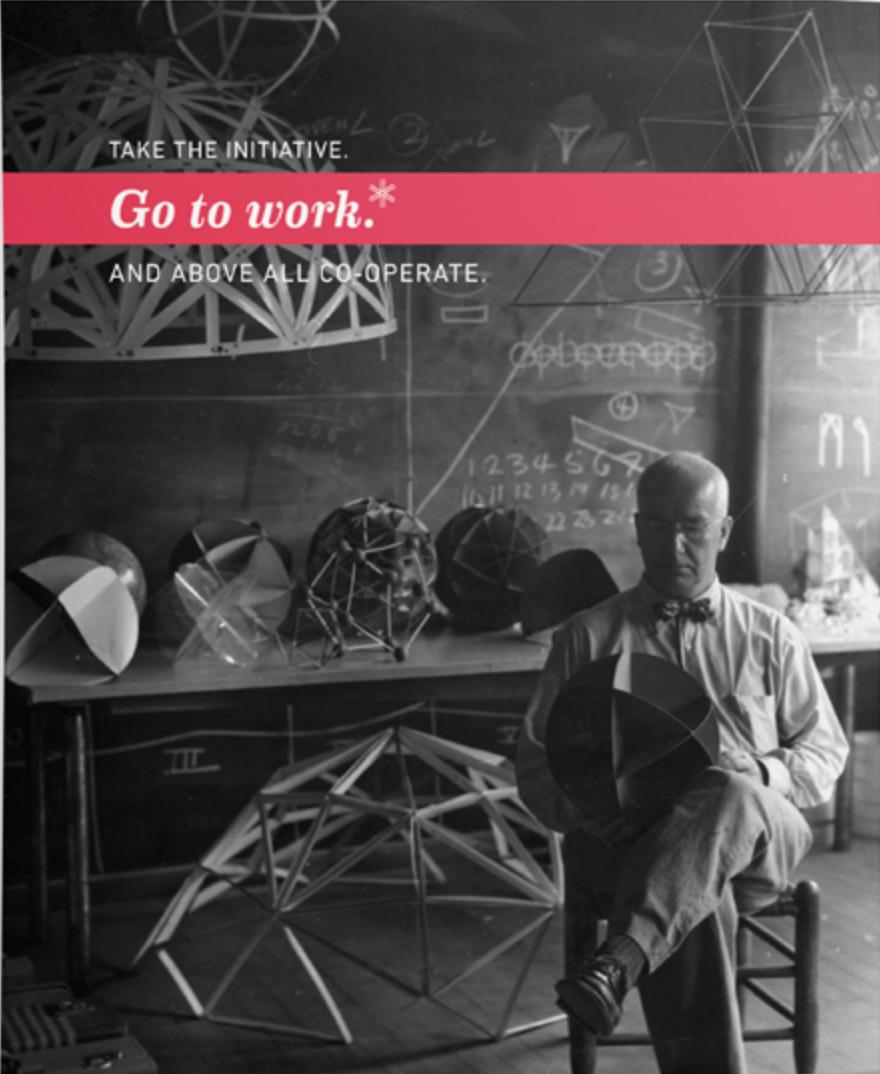


I am a network, a place for inspiration, exploration, and ideation. I am a crossroads, a place where collisions lead to innovation. I have no single story. I am not defined by any one person, project, or program. I am a place where ideas meet, merge, and multiply for the betterment of humanity.

By facilitating convergence across the disciplines of art, science, design and technology, our work extends the profound and 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.

**WE WILL CONTINUE TO BUILD ON HIS LEGACY BY CREATING NEW IDEAS THAT WILL IGNITE THE HEARTS AND MINDS OF THINKERS AND DOERS EVERYWHERE.**

mission statement



TAKE THE INITIATIVE.  
**Go to work.\***  
AND ABOVE ALL CO-OPERATE.

no. 2

ACT.

**WE BELIEVE IN TAKING ACTION.**

The Buckminster Fuller Institute is a group of thinkers, but more importantly a group of doers. We take initiative. We encourage participants to conceive and apply transformative strategies based on a crucial synthesis of whole systems thinking, cross-disciplinary work, nature's fundamental principles, and an ethically driven worldview.

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**LET US MOVE FORWARD WITH DETERMINATION, TURNING OUR THOUGHTS INTO ACTIONS.**

our seven disciplines

**exercise no. 05****SPONTANEOUS COLLABORATION** \*

- STEP 1:** Write down the first six words that come to mind.  
**STEP 2:** Grab a friend.  
**STEP 3:** Ask them to write down the first word that comes to their mind.  
**STEP 4:** Create a new word that combines your two words.

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YOUR WORD

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YOUR WORD

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YOUR WORD

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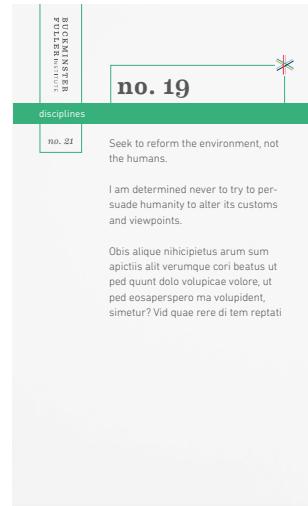
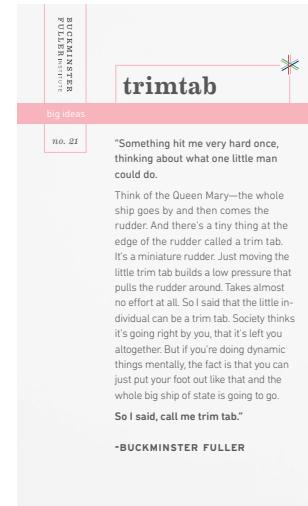
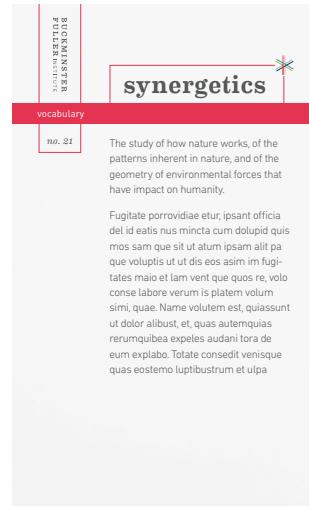
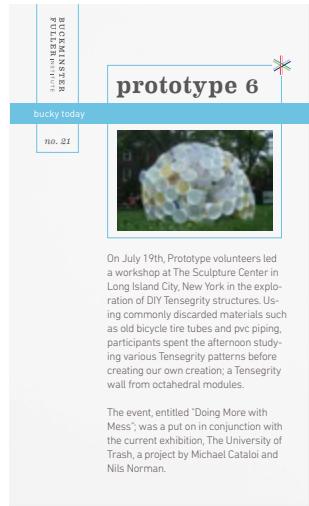
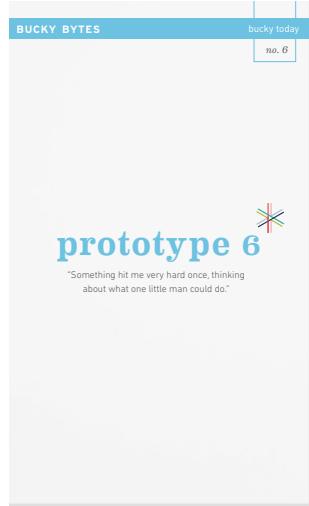
YOUR WORD

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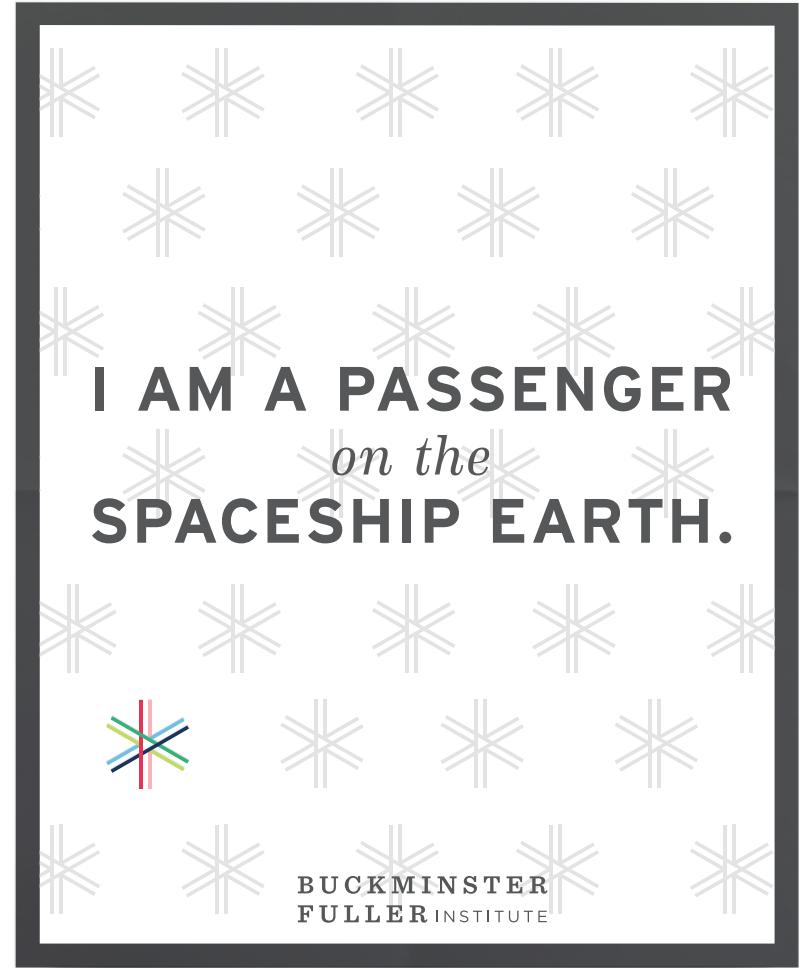
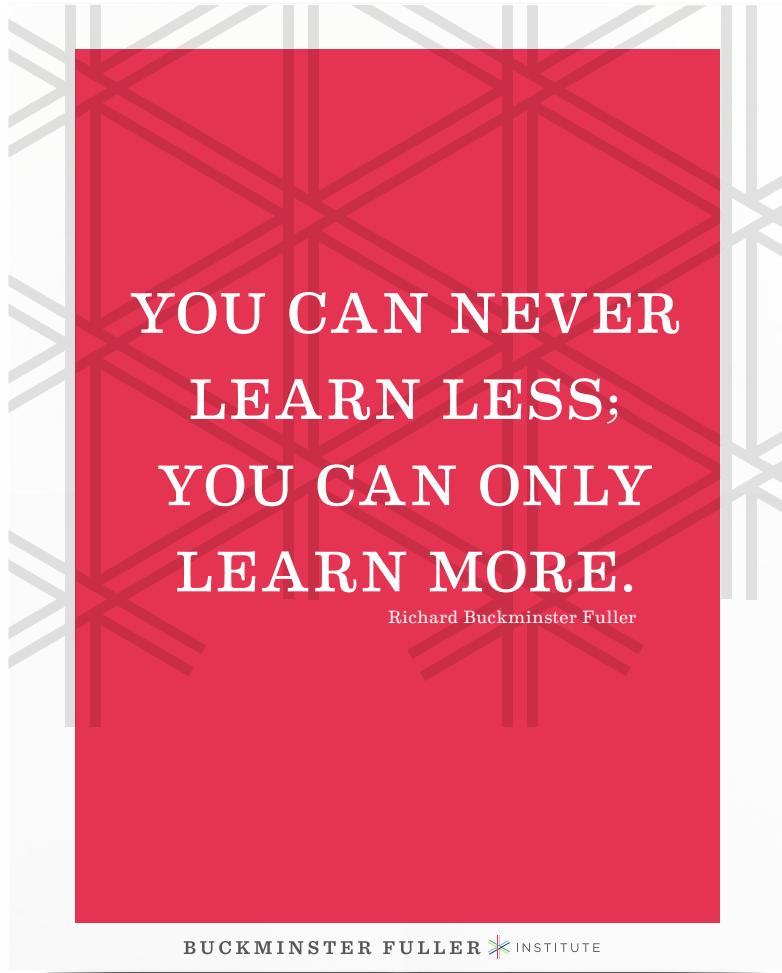
YOUR FRIEND'S WORD

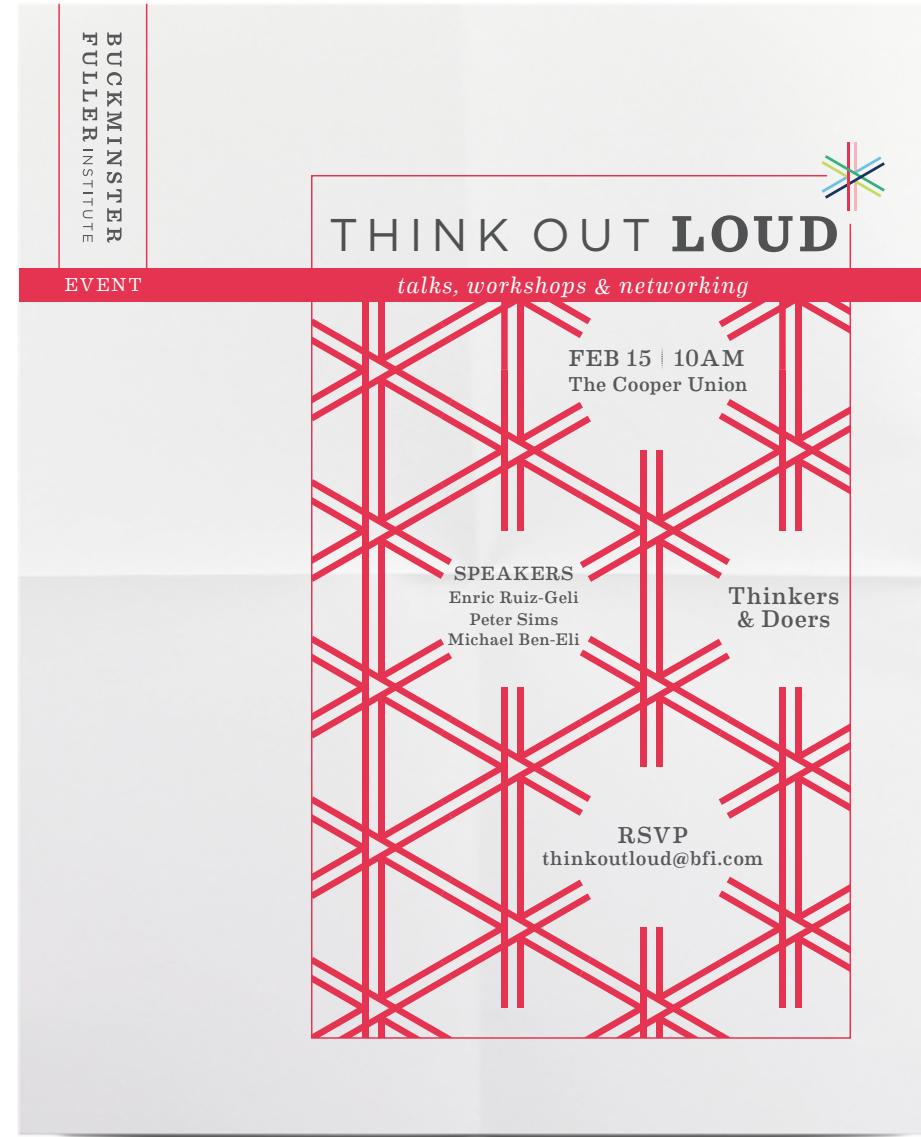
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big ideas workbook









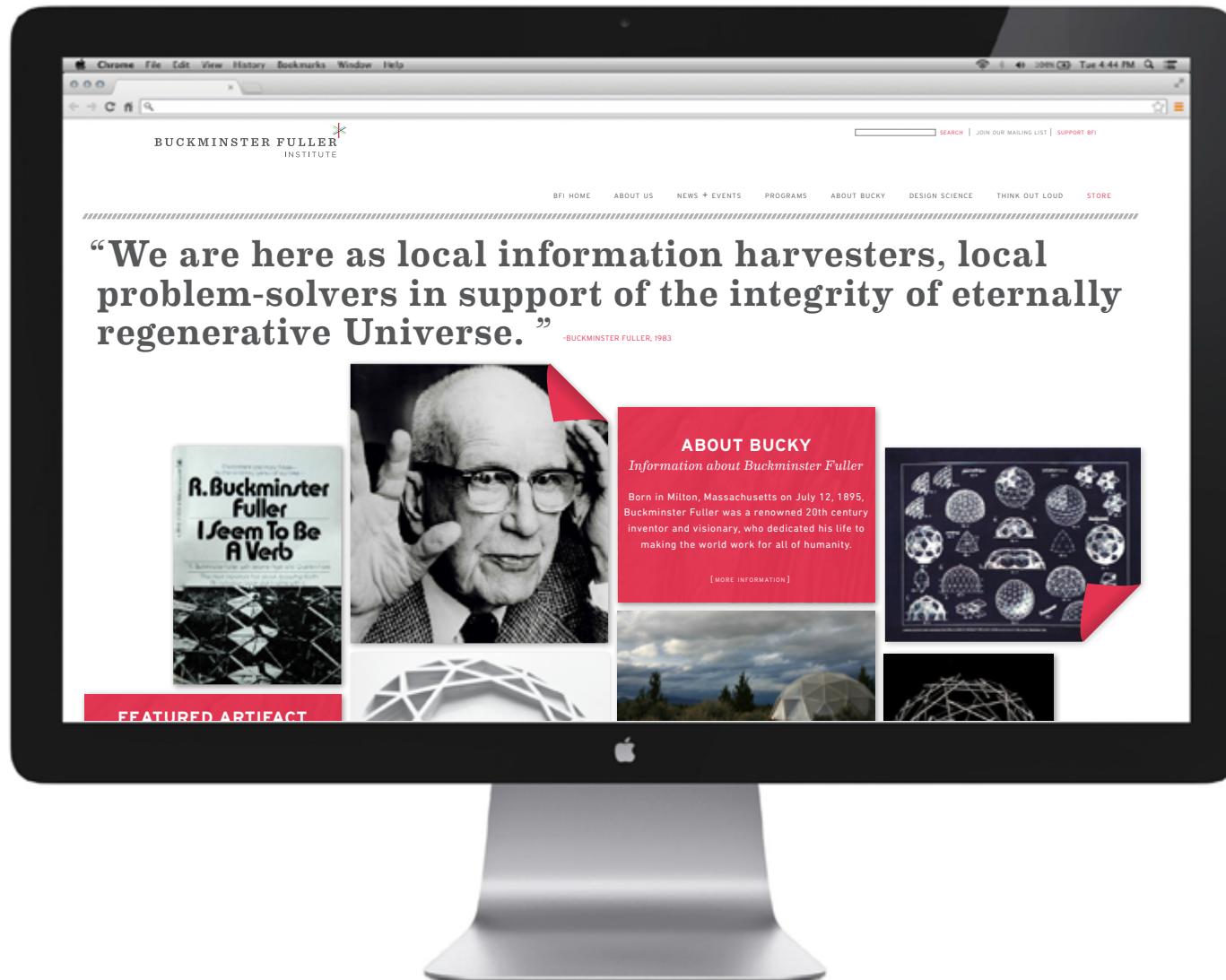


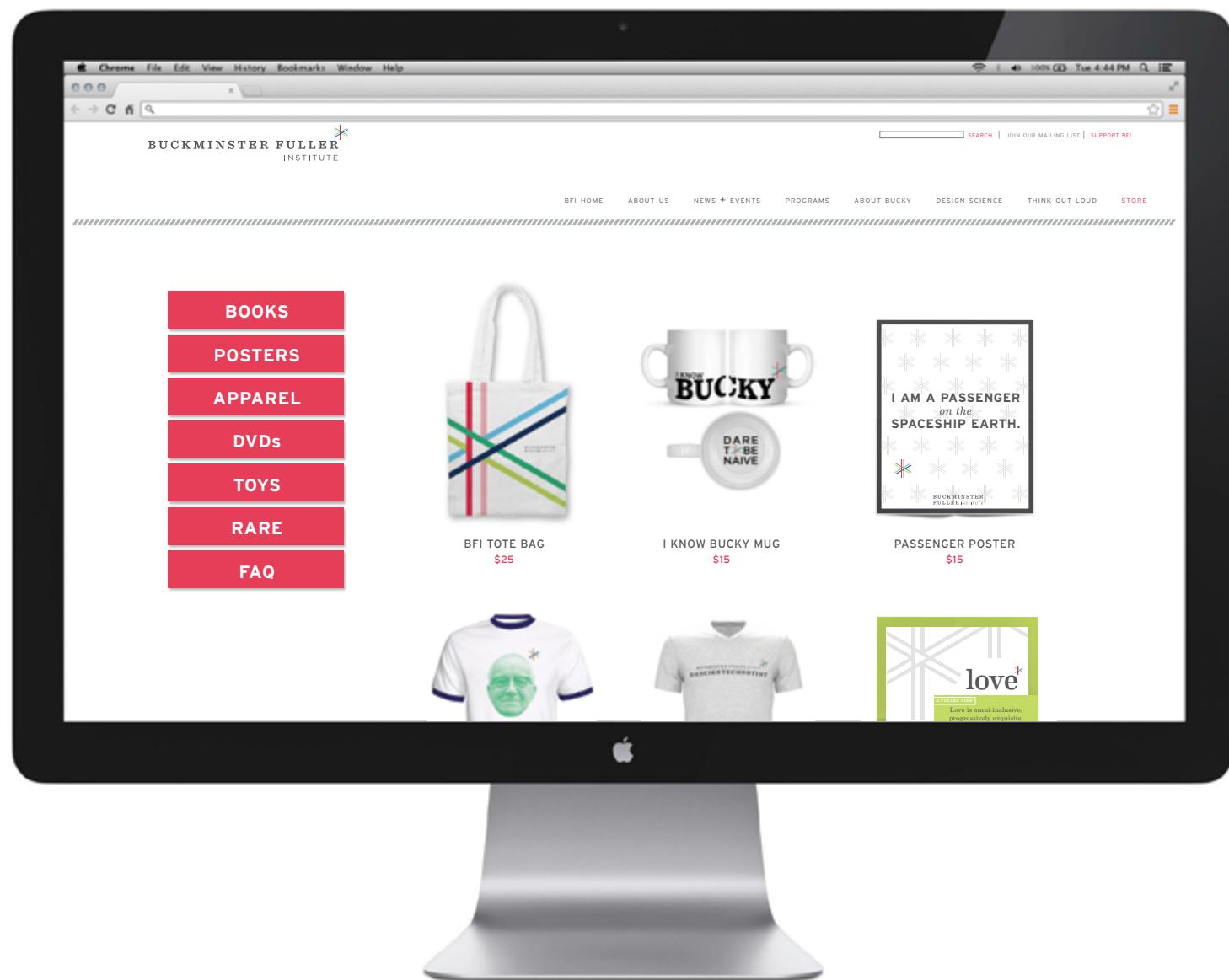
Merchandise

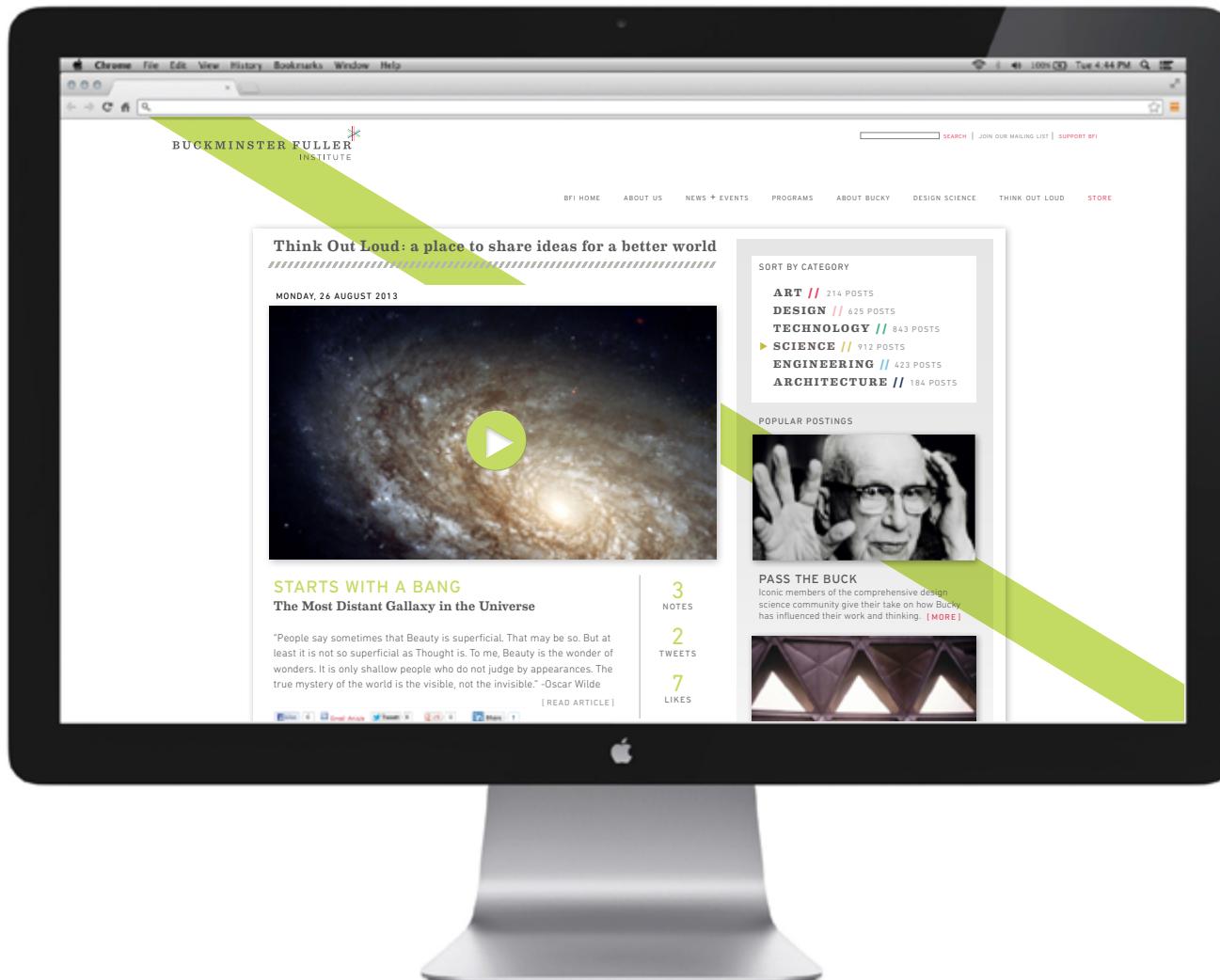
Points of Connection



& + P













In "Farming Sea Cucumbers in Madagascar for Economic Hope and Conservation", National Geographic discusses the inner workings of Blue Ventures. Read the whole piece [here!](#)

### BFI UPDATES



Fly's Eye Dome steals the show becoming the icon of Toulouse International Art Festival



New Prints for BFI Donors

### TRENDS & PERSPECTIVES



Secrets of Roman Concrete Discovered!



Montreal Biosphere



Solar Powered Airplane has Completed Third Journey

### RESOURCES



Biomimicry 3.8 and HOK release Genius of Biome Report



National Geographic story on Blue Ventures



# BUCKMINSTER FULLER INSTITUTE

