

Upcoming

Watch out for TEDxHamburg
in Spring 2011!

TED^xBerlin
x=independently organized TED event



Program

November 15th
2010

Berlin
Germany

TEDxBerlin is a project of

red onion.



Welcome

A very warm welcome to this second TEDx conference in Berlin.

It has been a year since we launched the first TEDx conference on German soil, and in that time, we have seen the TEDx community flourish in a way that has been enormously empowering and inspiring for everyone involved.

Our aim is to bring the energy of TED to Berlin, to share our passion for “ideas worth spreading”, and to join in the mission to make sure they are spread. Seize today’s experience for your personal inspiration, to meet people you have never met before, and to learn things you never thought possible.

Truly enjoy your day!

Yours, Stephan Balzer

TEDx

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.




Fantastic reality—how we shape our future

How will we shape the future? It's an era that doesn't yet exist, some as yet undecided thing to be formed from the actions and ideas of today. What we choose to do now is already an important part of the future. A fantastic future requires a thoughtful present—of imagination, inspiration, and curiosity—now. The shape of the future is about the shape of the present. It's about ideas put into action: thoughts that can set change into motion. This is the theme of the TEDxBerlin.

So many innovative ideas never make the transition from possibility to reality because we're simply not yet ready, or willing, to entertain such thoughts. Separating ourselves

from old habits of thought is no easy task. As early as the 20th century, the French philosopher Henri Bergson already knew that our brain takes every possible measure to convert new information into something familiar—how else could we conceive of things? But rather than questioning whether this conversion from old to new can really develop something unique—a new way of thinking—we often use our energy trying to fit new ideas into old frames of understanding. That may work for a while, but at some point, the differences become too great. The old frame breaks. New ideas blast apart the former constructs and continue along on their own way, a way which is often difficult to comprehend.

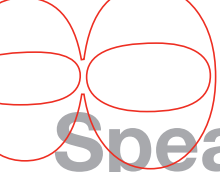
Doesn't it make more sense to be open to fresh ideas and to



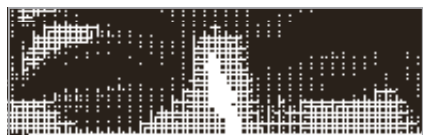
encourage change right from the beginning? Friedrich Nietzsche wondered at the human ability to “form” our world, to structure it creatively without having to explain each minute detail, but rather by just finding our way. This he considered mankind’s greatest skill—not our capacity for reason or the search for truth. This may be a shocking realization—or it can be a relief. If we are no longer oriented toward finding each last tiny truth, then we are free to use the opportunities that are available to us in a different manner. If we learn to use our knowledge as a guide, as answers that lead us to the next questions, then we can begin to shape a present that makes possible a diverse future worth living for—a future that isn’t twisted to fit into existing structures but which instead creates a

free space where the imagination can begin to unfold and reside.

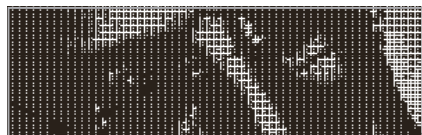
This can only happen if people take up new ideas and start meaningful dialogues as the first step toward action. We cannot shape a future alone. Alone, we have neither the strength nor the possibilities to take on other perspectives. Martin Buber knew that “the I arises from Thou,” and when we take this charge seriously, the otherness of other people becomes a valuable opportunity to re-examine our own perspectives. Variety in thought shouldn’t be regarded as a clash of differences, to be straightened out with all available means, but rather as a pool of resources for one’s own creative possibilities. Only in the midst of diverse thoughts do we have what we need to begin shaping an imaginative, sustainable, and lively future.



Speakers and performers at a glance



Maha Alusi — 10



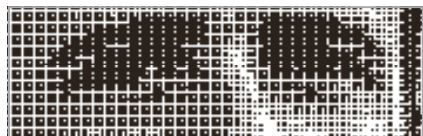
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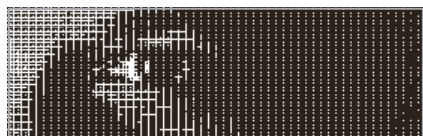
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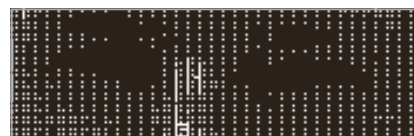
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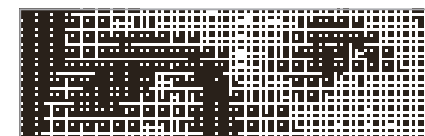
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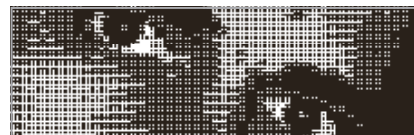
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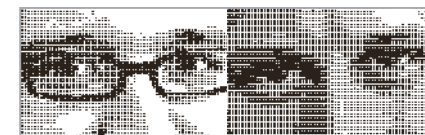
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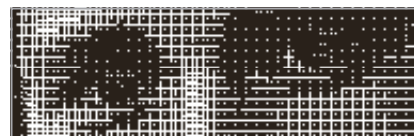
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Maha Alusi

A storyteller from an early age, Maha Alusi was born in the city of a thousand and one nights, to a family with a history of storytelling, spiritual healing, philosophical teaching and writing.

She studied in the inspirational city of London, at the avantgarde Architectural Association School of Architecture. Her creativity was nurtured in Berlin, Maha's home for the last seventeen years. Here her passion for visualising time has manifested itself through short story writing and creating art, including:

“The Media Garden”, a 30 metre installation of poetry in motion. A time machine created for the German Pavilion, Expo 2000, Hannover.

“Alusi Ephemeral Art”, founded in 2004, selling the concept of time passing, in the form of art works of wax consumed by the music of changing flames.

www.alusi.de



Simon Berry

Simon Berry is a globally recognised innovator and social entrepreneur. He gained community development expertise in South America (early 80s) and has managed innovative projects in the UK and abroad since 1984, when he was commissioned by the British Overseas Development Agency (ODA, now DfID) to manage a politically sensitive co-operation project at Alexandria University, Egypt.

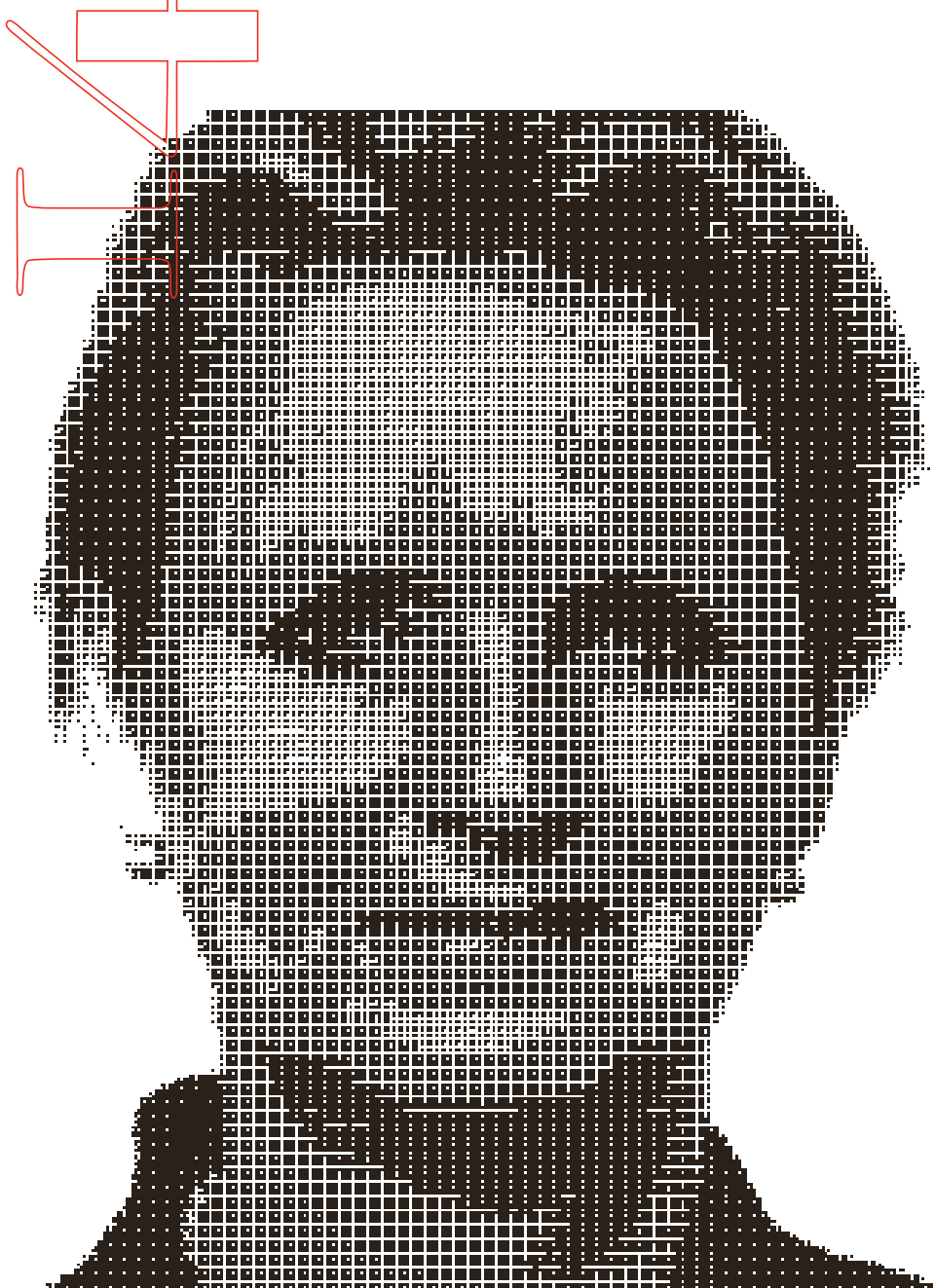
From 1986–89 he managed institutional development in Northern Zambia (ODA). On his return to UK he combined international consultancy with establishing a UK-based charity/social enterprise (ruralnet.uk), which brought internet-based innovations and early social media applications to support rural areas and support networks.

Simon has managed partnership projects, both large and small, including the EU funded Regionet project (34 public, private and NGO partners from 9 countries).

More recently, he managed a cross-departmental Ministerial Task Force for the Department for Environment, Food and Rural Affairs involving 4 Ministers and 16 NGOs, where his team won the national Compact Award for Excellence in cross-sector working.

Simon has won a number of other awards and nominations in social enterprise and open innovation, and is qualified in Project Management in addition to Undergraduate and Masters degrees.

www.colalife.org



Maritta R. von Bieberstein Koch- Weser

Dr Maritta Koch-Weser is Founder and President of Earth3000, an international non-profit organization based in Germany. Earth3000 supports innovations in governance for environment and development.

Since 2009, Dr Koch-Weser has also been General Coordinator of the “Amazônia em Transformação: História e Perspectivas” program at the Institute of Advanced Studies, University of São Paulo, Brazil.

Maritta Koch-Weser has had a distinguished career in international development, as an anthropologist and an environmentalist.

Her field experience in international development and environment spans the regions of Latin America, South & East Asia, Sub-Saharan Africa, parts of the Middle East, Eastern Europe & countries of the Former Soviet Union, while her work on the boards of the World Bank, The World Conservation Union, The Global Exchange for Social Investment, the Social Stock Exchange Association, and other organizations ensures that she is no stranger to the legal and bureaucratic implementation of sustainable development.

www.earth3000.org



Laura López Castro & Don Philippe

German-Spanish singer Laura López Castro is joined by her composing partner & guitarist Don Philippe (aka. Philippe Kayser) to play songs from their latest album, **OPTATIVO**. Some are inspired by López Castro's own history: the stories she has heard from her Catalan grandmother, who was imprisoned under Franco for selling beans without a license. Others were stirred through conversation with the Sin Papeles, anonymous African labourers who bring in Spain's peach harvest each year. López Castro and Kayser draw from the hum of the city streets, the soundscapes of Latin America, and the rhythm of Africa to produce a playful collage of sound as light and warm as Catalonia's autumn breeze.

www.lauralopezcastro.com



Daniel Dendra

In 2007, anOtherArchitect (aA) was founded by Daniel Dendra as a multidisciplinary platform for digital design with a focus on sustainable strategies, connections between virtual networks and real tectonics and urban design processes. Ever since aA has served as a cooperative platform for architects, artists, fashion designers, landscape architects, environmental specialists and structural engineers.

Before founding anOtherArchitect Daniel Dendra worked at various design offices in London, Moscow, Düsseldorf and Rotterdam such as A. M. O. (Rem Koolhaas) and Zaha Hadid Architects.

After running a studio together with Dr Jenny Lowe at Brighton University (UK), Daniel Dendra was appointed visiting professor at DIA (Dessau Institute of Architecture | Bauhaus Dessau) in 2007 where he leads design studio. In 2010, Daniel became a studio master of GREENlab together with Thomas Auer (Transsolar) at the Ecole Spéciale d'Architecture in Paris (ESA Paris).

In 2008, Daniel Dendra was curator of CANactions 2009—a festival for young architects in Kiev, Ukraine.

Daniel Dendra is a founding partner of the OpenSource-Design Network: OpenSimSim.

www.anOtherArchitect.com



Simon Halsey

Simon Halsey, principal conductor of the Rundfunkchor Berlin since 2001, is internationally in demand as a conductor and lecturer.

He holds an honorary doctorate from the University of Birmingham, has been engaged as guest lecturer and conductor at the University of Minnesota (2009) and Yale University (2011), and is International Chair of Choral Conducting at the Royal Welsh College of Music & Drama in Cardiff. Born in London in 1958, he was appointed director of music at the University of Warwick at the age of 22.

From 1982 he has been director of the City of Birmingham Symphony Chorus, and from 1989–94 was director of the Salisbury Festival and chorus master of Flemish Opera, Antwerp. From 1997–2008 he was engaged as guest conductor then principal conductor of the Hilversum Radio Chorus.

www.rundfunkchor-berlin.de



Matthias Kröner

Matthias Kröner is the CEO of FIDOR Bank AG, where he is responsible for investor relations, corporate communications, strategic development and communities.

He is a passionate and knowledgeable entrepreneur and has developed many innovative concepts into successful business models. With vast experience in creating new media presence in the “pedestrian zones” of the internet, Matthias Kröner provides insights into how to be best positioned in the market place.

www.fidor.de



Peter J. Lovatt

Dr Peter Lovatt is a Reader in Psychology at the University of Hertfordshire, where he heads the Dance Psychology Lab. Before embarking on an academic career Peter was a professional dancer. Peter has a BSc in Psychology and English (University of Surrey), MSc in Neural Computation (Stirling University) and a PhD in Experimental Psychology (Essex University).

Peter carried out his post-doctoral research at Cambridge University and he founded the Dance Psychology Lab at the University of Hertfordshire in 2008. Peter carries out experimental psychological research in dance and dancers, exploring areas such as Dance and Thinking, Dance and Perception, Dance and Hormones and Dance and Health. Peter is actively engaged in promoting the public understanding of science and of engaging a wide range of people with science and its application. Peter's research has been reported widely in the international press, on the radio, and on TV programmes around the world.

www.PeterLovatt.com



Wolfgang Müller-Pietralla

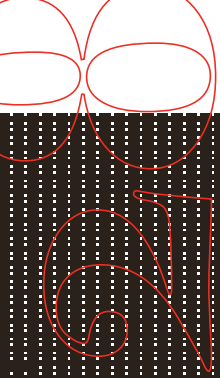
Wolfgang Müller-Pietralla studied biology at the University of Hanover, focusing on models and simulations of ecologic systems.

In 1992, he joined Volkswagen where he introduced a sustainable environmental management system. During the EXPO 2000, Mr. Müller-Pietralla was Volkswagen's project manager and stage-managed both the Autostadt and the rain-forest house.

Since 2003, he has been the head of Volkswagen's future affairs department within the Volkswagen Group Research, where he focuses on analyzing future developments and deducting future mobility and vehicle concepts.

In April 2009, Mr. Müller-Pietralla was appointed visiting professor at the Braunschweig University of Art.

www.volkswagenag.com



Achim Peters

Prof Dr Achim Peters is an obesity specialist who lives and works in Lübeck. Achim Peters formulated the basic model of the “Selfish Brain” theory in 1998.

The theory posits that the brain “selfishly” allocates glucose in the body to itself, irrespective of the needs of other organs. Prof Peters found out that disruption to this function of the brain can cause a break-down of energy flows in the body, leading to obesity and diabetes.

Arguing from both a mathematical standpoint and from a system theoretical standpoint, and using published records from classical endocrinology-diabetology and the modern neurosciences, Prof Peters has been able to develop his ideas in a methodologically groundbreaking manner. A recent clinical study, by the DFG supported Clinical Research Group, was able to reinforce Prof Peters’ findings with reference to experiments on test subjects, resulting in the publication of a paper entitled “Selfish Brain: brain glucose and metabolic syndrome”.

www.selfish-brain.org



Philipp Selenko

Philipp Selenko holds a doctorate in biochemistry and is the group leader for In-cell NMR at the Leibniz Institute of Molecular Pharmacology (FMP) in Berlin. He was the first scientist to employ high-resolution NMR spectroscopy to study proteins inside live cells. The overall aim of his research is to develop tools for observing biomolecules in their native cellular environments, and at atomic resolution.

Prior to his appointment as group leader at the FMP, Selenko held a fellowship in the Department of Biological Chemistry and Molecular Pharmacology at Harvard Medical School and at the European Molecular Biology Laboratory in Heidelberg, Germany.

www.fmp-berlin.de



TrendOne

TrendOne is Europe's leading trend research institute and the market leader in the identification of key trends in fastchanging industrie sectors. As such, TrendOne identifies over 330 microtrends worldwide every month with a focus on marketing, media, service and product innovations. The institute also offers the Trendexplorer – an extensive trend database with over 14,000 micro-trends and has an international trend scouting network of over 80 freelance scouts across the world.

TrendOne's Norbert Hilliger and Nick Sohnemann will take you on a multimedia, video-based journey into the future.

www.trendone.de



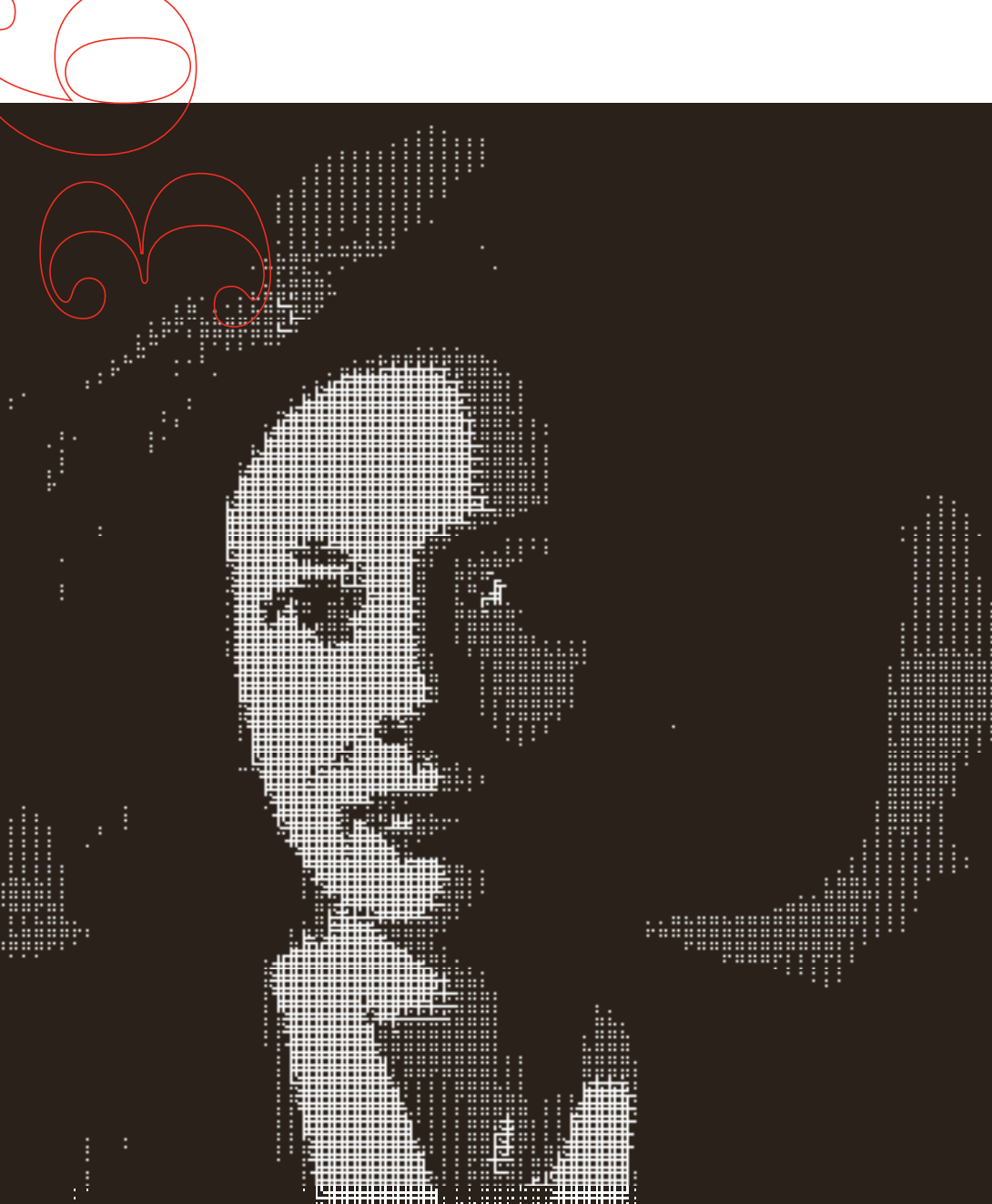
Tobias Wallisser

After studying architecture in Berlin, Stuttgart and New York, Tobias Wallisser worked in the United States, Netherlands and Germany. For 10 years, Tobias was Associate Architect at UNStudio in Amsterdam, where he was responsible for a series of high profile projects like the Stuttgart Mercedes-Benz Museum which has attracted worldwide attention for its innovative spatial concept.

2007, he co-founded LAVA (Laboratory for Visionary Architecture) with Chris Bosse and Alexander Rieck. LAVA is an architectural think tank with offices in Stuttgart and Sydney and operates as a network of specialists. They gained recognition with the prototype for the future hotel, the Schumacher Tower, the green void installation, and their winning competition entry for the center of the CO₂-emission-free city Masdar.

Since 2006, Tobias Wallisser has been Professor of Innovative Construction and Spatial concepts at the State Academy of Fine Arts Stuttgart.

www.l-a-v-a.net



Janine Wedel

Janine R. Wedel writes about power, influence, and governing through the unique lens of a social anthropologist. A professor in the School of Public Policy at George Mason University and senior research fellow at the New America Foundation, Wedel is the first anthropologist to win the Grawemeyer Award for Ideas Improving World Order.

Her new book *Shadow Elite: How the World's New Power Brokers Undermine Democracy, Government, and the Free Market* (Basic Books 2009) was named Book of the Month by The Huffington Post in January.

Wedel has contributed congressional testimony and articles and opinion pieces to more than a dozen major outlets, including The New York Times, The Financial Times, The Washington Post, The Wall Street Journal Europe. She writes a featured weekly shadow elite column in The Huffington Post.

Wedel developed and directs the initiative on Outsourcing National Security at the New America Foundation. She is co-founder and convener of the Interest Group for the Anthropology of Public Policy (IGAPP).

She received a B.A. from Bethel College, an M.A. from Indiana University, and a Ph.D. from the University of California, Berkeley.

www.janinewedel.info

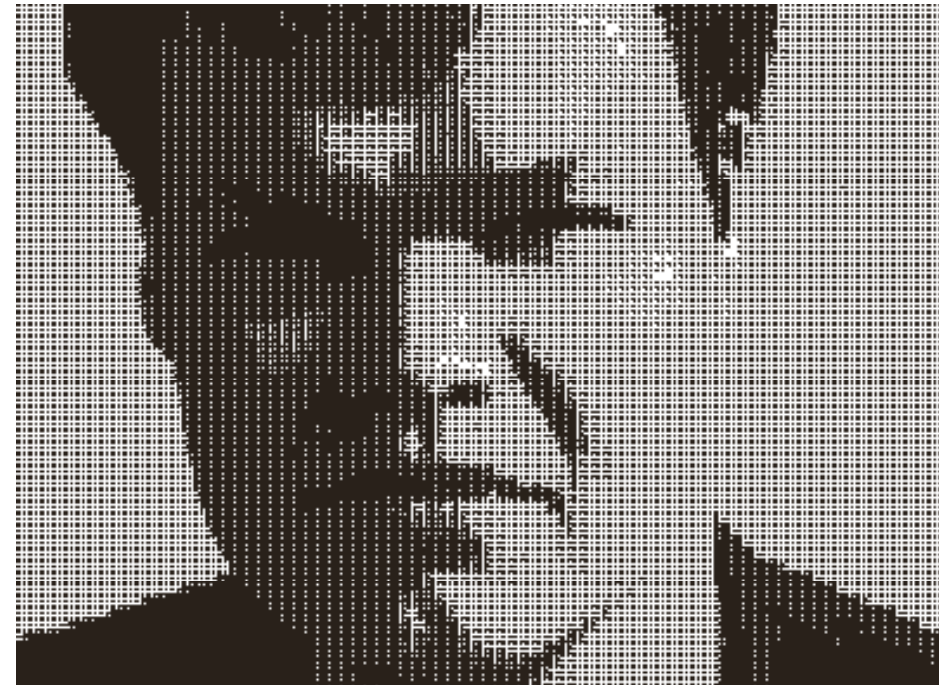


Short Talks

Sebastian Dittmann

Sebastian Dittmann has worked in the fields of media, IT and virtual worlds. After graduating, he founded Audanika GmbH, a company dedicated to creating digital virtual music instruments. At their core, these instruments transform complex harmonic concepts into easy to use graphic user interfaces, so users are able to create music completely intuitively.

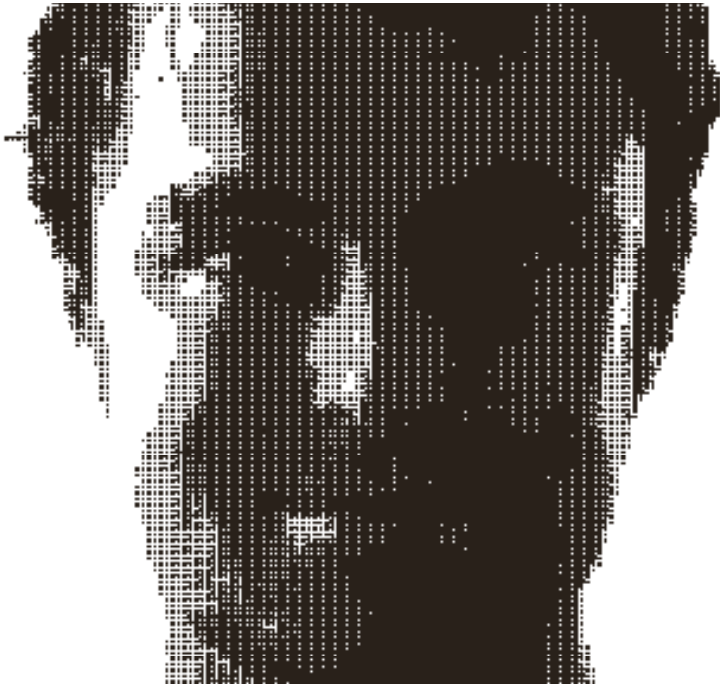
www.audanika.com



Fabian Hemmert

Fabian Hemmert is a design researcher, born and raised in Germany. During his studies towards an M.A. degree in Interface Design, he worked for Nintendo of Europe and Marvel Comics. He is currently finishing his PhD at Deutsche Telekom Laboratories, with a focus on new ways of interacting with technology.

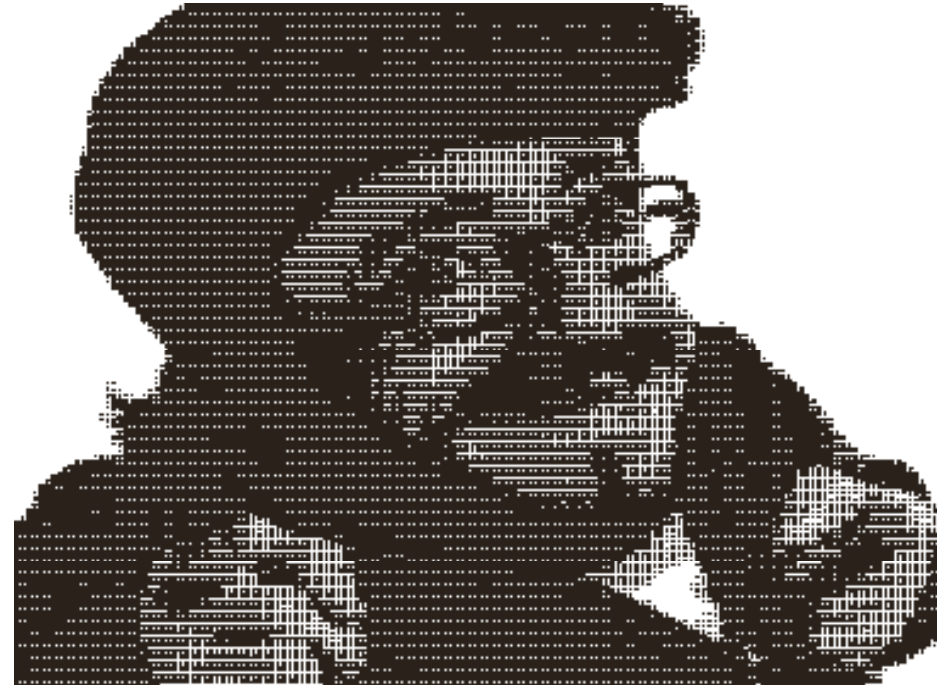
www.fabianhemmert.com



Raul Krauthausen

Raul Krauthausen is a marketing specialist dedicated to solving social problems, and making solving social problems fun. Raul is the co-founder of SOZIALHELDEN, a multi-award-winning group of extraordinary change-makers that has a track record of creating successful, sustainable and well-marketed social innovations. While continuing to contribute to the SOZIALHELDEN, Raul now fully concentrates on growing the wheelmap.org community.

www.raul.de



TED Video Talks

TEDxBerlin will show three pre-recorded talks from the TED Talks video series. These talks are also available on www.TED.com

Sugata Mitra *The child-driven education*

Sugata Mitra's "Hole in the Wall" experiments have shown that, in the absence of supervision or formal teaching, children can teach themselves and each other, if they're motivated by curiosity and peer interest.

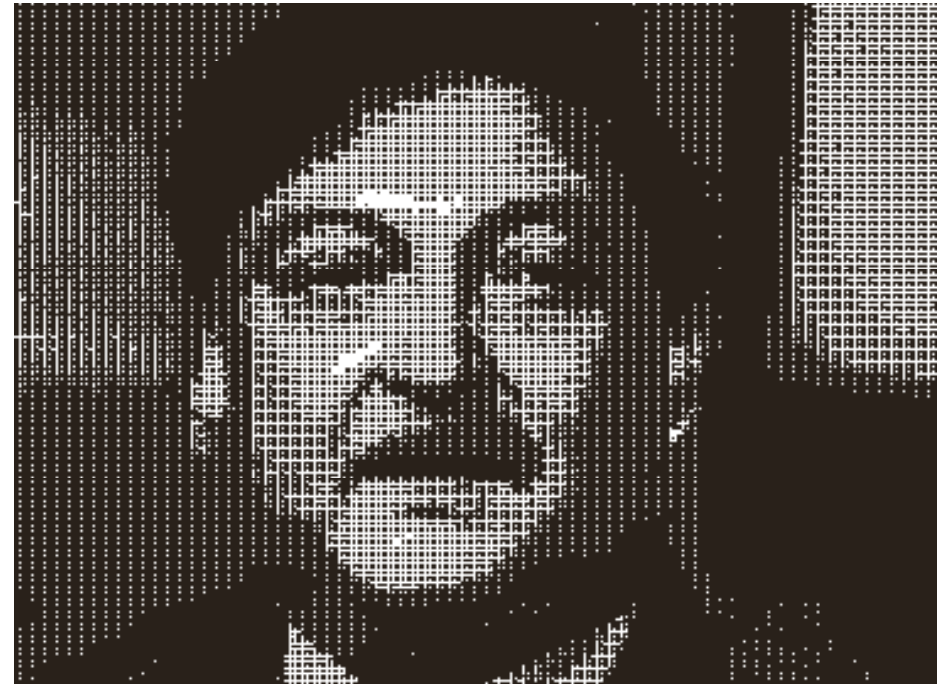


Foto: Sugata Mitra

Sir Ken Robinson

Bring on the learning revolution!

Creativity expert Sir Ken Robinson challenges the way we're educating our children. He champions a radical rethink of our school systems, to cultivate creativity and acknowledge multiple types of intelligence.



Foto: Sir Ken Robinson

Jessica Jackley

Poverty, Money and Love

What do you think of people in poverty? Maybe what Jessica Jackley once did: “they” need “our” help, in the form of a few coins in a jar. The co-founder of Kiva.org talks about how her attitude changed—and how her work with micro-loans has brought new power to people who live on a few dollars a day.

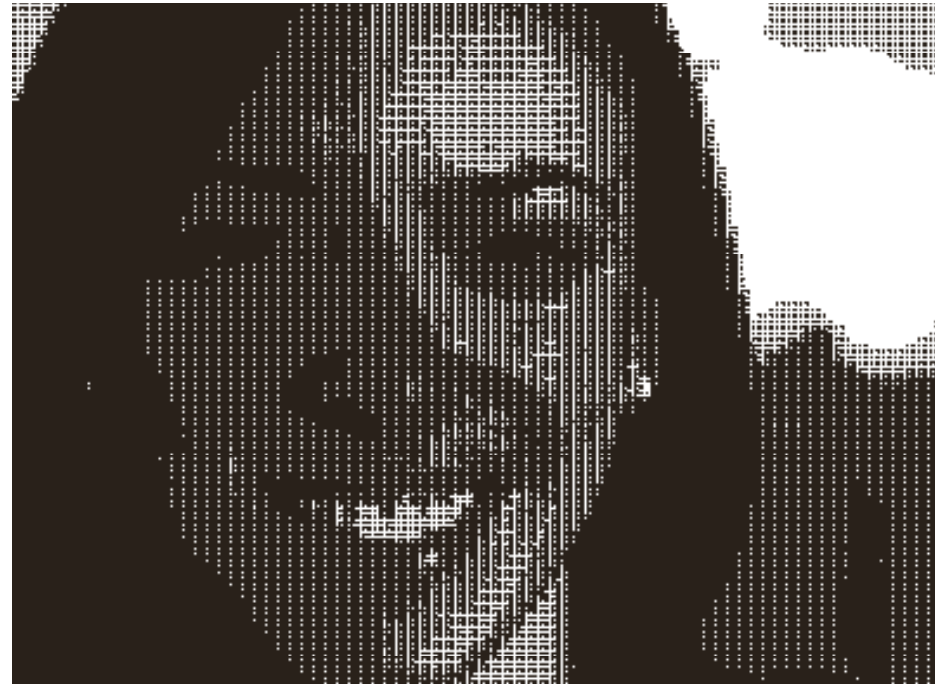
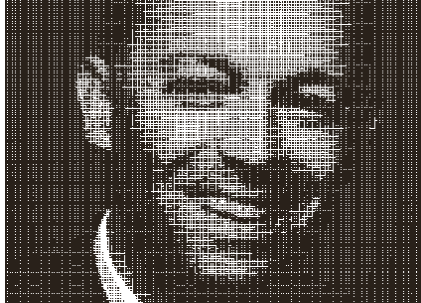


Foto: Jessica Jackley

TEDx Board Members



Stephan Balzer
Managing Director
red onion GmbH



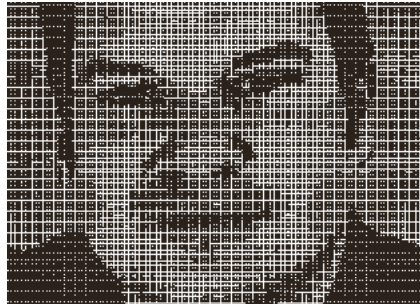
Dr Joana Breidenbach
Cultural Anthropologist and
Co-Founder of betterplace.org



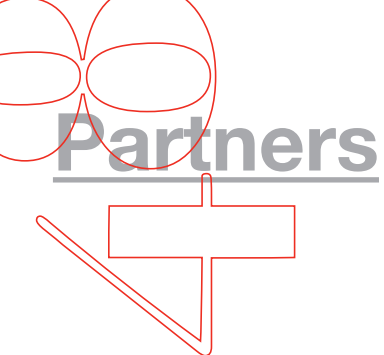
Thomas Schindler
CTO Avenso AG



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



Jörg Rheinboldt
CEO M10 GmbH



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www.berlin-partner.de
www.businesslocationcenter.de

Special thanks to Berlin Partner for their generous support.



by Monotype Imaging

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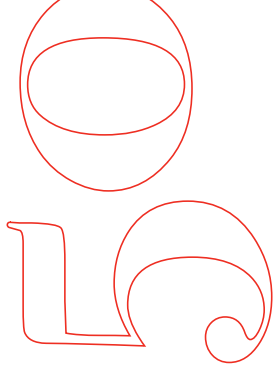
Special thanks to Linotype for their generous support.



In September 2006, RADIALSYSTEM V was opened as a new creative space for the arts in Berlin. The name of the historical building, formerly a pumping station, indicates the direction the house seeks to follow as a cultural platform where ideas 'radiate' out in all directions and across boundaries. Located directly on the Spree River where the districts Mitte, Kreuzberg and Friedrichshain meet, the house combines a turn of the century industrial building with a modern glass addition. This balanced synthesis of old and new mirrors the founding principle of RADIALSYSTEM V: through the combination of apparently opposed concepts, something new is created that exceeds the sum of its parts and benefits both sides. This concept of dialogue is present in the architecture as well as in the artistic programs and in the synthesis of economy and culture.

www.radialsystem.de

Special thanks to Radialsystem V for their generous support.



edenspiekermann_ amsterdam berlin stuttgart

Edenspiekermann is an international agency for strategy, design and communication with offices in Amsterdam, Berlin and Stuttgart.

Special thanks to Edenspiekermann for designing the invitation and the program for TEDxBerlin.

FEDRIGONI

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www.fedrigoni.com
www.fedrigoni.de

Special thanks to Fedrigoni for sponsoring the paper for the invitation and the TEDxBerlin program.



Fork Unstable Media (4RK) is a creative agency for digital communication. Based in Hamburg, Cologne and Berlin we are working for international brands like RITTER SPORT, OTTO, PUMA, Linotype & ASPIRIN.

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

TILLMANN COACHING

www.oletillmann.com

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

www.pinguin-druck.de 

Special thanks to Pinguin Druck for printing this program.

BAUMGARTEN & GRÜTZMACHER DRUCKEREI

Special thanks to Baumgarten & Grützmacher for printing the TEDxBerlin invitations.