

Brilliant Accidents
NECESSARY

FAILURE

& IMPOSSIBLE
BREAKTHRU

"FAIL FASTER NOW!"

POPTech
2010
SKETCHBOOK



POPTECH 2010

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PHOTOGRAPHY

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NOTE: This sketchbook represents only a fraction of the speakers, presenters, performers, musicians, artists, intellectuals, entrepreneurs, scientists, designers, social agitators, and uncategorizable tribesmembers of the PopTech community. For more, visit www.poptech.org

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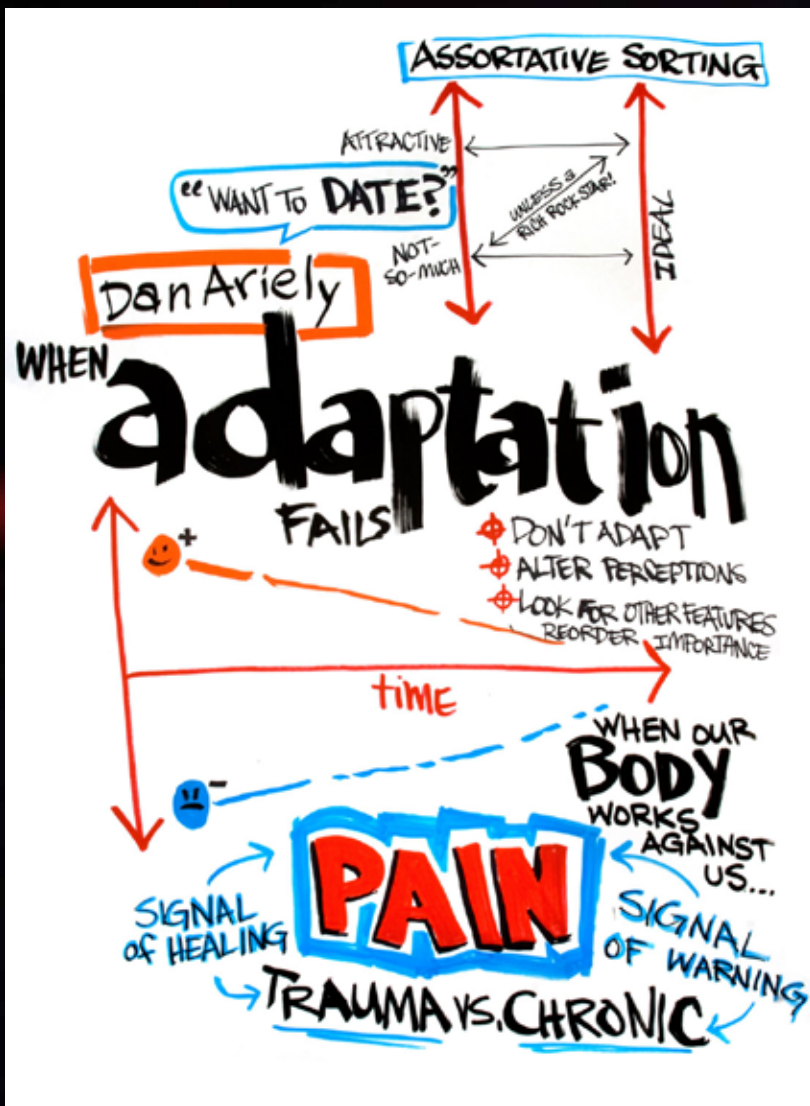
MINDSHIFTS

ADRIAN OWEN · BEN GOLDACRE
DAVID EAGLEMAN



THINKING WRONG

DAN ARIELY • KATHRYN SCHULZ • KEVIN DUNBAR



DAN ARIELY

AUTHOR OF IRRATIONALLY PREDICTABLE

KATHRYN SCHULZ

WORLD'S LEADING WRONGOLOGIST



MAKING MISTAKES
certainty \neq accuracy
Feeling we are operating
ON THE RIGHT SIDE
has dire consequences.

KEVIN DUNBAR

ON HOW PEOPLE THINK IN
COMPLEX SITUATIONS



In the **LAB** **RISK & FAILURE**

Mistakes, Errors
or Epiphanies?



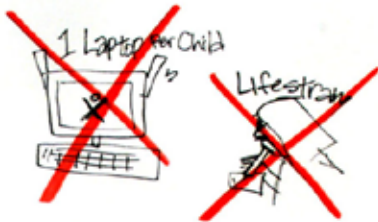


HOW NOT TO CHANGE THE WORLD

KEVIN STARR • NED BRESLIN • DARYL COLLINS • REGGIE WATTS

How **NOT**
TO CHANGE
THE WORLD

WHAT
WORKS?



WHAT IS
YOUR MISSION?

Verb + Target = Outcome

ACTIVITIES

8
WORDS
(or less)

WE SAVE,
ISLAND
SPECIES,
FROM
EXTINCTION.



BEHAVIOR

OUTCOMES

IMPACT
CHOOSE WHAT TO
MEASURE

DOES IT GET
TO PEOPLE WHO
NEED IT?

DO THEY USE IT?

CAN they AFFORD IT?

DID IT
CHANGE
CONDITIONS?

KEVIN STARR

...DESIGNING FOR IMPACT...
MEASURING & INVESTING,
TAKING IT TO SCALE!





NED BRESLIN
WATER FOR PEOPLE



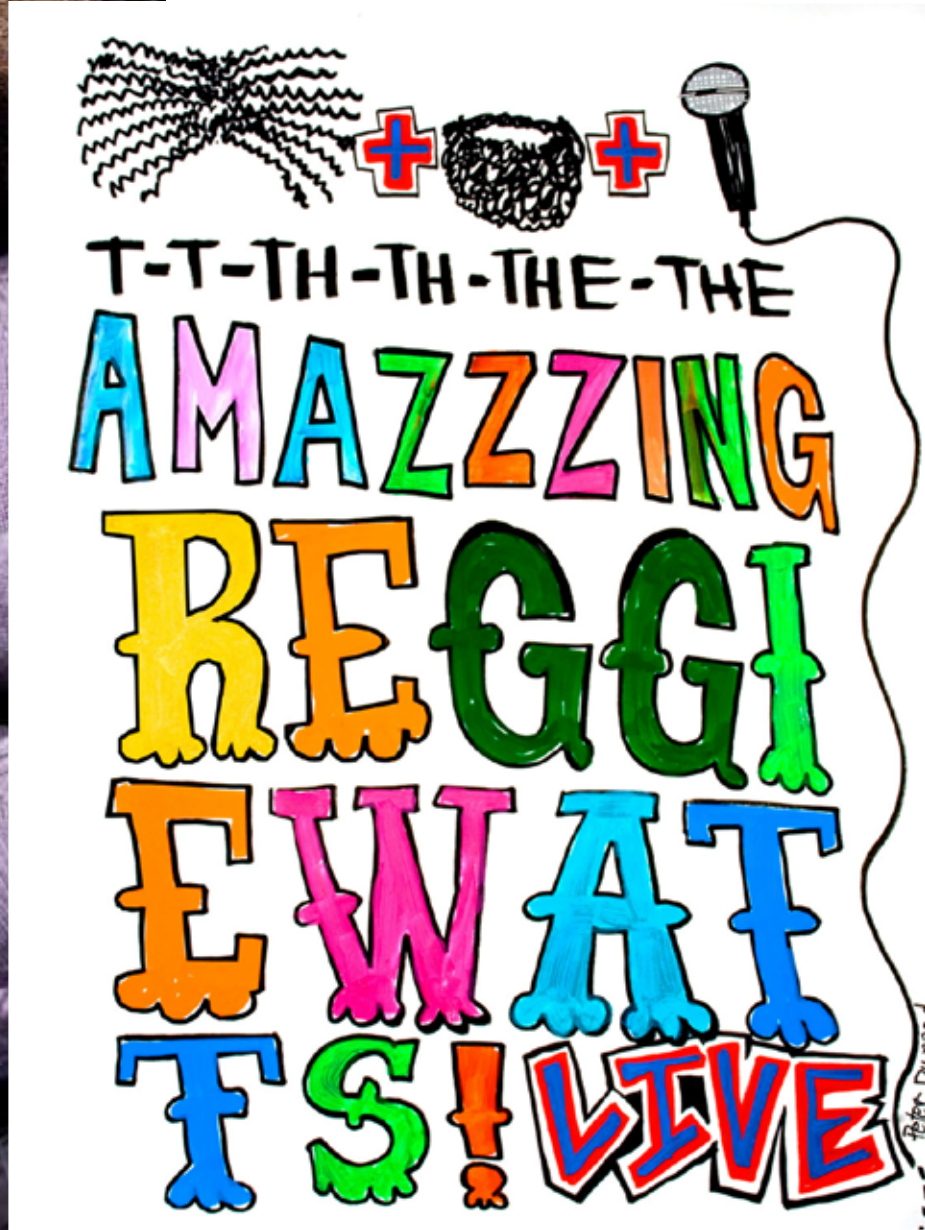
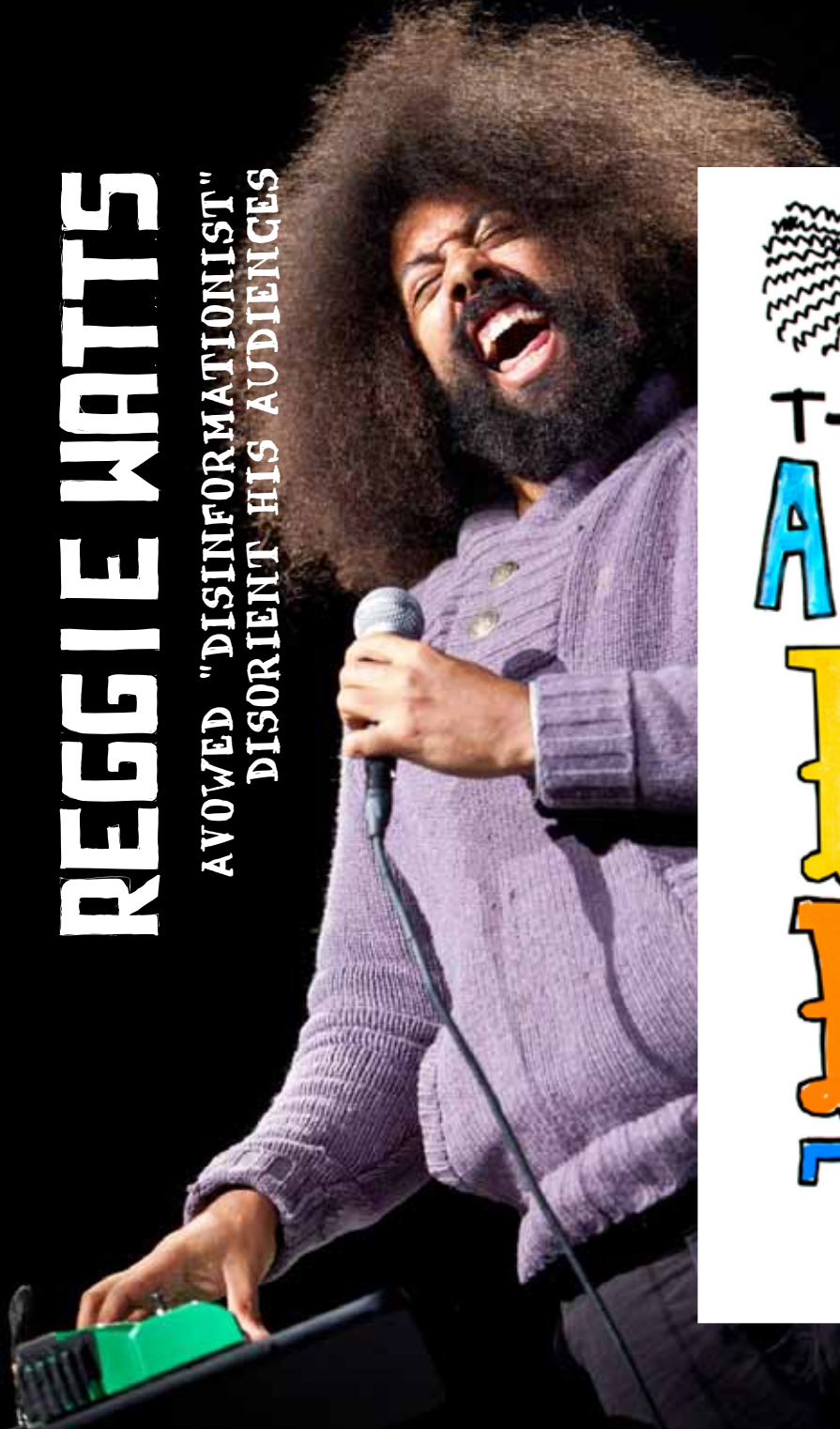
DARYL COLLINS

HOW THE WORLD'S POOR
LIVE ON \$2 A DAY



REGGIE WATTS

AVOWED "DISINFORMATIONIST"
DISORIENT HIS AUDIENCES





NOISE IN THE SYSTEM

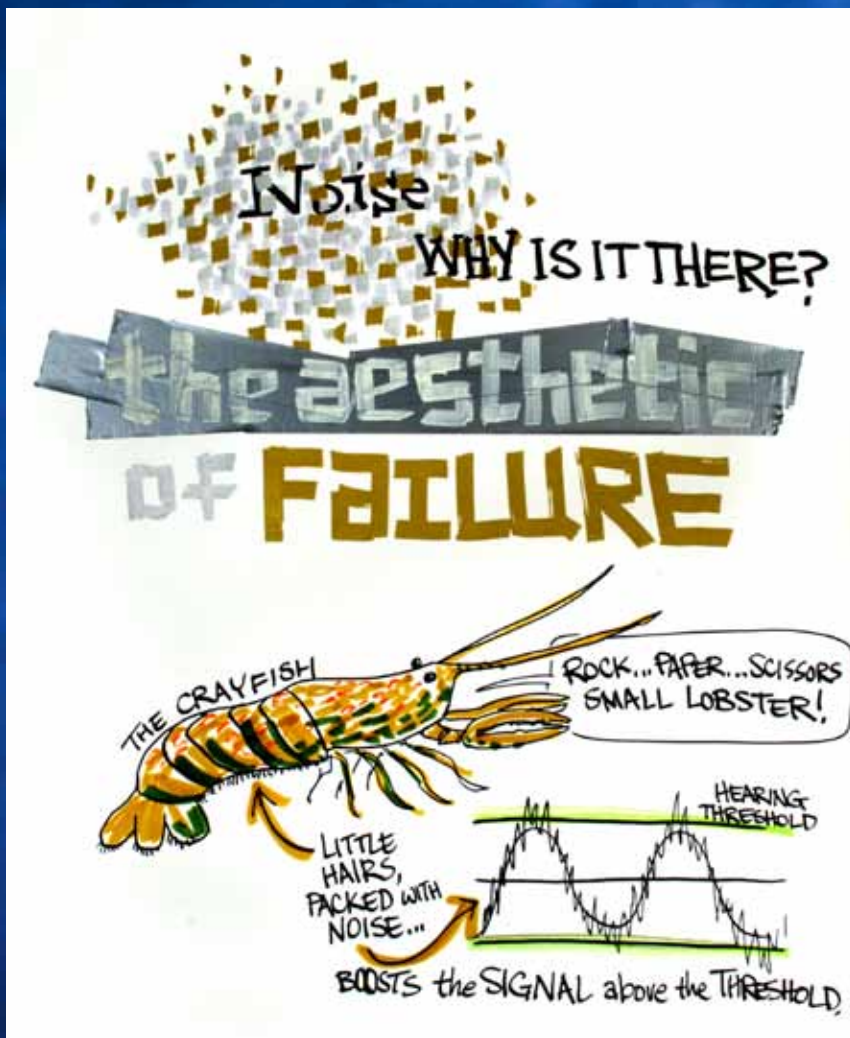
PATRICK FLANAGAN • DONALD INGBER • JAD ABUMRAD •
SIDDHARTHA MUKHERJEE • LISA GANSKY

NOISE IN THE SYSTEM CELL CYTOSKELETON DONALD INGBER
 HOW NATURE BUILDS DNA ORAGAMI TENSEGRITY ARCHITECTURE
 MICRO FLUIDICS MIMICK IMMUNE RESPONSE NEW PRODUCTS PHYSICAL SCIENCES BIOMATERIALS
 VERIFIABILITY FOR EVOLUTION HIGH RISK PROJECTS
 ALLIANCE BIOENGINEERING
 ANTICIPATORY MEDICAL DEVICES
 BIOLOGICALLY INSPIRED
 COLLABORATORIES LIVING CELLULAR MACHINES FLYING THINGS
 ENABLING TECHNOLOGY PLATFORMS
 AUTONOMOUS HOME HEALTHCARE
 SIGNALS that REBOOT DISEASE
 BIDMEMETIC MICROSYSTEM
 PROGRAMMABLE NANOMATERIALS INNOVATION REQUIRES NOISE!

DONALD INGBER

USES THE CONCEPT OF TENSEGRITY
 TO EXPLAIN HOW MECHANICAL
 FORCES CONTROL CELL & TISSUE
 DEVELOPMENT



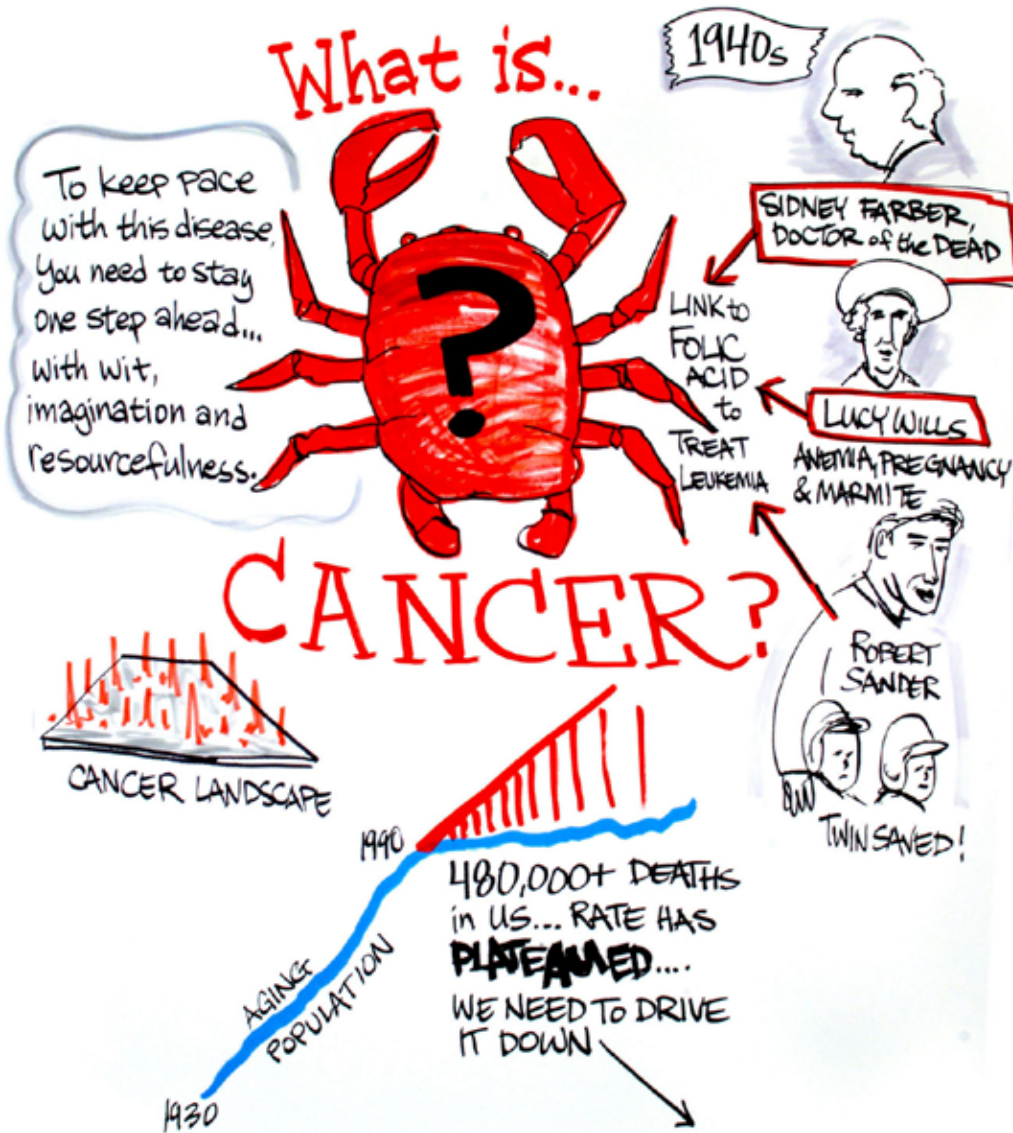


JAD ABUMRAD

EXPLORES BIG IDEAS THROUGH
CONVERSATION, SOUND,
AND STORYTELLING

SIDDHARTHA MUKHERJEE

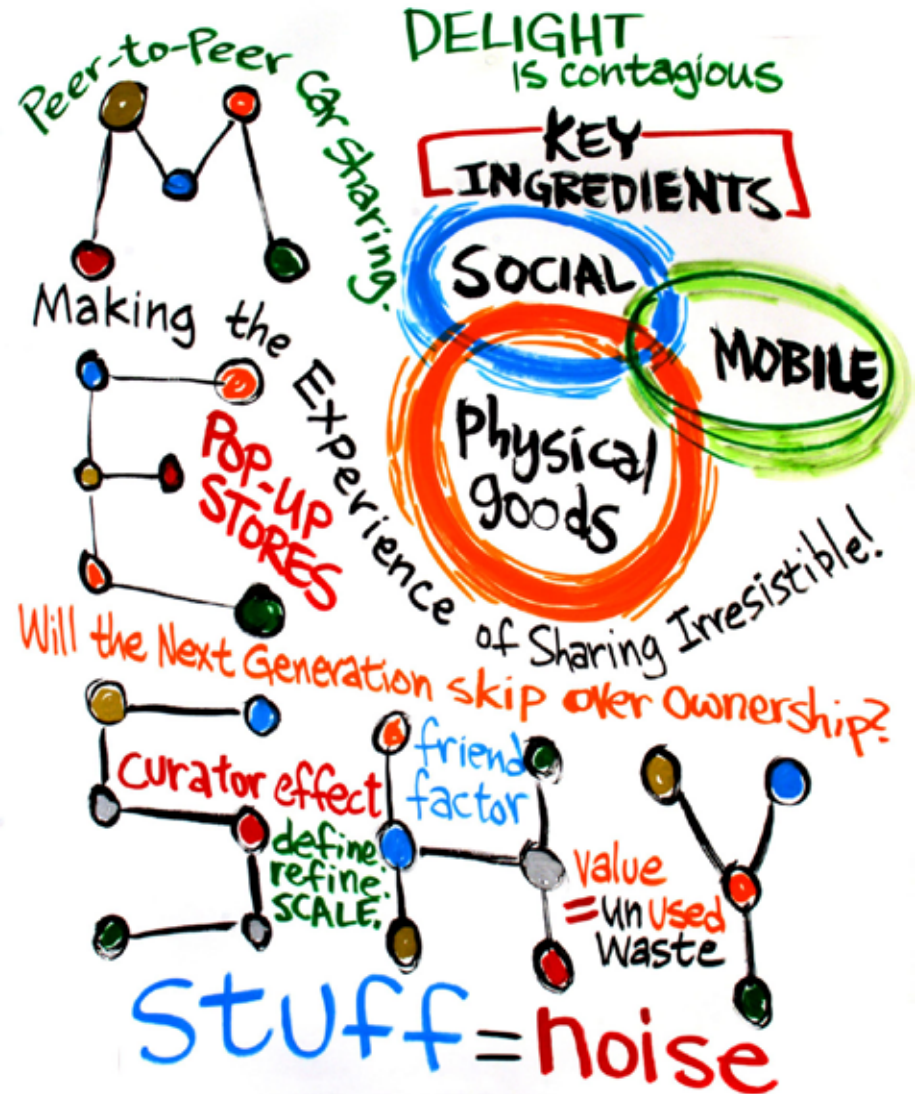
AUTHOR OF "EMPEROR OF ALL MALADIES: A BIOGRAPHY OF CANCER"





LISA GANSKY

ENTREPRENEUR/ENVIRONMENTALIST
BUILDING COMPANIES & SUPPORTING
SOCIAL VENTURES THRU OPPORTUNITY





THE EDGE OF EXPLORATION

ALAN RABINOWITZ • DAVID DE ROTHSCHILD • SUSAN CASEY



ALAN RABINOWITZ

WILDLIFE BIOLOGIST CALLS FOR
NEW MODELS OF CONSERVATION



"You never
fight the
To change s
a bo at
exi no

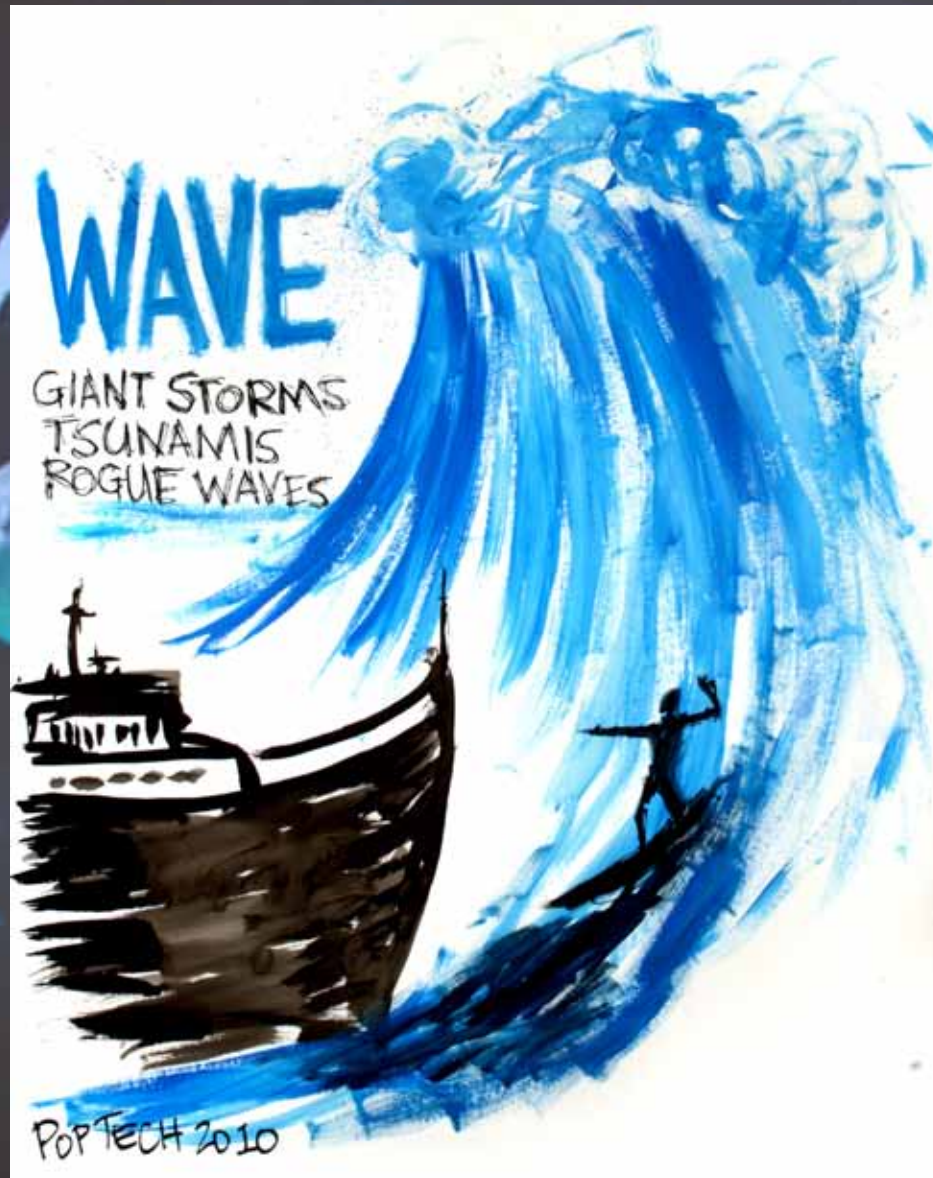


DAVID DE ROTHSCHILD

AN UNLIKELY CAPTAIN OF
AN EVEN MORE UNLIKELY SHIP:
A VESSEL MADE FROM 12,000
PLASTIC BOTTLES

SUSAN CASEY

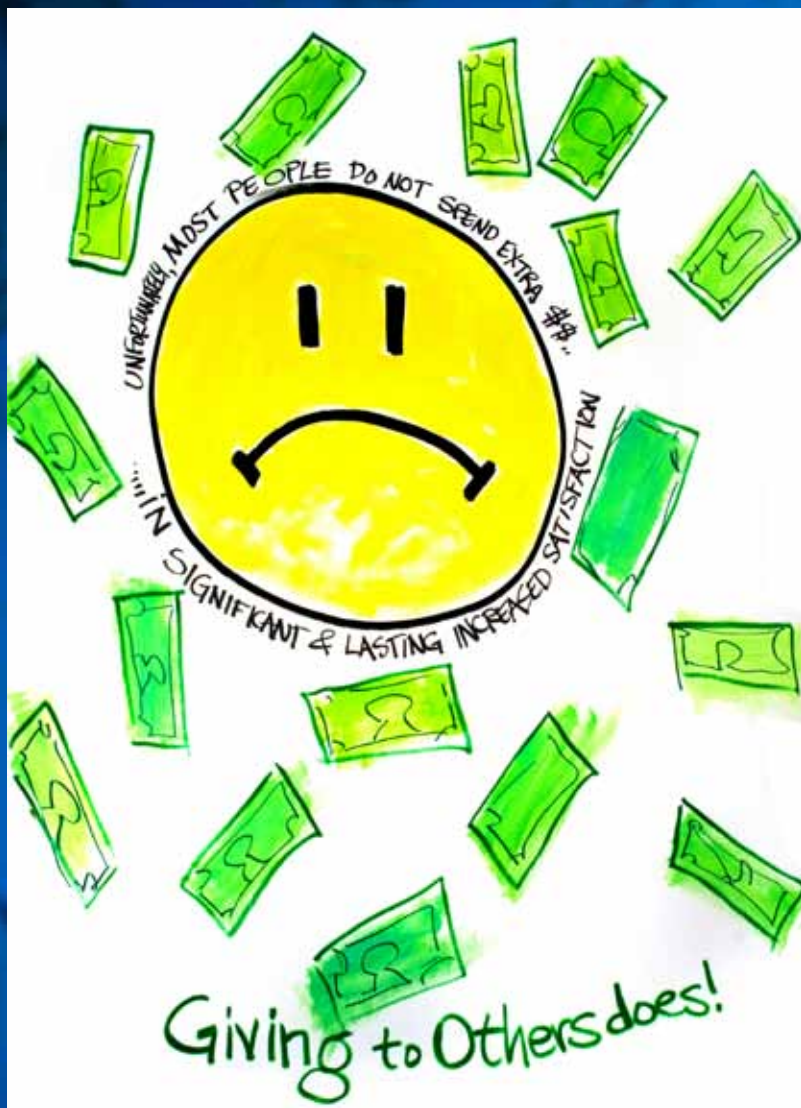
CHASES THE MYSTERY, SCIENCE
AND SEDUCTION OF THE PLANET'S
GREATEST WAVES





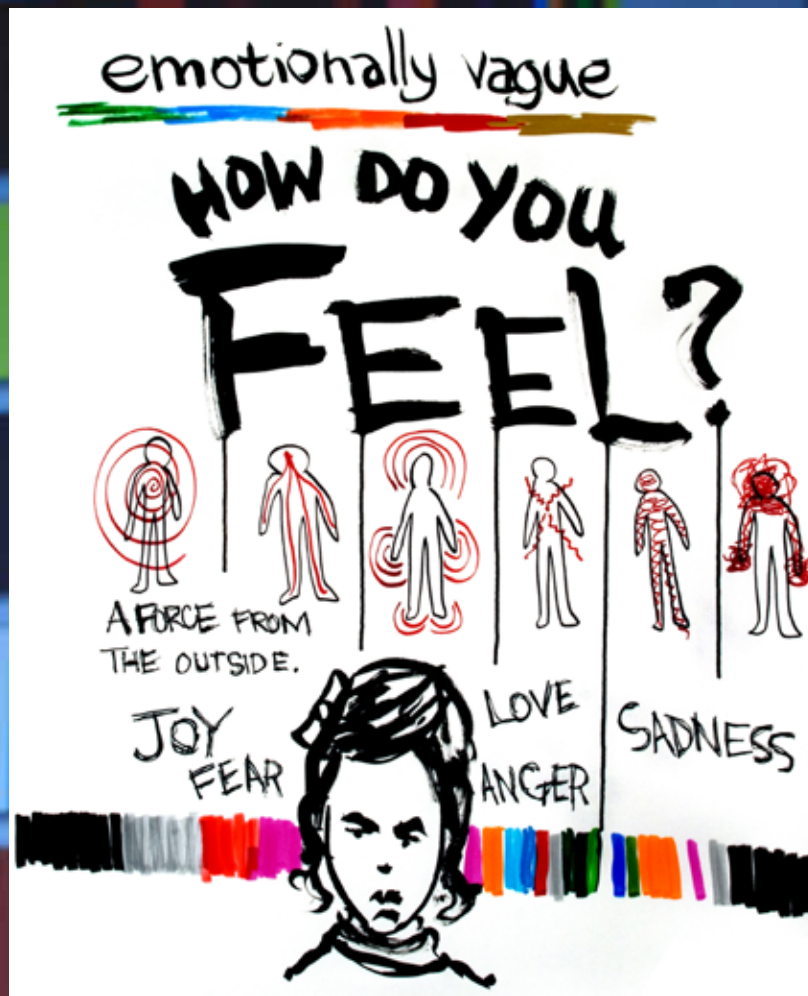
HUMAN DIMENSION

ELIZABETH DUNN • ORLAGH O'BRIEN • STEPHANIE GOONTZ



ELIZABETH DUNN

HOW WE SPEND OUR MONEY
CAN CHANGE THE WORLD,
INCREASE OUR HAPPINESS,
OR WIN A GAME OF DODGEBALL



ORLAGH O'BRIEN

EMOTIONALLY VAGUE: ANGER, JOY,
FEAR, SADNESS + LOVE IN
DRAWINGS, COLORS + WORDS

STEPHANIE COONTZ

UNDERSTANDING THAT MARRYING FOR LOVE IS A RADICAL IDEA!



EMOTION may **FEEL** the same across cultures and time periods, but there is tremendous variation in how those emotions are valued and in what settings they are considered appropriate.

THE SECRET
↓
♀
How to AVOID CRITICISM & GET SEX.

MARRIAGE was a way to get in-laws, peace, property, prestige & power.

♂
CONTRIBUTION by SPOUSE to CHILDCARE & HOUSEHOLD CHORES.

THE PURSUIT of HAPPINESS is a REVOLUTIONARY idea, especially when anyone can marry for

LOVE!

HIGH (but rewarding) EXPECTATIONS





COLLABORATIONS FOR CHANGE

PATRICK MEIER + JOSH NESBIT
JENNIFER THOMPSON-GANNINO + RONALD COTTON



**JOSH
NESBIT**

FRONTLINE SMS MEDIC



PATRICK MEIER

**USHIHIDI AS A PLATFORM
FOR RESCUE + RECOVERY**

JENNIFER THOMPSON-CANNINO

RONALD COTTON

**SURVIVAL
& MEMORY**

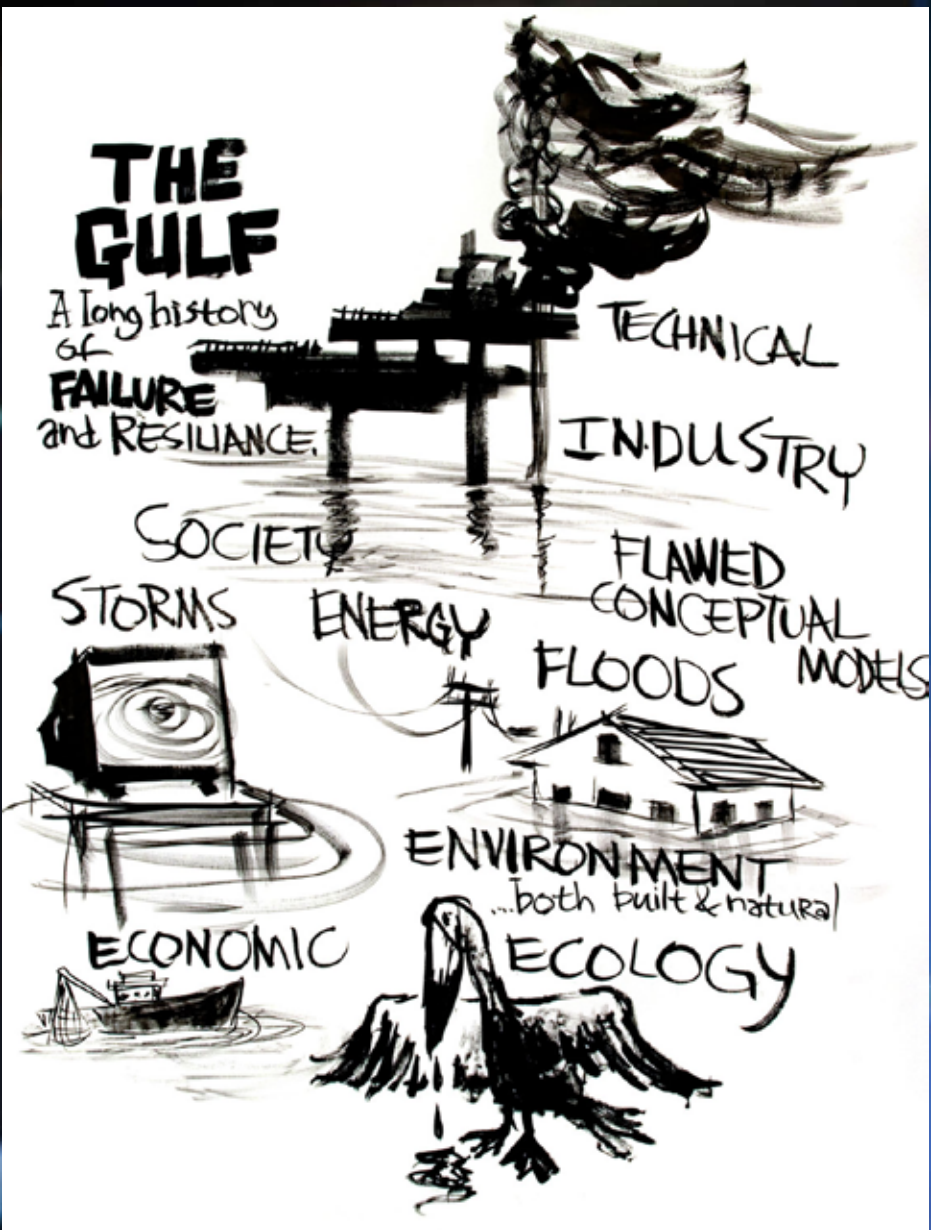


State v. COTTON
HATE and LOVE cannot
exist in the same HEART.



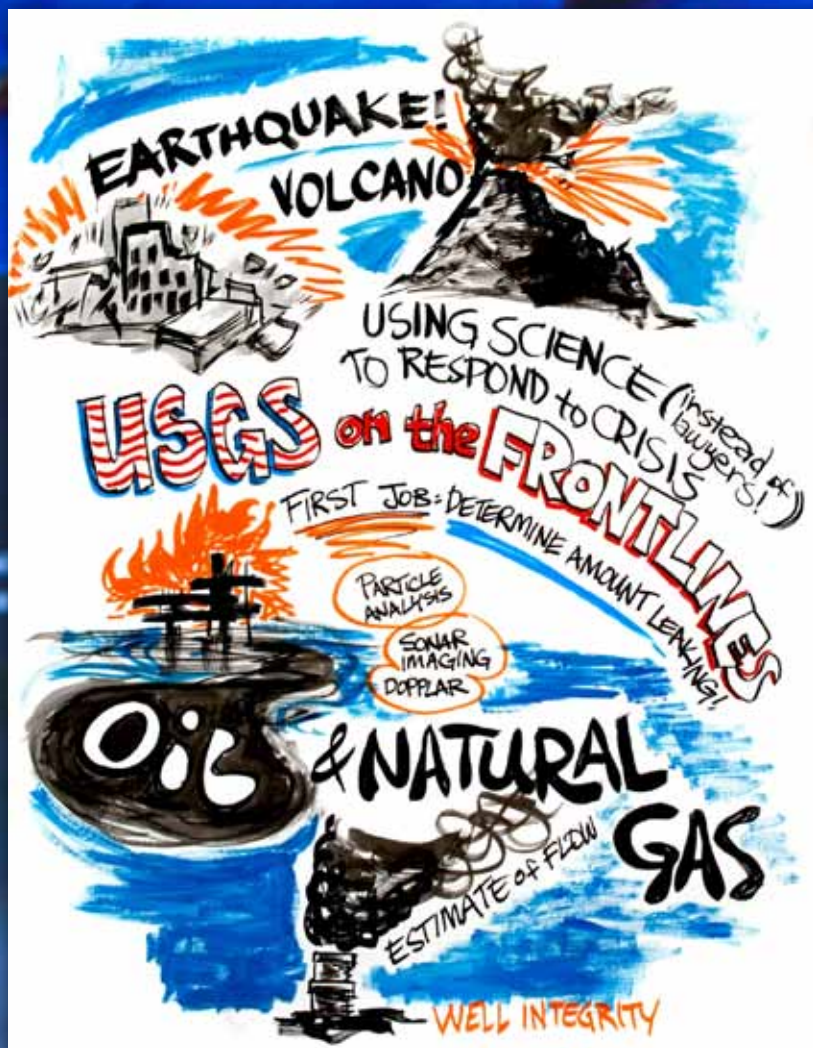
GULF STORIES

MIKE BLUM • MARCIA MGNUTT • CARLO RATTI • TOM DARDEN



MIKE BLUM

AT THE FRONTLINES OF BOTH THE SPILL AND THE CLEAN-UP EFFORTS



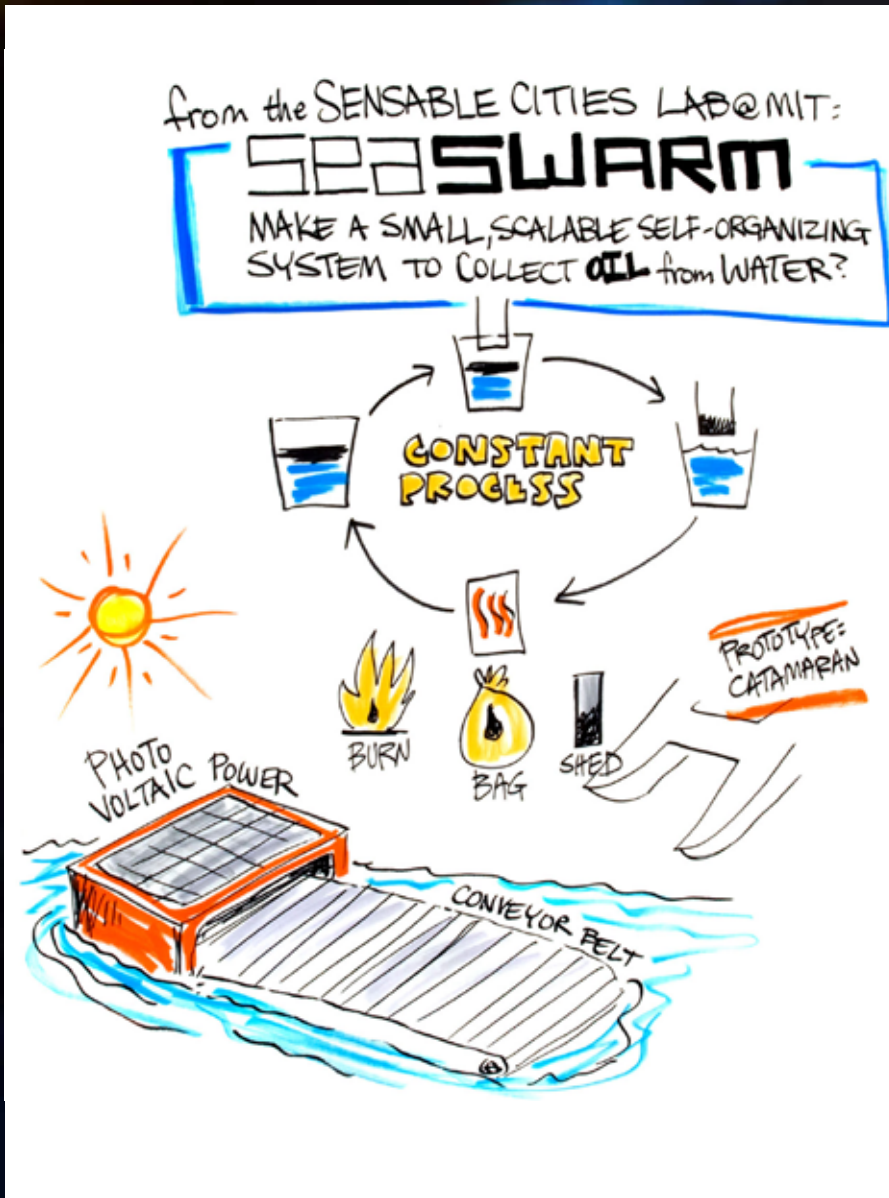
MARCI A McNUTT

SCIENTISTS PLAYED A CRITICAL
ROLE IN THE RESPONSE EFFORT



CARLO RATTI

INEXPENSIVE, SCALEABLE,
SELF-ORGANIZING SYSTEMS



TOM DARDEN

GREEN BUILDING PROJECT IN
NEW ORLEAN'S NINTH WARD

GULF STORIES

TOM DARDEN

HURRICANE KATRINA....

1800 residents of the ninth ward.

MAKE IT RIGHT
FOUNDED BY BRAD PITT

DESIGN HOMES that are Affordable, Safe, Functional, & Reflect Values of the People who live there.

NO VOCs
SOLAR
LED
ENERGY STAR
PASSIVE HEAT & COOLING
ABOVE FLOOD ZONE

CONTINUOUS INNOVATION

Peter Darden
@phardenspa

PPTech 2010





TEACHING AND LEARNING

**JOHN LEGEND • DEBORAH KENNY • SIMON HAUGER + AZEEM HILL
ASIL ABULIL, NOUR AL-ARDA, ASIL SHAAR, AND JAMEELA KHALED**

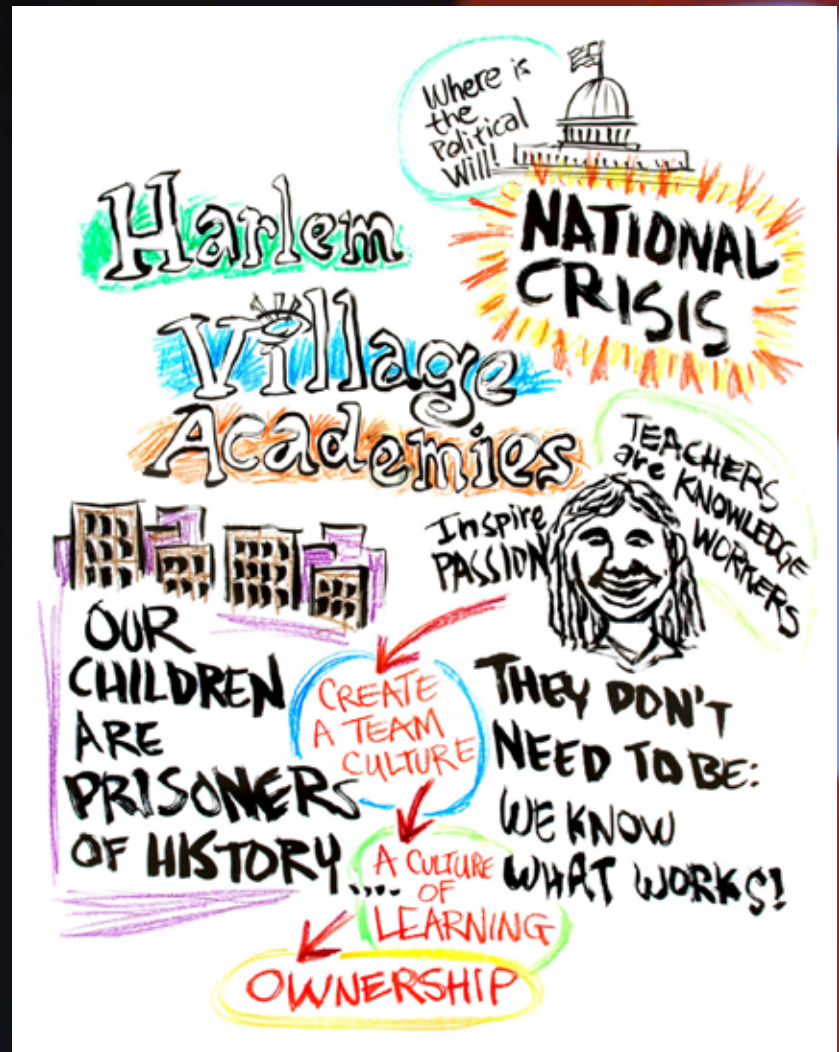
**POP!
TECH**



JOHN LEGEND

**MUSIC, EDUCATION AND
THE GIFT OF OPPORTUNITY**





DEBORAH KENNY

DEVELOPING A CULTURE OF OWNERSHIP WHERE TEACHERS LEARN FROM ONE ANOTHER



SIMON HAUGER + AZEEM HILL

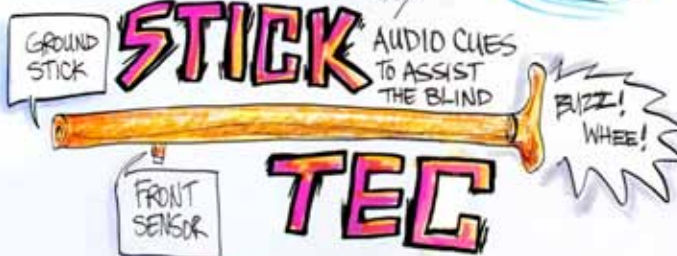
WEST PHILLY
HYBRID
XTEAM



INNOVATION FROM PALESTINE!



ISEF
INTEL



ASIL ABULIL
NOUR AL-ARDA
ASIL SHAAR
JAMEELA KHALED

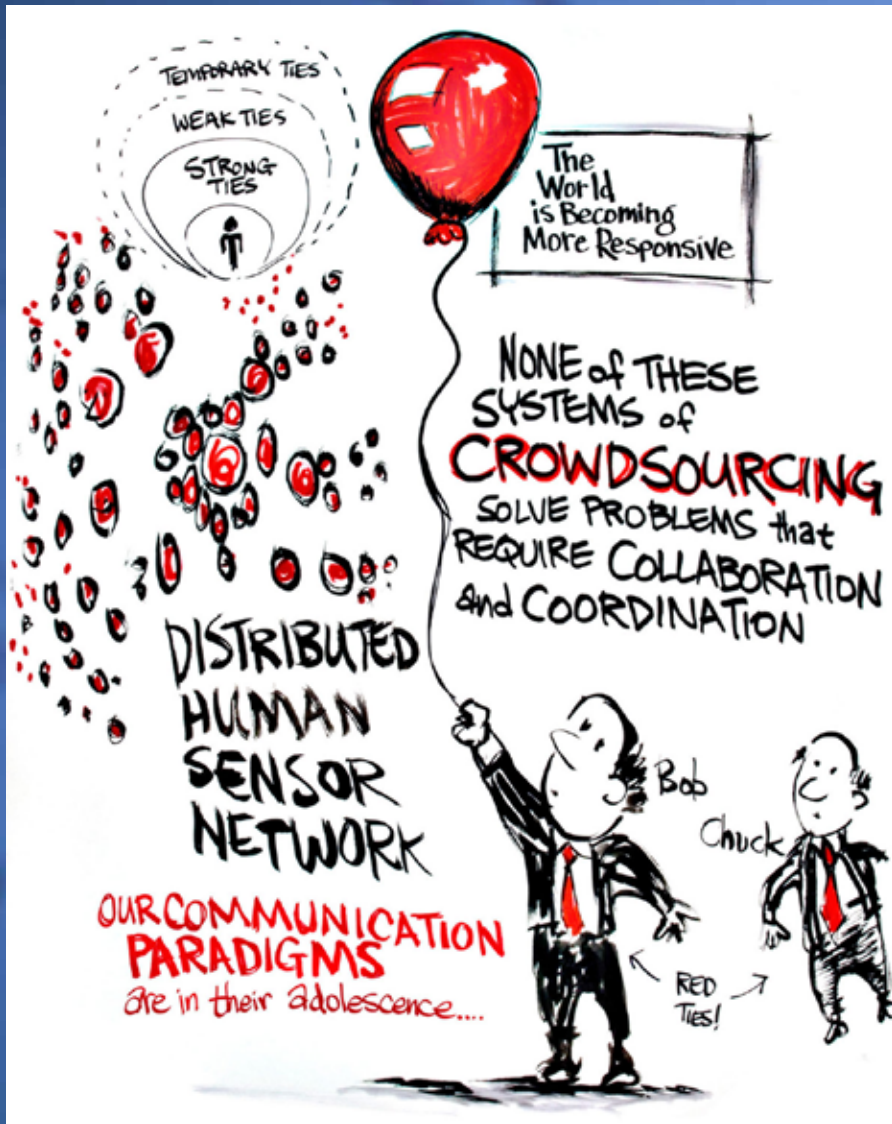
YOUNG DESIGNERS INSPIRE





SOCIAL LIVES SOCIAL DATA

**RILEY CRANE • ELI PARISER • HEATHER KNIGHT
NATHAN EAGLE • STEPHEN VITIELLO**



RILEY CRANE

A TESTAMENT TO THE POWER
OF CROWDSOURCING SOLUTIONS

ELI PARISER

MACHINE CURATION
+ PAYING ATTENTION
TO THE THINGS
WE DON'T KNOW





HEATHER KNIGHT

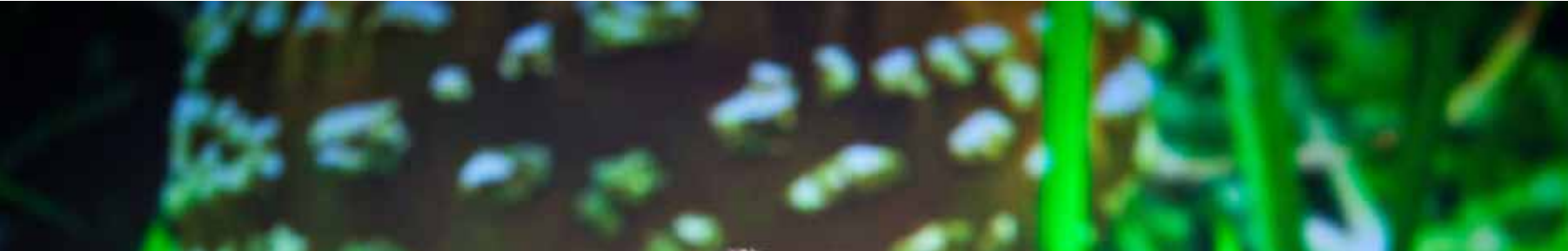
LIVE ROBOT THEATER PERFORMANCES + UNPREDICTABLE CHAIN REACTIONS

txteagle

NATHAN EAGLE

THE WORLD'S LARGEST WORKFORCE IS READY, WILLING + ABLE





CORRUPTION, DECEPTION AND PERCEPTION

VIJAY ANAND • CHRIS CHABRIS • PIETER HOFF

BUY the People. OFF the People.
FAR (AWAY FROM) the People

STOP

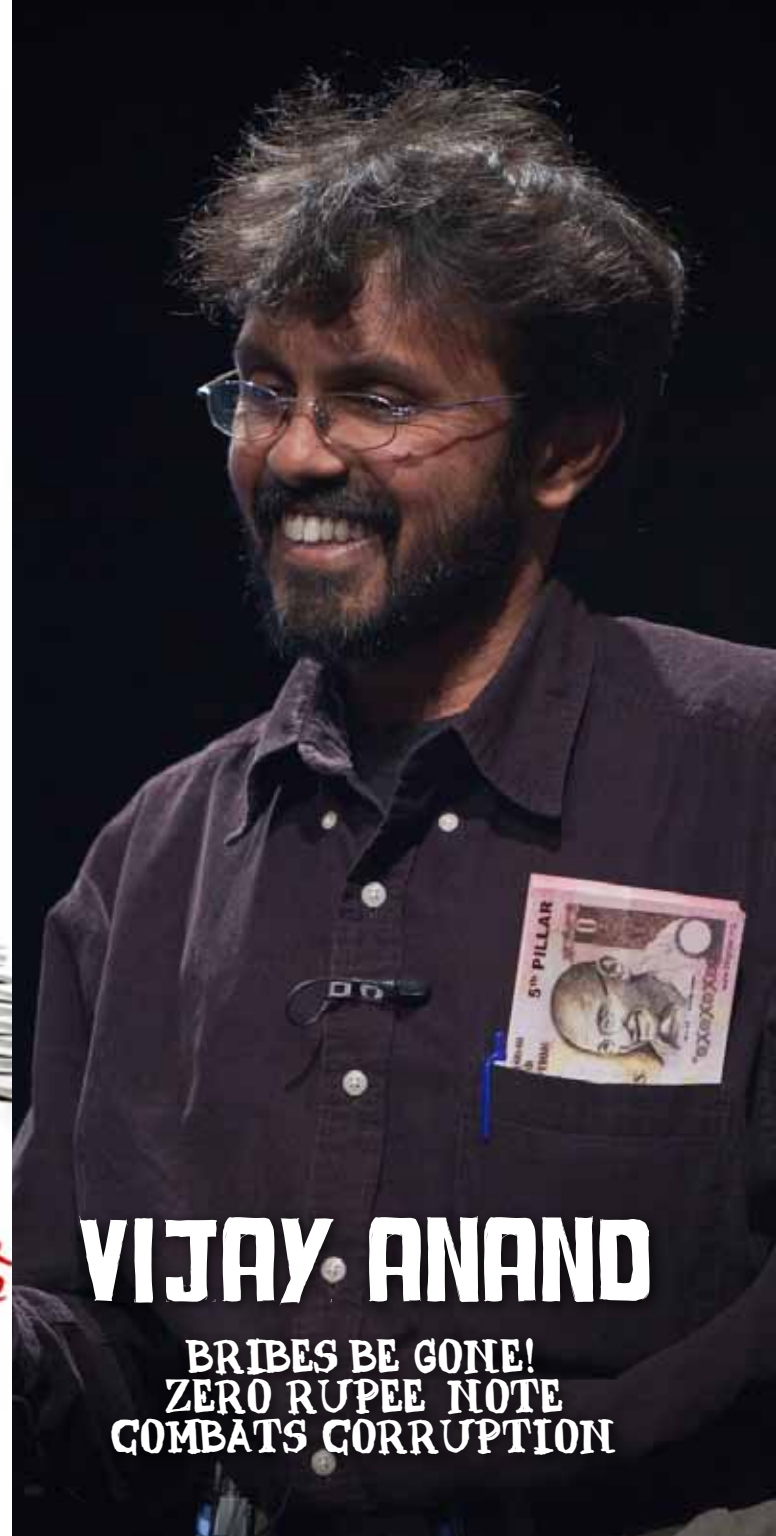
Corruption



India is....

①emocrac②y *Xincomplete*

5thpillar.org



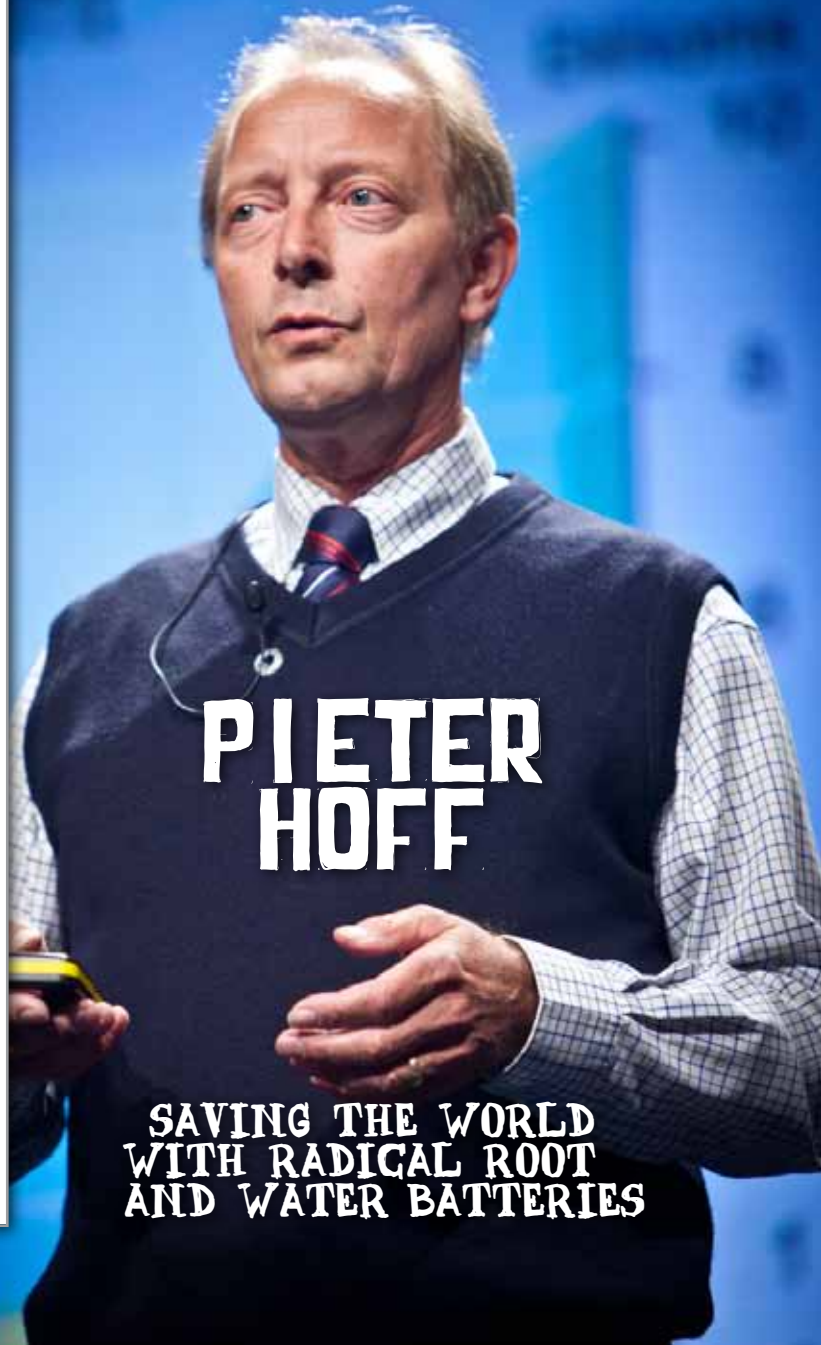
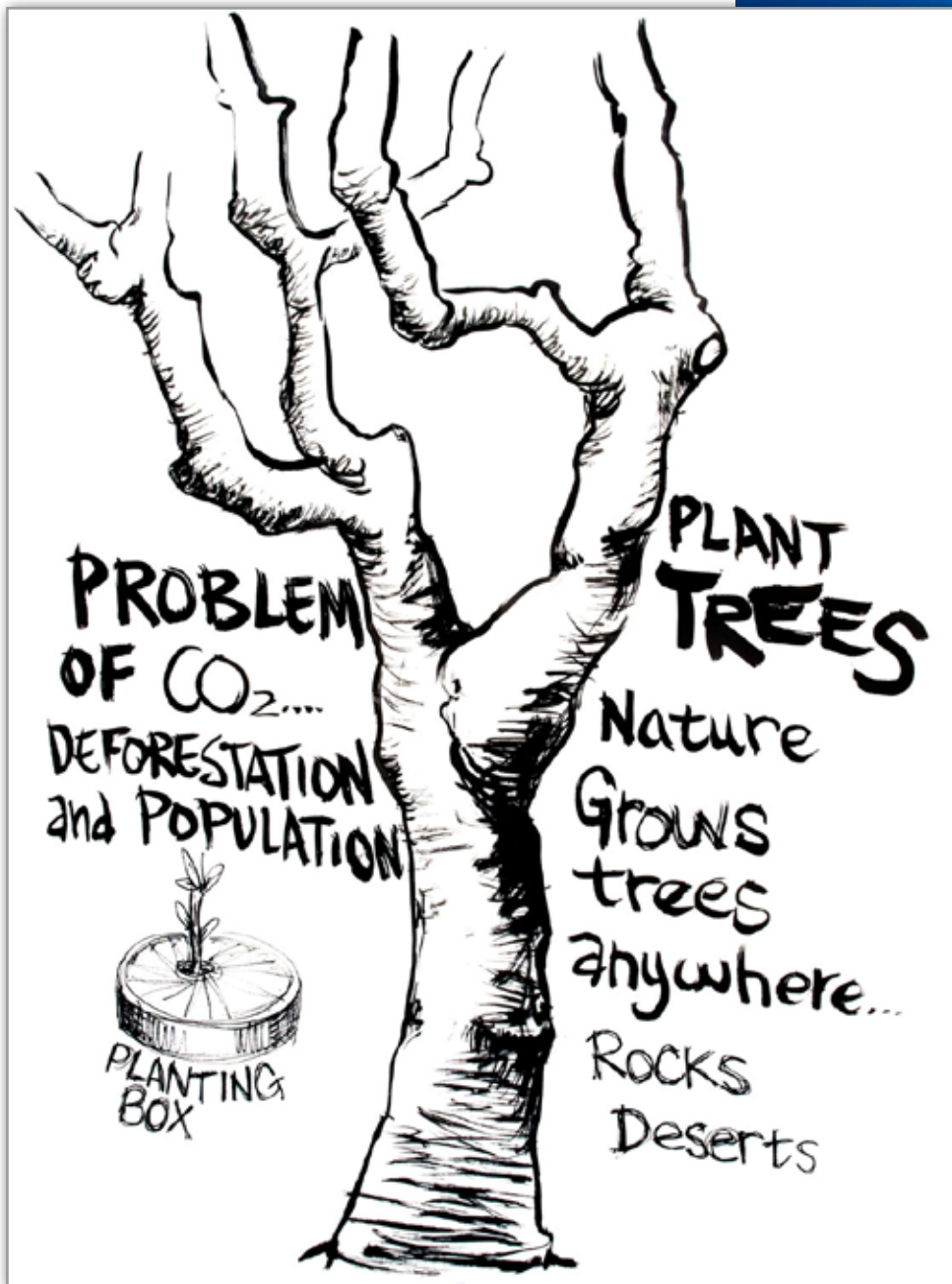
VIJAY ANAND

**BRIBES BE GONE!
ZERO RUPEE NOTE
COMBATS CORRUPTION**

CHRIS CHABRIS

HOW WELL DO WE
PAY ATTENTION?

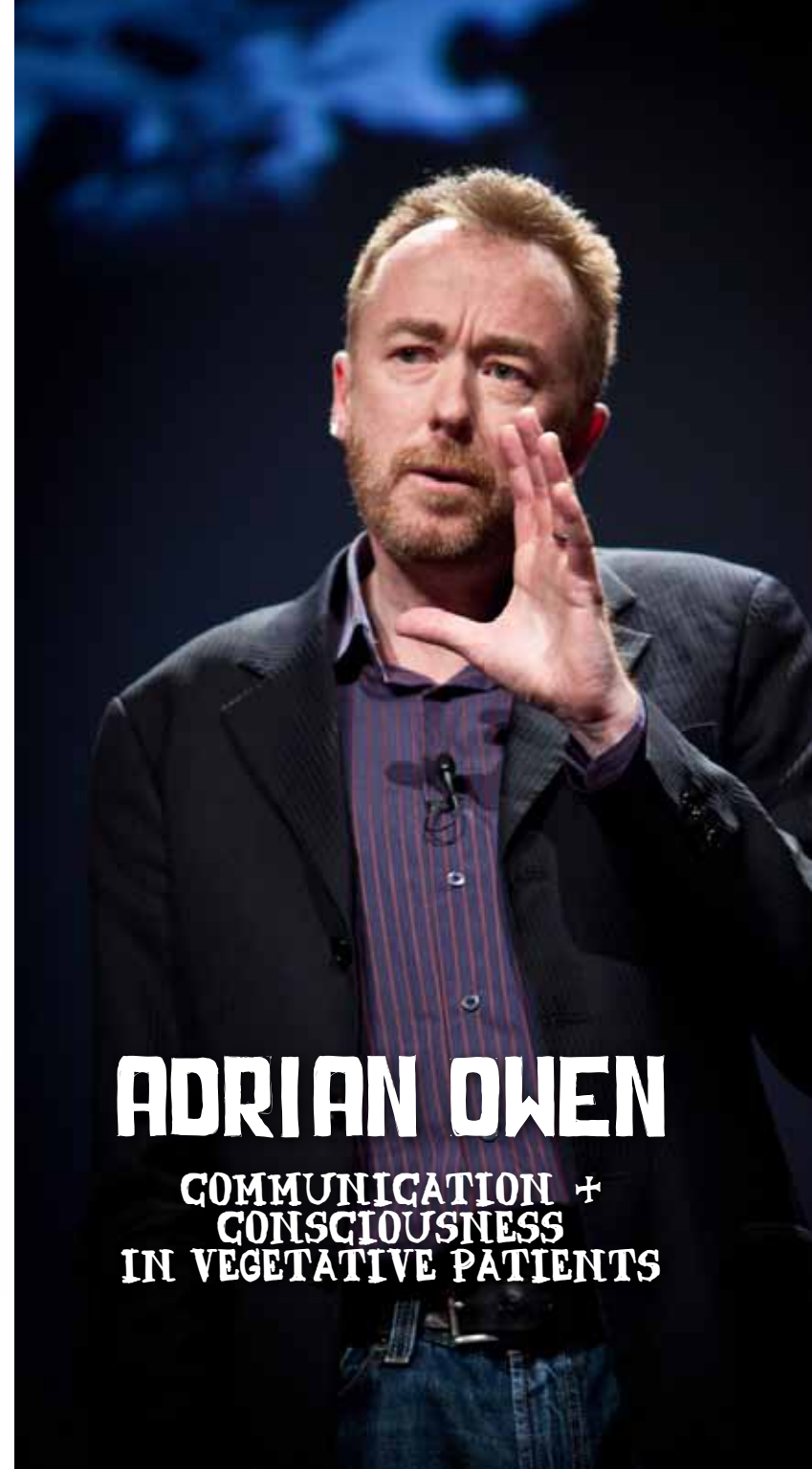






MINDSHIFTS

ADRIAN OWEN • BEN GOLDACRE • DAVID EAGLEMAN



ADRIAN OWEN

COMMUNICATION + CONSCIOUSNESS IN VEGETATIVE PATIENTS

BEN GOLDACRE

BAD SCIENCE + DUMB IDEAS



Quacks

**BAD
SCIENCE**
HATES
QUESTIONS
DUMB IDEAS
KILL ON A
REGULAR
BASIS!



**GOOD
SCIENCE**
LOVES IT
WHEN ITS
IDEAS ARE
CRITICIZED

MOST IMPORTANT WORDS:

"I don't know."

THE LESSONS OF SCIENCE

A TRILLION CONNECTING
TO GIVE A SUBJECTIVE
EXPERIENCE!



WE WILL NEVER REACH
THE END OF THE UNKNOWN.

WE are PRODUCTS of the
STORIES our CULTURE
POURS into US. WE GO
to **WAR** to DEFEND THEM.



SOMETIMES
NOT GOOD TO
GO BOY UP!
BETTER to
NERD UP!

A TRUE
POSSIBILITIST



DAVID
EAGLEMAN

ENCOUNTERING ALL
THAT WE DON'T KNOW





This sketchbook represents a mere fraction of the speakers, presenters, musicians, artists, intellectuals, entrepreneurs, scientists, designers, social innovators, students, volunteers, fellows, sponsors, partners, programmers, and uncategorizable tribesmembers of the global PopTech community.

For all the goodness visit: www.poptech.org

