

## Exploring Creativity in the Bio-Inspired Design Process - DTU Orbit (09/11/2017)

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The growing interest in the of field bio-inspired design has been driven by the acknowledgement that inspiration from nature can serve as a valuable source of innovation. As an emerging approach, there has been a focus on building a principled methodology to address the challenges that arise in the application of the practice. This article investigates ways in which the understanding of creativity can support the application of bio-inspired design. By observing the bio-inspired design approach using a macro-orientational framework of creativity, we identify the role of creativity in bio-inspired design, as well as challenges currently faced by the approach in coming up with novel and appropriate solutions. Based on this, possible ways to address these challenges by applying elements of the design approach to the bio-inspired approach is suggested.

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