

**TECHNOLOGY**

**ENTERTAINMENT**

**DESIGN**

**BUSINESS**

**SCIENCE**

**CULTURE**

**ARTS**

**GLOBAL ISSUES**

**TED<sup>x</sup> Berlin**

x = independently organized TED event

**PROGRAM**

**HIGH  
ENERGY**

**NOVEMBER 21, 2011**

**STATION-Berlin 10 a.m. – 7 p.m.**



# **SPEAKERS AND PERFORMERS AT A GLANCE**

- 06 MARTIN CORDSMEIER**
- 07 VERENA DELIUS**
- 08 J HENRY FAIR**
- 09 BENEDIKT FOIT & HABIB LESEVIC**
- 10 WOLFGANG KESSLING**
- 11 NILS LINDELL**
- 12 KATHERINE LUCEY**
- 13 LEHNA MALMKVIST**
- 14 MISCHER'TRAXLER**
- 15 RUNE NIELSEN**
- 16 NIK NOWAK**
- 17 AXEL PETERMANN**
- 18 DANIELA SCHIFFER**
- 19 STUDNITZKY**
- 20 ALEXANDER VOIGT**
- 21 THIMON VON BERLEPSCH**
- 22 JOHNNY WEST**

**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 are combined to spark deep discussion and connection in a small group. 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.



TEDxBerlin 2011 will present some of Europe's leading thinkers, doers and idea crusaders as they explore the concept of energy from the unique vantages in which they understand it. If energy in its simplest sense is the ability to make something happen, how do we continue to drive forward from the personal to the global? Questions like "Does the law of energy conservation apply to the social sphere?" and "Can energy storage save the planet?" will lead us to consider what it is that fosters and inhibits brilliant in-

novation, ingenuity and radical change. Thank you for joining us as we explore these questions and other ideas worth spreading at TEDxBerlin.

Yours,  
Stephan Balzer



Martin Cordsmeier is the founder of millionways.

millionways is a helping-profit global network of organizations, corporations and charitable foundations who share the common goal to change society to be people-oriented.

Martin Cordsmeier is an example of an ever-growing group of people who desire great changes rather than mere reforms of the same old system. When he was a child he felt

he didn't fit into this world composed of human beings but being so little human. In 2004, at the age of 20 years, he founded his first business. This corporation accepted simple handworks from print shops and bookbinderies and allocated them to needy home workers who didn't have any chances to find jobs. He quickly realized that often these people were very special characters who could and wanted to do so much more than processing paper.

By this unconventional approach the millionways-concept emerged from the vision of the childhood over the years.



Verena Delius is the CEO of Young Internet, Europe’s leading social gaming company for kids since September 2010. Young Internet is present in 12 countries and has more than 60 employees from over ten different countries working in the headquarters in Berlin. Young Internet develops safe, playful and social games for kids aged 2-12 years old on tablet computers, smart-phones and the web.

Verena was the head of sales of Bertelsmann’s e-learning-venture scoyo from July 2008 – August 2010. Before that she was the regional manager of DACH and member of the board of management of online-matchmaking company be2. In 2007, she was the winner of the award “CEO of the future” organized by McKinsey & Company. She founded Delius Capital in 2004, a company specialized on the sourcing and conception of closed-end funds.

Verena is very much interested in the future of digital education, the future of games and new management best-practice in building and running successful companies.

She writes about her thoughts in her own blog.



Photographer J Henry Fair is best known for his Industrial Scars series, in which he researches our world's most egregious environmental disasters and creates images that are simultaneously stunning and horrifying, and more closely resemble abstract paintings by Georgia O'Keeffe and Jackson Pollock than what the collective views as reality. His work has been featured in segments on the TODAY SHOW, CNN, NPR's Marketplace, and WDR German TV, as well as in most major publications, including

The New York Times, National Geographic, Vanity Fair, New York Magazine, Harper's Magazine, Smithsonian Magazine, and GQ. Additionally, J Henry Fair's work travels around the world in fine art exhibitions at major museums, galleries, and educational institutions.

J Henry Fair supports a number of environmental organizations that share his commitment to changing destructive consumer habits and effecting positive change in our environment. His first book, *The Day After Tomorrow: Images of Our Earth in Crises* was released in February, 2011, published by powerHouse Books in cooperation with Random House.

# BENEDIKT FOIT & HABIB LESEVIC

[WWW.ENERGY-STREETFIGHT.COM](http://WWW.ENERGY-STREETFIGHT.COM)

9



As coach and co-founder of “Kontext”, Benedikt accompanies human beings on their way to make productive use of their human powers, to unfold harmoniously – in tune with themselves and the biosphere. He also teaches entrepreneurship at Cass Business School in London. As a venturer, he strives to design sustainable systems.

Habib is co-founder of the systemic coaching firm “Kontext” in London and a member of the American Society for Cybernetics. In his work as

venturer at Vic Ventures, Habib strives to holistically develop the potentials of the systems and people around him. He teaches systems theory and sustainable entrepreneurship at Cass Business School in London.



**Dr. Wolfgang Kessling joined Transsolar in 2000 and has been one of the companies directors since 2006. He works as Climate Engineer and expert for integral planning with special focus on low energy - high comfort concepts for buildings in hot and humid climates.**

**Wolfgang Kessling is involved in high profile sustainable projects throughout Europe, Middle East and Asia. He has been project manager e.g. for the Experimental**

**Cloud in Frankfurt, the SAP Call Center in Galway, Ireland, the Gehry building for Novartis in Basel, Switzerland and the Edutainment Center Klimahaus 8° Ost in Bremen. In Asia he was involved e.g. in the innovative energy concept of the New Bangkok International Airport, the first Zero Energy Office in Malaysia and the climate and energy concept of cooled conservatories in Singapore.**

**Wolfgang Kessling is frequently lecturing at international conferences on sustainable design and integral planning. He is founding member and lecturer for postgraduate Masters in Climate Engineering at the Donau University Krems, Austria.**



Nils Lindell is a management consultant working with both Swedish and international clients and co-founder of Baseline Management Scandinavia AB. Nils specialises in change management, project management and marketing and has written two popular management books, so far published only in Swedish. He got his education in economics and behavioural science at Uppsala University.

However, to this conference he is invited in his capacity as a father of an ordinary family, living in an extraordinary project. While attracting interest from around the globe Nils and his family set out to reduce their CO<sub>2</sub>-footprint from the Swedish average of about seven tons per person and year to the one ton that will be required in the not too distant future.

The family lived in an energy efficient house, drove an electric car and got a lot of expert help on how to live and eat climate smart. A research team continually measured the CO<sub>2</sub> impact of everything the family did in their daily life during all six month – a time in which the family managed to get quite close to the one ton goal and got a number of valuable experiences to share and insights to what amount of personal CO<sub>2</sub> reduction is fair to ask people to contribute already today.



**Katherine Lucey is the Founder and Chief Executive Officer of Solar Sister, a social enterprise that provides access to clean energy in developing countries through an innovative market based, women-centered distribution program that provides clean energy technologies to the people who most need it, those living without access to grid electricity. Katherine brings 20 years investment banking and non-profit leadership experience to her role as social entrepreneur. She has been named an Ashoka Change-**

**maker and a winner of Social Venture Network 2011 Innovation Award and a Global Social Benefit Incubator Fellow for 2011 at the Santa Clara University Center for Science and Technology.**

**In addition to Solar Sister, Katherine currently serves on the board of Solar Light for Africa, a not-for-profit corporation that brings solar energy to rural communities in East Africa. Katherine serves on the UN Foundation initiatives Global Alliance for Clean Cookstoves and Sustainable Energy for All Practitioner Network.**



Lehna Malmkvist sees a future in which people live integrated within their ecosystems and, to accomplish this, our built environments mimic the processes and functions of nature.

As an ecologist and the founder of Swell Environmental Consulting Ltd, Lehna works in multi-disciplinary teams for low impact/green development projects, watershed planning, rainwater management, and ecological restoration, ensuring an innovative, whole system approach

is integrated into her projects.

She also shares her expertise by teaching workshops and lecturing at professional, community and university events, helping to educate a new way of thinking about our connection to our immediate environment.



Katharina Mischer and Thomas Traxler form **Studiomischer'traxler**. Based in Vienna they develop and design products, furniture, installations and more, with a focus on experiments and conceptual thinking. Balancing between handcraft and technology, they often envision whole systems and new production methods rather than single products.

After graduating from the IM-Masters department of Conceptual Design in context at the Design Academy

Eindhoven, Katharina and Thomas founded studio **mischer'traxler** in 2009.

In 2011 they were honoured with the 'Designer of the future award' by Design Miami/Basel and W-Hotels for their body of work.

Their work won the Austrian Experimental Design Award 2009, the DMY Award 2009, received a honorary mention at the Prix Ars Electronica 2009 and was shortlisted for the Brit Insurance Designs of the year 2010 Award. Exhibitions on contemporary Design displayed their work in many museums including the Art Institute Chicago, Design Museum London, MAK Vienna, Triennale Milano and in various international festivals.



Rune Nielsen is the co-founder and partner of the Danish design office Kollision. The design firm combines project-driven research and research-oriented practice within the field of a human-centered perspective on new technologies integrated into our surroundings. His work seeks to push the boundaries of what is possible in combining communication and interaction design with physical design, architecture and the urban space. Lately he has been working in larger scale buildings and the city itself in making in-

tangible and abstract aspects of our daily life easier to communicate and to grasp through experience-oriented media facades that engage people on the street in playful interaction.

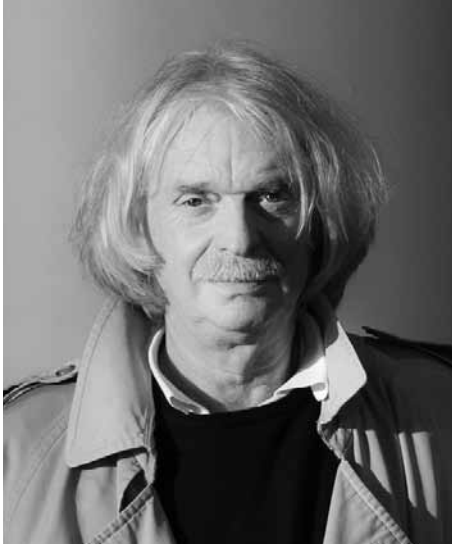
Rune is an architect with specialty in interaction design and has been involved in a series of research projects challenging spatial interaction; among them his PhD project New Use of Interactive Technologies in Spatial Design. His work is to be found in temporary as well as permanent installations and exhibitions; among them at EXPO 2010 in Shanghai, The Architecture Biennale in Venice 2010, and larger scale installations in HQs of companies and organizations.



Nik Nowak was born in Mainz in 1981. After studying art at Berlin's Universität der Künste, he continued his studies in New York and Shanghai. In 2007, Nik completed his Master's degree under Prof. Lothar Baumgarten and was awarded the Georg Meistermann Scholarship in 2008.

Nik's wall drawings and sound objects have brought him international renown and he has exhibited his work in museums and galleries in Germany, Austria, Russia and China.

His most recent work, "Panzer," combines a mini tank-like vehicle with a speaker system, creating a fascinating encounter with the force of sound and impressively demonstrating how sound can occupy a space. Nik lives and works in Berlin.



© Toma Babovic

**Axel Petermann is a German criminalist, profiler and book author. He has worked as an inspector in the homicide division and deputy director of the commissioner's office for violent felonies. Since 1999, Axel Petermann has dealt with the FBI-methods of profiling and started to build up the department of Operative Case Analyzing in Bremen, which he heads today. He advocates the interdisciplinary criminological approach of profiling, whereby the key to clarify a homicide is the interpretation of the**

**traces and the analysis of the victims personality. Petermann acts as a consultant for the TV series "Tatort" and supports other authors with forensic considerations for their publications. He also teaches as a lecturer for Criminology at the School of Public Administration. In 2005, he co-founded the "IFF- Interdisciplinary Forum for Forensics", a merger of professionals which aims to enhance communication between forensic science and practice.**

**Axel Petermann is a member of the author group "Syndikat". His book "Auf der Spur des Bösen – Ein Profiler berichtet" was featured on the Spiegel bestseller list for over 20 weeks. Several episodes from the book now serve as templates for the "Tatort" episodes produced by the Hessische Rundfunk. In March 2012, Petermann will publish his new book "Im Angesicht des Bösen" at Rowohlt Publishing.**

**This TEDx event is independently organized**



changers.com was co-founded by Daniela Schiffer in 2010. The Berlin-based startup introduced a portable solar charging system at the recent Web 2.0 Summit, which aims to end global warming by shifting society to the use of a new currency backed by the sun.

The Changers System combines the production of pure and clean energy, consumer desire for more independence and mobility with the revolutionary power of social media. Before starting this adventure,

Daniela worked as a consultant at a communications agency where she was closely involved with high-tech companies, specifically in the field of green energy and photovoltaics.

Having always been passionate about how the usage of media changes our society, she collaborated on different media art projects during her first years in Berlin, contributing to projects such as reboot.fm and giving lectures in the Hochschule für Gestaltung und Kunst in Zurich as well as workshops at Radio B92 in Belgrade. Her work has been presented in different exhibitions, amongst others at hack.it.art in 2005, Tesla Berlin, Hochschule für Gestaltung und Kunst in Zurich and Gemäldegalerie Berlin in 2006.



Studnitzky plays trumpet and piano in the first league of the international jazz and electronic scene (Jazzanova, Nils Landgren, Mezzoforte). He writes for symphonic orchestras in cross-over projects between jazz, pop, worldbeat and electronic. He produces soundscapes for unusual events and installations like Germany's most successful exhibition "Magic Places" in the Gasometer Oberhausen. There are no borders for his output. There is a unique sound, a special

type of emotion as well as a certain minimalistic character in it. Even if he is almost constantly on tour, playing for big festivals and clubs all over the world, it is silence that inspires him the most.

Studnitzky is co-founder of CONTEMPLATE-music, an international 360-degrees music-network, which explores ways of communicating high quality music in the post-record-business era.



Johnny West is a social entrepreneur and writer with 20 years professional experience in and around the oil industry. He began covering energy markets as a Reuters correspondent in the Middle East in the early 1990s.

He has consulted to the United Nations, Revenue Watch Institute, Internews and others on oil and the public policy aspects of the industry and published in the *Petroleum Economist*, *Iraq Oil Report*, and *Critical Resources* as well as more

general media like the *Guardian* and *Huffington Post*. He is a frequent guest commentator on broadcast outlets such as BBC Radio and TV, NPR, Sky News and Al Jazeera.

His book, “Karama! Travels Through the Arab Spring“, is the first book-length account to be published of the events now rocking the Middle East. His book on the concept of direct citizen dividends in oil-producing countries, “Give it Back!“ is due to be published in 2012.

Johnny was a Classical scholar to Balliol College, Oxford and attended Georgetown University’s Center for Contemporary Arab Studies. He speaks French and Arabic fluently, has worked in Persian and Spanish and gets by in Hebrew and German.



In 1985, Alexander Voigt began his research and development of stand-alone photovoltaic (PV) and wind systems. As there was no industry or even market for the field of renewable energy at that time in Germany or in any other country, Alexander Voigt decided in 1986 to found his own company and sold PV panels and solar thermal systems directly to the people.

Through various trade fairs and lectures, Alexander Voigt succeeded step by step in raising public awareness of renewable energies and the necessity of creating a market in that field. This work led to the founding of Solon SE in 1996 as a PV module and cell production company. He began as head of sales and was later named CEO. Since 2006, he has acted as a member of the supervisory board of Solon SE.

In 1999, he became co-founder of Q-Cells and has been CEO of Younicos AG since 2008.

# THIMON V. BERLEPSCH 22

[WWW.LOSEYOURMIND.DE](http://WWW.LOSEYOURMIND.DE)



© Carsten Sunder

Thimon von Berlepsch – magician and hypnotist – found an old magic book when he was 13 years old in one of the suitcases stored in the attic of his family home, a 630 year old castle near the German town of Göttingen.

Since then, he studies not only the Art of Magic but anything that makes people wonder. His style of combining illusions with poetry, hypnosis and comedy makes him unique in his field.

Thimon performs at fine galas around the world and also appears in his own shows, SECRETCIRCLE and LE JEU, which are designed for smaller groups of people.

Every year Thimon travels around the world to be inspired by people, cultures, nature and silence. The unique moments which he experiences on his trips are captured in his mystical pictures as another one of Thimon von Berlepsch's passions is photography.



**TEDxBERLIN WILL SHOW THREE  
PRE-RECORDED TALKS FROM THE  
TED TALKS VIDEO SERIES.**

**THESE TALKS ARE ALSO AVAILABLE ON [WWW.TED.COM](http://WWW.TED.COM)**

# MARKUS FISCHER

## A ROBOT THAT FLIES LIKE A BIRD

25



One of the oldest dreams of mankind is to fly like a bird. Many, from Leonardo da Vinci to contemporary research teams, tried to crack the “code” for the flight of birds, unsuccessfully. Until in 2011 the engineers of the Bionic Learning Network established by Festo, a German technology company, developed a flight model of an artificial bird that’s capable of taking off and rising in the air by means of its flapping wings alone. It’s called SmartBird. Markus Fischer is Festo’s head of corporate design, where

he’s responsible for a wide array of initiatives. He established the Bionic Learning Network in 2006.

SmartBird is inspired by the herring gull. The wings not only beat up and down but twist like those of a real bird - and seeing it fly leaves no doubt: it’s a perfect technical imitation of the natural model, just bigger. (Even birds think so.) Its wingspan is almost two meters, while its carbon-fiber structure weighs only 450 grams.

Fischer says: “We learned from the birds how to move the wings, but also the need to be very energy efficient.”

# LEWIS PUGH

26

## LEWIS PUGH'S MIND-SHIFTING EVEREST SWIM



Lewis Gordon Pugh loves to pioneer new swimming routes around or between landmarks once thought unswimmable. In 2006, he swam the drought-stricken Thames; also that year he became the first swimmer to do a long-distance swim in all five oceans of the world. The following year, he made the first long-distance swim across the North Pole - where climate change made the ice temporarily disappear. Heading into the second decade of his swimming career, he's regarded as the greatest cold-water swimmer in history.

His swims have given him a sea-level view of our planet, and inspired him to do his bit to help preserve it. He left a career in maritime law to become a public speaker on environmental issues with his group, Polar Defence Project - and of course to plan more astonishing swims and treks. At the end of May 2010 he swam 1 kilometer across Pumori, a meltwater lake situated next to the Khumbu Glacier on Mount Everest, at an altitude of 5300 meters, to draw attention to the melting of the Asian glaciers. He completed the swim - the highest any person has undertaken - in less than 23 minutes. "Glaciers are not just ice: they are a lifeline, they provide water to 2 billion people, and we need to protect them," he says.

# PAMELA MEYER

## HOW TO SPOT A LIAR

27



Social media expert Pamela Meyer can tell when you're lying. If it's not your words that give you away, it's your posture, eyes, breathing rate, fidgets, and a host of other indicators. Worse, we are all lied to up to 200 times a day, she says, from the white lies that allow society to function smoothly to the devastating duplicities that bring down corporations and break up families.

Working with a team of researchers over several years, Meyer, who is CEO of social networking company Simpatico Networks, collected and reviewed most of the research on deception that has been published, from such fields as law-enforcement, military, psychology and espionage. She then became an expert herself, receiving advanced training in deception detection, including multiple courses of advanced training in interrogation, microexpression analysis, statement analysis, behavior and body language interpretation, and emotion recognition. Her research is synthesized in her bestselling book *Liespotting*.

# TEDxBERLIN

## BOARD MEMBERS

28



**STEPHAN BALZER**

Managing Director red onion GmbH



**DR. JOANA BREIDENBACH**

Cultural Anthropologist and Co-Founder of  
[betterplace.org](http://betterplace.org)



**DR. STEPHAN BREIDENBACH**

Co-Founder of the Humboldt-Viadrina School  
of Governance and of [betterplace.org](http://betterplace.org)



**JÖRG RHEINBOLDT**

CEO M10 GmbH



**THOMAS SCHINDLER**

Serial CTO



**PROF. ULRICH WEINBERG**

Head of HPI School of Design Thinking

# SPONSORS



**Audi**  
Vorsprung durch Technik

The Audi Group delivered around 1,092,400 cars of the Audi brand to customers in 2010. The Company posted revenue of €35.4 billion and an operating profit of €3.3 billion in 2010. The Company is active in more than 100 markets worldwide. Audi currently employs around 60,000 people worldwide, including around 46,600 in Germany. Between 2011 and 2015 the brand with the four rings is planning to invest more than €11 billion, mainly in new products, in order to sustain the Company's technological lead embodied in its "Vorsprung durch Technik" slogan. By 2015, Audi plans to increase the number of models in its portfolio to 42.

Audi has long been fulfilling its social responsibility on many levels – with the aim of making the future worth living for generations to come. The basis for Audi's lasting success is therefore formed by environmental protection, the conservation of resources, international competitiveness and a forward-looking human resources policy. One example of AUDI AG's commitment to environmental issues is the newly established Audi Environmental Foundation.

[www.audi.de](http://www.audi.de)

Special thanks to Audi for their generous support.



Berlin Partner GmbH is the company for business development and location marketing of the state of Berlin. We assist foreign investors in the locating process and accompany Berlin enterprises in questions regarding foreign trade, location support and expansion. As a public private partnership supported by more than 170 private enterprises, the Berlin senate entitled us to do the capital and location marketing. We offer our customers tailor-made, individual service packages in accordance with our slogan: "We enable growth".

[www.berlin-partner.de](http://www.berlin-partner.de)  
[www.businesslocationcenter.de](http://www.businesslocationcenter.de)

Special thanks to Berlin Partner for their generous support.

**This TEDx event is independently organized**

# PARTNERS



STATION-Berlin is a versatile venue for trade fairs, congresses and events in the heart of the German capital. The seven halls of this former post-office freight depot are situated very close to Potsdamer Platz. Its over 20,000 square metres of floor space in beautiful, listed brick buildings offer an impressive ambiance for out-of-the-ordinary events. Hotels of all categories, an underground station and a multi-storey car park with space for 900 cars are all in the direct vicinity.

[www.station-berlin.de](http://www.station-berlin.de)

Special thanks to Station Berlin, Anita Tillmann and Norbert Tillmann, for their generous support.



Gruner + Jahr is Europe's leading magazine publisher and printing house. Employing more than 13,300 media professionals, the company reaches an audience of print readers and Internet users in more than 30 countries around the world. The portfolio includes more than 500 magazine titles and digital products, such as iPad apps and popular online and mobile websites in a variety of languages. With internationally recognized brands like Stern, GEO, and Capital, Gruner + Jahr stands for independently produced, trust-worthy content of the highest order. Throughout its history, the company has combined a progressive mindset with a tradition of uncompromising publishing standards and quality consciousness. The success of its media brands and Gruner + Jahr's commercial viability go hand in hand – they are the result of journalistic creativity and prudent publishing standards in the interests of both employees and shareholders.

[www.guj.de](http://www.guj.de)

Special thanks to Gruner + Jahr for their generous support.

**This TEDx event is independently organized**

## **TILLMANN** COACHING

Ole Tillmann offers presentation design & training. Whether you want to create a new, inspiring presentation for yourself, your team or company or you would like to be prepared for your next big talk, Ole Tillmann is able to support you with his know-how and expertise. As a certified acting coach, actor and professional presenter, Ole Tillmann uses a method based on acting techniques which he has adapted specifically for presentations to improve his clients' stage performance immediately and enduringly. He offers individual sessions and group workshops.

[www.oletillmann.com](http://www.oletillmann.com).

Special thanks to Ole Tillmann for his continuous support in coaching the TEDxBerlin speakers.

## **TA-TRUNG**

Ta-Trung is a Berlin based design studio specializing in visual identities, advertising campaigns and digital issues for cultural institutions, charity foundations and a fine selection of artists and musicians. Clients from all over the world rely on professional consulting and expertise that comes from over 10 years of experience in corporate design and creative direction of cutting-edge campaigns. Whether they are well-known museums, independent labels or upcoming start-ups - they are all on a par.

[www.ta-trung.com](http://www.ta-trung.com)

Special thanks to Ta-Trung for the new TEDxBerlin Design and their generous support.

## **CHEIL** *worldwide*

[www.cheil.de](http://www.cheil.de)

Special thanks to Cheil for their generous support.

**This TEDx event is independently organized**



**anOtherArchitect is an internationally operating urban design and architecture studio focusing on sustainable design solutions (green&sexy), collaborative participation processes (co-creation) and digital manufacturing methods (do-lab).**

**[www.anotherarchitect.com](http://www.anotherarchitect.com)**

**Special thanks to anOtherArchitect and Daniel Dendra for their continuous support.**



**Founded in 1987 and headquartered in Aarhus, Denmark, Martin Professional is a world leader in the creation of dynamic lighting solutions for the entertainment, architectural, and commercial sectors. Martin lighting solutions are industry standard on top tours and events, grace prestigious theatres, energize nightclubs, and decorate major television studios around the globe. Other important areas of application are indoor and outdoor architecture and commercial applications where Martin products are increasingly being used to transform spaces through dynamic light. Martin also offers a range of advanced lighting controllers and media servers, as well as a complete line of smoke machines as a complement to intelligent lighting. The company operates the industry's most complete and capable distributor network with local partners in nearly 100 countries.**

**[www.martin.com](http://www.martin.com)**

**Special thanks to Martin Professional for their generous technical support.**

**This TEDx event is independently organized**

# kollision

Kollision is a design studio founded in 2000 working within such broad fields as interaction design, light design, participatory design, urban development, and architecture with a specific focus on developing new strategies and tools for involving a wide range of actors in participatory processes. Most projects integrate the use of novel technologies and communicative tools to empower users and provide new experiences.

[www.kollision.dk](http://www.kollision.dk)

Special thanks to Kollision for their creative support.



Wonderpots celebrates delicious healthy treats (and good for you stuff) in a pot, freshly made throughout the day. This is what makes Wonderpots special. Wonderpots' core product, frozen yogurt, is hand made from low fat organic milk and yogurt and sourced locally from a small dairy near Berlin. Wonderpots only employs happy people (from around the world) with a passion for food and service and with a good sense of humor. And their beautiful food counter says in capital letters: "Too much of a good thing can be truly wonderful."

[www.wonderpots.de](http://www.wonderpots.de)

Special thanks to wonderpots for their generous support.



AlphaBambi GmbH is situated in Berlin. The company has just launched a drink called NutriWater®. It is made out of 100 % natural ingredients and comes in three different formulations, Happy, Slim and Pure.

Go to [www.nutriwater.de](http://www.nutriwater.de) and see why We love NutriWater®!

Special thanks to NutriWater for their generous support.



Neumarkter  
**Lammsbräu**

Special thanks to Lammsbräu for their kind support.



Special thanks to amiando for providing their ticketing tools and operational support.

**This TEDx event is independently organized**

**TECHNOLOGY**

**ENTERTAINMENT**

**DESIGN**

**BUSINESS**

**SCIENCE**

**CULTURE**

**ARTS**

**GLOBAL ISSUES**

**TED<sup>x</sup> Berlin**

x = independently organized TED event

**UPCOMING**

**WATCH OUT FOR  
TEDxBERLIN 2012!**

TEDxBerlin is a project of **red onion.**