

Embracing Nature's Genius for a Re-imagined World



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What does an applied understanding of biomimicry look like in practice? We sat down with BSI practitioners [Jess Rimington](#) and [Asha Singhal](#), who shared guiding principles for their work inspired by the words of Lucille Clifton: **"We cannot create what we can't imagine."** Biomimicry allows us to draw on innovation from the natural world to create a blueprint for re-shaping our world and re-imagining our future.

Nature's Role in Redesign

Jess Rimington has over a decade of experience developing regenerative economic models that center the wellbeing of humans and the natural world. As an economics and social science researcher, her work is grounded in historical analysis, accessible truth-telling, prototyping, and imagination. Currently, her focus is on transforming work practices to reimagine what's possible for the economy.

Asha Singhal is a biomimicry practitioner, architect and researcher dedicated to crafting regenerative environments and envisioning transformative futures. Integrating biology, architecture, and technology, she weaves pragmatic narratives of hope inspired by nature. She is involved in several initiatives to bridge nature-positive futures with reality such as The Ray Highway, Perennial and Born Global foundation to name a few.

Together, they've created the **Futuring Collective**, an organization which uses fiction, visual art, and research to help teams imagine and communicate hopeful futures that include thriving communities and ecosystems.

For Asha and Jess, nature isn't just inspiration. They look to nature and the way it organizes itself to guide their work through the Futuring Collective. "When I have a challenge within my own work," says Jess, "What often unlocks the next step is to



research how natural systems and organisms within those systems would confront a similar challenge.” For example, one of life’s principles is that nature cultivates cooperative relationships based on diversity and supplementary strengths, just like Asha and Jess have done. Asha says, “When we connected, we realized we basically hold the same vision, and we’re approaching it from two different sides that turn out to be very complimentary.” The meaningful differences in their backgrounds, tied together by the common denominators of biomimicry and future thinking, laid a path for their partnership.

Biomimicry as a Framework for Change

Asha and Jess help their clients (a diverse array of organizations and businesses) to move past harmful ways of working and transition from dystopian narratives to protopian problem-solving. “As a discipline, biomimicry shows us that what is intuitive to most natural systems is regenerative and is about repair, whereas what humans do in the current economic system is so often extractive” says Jess. The Futuring Collective challenges people to ask themselves “if you’re going to continue on this path, what will the future look like? Alternatively, what potential

futures can you envision? Which of these possible futures do you desire?”

As leaders and innovators, these are questions you probably ask yourselves too, and nature can point us towards the answers. Jess says “Our existence is communal. It’s interdependent. This narrative of individualism that we’ve been following is an illusion, which limits our perspective. That’s why nature feels like the place to come back to. Nature is a guidepost for developing a deeper understanding of where we are headed and where we actually want to go.”

The Futuring Collective is helping groups imagine and subsequently build toward bold and brave changes in built environments and social systems. They support teams in drawing out details of their protopias, giving life to their dreams of future impact. In these co-created tangible narratives of the future, nature is an inherent part of being through everything from materials to melodies.

***“We shape our environment,
and in turn, our environment
shapes us.” -Jess***

They’re guiding people to step outside the constraints of individualism and tap into the power of community.

Jess and Asha help clients to self-audit their work practices to explore how in alignment they are with the futures



they desire. Often what comes up is a people's desire to be more in sync and integrated with nature. "It's in all of us, this yearning to be reconnected with natural systems and to align our human systems with them. We want these nested worlds to work together, rather than imperil each other," explains Asha.

"There are many different fields, ways of thinking and ways of being, but they are all deeply interconnected and biomimicry adds a whole new dimension to these connections."-Asha

As more clients look to the field of biomimicry to guide the design of physical and social structures, we are pivoting towards a future where humans recognize ourselves as part of the larger natural world. As a result, we will be more mindful of how we treat each other and the living environment.

Jess and Asha's collaboration is rooted in learning from nature's principles. "Right now, we're thinking about how to plant seeds, so we can hibernate with them over the winter and then be ready to see the sprouts and harvest this next year. There's a lot of seed planting work happening at the Futuring Collective."

You can learn alongside BSI leaders, Jess, and Asha by bringing a Futuring Collective workshop to your team, bringing their resources into your organization through their consultations, or joining their coaching program. Stay tuned for updates on Futuring Collective and to learn more about the incredible work of biomimicry practitioners around the world.

