

3D CORPORATE TOURISM: A CONCEPT FOR INNOVATION IN NANOMATERIALS ENGINEERING

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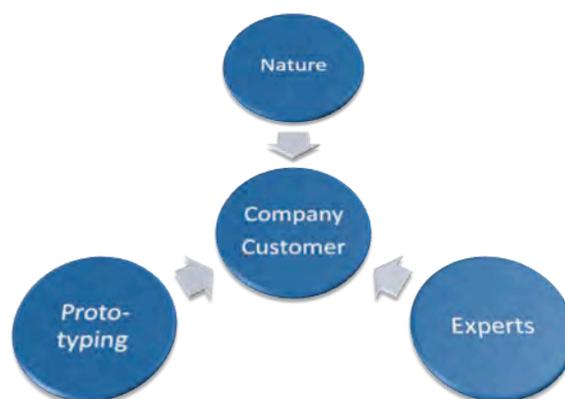
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Abstract

Nature's materials are complex, multi-functional, hierarchical and responsive and in most instances functionality on the nanoscale is combined with performance on the macroscale. Materials engineers have just started to produce complex nanomaterials. Biomimicry and biomimetics deal with knowledge transfer from nature to technology. Inspired by the 'Biomimicry and Design Workshops' by the US based Biomimicry Guild, 3D Corporate Tourism, a solution-based approach to innovation in nanomaterials research, is proposed [1].

The three main pillars of this integrated concept are *discover, develop and design*. Nanotechnologists and biologist from Malaysia jointly work with research and development engineers as well as designers from major companies in an environment with high inspirational potential (such as rainforests or coral reefs in Malaysia) and construct first prototypes and designs on site (see Figure). This joint approach yields new links, networks and collaborations between communities of thinkers in different countries in order to stimulate and enhance creative and application-oriented problem solving for society.

An additional benefit of 3D Corporate Tourism is that Malaysia can introduce a sustainable use of its rainforests and that local experts increase their experience in very important future technologies – this might very well be a first step for: Malaysia – the worlds design hub.



- [1] **Gebeshuber I.C. and Majlis B.Y.**
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