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***Creatividad silvestre / Wild Creativity* engages museum visitors in engineering challenges inspired by our natural world**

OMSI's newest exhibit is a bilingual Spanish/English experience that explores introductory biomimicry concepts through hands-on, interactive design challenges.

[PORTLAND, Ore – March 6, 2023] – The newest addition to the Oregon Museum of Science and Industry's (OMSI) educational repertoire is a Spanish-language first exhibit that educates visitors about the concepts of biomimicry through interactive design and engineering challenges inspired by our natural world.

Opening March 9, *Creatividad silvestre / Wild Creativity* invites visitors of all ages to explore how our human-made world is inspired by the natural world, and how we can continue to use this unending inspiration to solve new and pressing challenges.

How does a kangaroo gain energy as it bounces? How does a prairie dog cool its home? Why do birds have different beaks? The exhibit reveals how animals and nature work in unique, sustainable, and efficient ways, and how this inspires the engineers of today.

"*Creatividad silvestre / Wild Creativity* is an engaging experience where kids and adults can recognize the brilliant design of our natural world and dive into hands-on activities to solve challenges" said Catherine Diaz, exhibit business development manager at OMSI. "Visitors can create energy with their hand-made kite, use prisms to direct light, or create a rooftop garden! We want guests to recognize that they do engineering all the time in their everyday lives. Biomimicry is a fantastic way to engage people in these concepts, especially those who don't see themselves as engineers or are motivated to learn in this area."

In addition to being a Spanish-language forward exhibit – meaning the entire exhibit positions Spanish at the top and to the left of English – *Creatividad silvestre / Wild Creativity* also features *Aira*, a visual interpretation service

"We want everyone to feel welcome and inspired at OMSI," said Carla Herrán, research and evaluation associate, at OMSI. "The Spanish-language forward aspect of this exhibit allows us to be approachable for Latino visitor groups and families who are bilingual. And *Aira* is an exciting test run that allows us to welcome and support independence in free-choice learning."

Developed and produced by OMSI through its Exhibits team in partnership with Adelante Mujeres, The Biomimicry Institute, and The Fleet Science Center, *Creatividad silvestre / Wild Creativity* incorporates fundamental concepts of biomimicry through 10 hands-on design challenges,



spotlighting the interplay between the art and science of nature and how we can be inspired by it to improve our world. *Creatividad silvestre / Wild Creativity* was made possible by a National Science Foundation grant.

Creatividad silvestre / Wild Creativity is free with museum admission and on view through Monday, September 4, 2023.

Museum Hours of Operation

Tuesday–Friday & Sunday: 9:30 a.m.–5:30 p.m.

Saturday: 9:30 a.m.–7:00 p.m.

Monday: Closed, with the exception of Portland Public School holidays

About OMSI

Founded in 1944, the Oregon Museum of Science and Industry (OMSI) is one of the nation's leading science museums and a trusted educational resource for communities throughout Oregon and the region. Through museum exhibitions, public programs, outdoor programs, traveling exhibitions, digital learning, and learning research and design, OMSI nourishes a lifelong love of science, curiosity and learning among its diverse audiences. The upcoming [OMSI District](#) – a collaboration of local, Tribal and regional government entities, nonprofits and businesses – will be a one-of-a-kind neighborhood with innovation, culture and science learning at its heart. OMSI is located at 1945 S.E. Water Avenue, Portland, OR, 97214. For general information, call 503.797.4000 or visit omsi.edu. Connect with the museum on [Facebook](#), [Twitter](#), and [Instagram](#).

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