

Framing:

Bio-Inspired Framing

“draws inspiration from natural plant structures”
“pine cones, which open and close in response to humidity”

Sustainability Framing

“react to humidity without external energy”
“reduce reliance on synthetic or carbon-intensive materials”

Cues (Proximal Indicators):

Naturalness

Evolutionary optimization

Energy efficiency

Material sustainability cue

...

Distal Criteria:

Perceived Bio-Inspiration

Perceived Sustainability

Explicit reference to plants, pine cones, cellulose

Plants operate efficiently and adaptively

Reducing building energy use through autonomous adjustment

Reduced reliance on synthetic or carbon-intensive materials

[strong, direct activation]

inferred via naturalness & evolutionary optimization
[weaker, indirect]

[strong, direct activation]

Biomimetic Promise > implicit assumption: what comes from nature is efficient, benign, and sustainable