

# WIRED 2012

Together with

*Telefonica*

HEADLINE PARTNER  
Samsung  
SMART TV

## PROGRAMME THURSDAY, OCTOBER 25

### 08.00 REGISTRATION & COFFEE

#### 08.45 WELCOME

WELCOME FROM WIRED

RUPERT TURNBULL PUBLISHER, WIRED MAGAZINE  
DAVID ROWAN EDITOR, WIRED MAGAZINE

#### RETHINK WHAT YOU SEE

THOMAS HEATHERWICK ENGLISH DESIGNER  
GREG ASNER ENVIRONMENTAL SCIENTIST AND  
LEADING EXPERT ON TROPICAL FORESTS  
ALEXA MEADE ARTIST

#### THE NEW RULES OF BUSINESS

JESSICA GREENWOOD DIRECTOR OF BUSINESS  
STRATEGY, R/GA  
STEFAN OLANDER VICE PRESIDENT,  
DIGITAL SPORT, NIKE INC.  
AJAZ AHMED FOUNDER, AKQA  
TIM HARFORD 'THE UNDERCOVER ECONOMIST',  
BROADCASTER, AND AUTHOR OF ADAPT

### 11.00 MORNING BREAK

#### BUILD A SOCIAL BUSINESS

MICHAEL ACTON SMITH FOUNDER, MIND CANDY  
TROY CARTER FOUNDER AND CEO, ATOM FACTORY  
DAVID KARP FOUNDER & CEO, TUMBLR  
LILY COLE MODEL, ACTRESS AND  
SUSTAINABILITY CHAMPION  
LIOR RAZ COMEDIAN

#### KEYNOTE

FERRAN ADRIÀ RENOWNED CATALAN CHEF  
KNOWN FOR 'MOLECULAR GASTRONOMY'

### 13.15 LUNCH

### 14.30 PERFORMANCE:

IMOGEN HEAP GRAMMY AWARD-WINNING SINGER,  
COMPOSER AND SONGWRITER

#### THE POWER OF DATA

STEPHEN COHEN FOUNDER, PALANTIR  
PROFESSOR CHRISTOFER TOUMAZOU  
MEDICAL INNOVATOR  
PROFESSOR NICHOLAS CHRISTAKIS  
SOCIAL SCIENTIST AND PHYSICIAN

#### WIRED 100

LIGHTNING TALKS

### 16.10 AFTERNOON BREAK

#### THE MUSICAL CROWD

GOTYE MULTI-INSTRUMENTAL MUSICIAN

#### CYBERWAR

MIKKO HYPPONEN CYBERSLEUTH  
KEREN ELAZARI COMPUTER SECURITY EXPERT

#### PROBLEM-SOLVING TECH

ILONA LAARMAN  
EKSO BIONICS

### 18.30 CONFERENCE ENDS

### 19.30 EVENING EVENT STARTS

DETAILS CORRECT AT TIME OF GOING TO PRESS

W I R E D E V E N T . C O . U K

# WIRED 2012

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## PROGRAMME FRIDAY, OCTOBER 26

### 08.15 REGISTRATION & COFFEE

#### 08.45 WELCOME TO DAY TWO

DAVID ROWAN EDITOR, WIRED MAGAZINE

#### REDESIGNING THE NON-PROFIT

SCOTT HARRISON

FOUNDER AND CEO, CHARITY:WATER

JANE CHEN CEO, EMBRACE

PETER THUM FOUNDER,

FONDERIE47 AND ETHOS WATER

#### THE UNFINISHED SOCIAL REVOLUTION

MANAL AL-SHARIF

SAUDI WOMEN'S RIGHTS ACTIVIST

MONA ELTAHAWY AWARD-WINNING COLUMNIST

COVERING ARAB AND MUSLIM ISSUES

### 10.55 MORNING BREAK

#### THE FUTURE AS SEEN FROM THE LAB (I)

RAMESH RASKAR MIT SCIENTIST

TOD MACHOVER MUSICAL INNOVATOR

SEBASTIAN SEUNG MIT BRAIN SCIENTIST

#### WAYRA PITCH SESSION

#### THE FUTURE AS SEEN FROM THE LAB (II)

SIMON BARON-COHEN PROFESSOR OF

DEVELOPMENTAL PSYCHOPATHOLOGY,

UNIVERSITY OF CAMBRIDGE

### 13.15 LUNCH

DETAILS CORRECT AT TIME OF GOING TO PRESS

### 14.30 THE FUTURE OF THE CITY

GUEST-CURATED BY

MARIA POPOVA OF BRAIN PICKINGS

PAOLA ANTONELLI SENIOR CURATOR,

NEW YORK'S MUSEUM OF MODERN ART

JAKE BARTON FOUNDER, LOCAL PROJECTS

ALISSA WALKER LOS-ANGELES

BASED DESIGN EXPERT

#### AT THE CREATIVE EDGE

GUEST-CURATED BY

SCOTT BELSKY OF BEHANCE

DIEGO STOCCHI SOUND DESIGNER AND MUSICIAN

LEI VAN VELUW MULTIDISCIPLINARY ARTIST

JENNIFER CHEN CREATIVE INNOVATOR

SHRUTI VEERAMACHINENI CREATIVE INNOVATOR

LICHTFAKTOR LIGHT-GRAFFITI INNOVATORS

### 16.30 AFTERNOON BREAK

#### HACKERS AND MAKERS

PABLOS HOLMAN HACKER AND INVENTOR

HOJUN SONG TECH-OBSSESSED INSTALLATION

ARTIST AND DIY SATELLITE BUILDER

MARK SUPPES CREATOR OF A HOME-MADE

NUCLEAR FUSION REACTOR

ED COOKE CEO, MEMRISE

#### FINAL WORD FROM:

DAVID ROWAN EDITOR, WIRED MAGAZINE

### 18.30 CONFERENCE ENDS

WIRED EVENT . CO . UK