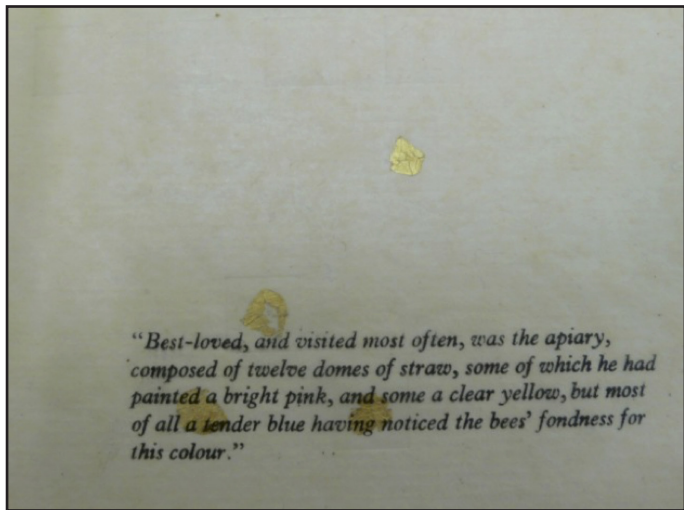


? INSPIRATION ?



"Best-loved, and visited most often, was the apiary, composed of twelve domes of straw, some of which he had painted a bright pink, and some a clear yellow, but most of all a tender blue having noticed the bees' fondness for this colour."

Writing

Melissographia, a collaboration between poet John Burnside and artist Amy Shelton. Taking the text 'The Life of the Bee' by Maurice Maeterlinck as a common reference, Shelton and Burnside created a book which offers a mind map of their engagement with the honeybee over a calendar year. *Melissographia* consists of a series of new poems embedded within a book-form, scattered with individually embossed hand-painted pollen maps, referencing a selection of seasonal pollen loads collected by the honeybee from single plant species.

? INSPIRATION ?



Street Art

In 2014 Louis Masai Michel and Jim Vision tried to raise awareness about the importance of honey bees through street art painted on walls in London and other European cities. Events were also held in London as part of this campaign, enabling the public to participate in creating the murals.

<http://www.louismasai.com/#!/save-the-bees-project/cg0v>

? INSPIRATION ?



Wearable Technology

Hirsch&Mann was approached by the PR company Golin Harris to collaborate in creating an interactive, wearable jacket for Cadbury. The project became the "Cadburys Joy Jackets". A pair of beautifully crafted, meticulously designed, interactive jackets that respond and change as the user eats chocolate. The intention was to amplify the joy experienced by a person as they enjoyed two different flavours of Cadbury chocolates.

<http://www.hirschandmann.com/portfolio/cadbury-joy-jacket>

? INSPIRATION ?



Animal Superpowers

The ant apparatus allows you to feel like an ant by magnifying your vision 50x through microscope antennas in your hand. It allows you to 'see' through your hands and to dive into a secret and hidden world.

The bird device uses a GPS system and vibrates when you're oriented in a certain direction, say towards an ice cream shop, or your pet. It approximates birds' detection of geomagnetic fields to find their way south in the winter and north in the spring.

The giraffe device acts as a child to adult converter by changing your voice to lower octaves and raising your perspective by 30cm. Kids can suddenly see on the same level as adults.

<http://chriswoebken.com/ANIMAL-SUPERPOWERS>

? INSPIRATION ?



Storytelling

A swarm of bees in May
Is worth a load of hay;
A swarm of bees in June
Is worth a silver spoon;
A swarm of bees in July
Is not worth a fly.

– A 17th century folk saying/rhyme.

TELLING THE BEES

? INSPIRATION ?



Projection Mapping

With the Human Beeing project we put the focus on bees and their role in our urban and ecologic system. Hives were constructed to emulate the facades of buildings in various cities, and videos were then captured of the hives being populated by bees. These edited videos were projected back onto the original facades of the buildings. The result was scaled up footage of bees crawling over urban facades, rebuilding it with honey combs. The original material was captured over a time span of 2 months and edited into a 90 minute loop.

TELLING THE BEES

? INSPIRATION ?



Digital Design

These sensor enhanced hive designs are open and freely available online, the data collected from each hive is published together with geolocations allowing for a further comparison and analysis of the hives.

<http://www.opensourcebeehives.net/>

? INSPIRATION ?



Outdoor Art

The Bee Library by Alex Finlay. 'Constructed from a book, bamboo, wire-netting and water-proofing, each nest offers shelter for solitary bees – Tawny Mining Bees, Red Mason bees, Hairy Footed Flower Bees, White Faced Bees, Wool Carder Bees – which are crucial to pollination, but whose numbers are in steep decline.

The slow aging process of the indoor library is here supplanted for the rapid effects of weathering, as materials are exposed to rain, wind and, in time, snow and frost.

We may take our cue from the bees themselves, who survive for only a brief time – though not brief to them.'

? INSPIRATION ?



Installation

The UK Pavilion at Milan Expo 2015 is inspired by the journey of the honey bee and highlights the vital role of pollination in the global food chain. It is a metaphor for how the UK is a hive of innovation and creativity helping to feed the planet. The UK Pavilion takes you on an immersive journey through a British orchard and wildflower meadow, before entering a 14 metre high hive. A series of landscapes tells the story of how Britain contributes world leading solutions to some of today's greatest challenges.

? INSPIRATION ?



Experience – digital nature

Recollections shared by gardeners and volunteers are stored on mp3 players enclosed within wooden apples hanging on the trees. Plucking the apple starts the story that plays through a speaker in the base of the apple.

Liz Edwards – Listening Orchard, NT Clumber Park.

<https://pbs.twimg.com/media/CGmq8WUWoAAEeeA.jpg>