

My Ted Experience began at TEDU09 a collection of short presentations by TEDstres, much like myself.

Minute one of TED I was sitting, mouth wide open unable to believe that one I was here and two that I was among such an amazing group of people and three that the ideas being presented were so profoundly simple!

Take Kamal Meattle, for example, talking about how to grow your own fresh air!

<http://greenspaces.in/blog/ted09/>

Go and look because this is amazing!

What I loved about this talk was the simple idea of the *inversion of reason*. How often do we invert reason? Ever? Seldom and with great resistance. But if you do exercise an inversion of reason it is amazing to see what can happen and the end results might change your world, your life!

Markus Linduist enthralled with a talk about trend spotting that for the most part came from looking and watching what was happening around him with his very young children.

Jacqueline Novogratz, the CEO of the Accumen Fund, talked about innovation and invention. Her point was that innovation today more than ever before is needed to help people make decisions and choices. But what we are working towards, in any capacity has to be dignity! Jacqueline's book *The Blue Sweater* is a must read and it tells the dignity story!

<http://www.amazon.ca/Blue-Sweater-Bridging-Between-Interconnected/dp/1594869154>

And then it all came down to technology with a speaker talking about Mobile apps for social good.

<http://mobileactive.org/>

The message here is very simple! "INNOVATION FROM THE EDGE IS AT THE VERY CENTER OF THE MOBILE REVOLUTION TODAY"

And the real question is are we too caught up in the bleeding edge technology, iPhone/Blackberry, to actually notice that the it is not really the technology but the application that is really at issue. Are we using technology to its full potential? Or as I might suggest we are so distracted from the usability of technology that we are missing out on more than we can even imagine.

So what happens if you take the mobile phone phenomenon in a whole different direction and begin to think about *crowd sourcing*?

<http://blog.usahidi.com/index.php/2009/02/04/crisis-info-crowdsourcing-the-filter/>

*Crisis Info: Crowd sourcing the Filter*

*By Erik Hersman*

*February 4, 2009*

*What happened in Mumbai was a classic “hot flash” event: they’re hard to detect before they happen, and they’re over relatively quickly. There is little to no time to deploy anything and still be relevant once the event has started.*

*It was that crisis that started two members of the Ushahidi dev community (Chris Blow and Kaushal Jhalla) thinking about what needs to be done when you have massive amounts of information flying around. We’re at that point where the barriers for any ordinary person sharing valuable tactical and strategic information openly is at hand. How do you ferret the good data from the bad? When the noise is overwhelming the signal, what do you do?*

*Thus began project “Swift River” at Ushahidi, which for 3 months now has been thought through, wireframed, re-thought and prototyped. Chris and Kaushal started asking, what can we do that most significantly effects quality of information in the first 3 hours of a crisis? And then answered, what if we created a swift river of information that gets quickly edited? Events like US Airways Flight 1549 and the inauguration gave us real-time live events that also had massive amounts of data to test things out on.*

*And, after all that, we’re not done, but we do have some solid ideas on what needs to be done. We think of it as using a crowd to filter, or edit, the already crowd sourced information coming through tools like Ushahidi, Twitter, Flickr and YouTube. To us, Swift River is “Crowd sourcing the Filter”.*

So what we get is a way to use the mobile phone and get refined and weighted results!

<http://www.livinghomes.net/primer.html;jsessionid=65C81E83F18782245E5FD27EF026ED5D>

[steve@livinghomes.net](mailto:steve@livinghomes.net) took the time to not only explain but demonstrate a true living home that might be the future for environmental living.

**JUAN ENRIQUEZ** has been thinking for some time about genomics and how it will impact upon business.

The big deal is that we are too busy looking at the short term and because of this we are not only failing to see issues as they are evolving but we are blind to solutions as well.

What Enriquez called for was the ultimate reboot of our thought process.

The China Investment Company is investing in sustainability, what are we investing in?

Our problems, and this is a worldwide phenomenon, is the belief that because we are born and live in a location we have some broad based entitlement! WRONG.

What really needs to be exercised and considered is that sometimes we need to say NO.

How can we change our world TODAY and have a huge impact? And this impact stretches far beyond the balance sheet although that is where it begins.

1. there needs to be a cap put on the amount of medical expenses people can claim, especially in environments with socialized medicine.
2. People need to retire later
3. Military spending needs to be cut by 3%
4. Government needs to be leaner

It is important to understand that what we are riding out, at this very moment is only the first wave of crisis, the financial crisis.

Wave 2 will be all about technology.

**PW SINGER** spent a great deal of time talking about the process of war and how it is all up for grabs as the rules are changing.

[http://www.pwsinger.com/books\\_children.html](http://www.pwsinger.com/books_children.html)

What makes TED amazing is the true linkage of TECHNOLOGY, ENTERTAINMENT AND DESIGN. If you have never seen Naturally 7 check them out!

<http://www.youtube.com/watch?v=AF-KagTq7qY>

**DAVID HANSON** demonstrates what happens when you take an engineering background and blend it with Fine Arts. You get Hanson Robotics and the results are mind blowing. Go and watch the Einstein clip!

**BILL GATES** made the point of telling us that the market is a very powerful director of our actions BUT as Gates aptly put it, the market does not drive us to do the right things.

Gates spoke about his foundations role in addressing malaria and education.

Malaria control comes down to looking at the science and physical means of eradicating it.

Education comes down to the simple idea of creating great educators.

One of the biggest issues is creating an environment that fosters the idea of equal opportunity for all that are attempting to get an education.

In the USA today 30% of children do not finish high school, 30%!

Why, maybe the quality of the teacher is the issue?

We know that after 3 years on the job a teacher does not get any better and there is really no betterment in the classroom by a teacher getting an MA or doctorate.

Gates is very much behind the idea that knowledge is power KIPP!

<http://www.kipp.org/>

KIPP origins

KIPP began in 1994 when two teachers, Mike Feinberg and Dave Levin, launched a fifth-grade public school program in inner city Houston, TX, after completing their commitment to Teach For America. In 1995, Feinberg remained in Houston to lead KIPP Academy Middle School, and Levin returned home to New York City to establish KIPP Academy in the South Bronx. These two original KIPP Academies became the starting place for a growing network of schools that are transforming the lives of students in under-resourced communities, and redefining the notion of what is possible in public education.

Since their founding, the two original KIPP Academies have sustained track records of high student achievement. While fewer than one in five low-income students attend college nationally, KIPP's college matriculation rate stands at more than 80 percent for students who complete the eighth grade at KIPP. In 2007, nearly 95 percent of KIPP alumni went on to college-preparatory high schools; collectively, they have earned millions of dollars in scholarships and financial aid since 2000.

Gates went on to talk about the book *Work hard Be Nice*.

<http://www.slate.com/id/2214253/>

What we understand is that it is invention, ideas that take us beyond the ordinary, that are going to make a difference. Inversion of reason maybe?

Gates suggested that Davos was full of bleak views and how economies were falling apart. It is only invention that will take us forward.

And maybe the invention needs to be focused on the poor and aid. 3.8\$ billion spent by the Gates Foundation yearly, 1/3 on healthcare.

**BEN ZANDER** talked about the art of possibility as he taught 1300 people how to sing Happy Birthday to a random person from the crowd! Ben Zander is the conductor of the Boston Philharmonic Orchestra!

<http://www.benjaminzander.com/conductor/>

Zander helps us to understand that we have 3 and only 3 choices in life and how we act will determine everything!

1. Resignation
2. Anger
3. Possibility

**It was after Session 1 that I was standing at a railing-watching people leave when I realized that it isn't just what people are saying but our interaction with our environment that is telling a profound story. The problem, or my problem, is how do hear the story amidst all the noise? And that might be the story. Depending on the noise you hear, see, smell, feel and taste different things.**

**TIM BERNERS-LEE** <http://www.w3.org/People/Berners-Lee/> was one of those rare people's you bump into and are introduced to! Back pack, shorts, birinstocks, a cool guy who has a lot to say.

What Berners-Lee is thinking about today is an HTTP for everything a linked relationship of data, linked data.

Check out his slides! [http://www.w3.org/2009/Talks/0204-ted-tbl/#\(2\)](http://www.w3.org/2009/Talks/0204-ted-tbl/#(2))

**NANDAN NILEKANI** the author of *Imagine India* talked about 4 things.

1. ideas that have arrived
2. ideas in progress
3. ideas in conflict and
4. ideas in anticipation

Two words HUMAN CAPITAL and because of this India is a young country in an aging world. Youth needs to be empowered.

Remember that today's entrepreneurs are role models and not the problem.

Language is important and what we strive for is an issue we always need to be focused on.

Technology=power

Globalization is not imperialism it is something very different when factored into the above.

Democracy!

The problem for India and really for much of the world is that there are huge issues that are accepted truths BUT these issues have not been acted upon and probably will not be. Why? WILL!

EDUCATION--- schools need to work and work well. Go back to KIPP!  
INFRASTRUCTURE--- the physical system needs to work.  
CITIES--- as entities need to work as free independent markets.

Where do the problems rest?  
IDEOLOGY seems to get in the way.  
LABOUR policy needs to be rethought.  
Higher EDUCATION we need to see reform.

What are the issues that need to be thought about and put on our breakfast table agenda?  
Technology, health, aging, environment

**PATTIE MAES** <http://web.media.mit.edu/~pattie/> What if we could develop a 6<sup>th</sup> sense? A 6<sup>th</sup> sense that works across the meta data we are all being confronted by.

Take a look at the link below.

<http://www.pranavmistry.com/projects/sixthsense/index.htm>

What we are talking about is connecting our technological appliances to our daily lives and this is pretty cool stuff.

**RAY ANDERSON**

[http://blog.ted.com/2009/02/tomorrows\\_child.php](http://blog.ted.com/2009/02/tomorrows_child.php)

<http://www.interfaceglobal.com/getdoc/618a4adb-479e-4bce-a209-a9a0b7195e69/Ray-Anderson.aspx>

Here is a business man who is doing it right and is standing behind his ideas!

One word in my notes! WOW!

Go to the links and read about Mission ZERO! The company's goal to eliminate any negative impact it might have on the environment!

Imagine?

Ray Anderson gave a profound and powerful talk about his decades-deep commitment to sustainable ways of doing business through his carpet company Interface -- culminating in the Mission Zero plan.

During the talk he read a poem written by one of his employees, Glenn Thomas, after Glenn heard Ray talk. Having received a number of emails asking for the text of that poem, here it is:

Tomorrow's Child

© Glenn Thomas

Without a name; an unseen face  
and knowing not your time nor place  
Tomorrow's Child, though yet unborn,  
I met you first last Tuesday morn.

A wise friend introduced us two,  
and through his sobering point of view  
I saw a day that you would see;  
a day for you, but not for me

Knowing you has changed my thinking,  
for I never had an inkling  
That perhaps the things I do  
might someday, somehow, threaten you

Tomorrow's Child, my daughter-son  
I'm afraid I've just begun  
To think of you and of your good,  
Though always having known I should.

Begin I will to weigh the cost  
of what I squander; what is lost  
If ever I forget that you  
will someday come to live here too.

**SETH GODIN** spoke about the idea of finding a true believer, a person to lead a TRIBE.

<http://sethgodin.typepad.com/>

Leadership is simply the art of finding things for people to organize around.

Maybe what we really need are a few more heretics! Those are the people who say things cannot stand as they are.

How does the process of communication within a tribe work?

1. tell a story
2. connect
3. lead
4. change

Change really only happens when you upset people...

**JAKE EBERTS**

<http://www.boingboing.net/2009/02/04/ted2009-jake-eberts.html>

Jake spent a great deal of time talking about his road to TED and it would seem that, like others, he has a great story to share.

[http://www.6billionothers.org/index\\_en.php](http://www.6billionothers.org/index_en.php)

Jake is the ultimate producer bringing together ideas and people to tell stories.

What if you could capture testimonials of people all over the planet?

<http://www.goodplanet.org/> is another activity that looks at yes the planet and tells a story.

The message is simple.

It is too late to be pessimistic.

We need to act now.

We need to be involved!

**WHERE IS MATT?**

<http://www.wherethehellismatt.com/?fbid=B7ECZu1KF7U>

This is amazing!

A guy who has gone all over the world and gotten people to dance with him... now he wants to take traditional dancing and teach others how to do it... in other countries of course.

WOW!

**REGINA SPEKTOR** <http://www.reginaspektor.com/> the cool thing about TED is that entertainment is a big part of the process. And many of the acts are mind blowing.

What a cool stile Regina Spektor has and can she play the piano! Watching her was like watching art being born as she spoke to herself about missing the start of her set and then moved on to another song. Very cool.

ON THE SIDELINES...

It was interesting just to talk to the people beside you at a TED session. I met a NIKE designer who looks at the cultural implications of products. This woman came to NIKE from an installation design background and is now looking at the psychological design of products on a global basis!

**OLIVER SACKS** Very cool. <http://www.oliversacks.com>

I loved his idea that we see with our eyes one thing and with our brains we see imagination!

Sacks brought up the very interesting idea that INSIGHTS MIMIC PERCEPTION. Sacks linked this to his work that has the hearing impaired having sound hallucinations and the sight impaired having visual hallucinations.

What was more interesting was his take that hallucinations almost always fit into the context of a person's situation, again the power of the brain!

As part of the brain goes inactive it actually seems to become hyperactive and start to fire in bursts.

When a process is impaired the mind organizes and gives coherence to the hyper activity of the brain functions that lead to particular hallucinations.

The question Sacks left us with was how is the theatre of the mind generated by the machinery of the brain?

**JOANN KUCHERA-MORIN** Spoke about the Allosphere!  
<http://www.allosphere.ucsb.edu/> This is cool and all about all knowledge being connected!

“Visualizing, hearing and exploring complex multi-dimensional data provides insight that is essential for progress in a number of critical areas of science and engineering, where the amount and complexity of the data overwhelm traditional computing environments. The need for richer and more compelling visualizations continues to receive attention as a US national science priority.”

**OLAFUR ELIASSON** spoke all about our life and the space that it occupies! We live relational experiences and these experiences exist in the form of multiple dialogues.

Then you add to the dialogue our impression of what is and what is not reality. An interesting question becomes how do we navigate the world between being a creator and a consumer AT THE SAME TIME?

How? We need to be thinking of a literal co-production and how we configure, ourselves, to the space.

What becomes important is how does action filter into responsibility and if we put this into an art context where is the responsibility then?

**ACTIONS ARE NEGOTIABLE AND TANGIBLE!**

**ART EVALUATES THE RELATIONSHIP BETWEEN THINKING AND DOING!**

**THE BODY AT SOME POINT GETS A SENSE OF SPACE/CONSEQUENCE AND YOU FEEL THAT YOU CAN CHANGE THINGS.**

The question then becomes what is public space today and how do we create it?

Art and culture demonstrate that it is possible to create a sense of collectivity and individuality at the same time. And this has huge implications when we look at TAKING PART IN THE WORLD and sharing responsibility.

The question is how do we take the overwhelming and make it work for us?

There was a talk about the film CLOUDY WITH A CHANCE OF MEATBALLS what a cool idea.

**ED ULBRICH** spoke about making the CURIOUS CASE OF BENJAMIN BUTTON.

The key to success is admitting that there is a problem! In this case the process was passion driven the tools did not exist but the ideas and passion did.

If you want to solve something break it down to manageable pieces and get into a STEW of ideas from outside your experience.

This is all about the aha moment.

*The message that keeps coming back to me is the simple fact that we live in a culture of availability. And we live in a culture of obligation . Technology is doing a lot to push us towards even heightened awareness of this.*

*Shared narratives make up our cultures and no place is this more apparent than Dubai!*

*We do not create culture we project it.*

**RAY** is a Canadian who does ultra long distance running! And was a pack a day smoker 5 years ago! NOW WOW <http://www.rayzahab.com/?cat=races>

**Golan Levin** and Collaborators

<http://www.flong.com/>

This is the web site of Golan Levin, an artist and educator living in Pittsburgh. I teach at Carnegie Mellon University, where I also direct the Studio for Creative Inquiry.

I create interactive artifacts and experiences with a variety of collaborators. I also publish writings, and I keep a blog. I use FriendFeed to compile my image, video and text feeds. Feel free to contact me, or join my low-traffic mailing list.

THE BIG ISSUE OUT OF TED WAS HOW DO YOU DEAL WITH AN AHA MOMENT?

**ELIZABETH GILBERT** talks about you having to do what you are passionate about.

How do you keep doing the work you love?

How do you work against the anxiety of doing the work that you love?

What are the risks of creativity!

I think my favorite part of this talk was the idea that she showed up for the job and had faith that it would happen. Maybe, she suggests, the creative process comes from another place? Maybe we borrow our creative skill!  
<http://www.elizabethgilbert.com/>

**JACEK UTKO** who would think that the best designed papers are in Poland and Estonia? <http://www.utko.com/>

Utko got his inspiration from Cirque Du Soleil!

Newspapers are dying for serious reasons. Simply changing the look cannot save them, but design coherent with strategy and content can be used as a tool to completely change the product, the process, and the future of the industry.

Newspapers need to be treated like compositions and remember  
design=experience!  
Better design=better circulation  
How do you improve a product?  
STRATEGY-CONTENT-DESIGN  
There needs to be a design link from the start to the end of a project

<http://www.kauffman.org/>

The Kauffman foundation was an interesting lunch presentation.  
The single greatest problem with education reform today is that it is dealing with old models!  
Our old models have old means for an old economy.  
How is it that we think backwards when we are moving forwards?  
If there is no entrepreneur there is no recovery.

**IT IS THE EDGE MOVEMENT THAT CHANGES SOCIETY!**

**WE NEED TO START THINKING IN TERMS OF HUMAN CAPITAL!**

We need to identify what it is we want to accomplish and then scale how you want to effect change.

We can no longer work from old norms. The better question is what are the new norms?

75-95% of assets are human capital!

**DANIEL LIBESKIND** <http://www.daniel-libeskind.com/> our problem today is that we are resistant to change!

We need new spaces and new wonder.

Architecture is nothing more than a storytelling tool. **EXPRESSION!**

Emotion is the key! And the struggle of emotion is very interesting.

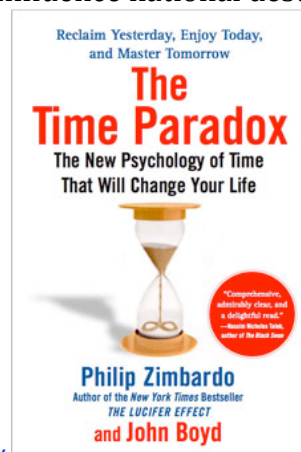
**DAVE EGGERS! THIS IS WOW!**

<http://www.onceuponaschool.org>

The essence of the program is that it's like school, but it's not school.

826 National is a nonprofit tutoring, writing, and publishing organization with locations in seven cities across the country. Our goal is to assist students ages six to eighteen with their writing skills, and to help teachers get their classes excited about writing. Our work is based on the understanding that great leaps in learning can happen with one-on-one attention, and that strong writing skills are fundamental to future success.

Individual attitudes toward time are learned through personal experience, yet collectively attitudes toward time influence national destinies



<http://www.thetimeparadox.com/>

The Time Paradox is not a single paradox but a series of paradoxes that shape our lives and our destinies. For example:

#### Paradox 1

Time is one of the most powerful influences on our thoughts, feelings, and actions, yet we are usually totally unaware of the affect of time in our lives.

#### Paradox 2

Each specific attitude toward time—or time perspective—is associated with numerous benefits, yet in excess each is associated with even greater costs.

Paradox 3 Individual attitudes toward time are learned through personal experience, yet collectively attitudes toward time influence national destinies.

*What becomes very clear is that coming to TED is a journey and it is personal inspiration that makes any talk work.*

PAUSE IT IS IMPORTANT TO LEAVE YOUR ENERGETIC FOOTPRINT!

THINKING ABOUT WHO I AM AND HOW I CAN PUT THAT TO GOOD USE.

TED really does consume as much as it is consumed!

**ROSAMUND ZANDER** spoke about thinking more creative.

What is the template for adulthood, creativity and will we ever grow up? Do we want to grow up?

The new adulthood is human virtuosity. What we need to do is release ourselves from the programmed pattern of the past.

Today multiple patterns are shaping us OUTSIDE our conscious group.

Survival through childhood is repression of what we really want to say.

- take responsibility for it all
- seek help in all directions
- end the campaign for approval

STAY PRESENT, STAY CURIOUS, WALK IN POSSIBILITY!

<http://conferences.ted.com/TEDIndia/>

What we need to be thinking about is where we want to land from this economic crisis! We are not.

TED IS A FORCE!

**ALEX TABARROK** talks about [www.marginalrevolution.com](http://www.marginalrevolution.com)

It is new ideas that drive growth.

An apple feeds one man an idea feeds the world.

IDEAS NEED TO BE SHARED.

The problem today is we need more idea creators.

Idea leadership is becoming more pervasive so the US is losing its hold on them and that is good!

Globalization means more ideas intersecting.

THAT'S IMPOSSIBLE JUST MEANS I DON'T KNOW HOW TO DO IT.

<http://laptop.org/en/>

**NICHOLAS NEGRAPONTE**

Still WOW!

**DAN ARIELY** <http://www.predictablyirrational.com/> Dan spoke about our many intuitions and the fact that many are wrong.

What we need to think about is testing intuition.

The problems though are we need to take other feelings into interest, if others do not believe their intuition is wrong it is difficult to test for ours being wrong.

<HTTP://WWW.TINKERINGSCHOOL.COM/>

**TWO YEARS AGO, SOFTWARE ENGINEER AND TINKERER GEVER TULLEY TOLD US FIVE DANGEROUS THINGS YOU SHOULD LET YOUR KIDS DO. HE RETURNED IN 2009 TO GIVE US AN UPDATE ABOUT TINKERING SCHOOL, HIS PART-LAB-PART-SUMMER-CAMP WHERE KIDS USE POWER TOOLS TO CREATE AMAZING THINGS ... LIKE ROLLER COASTERS!**

**BARRY SCHWARTZ** we need to engage in re-moralization!

We need practical wisdom and wisdom comes from experience. You do not need to be brilliant to be wise.

But brilliance without wisdom is a big problem.

Rules and procedures spare us from thinking.

Teachers are always teaching the camera is always on and students need to respect learning.

**LIZ COLEMAN** liberal arts has become professionalized today. Expertise as a dominant way of thinking has doomed liberal arts.

Where education is going wrong is in its ability to demonstrate the interconnectedness of things.

We need to re-encourage broad thinking!

Social values need to be brought back to the curriculum.

WE NEED TO THINK IN TERMS OF ACTION.  
WE NEED SUSTAINABLE AND SUBSTANTIAL ACTION TODAY.