
Program

November 30,
2009

Berlin
Germany



About TED

TED is an annual event where some of the world's leading thinkers and doers are invited to share what they are most passionate about. "TED" stands for Technology, Entertainment, Design—three broad subject areas that are collectively shaping our future. And in fact, the event is broader still, showcasing ideas that matter in any discipline. Attendees have called it "the ultimate brain spa" and "a four-day journey into the future." The diverse audience—CEOs, scientists, creatives, philanthropists—is almost as extraordinary as the speakers, who have included Bill Clinton, Bill Gates, Jane Goodall, Frank Gehry, Paul Simon, Sir Richard Branson, Philippe Starck and Bono.

TED was first held in Monterey, California, in 1984. In 2001, Chris Anderson's Sapling Foundation acquired TED from its founder, Richard Saul Wurman. In recent years, TED has expanded to include an international conference, TEDGlobal; media initiatives, including TED Talks and TED.com; and the TED Prize. TED2010, "What the world Needs Now," will be held Feb 9–13, 2010, in Long Beach, California, with a simulcast event in Palm Springs, California. TEDGlobal 2009, "The Substance of Things Not Seen," was held July 21–24, 2009, in Oxford, UK and TEDIndia will be held in November 2009.



In the spirit of ideas worth spreading, TED has created a program called TEDx.


TEDx is a program of local, self-organized events that bring people together to share a TED-like experience. Our event is called TEDxBerlin, where x = independently organized TED event. At our TEDxBerlin event, TEDTalks video and live speakers will spark deep discussions and connections in small groups.

The TED Conference provides general guidance for the TEDx program, but individual TEDx events, including ours, are self-organized.

This independent TEDx event is operated under license from TED.

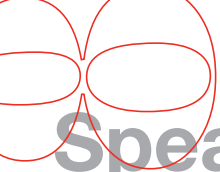
Introduction: micro/macro

It is a striking paradox about Western historical ideas and thinking that they have been most often presented as if there were of necessity dualistic polarities, namely right and wrong, good and bad, inside and outside, part and whole and so on. And, we might be tempted to think so today with the topic of micro/macro, the little as against the large, the local and the global, or big and small of things. But it seems far more plausible in the hybrid-synchronic world of today, to speak of micro-macro as if they are necessarily and mutually interconnected as mere boundary-less extensions that flow into each other (like communicating vessels of consciousness), or alternatively

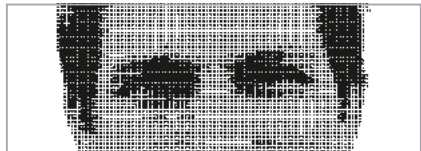


presented as created positions of a shared singularity that are being seen from different view points. The late French Philosopher Gilles Deleuze conceived of our contemporary world and its ideas as being like a rhizome, that is to say a de-centred (or pluralized) reality that was in certain respects analogous to the internet. This is particularly fitting since it is the very medium that makes the ideas behind the TEDx project communicable to the wider world. Each one of us and our ideas are therefore a singularity (a microcosm), and in the sharing and discussion that will take place in the conference we become a sort of shared and/or collective set of intentions (a macrocosm); that is to say micro/macro is not merely the topic we undertake, but the actual reality of what we are about

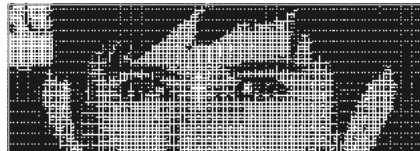
to experience and enact while sharing our ideas. Beyond that and in the wider communication outside of the present space (physical or video linked), and which may be generated as a result, we are of course transformed into a collective microcosm as against the greater macrocosm of that larger attendant world. Thus we are as it were the fundamental basis for the very nature of how to initiate, inspire and innovate, always remembering, like the insightful artist, that value is not attached to size of a picture, but to the quality or depth of the contents that are expressed by it. What we communicate to each other today is our beginning, the final outcome of which we cannot know, and, perhaps, is ultimately the excitement that drives independent ideas and free thought.



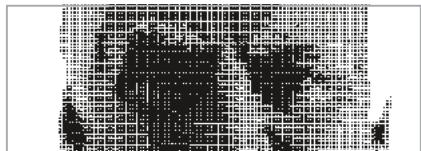
Speakers and artists at a glance



Till Behnke — 10
Social Entrepreneur



Heather Cameron — 12
Social Activist Entrepreneur



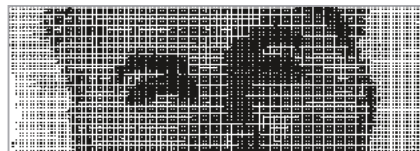
Peter Eigen — 14
Anti-Corruption Activist



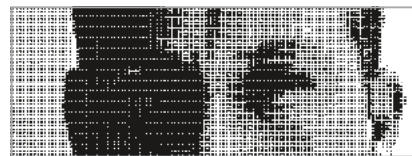
Noa Lerner — 16
Industrial Designer



Bernard Lietaer — 18
Finance & Currency Expert



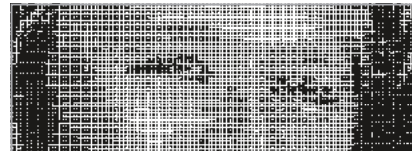
Christophe F. Maire — 20
Technology Pioneer



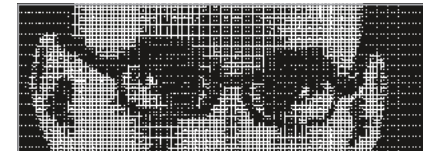
Ralf Schmerberg — 22
Filmmaker & Artist



Erik Spiekermann — 24
Design/Thinker



**Matthias Varga von
Kibéd — 26**
Philosopher of Science



Reto Wettach — 28
Physical Interaction Designer



Benjamin Nuss — 32
Pianist



Kaleidoskop — 34
Chamber Orchestra

Palomar5 — 30

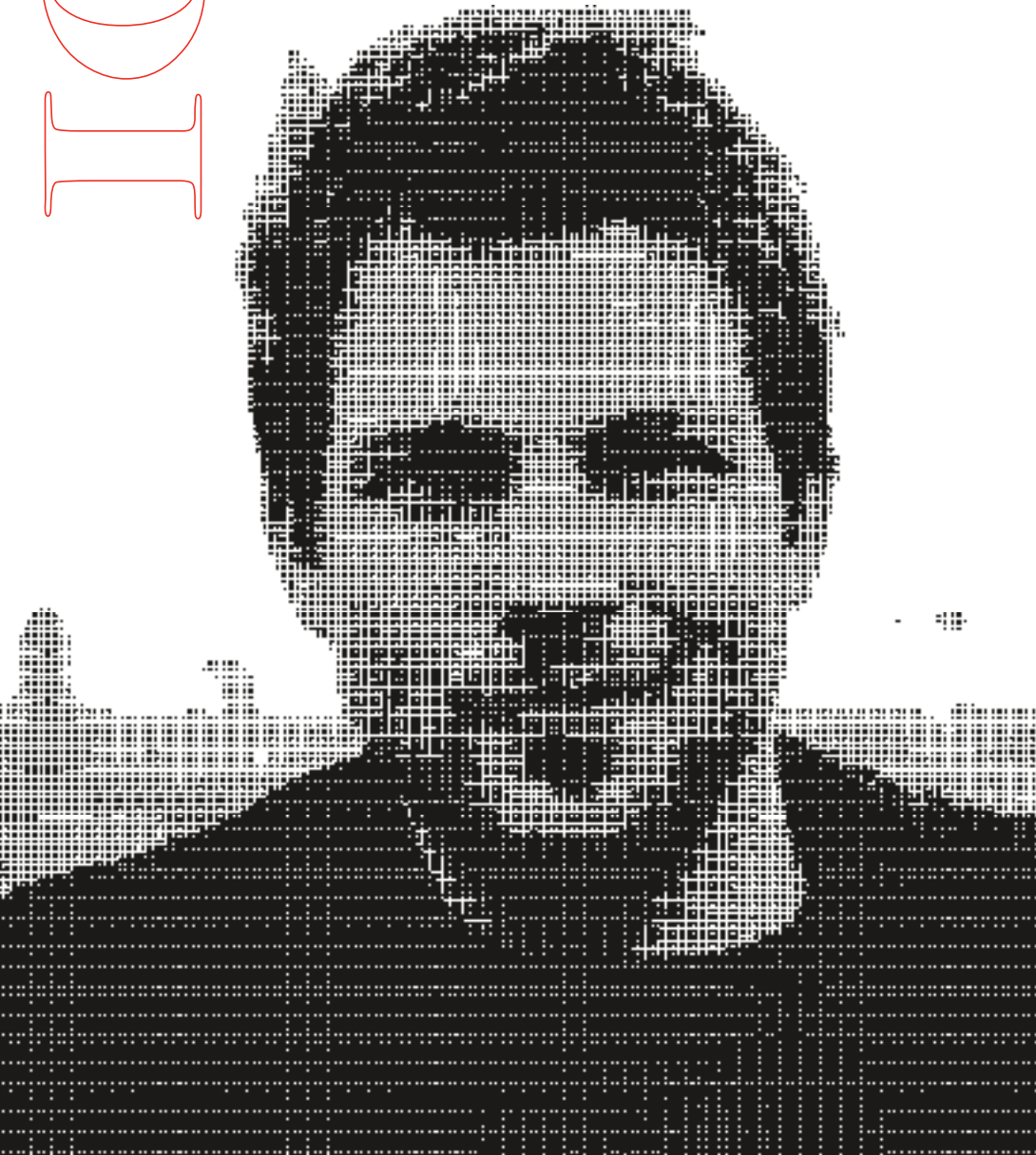
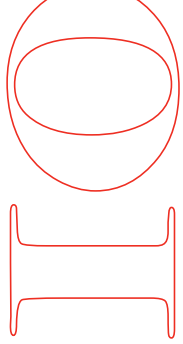
Bernd Kolb — 30
Club of Marrakesch

Fabian Hemmert — 30
Media Designer

**David Logan on tribal
leadership — 37**

**Pattie Maes demos
the Sixth Sense — 38**

**Hans Rosling shows
the best stats you've
ever seen — 39**



Till Behnke

Social Entrepreneur

Till Behnke felt the need to combine his degree in business informatics, his professional expertise as a project manager and the ambivalent encounter with the African continent to a more meaningful end than a career working for a transnational corporation.

In 2007 he surrounded himself with a highly motivated, interdisciplinary team to start betterplace.org—a global platform that was to be a bridge between needs and new, innumerable opportunities. In 2008, Till won an fellowship from Ashoka, the biggest organization for social entrepreneurship in the world. Within the first 24 months, betterplace.org generated more than 1 million Euros from more than 20,000 users for 1500 projects all over the world.

www.betterplace.org

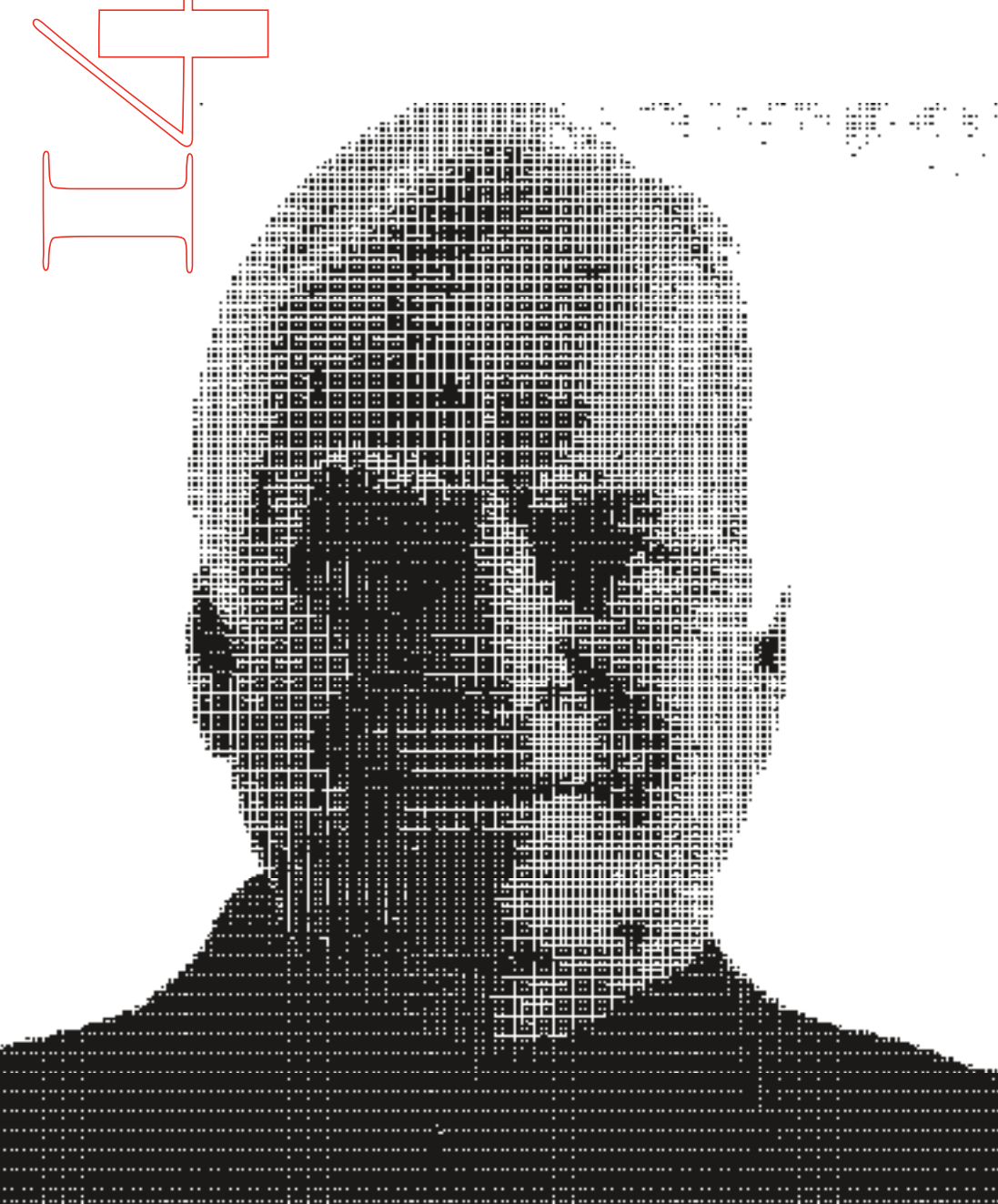


Heather Cameron

Social Activist
Entrepreneur

Heather Cameron is a social activist entrepreneur based in Berlin Germany. Her sport for social change project Boxgirls International has helped thousands of girls in Berlin, Nairobi and Cape Town become leaders in their communities and work towards economic independence. She studied Philosophy and Social and Political Thought in Toronto and is now a Professor of Inclusive Education at the Freie Universität Berlin.

www.boxgirls.org



Peter Eigen

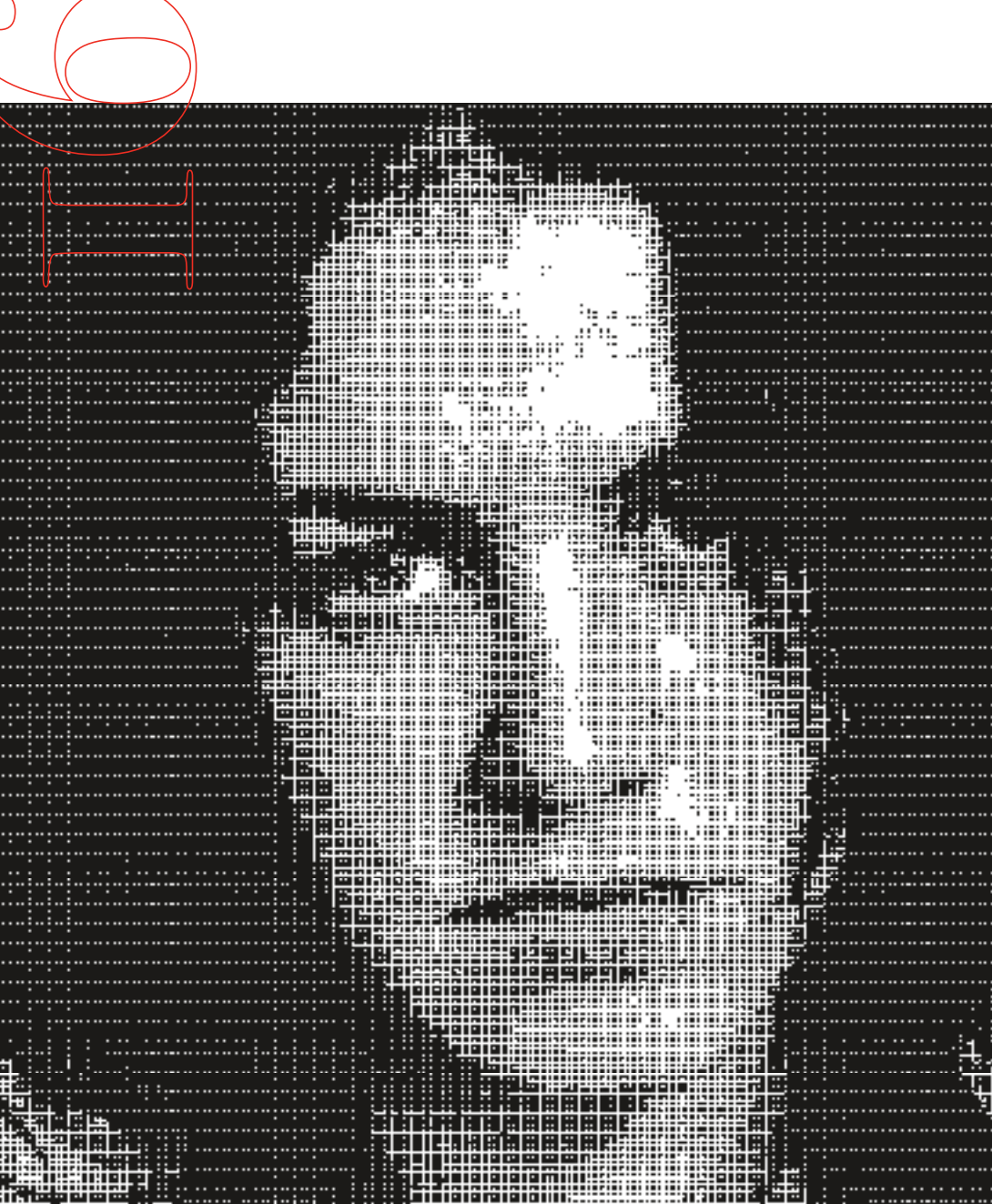
Anti-Corruption Activist

Peter Eigen is a lawyer by training. He has worked in economic development for 25 years, mainly as a World Bank manager of programs in Africa and Latin America; from 1988 to 1991 he was the Director of the Regional Mission for Eastern Africa of the World Bank.

In 1993 Eigen founded Transparency International (TI), a non-governmental organization promoting transparency and accountability in international development. From 1993 to 2005 he was Chair of TI and is now Chair of the Advisory Council. In 2005, Eigen chaired the International Advisory Group of the Extractive Industries Transparency Initiative (EITI) and became Chair of EITI in 2006. In 2007 he founded the Berlin Civil Society Center and chairs its Board.

Since 2002, he has been teaching as an Honorary Professor of Political Science at the Freie Universität, Berlin.

www.transparency.org



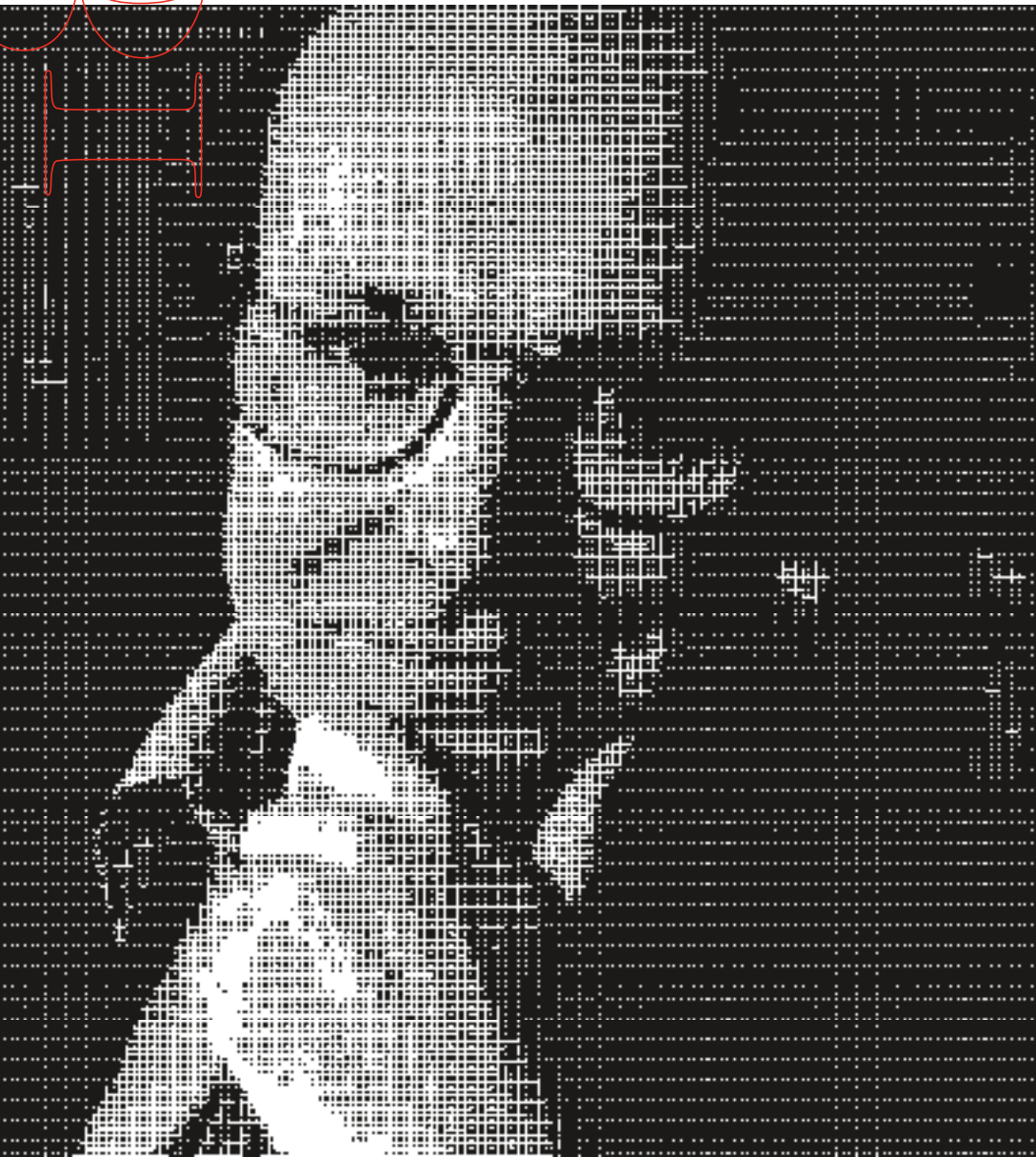
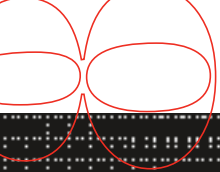
Noa Lerner

Industrial Designer

Currently working as CEO & Creative director of music-drop GmbH—a start-up for innovation in the music industry. She is also the creator and the designer of the x-runner sanitation social business—a toilet for the 2.6 billion people that don't have access to sanitation.

In her work I am constantly searching for information and knowledge that already exists, breaking it apart, manipulating the input and rebuilding it. She deals mainly with human behaviour, relation and interaction that define most of our daily actions, desires and decisions.

www.design.udk-berlin.de/NoaLerner/RecentChanges



Bernard Lietaer

Finance & Currency Expert

Bernard Lietaer has been active in the domain of money systems for a period of 25 years in an unusual variety of functions. While at the Central Bank in Belgium he co-designed and implemented the convergence mechanism (ECU) to the single European currency system, and served as President of Belgium's Electronic Payment System. He was General Manager, and Chief Currency Trader for the Gaia Hedge Funds, during which time Business Week identified him as "the world's top currency trader" in 1990. He was Visiting Professor of International Finance at the University of Louvain. He is the author of fifteen books, which has been translated into 18 languages.

www.lietaer.com



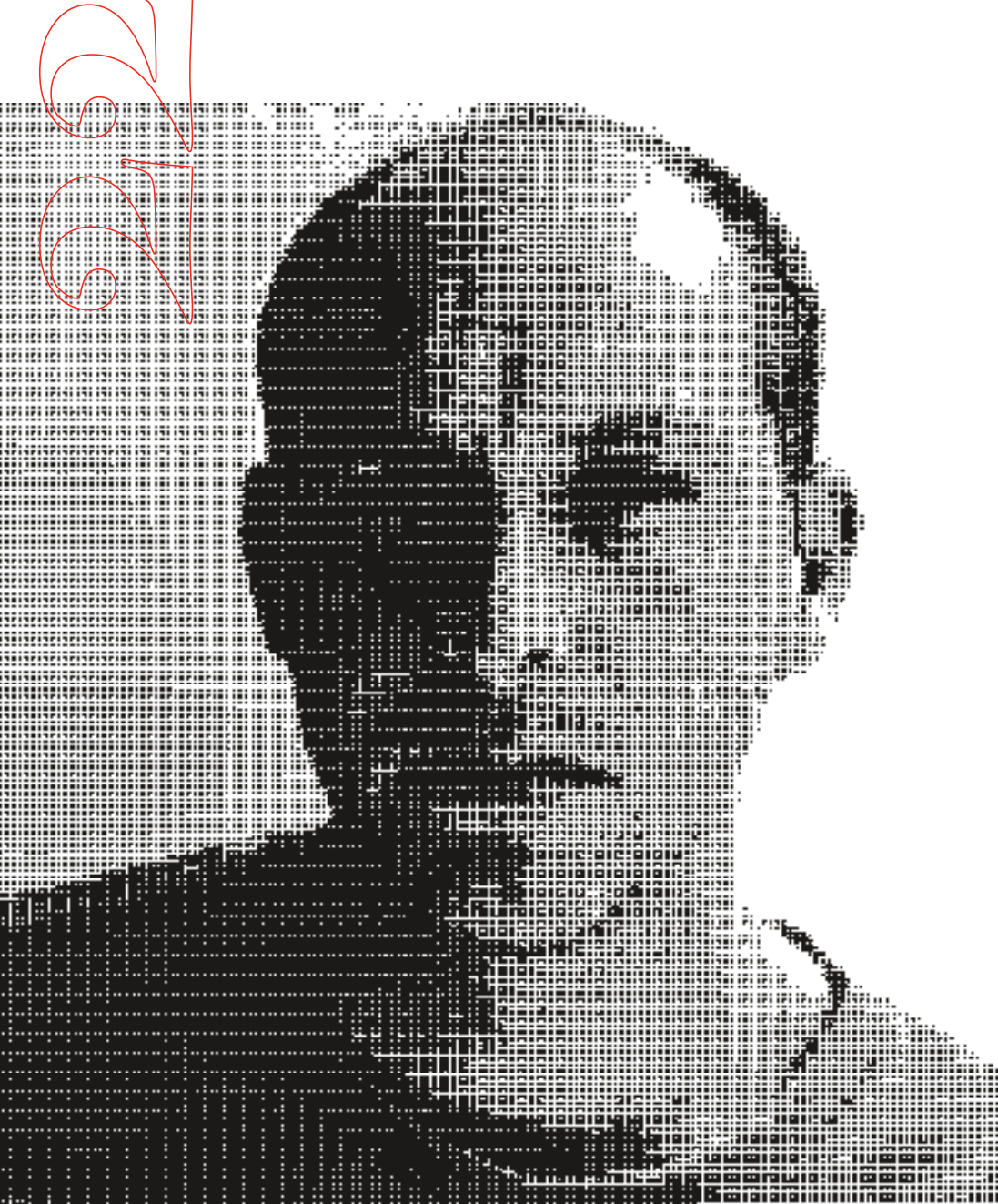
Christophe F. Maire

Technology Pioneer

Christophe has more than 15 years entrepreneurial and investing track record in Media- and Mobile communications-related technology areas. He has consistently delivered product innovation and has led the build-up of disruptive businesses (through both up- and downturns).

In 2000, Christophe founded and co-headed gate5 AG, the Berlin-based pioneer in mobile mapping & community service before selling the company to Nokia in late 2006. He led the company through multiple phases of venture financing and in turn grew gate5 to Euro 18 Mio in sales. As head of Maps and Explore, Christophe contributed to grow a very successful worldwide service business for Nokia (Ovi Maps). The former gate5 unit today employs more than 300 highly qualified developers in Berlin alone.

www.atlanticventures.com



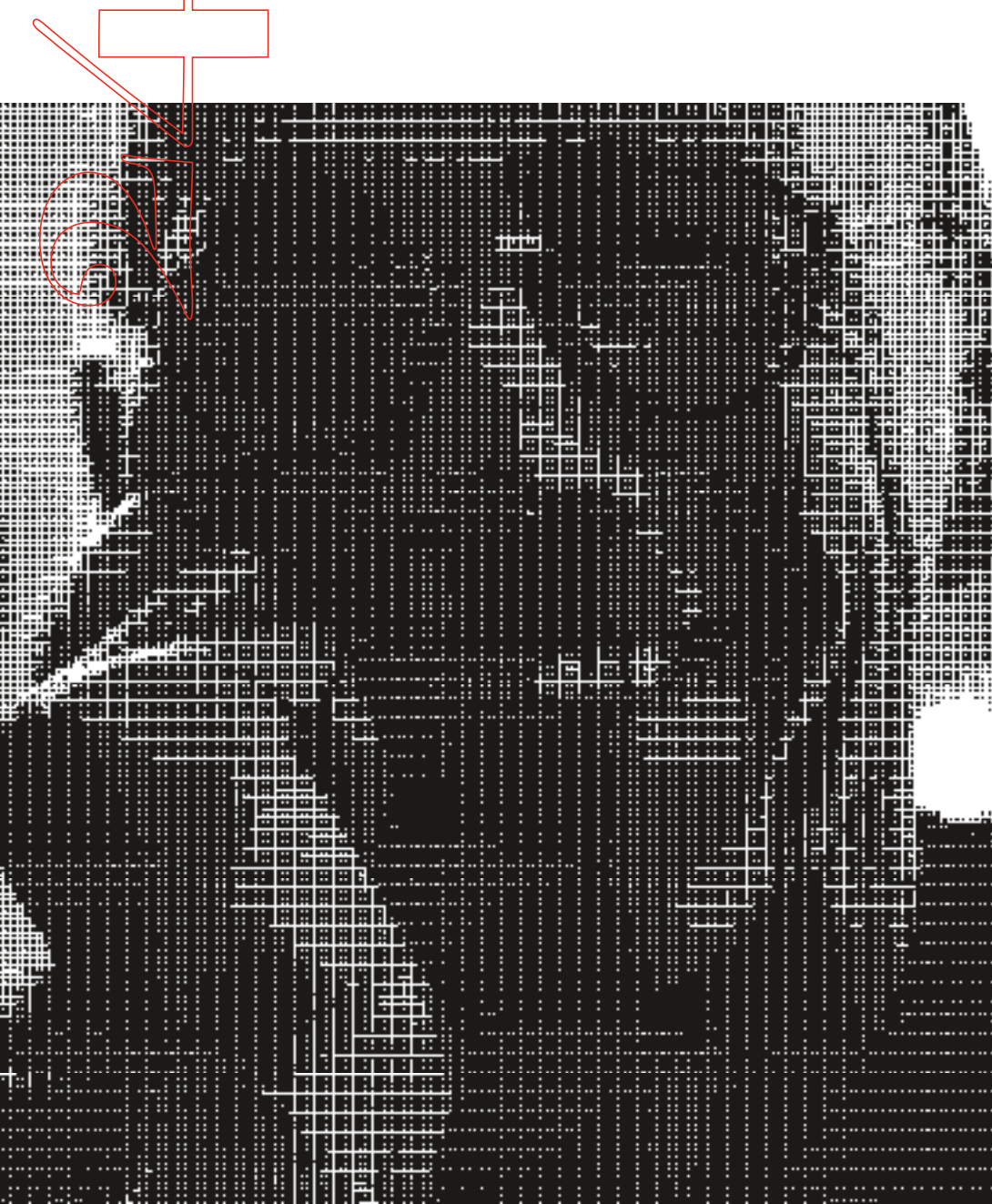
Ralf Schmerberg

Filmmaker & Artist

Unconventional, experimental, without complacency and suitability. Ralf Schmerberg, filmmaker and artist, covers with his projects and works a broad spectrum. Always in the centre of visual media, film, and photography. His work with photography led him in the 1990s into the movie business. From his demanding international commercial projects he developed his focus from shooting music videos to artistic films. With that Schmerberg links his creative potential with the social and develops with his works modern forms of social discourses.

Surprised about the less active American peace movement during the Iraq war, Ralf Schmerberg and other partners initiated 2002 the international project dropping knowledge. The idea “the table of free voices” was born, a symposium, where 112 people were asked 100 questions concerning the current affairs. With his team Schmerberg travelled to the striking points worldwide, asked global questions that effect us and documented the result on film and photos.

www.ralfschmerberg.com



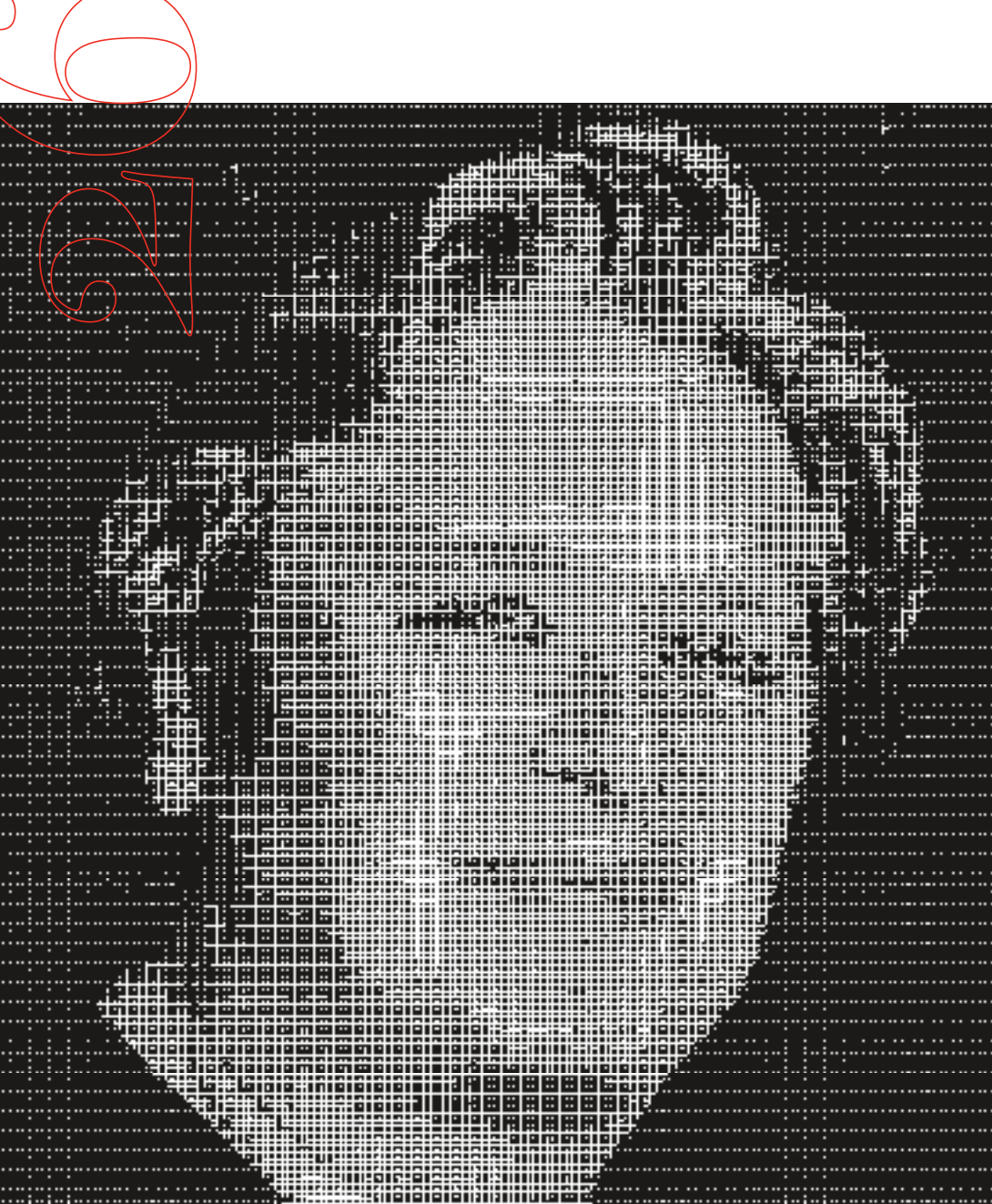
Erik Spiekermann

Design/Thinker

Erik Spiekermann is information architect, type designer and author of books and articles on type and typography. He was founder (1979) of MetaDesign, Germany's largest design firm with offices in Berlin, London and San Francisco. In 1988 he started FontShop, a company for production and distribution of electronic fonts. Erik is board member of ATypI and the German Design Council and Past President of the ISTD, International Society of Typographic Designers, as well as the IIID. In 2001 he left MetaDesign and is now a partner in Edenspiekermann with offices in Amsterdam, Berlin, London and San Francisco.

Erik is also Honorary Professor at the University of the Arts in Bremen and in 2006 received an honorary Ph. D. from Pasadena Art Center. He was made an Honorary Royal Designer for Industry by the RSA in Britain (2007) and Ambassador for the European Year of Creativity and Innovation by the European Union for 2009.

www.spiekermann.com



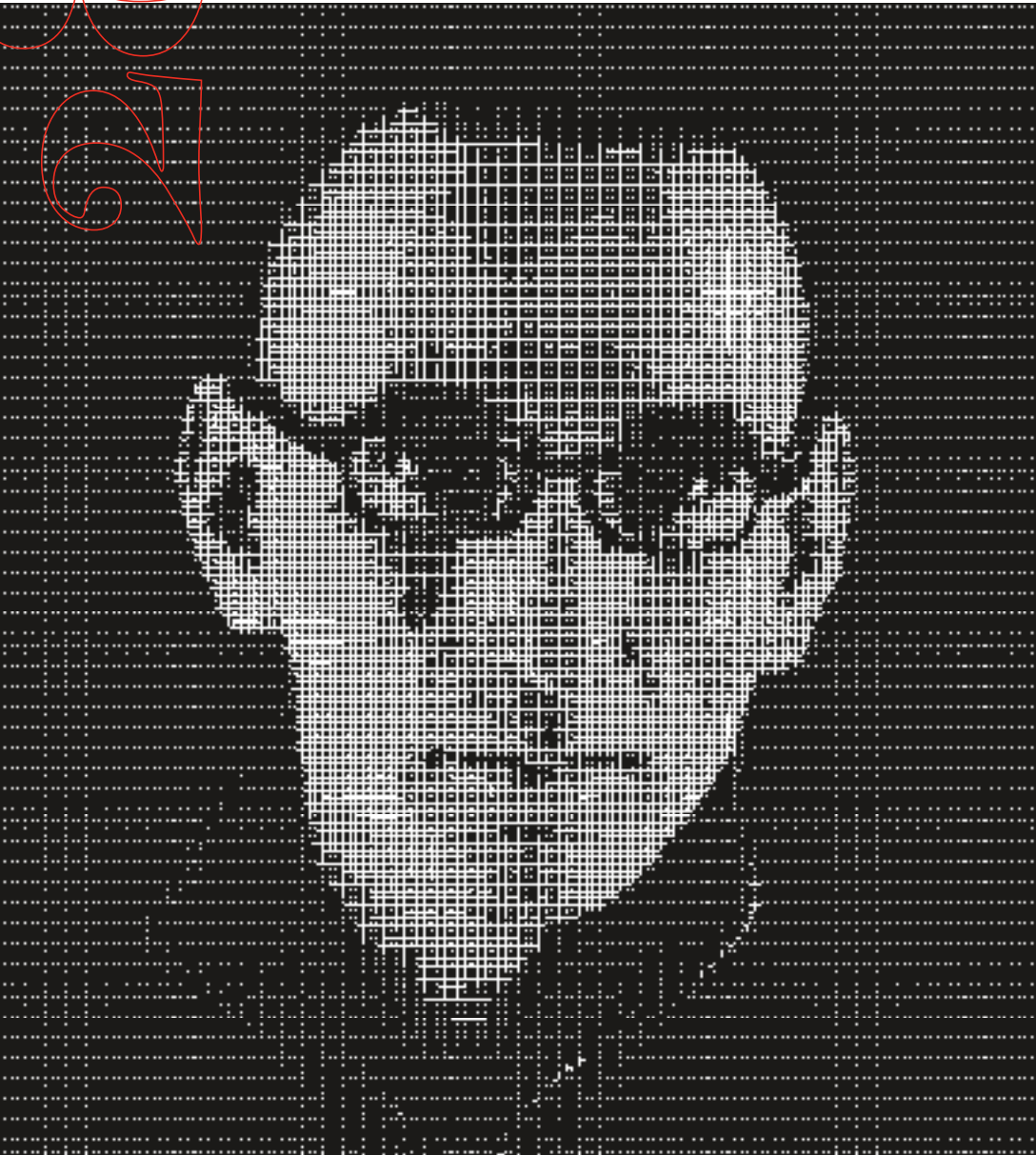
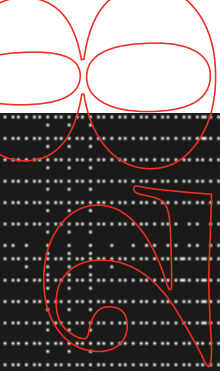
Matthias Varga von Kibéd

Philosopher of Science

Prof. Dr. Matthias Varga von Kibéd is a Philosophy and Logic Professor at the University of Munich. In the past he also taught at the University in Lubiana, Vienna, Graz, Konstanz and Maribor. He works at the University Institute of Medical Psychology, at the Arts Academy and at the Stage Design Workshop of the Moving Image Institute in Munich.

He is involved with personal and institutional supervision, with coaching, and he holds seminars and training sessions for various therapy centers and systemic consultation institutes. In 1996 he founded the SySt[®]-Institut together with Insa Sparrer.

www.syst-strukturaufstellungen.de



Reto Wettach

Physical Interaction Designer

Reto Wettach is Professor at the University of Applied Sciences in Potsdam. He teaches “Physical Interaction Design” and researches innovative, bodily-focused approaches to human-computer interaction. Reto is also the design director with the Interaction Design Studios (IxDS), a design research agency in Berlin.

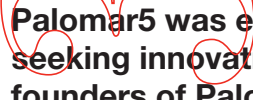
Previously Reto has worked as an Associate Professor with the Interaction Design Institute in Ivrea, and as a designer/researcher with Sony in Tokyo and Ideo in San Francisco. He studied Industrial Design at UdK Berlin and Mechanical Engineering at TU Berlin.

Reto is the initiator of Fritzing—an open-source initiative to support designers and artists to take the step from physical prototyping to actual product. The vision of Fritzing is to democratize the production of electronics.

www.fritzing.org



Palomar5



Palomar5 was established as a non-profit initiative seeking innovation outside of corporate structures. The founders of Palomar5 feel that “innovation” itself is in need of reformation. As an Initiative, Palomar5 explores new spaces for innovation and new formats for people to cooperate and make real change.

www.palomar5.org

Bernd Kolb

Club of Marrakesch

German social entrepreneur Bernd Kolb, former member of the board of Deutsche Telekom, responsible for innovation, left his position in 2007 to build his first “Place of Inspiration” in Marrakesh. At TEDxBerlin, he tells us about his vision of the “Club of Marrakesh”.

www.berndkolb.com

Fabian Hemmert

Media Designer & PhD student at TU Berlin

Mobile phone technology is getting increasingly richer in its experience on an everyday basis. However, it still does not live up to what the human hand is able to perform. In this talk, a number of new mobile phone prototypes are presented that go beyond the vibration motor.

www.fabianhemmert.de



Benyamin Nuss

Pianist

Benyamin showed his fascination and passion for music at an early age. While other children listen to bedtime stories, Benyamin's ritual bedtime lullaby was Beethoven's Symphony No. 9. His favourite toy was the piano, and at the age of three he started to play melodies of music that he had heard. His musical talent was discovered by his parents when he started to tinkle along the tune of "Freude schöne Götterfunken" on the piano, as part of his 'repertoire'. He finally started with piano lessons at the age of 6.

www.benyamin-nuss.de



Kaleidoskop

Chamber Orchestra

Kaleidoskop is a young, Berlin-based chamber orchestra on a mission to transform the traditional experience of going to a concert. This group of young musicians from around the world was brought together in 2006 under the artistic direction of Michael Rauter (cello), and is characterized by the desire to experiment with concert forms, a personal commitment to highest quality music making and a desire to take risks. The core of Kaleidoskop is a string orchestra of 15 players that can either split up into smaller chamber groups or be joined by guest musicians, depending on the demands of the program.

Since 2008, Kaleidoskop has been Ensemble-in-Residence at RADIALSYSTEM V—NEW SPACE FOR THE ARTS IN BERLIN, where its provocative and energetic programming has found a devoted audience.

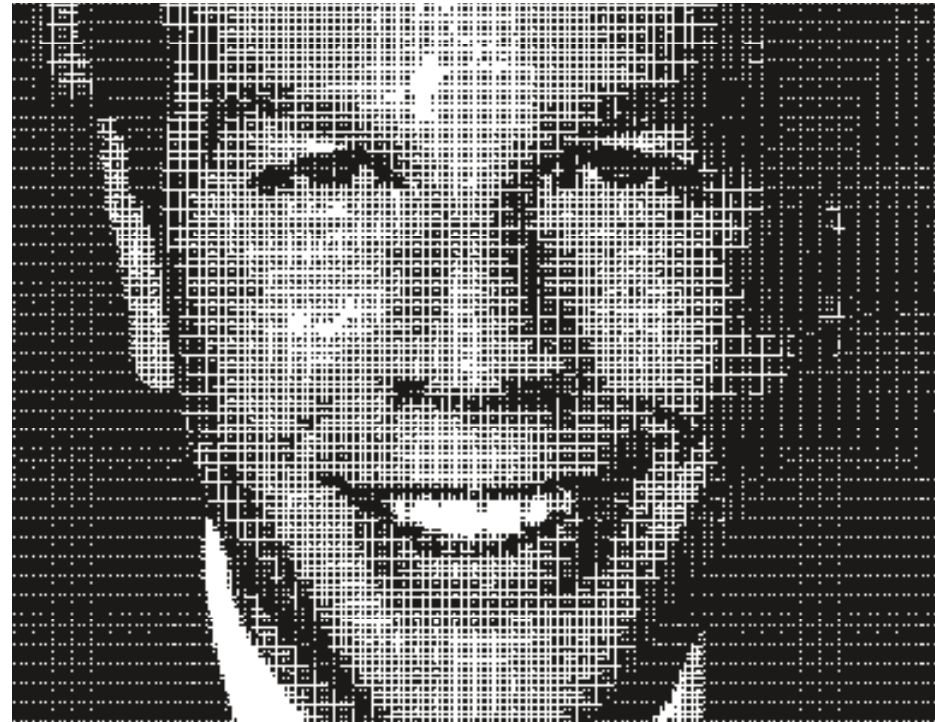
www.kaleidoskopmusik.de

TEDTalks videos

TEDxBerlin will show three pre-recorded talks from the TEDTalks video series (these talks are available free on TED.com).

David Logan *on tribal leadership*

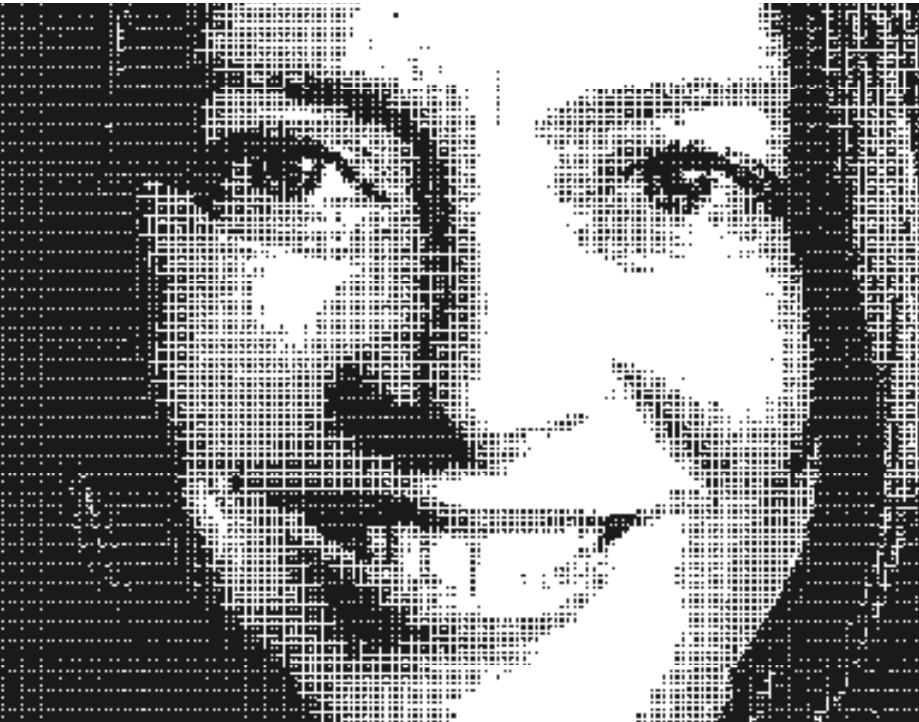
David Logan is a USC faculty member, best-selling author, and management consultant.





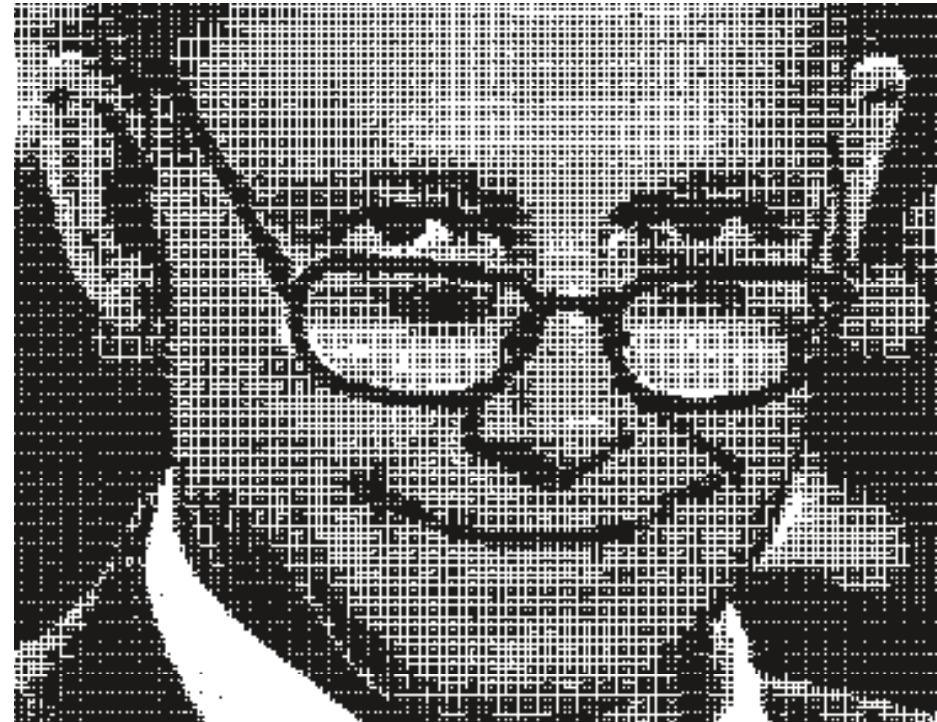
Pattie Maes *demos* *the Sixth Sense*

At the MIT Media Lab's new Fluid Interfaces Group, Pattie Maes researches the tools we use to work with information and connect with one another.

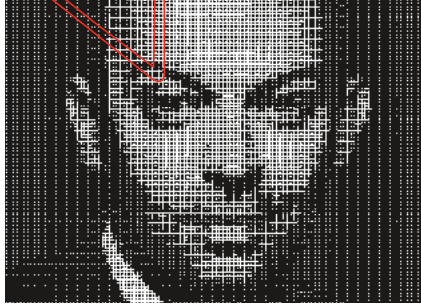


Hans Rosling *shows* *the best stats you've* *ever seen*

As a doctor and researcher, Hans Rosling identified a new paralytic disease induced by hunger in rural Africa. Now he looks at the bigger picture of social and economic development with his remarkable trend-revealing software.



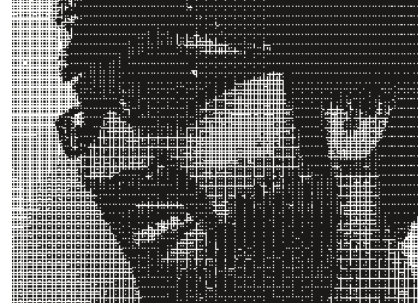
TEDx Board Members



Stephan Balzer
Managing Director
red onion GmbH



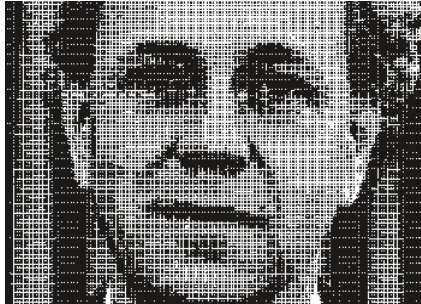
Dr. Joana Breidenbach
Cultural Anthropologist and
Co-Founder of betterplace.org



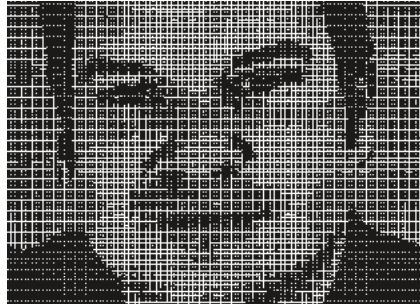
Thomas Schindler
CTO Avenso AG



Lars Zimmermann
Managing Director Stiftung
Neue Verantwortung

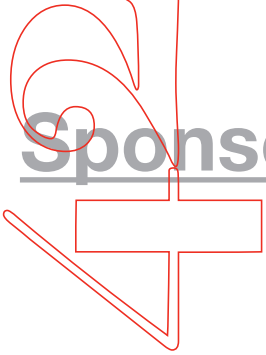


Dr. Stephan Breidenbach
Co-Founder of the Humboldt-
Viadrina School of Governance
and of betterplace.org



Jörg Rheinboldt
CEO M10 GmbH

Sponsors



Vattenfall Europe is a leading energy supplier in Germany and Europe: The company mines local lignite at low cost, generates electricity based on coal, hydro- and nuclear power, and produces heat for district heating in environmentally friendly combined heat and power plants. Vattenfall Europe also transmits, sells and trades electricity, and offers its customers innovative energy services. Vattenfall supplies around six million customers across Europe and employs some 32,000 people. The Vattenfall AB Group is wholly owned by the Swedish state.

Special thanks to Vattenfall AG for their general support.

edenspiekermann_ amsterdam berlin

Edenspiekermann designs communication, with hand and heart. Our work is useful, thoughtful, surprising. Our cultural roots are in Northwestern Europe. This is our background for shaping brands, identities and interactions. Edenspiekermann is a partnership with nine partners, each one responsible for their own projects—not a faceless network agency. More than 100 people internationally are involved—a lot of experience and enthusiasm!

Special thanks to Edenspiekermann for designing the invitation, the program and the name badge.



The GFT Group, based in Germany, is an international service provider for innovative IT solutions and services. 20 years of experience makes the company a reliable strategic IT partner. With its three business divisions GFT supports its clients in making their business processes more efficient and more profitable, as well as helping to sustainably improve their competitiveness.

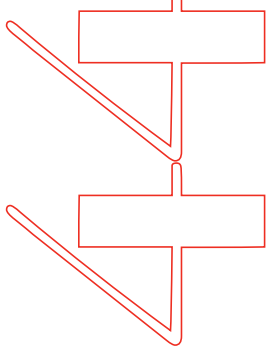
Special thanks to the GFT Group for their general support.

Deutsche Telekom Laboratories



Deutsche Telekom Laboratories is Deutsche Telekom's research and development institute. Working in cooperation with Technische Universität (TU) Berlin, with other universities and with industrial partners, it provides a bridge between business and science, so as to turn ideas into marketable innovations as quickly as possible. At Telekom Laboratories, scientists from across the globe work together with experts from the Group to develop new services and solutions for Deutsche Telekom's customers.

Special thanks to Deutsche Telekom Laboratories for their general support.



Fork Unstable Media (4RK) is a digital creative agency based in Hamburg and Berlin. Founded in 1996 Fork positions brands and advertising strategies in digital media and creates websites for international clients like RITTER SPORT, OTTO.de, PUMA, ASPIRIN & NIVEA.

Special thanks to 4RK Unstable Media for designing the TEDxBerlin website www.tedxberlin.com



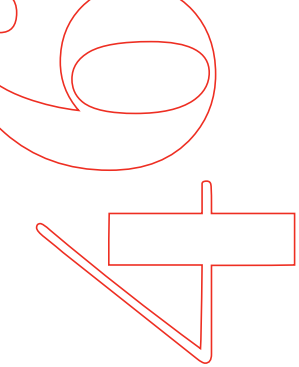
Our Berlin hotel anchors the newly built centre of Potsdamer Platz with powerful architecture and innovative interior design. The modern art concept is present throughout the hotel in the designs of Hannes Wettstein, Tony Chi and the impressive presence of Jae Hyo Lee sculptures serving as buffet tables.

Special thanks to Grand Hyatt Berlin for giving us the opportunity to use the Grand Ballroom as conference location for our first TEDx in Berlin.



Fedrigoni is a company with paper tradition since 1717, founded in 1888 in Italy, Verona. With worldwide more than 2,000 employees and subsidiaries in Germany (Munich, Berlin, Düsseldorf, Hamburg, Schwäbisch Hall), UK, France and Spain, we produce 350,000 tons paper per year, most of it is FSC-certified. We offer a range of more than 3,000 different high quality papers in 20 exclusive collections. NEW: 2009 we opened the first german Showroom in Berlin!

Special thanks to Fedrigoni for sponsoring the paper for the invitation, the program and the name badge.



www.pinguindruck.de

Special thanks to Pinguin Druck for printing the program.



Special thanks to Königsdruck for printing the invitation.



Special thanks to lasern for lasing the red letters of the invitation.



Maren Thomsen Produkte

Special thanks to Maren Thomsen for manufacturing the paper for the invitation and the program.

 Mercedes-Benz

Special thanks to Mercedes Benz for their shuttle services.

 **sofatutor**

Special thanks to sofatutor for being our TEDxBerlin-camera team.

BAUMGARTEN & GRÜTZMACHER
DRUCKEREI

Special thanks to Gruetzmacher for printing the notebook in this program.

 Andreas
Chudowski
Fotografie

Special thanks to Andreas Chudowski for being our TEDxBerlin photographer.

Thomas Reitz Multimedia

Special thanks to Thomas Reitz Multimedia for their technical support.

Upcoming

Coming soon:
TEDxHamburg in spring 2010

TEDxBerlin is a project of

red onion.