



Together with



PROGRAMME THURSDAY OCTOBER 13

8.30 REGISTRATION & COFFEE

10.00 IDEAS BANK

- ✓ Welcome by **DAVID ROWAN**, editor, WIRED magazine
- ✓ **GEORGE DYSON**, historian and philosopher of science - The birth of the digital age
- ✓ **RACHEL BOTSMAN**, social innovator - The future of collaborative consumption
- ✓ **NOREENA HERTZ**, Judge Business School, University of Cambridge - Predicting the future

WIRED 100 Lightning Talks

11.15 BREAK

11.45 MIND HACKS

- ✓ **AZA RASKIN**, cofounder, Massive Health - A design renaissance in medicine
- ✓ **ALEX LASKEY**, founder and president, Opower - The future of home energy management
- ✓ **CARIE LEMACK**, cofounder, Global Survivors Network (GSN) and **HENRY ROBINSON**, a former member of the Official IRA about The Formers - Changing Minds

HOW PEOPLE CONNECT

- ✓ Special presentation by **MATTHEW KEY**, chairman & CEO, Telefonica Digital

13.00 LUNCH

14.30 PLAY: MUSIC

- ✓ **ALEXANDER LJUNG**, founder and CEO, SoundCloud/**TIM EXILE**, performer

DESIGN THINKING

- ✓ **CORY ARCANGEL**, artist, and Hans Ulrich Obrist, codirector of exhibitions and programmes, Serpentine Gallery
- ✓ **RICHARD SEYMOUR**, cofounder, Seymourpowell - Immortal design
- ✓ **TOM HULME**, design director, Ideo - Open innovation, entrepreneurship, design thinking and industry disruption

WIRED 100 Lightning Talks

16.00 BREAK

16.30 DIGITAL WORLD, MEET PHYSICAL WORLD

- ✓ **CHRIS ANDERSON**, editor-in-chief, WIRED US - Atoms are the new bits
- ✓ **LISA HAROUNI**, managing director, Digital Forming - A revolution in mass customisation/**STUART JACKSON**, manager EOS UK
- ✓ **EYAL GEVER**, artist - Sublime moments
- ✓ **ULLA ENGESTRÖM**, founder and CEO, Thinglink - Everything is a platform
- ✓ **RUSSELL DAVIES**, head of planning, R/GA London - Buttons, behaviours, robots and toys: what happens when we put data in things

18.00 TEST LAB

Explore toys, gadgets, demos and fascinating new technology, as selected by WIRED and its partners

19.00 LIVEWIRED WITH O₂

Your chance to let your hair down with cocktails by Courvoisier, plus live performances by the very best in urban sports talent, musical/comedy act Abandoman, beatbox artists Shlomo and the world-renowned illusionist, Dynamo. Don't miss it!

21.00 CLOSE

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Details correct at time of going to press



Together with



PROGRAMME FRIDAY OCTOBER 14

8.30 THE FUTURE ACCORDING TO WIRED

- ✓ DAVID ROWAN and CHRIS ANDERSON
- ✓ WIRED 100 Lightning Talks

9.00 INFOPORN

- ✓ WERNER VOGELS, CTO, Amazon - Data without limits
- ✓ GEOFF MCGRATH, managing director, McLaren Applied Technologies - Racing on real time data
- ✓ JULIANA ROTICH, cofounder and executive director, Ushahidi Inc - Crowdsource your crisis

PLAY: ARCHITECTURE

- ✓ BJARKE INGELS, founder, BIG - Hedonistic sustainability meets extreme public participation

10.30 BREAK

11.00 LAB NOTES

- ✓ DEBBIE BEREBICHEZ, physicist - Back to the Future? The physics of time reversal
- ✓ SONIA CONTERA, director, Institute Nanoscience for Medicine (Oxford Martin School) - The future of medicine
- ✓ HEATHER KNIGHT, founder/roboticist at Marilyn Monrobot - Devilishly charming robots and charismatic machines

THE NATURAL USER INTERFACE

- ✓ STANLEY YANG, CEO, Neurosky - The future of Bio-Interfacing for Consumers
- ✓ ANDREW BLAKE, managing director, Microsoft Research Cambridge - Computer vision: a technology coming of age
- ✓ JOHN UNDERKOFFLER, interface designer and founder, Oblong - Spatial interfaces

WIRED 100 Lightning Talks

13.00 LUNCH

14.15 SOCIAL FUTURE

- ✓ JOANNA SHIELDS, managing director, Facebook Europe - Giving people the power to share
- ✓ GIL HIRSCH, CEO, Face.com - Is that you?
- ✓ ANDREW KEEN, author - Digital Vertigo
- ✓ CHRIS MIKKELSEN, cofounder, Refugees United - Lost and found: connecting families
- ✓ RORY SUTHERLAND, vice-chairman, Ogilvy Group UK

16.00 BREAK

16.30 INK PRESENTS: INDIAN INNOVATORS

- ✓ LAKSHMI PRATURY, host and curator, the INK conference

DISRUPTING BUSINESS

- ✓ PETER SUNDE, cofounder, Flatlr, BayFiles
- ✓ LUKE JOHNSON, chairman, Risk Capital Partners - The agony and the ecstasy of being an entrepreneur.
- ✓ YOSSI VARDI, tech investor, - The true wisdom of the crowd

WIRED 100 Lightning Talks

- ✓ ROHAN SILVA, Downing Street policy adviser

18.00 COLOPHON

- ✓ BEN HAMMERSLEY, editor-at-large, WIRED magazine - When first they punch the ballet dancer
- ✓ Closing comments by DAVID ROWAN, editor, WIRED

18.30 CLOSE