

The EcoAtlas

is a comprehensive design and visualization tool that illustrates the dynamics of living things. Bird migrations, flower bloom cycles, crop cultivation seasons, butterfly patterns, fish spawning seasons, and their relationships are conveyed through visual mappings.

Why is this important? With increased appetites for development and expansion that are often at odds with the natural world, we need new tools—simpler and more elegant tools—with which to efficiently visualize, design, and imagine possibilities for integrating built and natural worlds.

The EcoAtlas creates a comprehensive resource that simplifies insights about the natural world. By coupling art and design, it offers a profound shift in the way that design and technology can be applied to help us understand and engage with nature.

While the EcoAtlas builds on extensive inventories of living things available in print and online, it holistically communicates relationships within entire ecosystems and documents their changes over time, pointing to how they could be integrated into a cohesive vision that understands how human beings are part of a larger dynamic and interdependent system. By communicating a constant state of change in an easy-to-understand visual format that can be drilled down to a detailed level, the EcoAtlas becomes a powerful tool capable of sifting through an overwhelming wealth of information that would otherwise get in the way of understanding the forest for the trees.

The EcoAtlas has the potential to craft a hopeful and inspiring future by using art, design, and technology to get us closer to thriving in the face of existential threats like sea level rise, habitat depletion, and climate change, while concurrently celebrating the resilient beauty of the environments we depend on.

The enduring legacy of carefully illustrated botanical prints from centuries ago managed to capture the vast biodiversity of the globe through art. It was art and carefully designed depictions of an unfamiliar “new” world that stoked the imaginations of explorers, intellectuals, and scientists alike. We have yet, however, to fully leverage our current design thinking and technological knowhow to better understand the natural world in ways that inspire, enlighten, and inform society.

The EcoAtlas aspires to communicate the natural world’s staggering complexity in simple and understandable terms. Through it, we can better approach the natural world as more informed, more capable, and more enlightened human beings.

www.ecoatlas.com