

ifest '08

The business inspiration fest

iFest Visions & The Brain Bang Program



- | | | | |
|-----------------------------|---|----|------------------|
| Entrance-stairs | 1 | 8 | Chill Out |
| Reception | 2 | 9 | Infonomia.tv |
| Sponsors | 3 | 10 | Press Room |
| This I Believe | 4 | 11 | Klein Restaurant |
| Things to...: An exhibition | 5 | 12 | Lunch Space |
| Main Floor | 6 | 13 | Toilet |
| Brain Corner | 7 | 14 | Smoking Room |

Major partners:

Telefonica

Banesto
Fundación Cultural
Emprendedores **tv**.com

EMPRESA ACTIVA

Contributing partners:

Atos Origin

Ajuntament de Barcelona
Barcelona **activa**

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attitude makes the difference

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ddi
Sociedad estatal para el desarrollo del diseño y la innovación

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Generalitat de Catalunya

Gild






Iniciativa BMW per a la innovació

IDEO

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www.infonomia.com

www.ifest.tv

July 10th: iFest Visions

Time		Activities					
9:30 12:00	10'	Welcome and introduction: Alfons Cornella & Bruno Giussani					THINKERVISIONS 
	50'	Hiroshi Tasaka, SophiaBank					
	2'	Rotman School (video)					
	2'	David Weinberger, Harvard Law School (video)					
	20'	Hervé Lebre, École Polytechnique Fédérale de Lausanne					
	2'	Alex Steffen, Worldchanging (video)					
12:00 12:30	30'	Coffee break					
12:30 14:00	20'	Nick Leon, Design London					CREATIVITY SHARED 
	2'	Nigel Barlow, Rethink (video)					
	20'	Matt Kingdon, ?What if!					
	1'	SketchFurniture (video)					
	20'	Jean Claude Rodríguez-Ferrara, Desarrollo Comunitario					
	2'	Younghee Jung, Nokia (video)					
	20'	María Zapata, Ashoka					
2'	Tom Kelley, IDEO (video)						
14:00 15:30	1h30'	Lunch break					
15:30 17:30	2h	IDEO, iFEST'09 Deep Dive					
17:30 18:00	30'	Coffee break					
18:00 19:30	20'	Joanna Berzowska, XS Labs					MELTING POT 
	2'	Erich Joachimsthaler, IESE and Harvard Business School (video)					
	20'	Alfred Astort, Microsoft					
	40'	The best of our Expo					
21:00	Dinner&party (Sal Café)						

July 11th: iFest Visions

Time		Activities					
9:30 12:00	40'	Peter Watson, University of Cambridge					TALES OF INNOVATION 
	2'	Alberto Alessi, Alessi (video)					
	20'	Andrew Ritchie, Brompton					
	2'	Emile Aarts, Philips Design (video)					
	20'	Marc Bonavia, SIT Mobile					
12:00 12:30	30'	Coffee break					
12:30 14:00	20'	Clara Boj/Diego Díez, lalalab.org					MUTATING PLACES 
	20'	Michael Pritchard, Lifesaver Systems					
	20'	Leif Christian Hansen, Dannah Labour Market Authority					
	10'	Brian Sweeney (video)					
	20'	Antonella Broglia					
14:00 15:30	1h30'	Lunch break					
15:30 17:30	20'	Elena Galea, UAB					REDIFINING IDENTITY 
	2'	Kevin Warwick, University of Reading (video)					
	20'	Marià Corbí, CETR					
	2'	Sugata Mitra, Newcastle University (video)					
	20'	Loretta Napoleoni, London School of Economics					
	2'	Rodney Douglas, ETH Zurich (video)					
	20'	Dan Gediman, National Public Radio					
17:30 18:00	30'	Coffee break					
18:00 18:40	20'	Ricard Gras, Inter-Activa					MELTING POT 
	20'	Ricardo Baeza-Yates, Yahoo!					
20:20	Pecha Kucha Night						

July 12th: The Brain Bang

Time		Activities					
9:00	What is the Brain Bang? Welcome and introduction Alfons Cornella						
	You show	We show	Exhibition	This I believe	Alliance	You Meet	
9:30 10:30		9:30-10:30 Alliance presentation (general audience)	10:00 exhibition tour with exhibitors	Read your brief essay on what give your life a meaning. Dan Gediman speech			
10:30 11:30		Up Date: Alfons Cornella & Antonella Broglia				Chill out on going	
11:30 11:50		Juan Pradas, Fundación Zaragoza Ciudad del Conocimiento	12:00 exhibition tour with exhibitors		11:30-13:30 Alliance meeting (private)		
11:50 14:00	You show						
14:00 15:30	Lunch (PAELLA)						
15:30 17:00	You show	Performance: Nina Bozic			Alliance meeting (private)		