



## The Reality of the Artificial: Nature, Technology and Naturoids (Paperback)

By Massimo Negrotti

Springer-Verlag Berlin and Heidelberg GmbH Co. KG, Germany, 2014. Paperback. Condition: New. 2012 ed.. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.The human ambition to reproduce and improve natural objects and processes has a long history, and ranges from dreams to actual design, from Icarus's wings to modern robotics and bioengineering. This imperative seems to be linked not only to practical utility but also to our deepest psychology. Nevertheless, reproducing something natural is not an easy enterprise, and the actual replication of a natural object or process by means of some technology is impossible. In this book the author uses the term naturoid to designate any real artifact arising from our attempts to reproduce natural instances. He concentrates on activities that involve the reproduction of something existing in nature, and whose reproduction, through construction strategies which differ from natural ones, we consider to be useful, appealing or interesting. The development of naturoids may be viewed as a distinct class of technological activity, and the concept should be useful for methodological research into establishing the common rules, potentialities and constraints that characterize the human effort to reproduce natural objects. The author shows that a naturoid is always...

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