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THE BUCKMINSTER FULLER INSTITUTE ANNOUNCES JUNE 2010 CONVERGENCE IN WASHINGTON D.C.

- 2010 BUCKMINSTER FULLER CHALLENGE \$100,000 PRIZE CONFERRING CEREMONY TO BE HELD JUNE 2 AT THE NATIONAL PRESS CLUB
- EAST COAST DEBUT OF BUCKMINSTER FULLER ONE-MAN SHOW OPENING AT ARENA STAGE JUNE 3
- A CALL FOR A WORLD DESIGN SCIENCE DECADE
- A WEEK OF *DESIGN SCIENCE* PROGRAMMING

March 15, 2010 NEW YORK CITY — The Buckminster Fuller Institute (BFI) today announced a major Design Science Convergence taking place the first week of June in Washington D.C. Among the noteworthy events are: The Buckminster Fuller Challenge \$100,000 Prize Conferring Ceremony at The National Press Club June 2; Opening night of *R. Buckminster Fuller: THE HISTORY (and Mystery) OF THE UNIVERSE*, a one-man show at Arena Stage June 3; a week of design science educational programming in D.C.; and a call for a World Design Science Decade.

THE BUCKMINSTER FULLER CHALLENGE is an annual international design competition awarding a \$100,000 prize to support the development and implementation of a comprehensive strategy with significant potential to solve humanity's most pressing problems. Now in its third year, the 2010 Challenge received over 250 entries from all over the world. After a rigorous review process by a distinguished jury of renowned global change innovators, a handful of proposals that radically advance human well-being and ecosystem health will be chosen as finalists. At the Conferring Ceremony on Wednesday, June 2 at the National Press Club, the winner of the \$100,000 prize will be announced. The ceremony will commence at 6p.m. and will include a presentation of finalists' proposals, remarks by Challenge jurors and past winners as well as members of the BFI board, the Fuller family, and other distinguished guests.

“You never change things by fighting the existing reality,” Buckminster Fuller once said. “To change something, build a new model that makes the existing model obsolete.” In that spirit The Buckminster Fuller Challenge and its corollary, the Idea Index, were established in 2008. For complete information, including past winners of BFI’s Buckminster Fuller Challenge, visit challenge.bfi.org

“With the portfolio of global crises getting bigger every year, it becomes starkly evident that what is needed are solutions that are bold, innovative, and more than anything *comprehensive*,” said BFI co-founder and board member Jaime Snyder. “They must be comprehensive in terms of addressing short-term and long-term needs, both immediate symptoms as well as root causes, and recognizing the interconnectedness of this web of systematic planetary problems. Finding these solutions is what The Buckminster Fuller Challenge is all about.”

By holding the conferring ceremony in America’s capital city, at the National Press Club, the world’s leading professional organization for journalists, BFI seeks to underscore the importance of the Challenge, and to call attention to the urgent need to not just invent but to implement solutions to humanity’s most pressing problems.

R. Buckminster Fuller: THE HISTORY (and Mystery) OF THE UNIVERSE is a one-man multimedia show about the life and ideas of Bucky Fuller, which runs through July 4 at the Arena Stage in Crystal City. Opening night is Thursday June 3 (Previews begin May 28), and participants in the BFI Convergence will be invited to attend a special post-show reception with Challenge finalists, jurors, and BFI board members including members of Fuller’s family. This critically acclaimed production is the closest thing to spending an evening with the design science visionary, inventor of the geodesic dome, and pioneer of the green movement. The *L.A. Times* called it “a tour-de-force re-creation of a Fuller talk, one that is---like the man---physical, metaphysical, intellectual, eclectic, challenging and hugely entertaining.” Directed by **D.W. Jacobs** (co-founder of the San Diego Repertory Theatre), this dazzling multimedia performance starring **Rick Foucheux** (Willy Loman in Arena’s *Death of a Salesman* and Off-Broadway’s *The Emperor Jones*) uses art to explore the ideas of one of the foremost scientific thinkers of the 20th century. Tickets may be purchased online at ArenaStage.org or by phone at (202) 488-3300.

A WORLD DESIGN SCIENCE DECADE: Half a century ago, Fuller issued a challenge to universities around the world to devote the next ten years answering the question “how to make the total world’s resources, which he assessed then serve only 43 percent, serve 100 percent of humanity through competent complex design science.” Fuller called this initiative the “World Design Science Decade.” With today’s announcement of the 2010 Convergence in Washington D.C., BFI calls for a

new World Design Science Decade, inspiring like-minded institutions and organizations to join in the urgent search for comprehensive solutions to humanity's most pressing problems.

Beginning June 2 BFI will host a week of educational programming to address this need, including a 2 day conference, and **ABOARD SPACESHIP EARTH** a dynamic, interdisciplinary, learning experience for students of all ages using Fuller's unique basketball-court-sized Dymaxion world map. In addition as part of their recently announced partnership, BFI and Arena Stage are also working together to host additional Fuller-inspired events throughout the spring and the Arena production. Some related events coming this spring include special events in partnership with the National Building Museum, including a March 22 film screening, family days and museum appearances, a March 29 "Call to Action" at Arena Stage, as well post-show talkback with Fuller experts, and Bucky Art, in partnership with the Crystal City Business Improvement District (BID). Bucky Art is a temporary, outdoor art exhibit celebrating Fuller's life and works. Selected artists will receive a grant of \$2,000 from the Crystal City Business Improvement District. For more information, visit www.crystalcity.org/do/call-for-artists-bucky-art.

Founded in 1983, and headquartered in New York, The Buckminster Fuller Institute is dedicated to accelerating the development and deployment of solutions which radically advance human well being and the health of our planet's ecosystems. BFI's programs combine unique insight into global trends and local needs with a comprehensive approach to design. BFI encourages participants to conceive and apply transformative strategies based on a crucial synthesis of whole systems thinking, Nature's fundamental principles, and an ethically driven worldview. By facilitating convergence across the disciplines of art, science, design and technology, BFI's work extends the profoundly relevant legacy of R. Buckminster Fuller. For further information visit www.bfi.org

Under the leadership of Artistic Director Molly Smith and Managing Director Edgar Dobie, Washington, D.C.-based **Arena Stage** has become the largest theater in the country dedicated to American plays and playwrights. Founded in 1950 by Zelda Fichandler, Thomas Fichandler and Edward Mangum, Arena Stage was one of the nation's original resident theaters and has a distinguished record of leadership and innovation in the field. With the opening of the new Mead Center for American Theater in 2010, Arena Stage will be a leading center for the production, presentation, development and study of American theater. Now in its sixth decade, Arena Stage serves a diverse annual audience of more than 200,000. For more information please visit www.arenastage.org.

Links

- About the Challenge: <http://challenge.bfi.org>
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