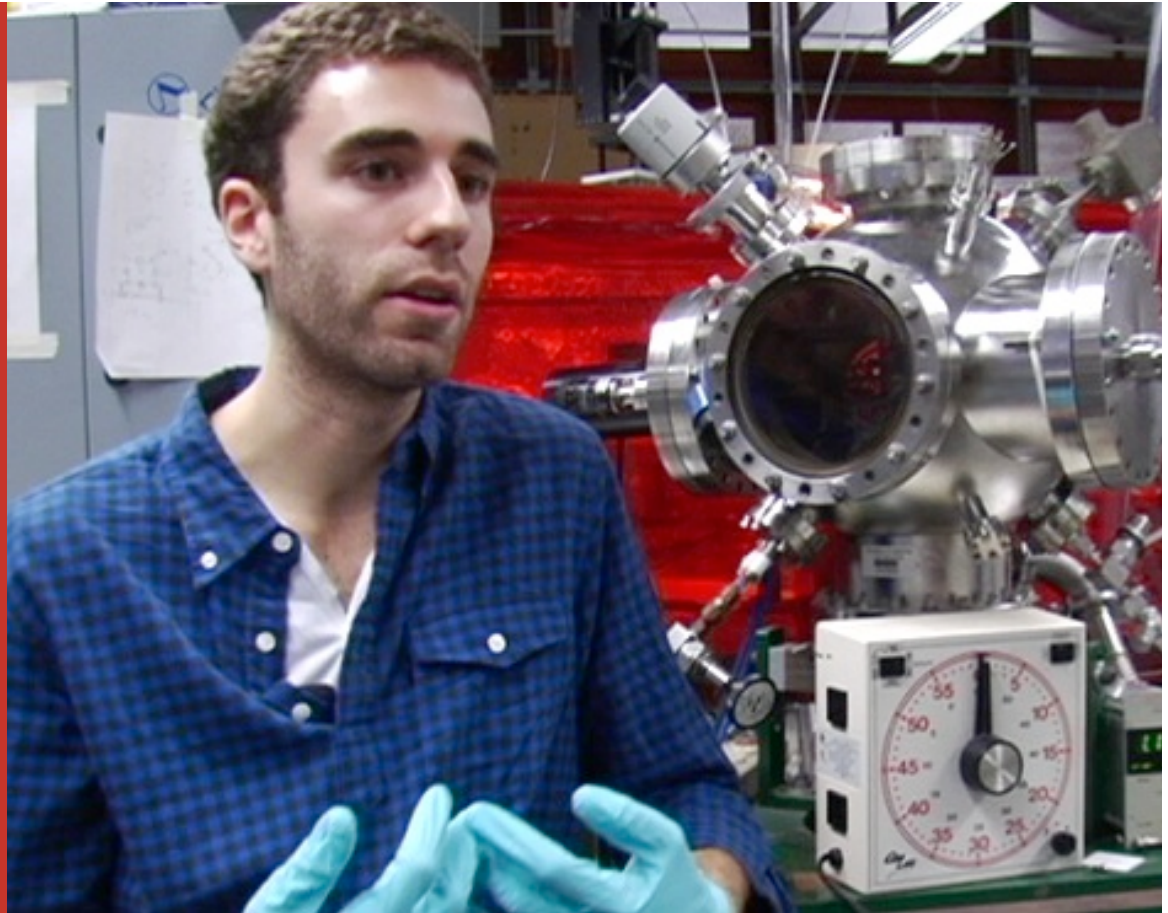


# BASSETT & PARTNERS

MARCH 7th, 2008



Matt Scullin,  
Berkeley's  
Material Science  
Lab.

## The Inspiration Series: Materials that self assemble

Bassett & Partners' Inspiration Series is designed to do just that: inspire.

Much of what we do - and our clients do - is very directed. Very purposeful.

Yet, a lot of innovation comes from unexpected places - happy coincidences as it were.

The aim of our Inspiration Series is to trigger new ideas by providing unique points of views on a range of topics.

In our launch piece, Matt Scullin of Berkeley's Material Science Lab talks about how he's tinkering with materials that self-assemble.

Using crystallography and algorithmic models, Scullin and his team are able to coax materials into forming themselves in new and unusual ways.

While he points out that historically, the world has defined itself in terms of material eras (the Stone Age, the Bronze Age, the Silicon Age), we are entering the uncharted territory of the nano age.

The profound shift away from materials that are extracted from the earth and whittled down towards a future where materials are literally grown, changes the way we understand the world around us. And our role in it.

Scullin believes this new understanding will reshape our identities, bring scientists deeper into the creative process, and make us re-think how societies interact.

For those who are interested, Moma NYC is featuring Matt's work with Aranda & Lasch in an exhibit titled "Design and the Elastic Mind" from February 24th - March 13th, 2008. For more on the show, go to: [www.moma.org](http://www.moma.org).

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