



SARASOTA INTERNATIONAL DESIGN SUMMIT 2006

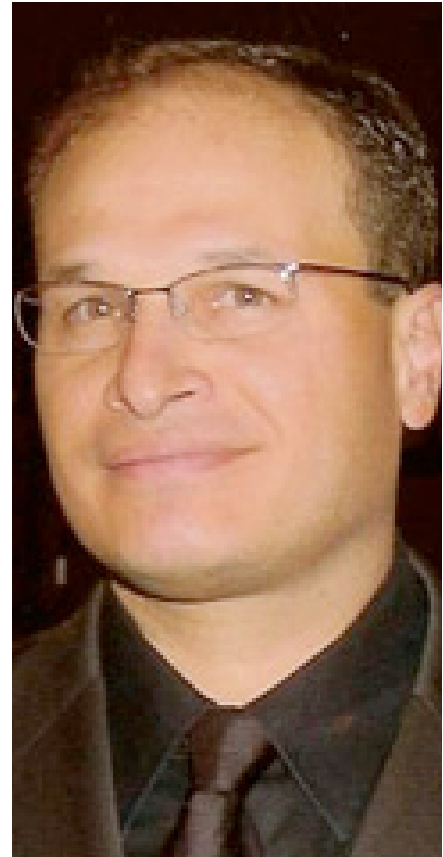
TRANSFORMING PEOPLE, PLACES & PRODUCTS

Franco Lodato

V.P. Design Exploration & Development, Herman Miller, Inc.

Nature inspired design—biomimicry or bionics—is not something you'd normally associate with office furniture. But it's what inspires Franco Lodato, vice president of design exploration and development. Experienced in the world of wireless communications, wearable technologies, and consumer markets for 20 years, he spent much of that time implementing bionic design in these arenas. "Bionics draws from the simplicity, efficiency, functionality, and beauty of design in nature and applies these principles to the design of everyday things," says Franco.

In his book, *Bionics in Action*, he explores these principles. At HermanMiller, he expands upon this exploration: Franco now leads the Design & Development Exploration Lab, an experiential design approach based on holistic consideration of the users' experience. Well-published in leading design and technology periodicals, Franco has also worked with the MIT Media Lab and taught biodesign methodologies and innovative design at conferences worldwide.



Resource Links:

[Herman Miller](#)

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