

**PROGRAMME**

LONDON, UK

**BANKSIDE**

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**NOVEMBER 1, 2018**

**WIRED**  
**Live.**

# Agenda for 1 November 2018

08.00      **REGISTRATION OPENS**

08.55      **CURATOR'S WELCOME REMARKS**

09.00      **Building cities around data sovereignty**

Francesca Bria, Chief technology and digital innovation officer, Barcelona City Council

09.20      **Redesigning government for the digital age**

Secret Guest

09.50      **What the future looks like**

Jim Al-Khalili, Professor of physics at the University of Surrey, and President of the British Science Association

10.10      **The Value of Everything: making and taking in the global economy**

Mariana Mazzucato, Professor in the economics of innovation and Public Value Director, UCL Institute for Innovation and Public Purpose

10.30      **The future of Hollywood**

Andy Serkis, Actor, director and co-founder of The Imaginarium

10.50      **NETWORKING BREAK**

11.20      **Sónar Calling Project: Musical Interlude with Cora Novoa**

11.30      **In Technology We Trust?**

Rachel Botsman, Author, *Who Can You Trust?*, lecturer, University of Oxford

11.50      **New economic models for the internet economy**

Glen Weyl, Principal researcher, Microsoft, and visiting research scholar, Princeton's Woodrow Wilson School

12.10      **The Science Museum presents: How science got women wrong**

Angela Saini, Author of *Inferior*

12.30      **Partner Session**

Dan Makoski, Chief design officer, Lloyds Banking Group

12.45      **Making responsibility the new normal**

Martha Lane Fox, Founder and executive chair, DOTeveryone

13.10

## NETWORKING LUNCH

14.10

### **From Munduruku to Hawking: The challenges of immersive storytelling**

Anthony Geffen, CEO and Creative director, Atlantic Productions

14.30

### **The Science Museum presents: How to be human in the age of the machine**

Hannah Fry, Associate professor in the Mathematics of Cities at the Centre for Advanced Spatial Analysis, UCL

14.50

### **Fighting fake news**

Damian Collins, Conservative MP for Folkestone and Hythe

15.10

### **Artificial intelligence inside the home**

Toni Reid, Vice president of Alexa Experience & Echo Devices, Amazon

15.25

### **Partner Session**

Steve Clayton, Chief storyteller, Microsoft

15.40

### **Follow the money: Putin's Achilles' heel**

Bill Browder, CEO and Co-founder, Hermitage Capital Management

16.00

## NETWORKING BREAK

16.30

### **Sónar Calling Project: Musical Interlude with Cora Novoa**

16.40

### **Behind Black Mirror**

Charlie Brooker and Annabel Jones, co-creators of *Black Mirror*

17.00

### **Why the world isn't as bad as we think**

Anna Rosling Rönnlund, Co-founder and vice president, Gapminder Foundation

17.20

### **UI makes this world**

John Underkoffler, CEO, Oblong Industries

17.40

### **Partner session with Ericsson**

Cristian Norlin, Head of Design and Technology, Ericsson ONE

17.55

### **Doing good with space junk**

Daan Roosegaarde, Artist and innovator

18.15

### **Fighting gang violence using epidemiology**

Karyn McCluskey, Chief executive, Community Justice Scotland

18.35

## CURATOR'S CLOSING

**Drinks reception and live DJ set from C.E.E. Shepherds and our Music Partner, Sónar+D**

# Meet the 2018 speakers

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Whether it is the famed actor and director known for his work in *Planet of the Apes* and *Lord of the Rings*; the financier-turned-campaigner fighting for human rights; the economist changing how we see economic value; or the mathematician matching the patterns in human behavior to our future relationship with technology – WIRED Live speakers challenge the status quo and inspire creative thinking and action. The WIRED team is proud to introduce this year's speakers.







**Daan Roosegaarde**  
**Artist and innovator**  
Dutch artist  
Roosegaarde creates  
social designs that beg  
to be interacted with,  
and which explore  
the relationships  
between people,  
technology and space.

# Speakers

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**Martha Lane Fox**  
**Founder and**  
**executive chair**  
**DOTeeveryone**

Martha Lane Fox, Baroness Lane-Fox of Soho, CBE, is a businesswoman, philanthropist and public servant who co-founded Lastminute.com in 1998 and, most recently, Doteveryone.org.uk.





KNOWLEDGE  
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**Jim Al-Khalili**  
**Professor of physics**  
**at the University of**  
**Surrey, and President**  
**of the British Science**  
**Association**

Award-winning theoretical physicist Jim Al-Khalili breaks down complex scientific ideas in his books and on TV.



**Rachel Botsman**  
**Author, *Who Can***  
***You Trust?*, lecturer, University**  
**of Oxford**

Rachel Botsman explores and predicts how digital technology is changing the nature of trust – and how that impacts individuals and organisations in a highly-networked world.



**Adam Bowen**  
**Founder and chief**  
**technology officer,**  
**JUUL Labs**

Adam has over 15 years of experience in consumer product design and innovation. He holds a MS in Product Design from Stanford University and a BA in Physics from Pomona College.

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**Francesca Bria**  
**Chief technology and**  
**digital innovation**  
**officer, Barcelona**  
**City Council**

As Barcelona's Commissioner of Digital Technology and Innovation, Francesca Bria is leading the DECODE project on data sovereignty.



**Bill Browder**  
**CEO and co-founder,**  
**Hermitage Capital**  
**Management,**  
**Author, *Red Notice***

Bill Browder's work has resulted in the "Global Magnitsky Bill", which imposes visa bans and asset freezes on individual human rights abusers.



**Steve Clayton**  
**Chief storyteller,**  
**Microsoft**

Steve Clayton's team is responsible for the company's storytelling with a focus on employees, media, customers, partners and candidates.



**Hannah Fry**  
Associate professor  
in the Mathematics of  
Cities at the Centre  
for Advanced Spatial  
Analysis, UCL

Lecturer and author Hannah Fry studies patterns in human behaviour, applying her research to a wide range of social problems.



**Anthony Geffen**  
CEO and creative  
director, Atlantic  
Productions

Emmy- and Bafta-winning documentary filmmaker Anthony Geffen is a pioneer in multi-platform and immersive storytelling, featuring projects with David Attenborough.



**Christopher Lee**  
Managing Director  
EMEA,  
Populous

Christopher Lee is currently leading the design team for Tottenham Hotspur's new stadium in North London as the project approaches completion.

#### KNOWLEDGE PARTNER



**Dan Makoski**  
Chief design officer,  
Lloyds Banking Group

As the Chief design officer for Lloyds Banking Group, Dan Makoski is lending his years of design experience to foster healthy financial behaviours and attitudes for people.



**Mariana Mazzucato**  
Professor in the  
economics of  
innovation and public  
value at University  
College London (UCL)

Mariana Mazzucato is the founder and director of the UCL Institute for Innovation & Public Purpose (IIPP) and Author of *The Value of Everything*



**Karyn McCluskey**  
Chief executive,  
Community Justice  
Scotland

Karyn McCluskey's work at Community Justice Scotland has resulted in the successful reduction in violent crime in Glasgow – effectively changing the city.

**Andy Serkis**

**Actor, director and co-founder, The Imaginarium**

Famed actor and director Andy Serkis co-founded the pioneering motion-capture studio, The Imaginarium, which offers next-generation storytelling through intricate performance-capture.



**Toni Reid**  
**Vice president of**  
**Alexa experience**  
**and Echo devices,**  
**Amazon**

Toni Reid is the executive behind Amazon's Alexa, the home assistant that is changing the way consumers live and interact with their devices.





**Anna Rosling  
Rönnlund**  
**Co-founder and vice  
president, Gapminder  
Foundation, Co-author  
of *Factfulness***

UX Designer Anna Rosling Rönnlund co-founded Gapminder as a way to educate the world with easy-to-understand visuals that are based on fact.



**Angela Saini**  
**Author, *Inferior***

Angela Saini is an award-winning science journalist, broadcaster and author of *Inferior: How Science Got Women Wrong* – the book that demonstrates how science doesn't support age-old beliefs of gender inequality based on biology.



**Cristian Norlin**  
**Head of Design and  
Technology, Ericsson  
ONE**

Cristian and his colleagues conduct design-driven investigations at the intersection of culture, business, and technology to understand societal change and its relation to current and future technologies and business.

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**John Underkoffler**  
**CEO, Oblong  
Industries**

Underkoffler lent his extensive experience in computer graphics, holography and large-scale visualization to sci-fi spectacles *Minority Report* and *Iron Man*, where he advised on the science of the near future.



**Glen Weyl**  
**Principal researcher,  
Microsoft; visiting  
research scholar,  
Princeton's Woodrow  
Wilson Schools**

Glen Weyl is a political economist and social technologist; his book *Radical Markets* proposes to abolish private property using blockchain.



**Damian Collins**  
**Conservative MP for**  
**Folkestone and Hythe**  
Damian Collins has  
chaired the Commons  
committee for Digital,  
Culture, Media and  
Sport since 2016.





# Test Lab Stage Agenda

Want more content and interactive talks? Join us for a series of additional sessions throughout the networking breaks on the Test Lab Stage.

10.45	<b>Workshop: The anatomy of wonder</b> Hosted by Abracademy
13.10	<b>Meet Panda, the mind-reading robot</b> Hosted by Thomas Webb and Franka Emika
13.20	<b>The gaming house of the future</b> Partner session with Christopher Lee, Managing Director EMEA, Populous
13.30	<b>Partner session: A fireside chat with Adam Bowen, founder and chief technology officer, JUUL Labs</b> Moderated by WIRED Executive editor Jeremy White
13.50	<b>3D-printing in creating sculpture</b> Sebastian Errazuriz Studio & Formlabs
16.05	<b>Workshop: The anatomy of wonder</b> Hosted by Abracademy
18.30	<b>Workshop: The anatomy of wonder</b> Hosted by Abracademy

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## ABOUT THE ABRACADEMY WORKSHOP

When someone experiences magic, their brain is curious... How is that possible? Curiosity ignites problem solving, which leads to creativity. That's the Wonder Journey. We'll explore Wonder with the audience by creating wonder with them (performing and teaching magic) and looking at the neuroscience behind magic. Book your complimentary seat in the morning at the registration desk

# Musical interludes at WIRED Live

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WIRED Live is proud to welcome this year's Music Partner, Sónar+D. As part of this exciting partnership, DJ and producer Cora Novoa will host two musical interludes throughout the day. Cora is one of the 38 musicians that contributed music for Sónar Calling, the project in which music was coded into messages and sent into outer space with the hopes of contacting an extraterrestrial civilization and sharing the common bond of music. These codes will travel at the speed of light over the course of 12.5 years to the exoplanet GJ273b, located outside the solar system. Further, DJ duo C.E.E. Shepherds will provide musical entertainment during the lunch break and evening reception.



## Musical schedule

11.20	<b>Morning interlude with Cora Novoa on the Keynote Stage</b>
13.10	<b>Music in the Test Lab with C.E.E. Shepherds</b>
16.35	<b>Afternoon interlude with Cora Novoa on the Keynote Stage</b>
18.00	<b>Music in the Test Lab</b> Join WIRED Live attendees for drinks and live music from C.E.E. Shepherds. Equipment presented by PioneerDJ.

### ABOUT C.E.E.

C.E.E. (Club Excursionista de l'Electrònica; Electronic Excursionist Club) is the new music label from Lapsus Records, an artistic platform with a wide reach in the city of Barcelona. Since its first three releases – Neversleep (alternative project of the producer Moiré), Airaboi and Pliny (aka James Welsh) – C.E.E. has become a mainstay in its local clubbing scene. In addition, C.E.E. live act Vera Rubin – the alter-ego of label “shepherds” Wooky (Who also founded music platform Lapsus), and Spanish DJ Lucient, perform on-stage, creating a four-handed mix set of “spacey electronica and Martian house.”



### **Cora Novoa**

Novoa is a DJ, producer, entrepreneur and all-around artist, and one of the musicians that contributed music for Sónar Calling. She recently released "Our Words have brought us this far. Only our actions will take us further", the first act of her trilogy, "Mental Diary", which are emotionally connected through the narrative structure and based on the Aristotelian style of composition.

# 8 things you must do at WIRED Live 2018

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## 1. PREPARE TO EXPAND YOUR MIND

With an entire day of carefully curated talks on the Keynote stage, plus breakout sessions in the Test Lab, we've been told that WIRED events are full-blown workouts for the mind. Be sure to clear your full day for the event, bring a notebook to jot down your thoughts and block out an hour the day after to work through any actionable insights. Check out the agenda now.

## 2. RELAX TO THE MUSIC AT WIRED LIVE

WIRED is proud to work with Sónar+D – Sónar Festival's antidisiplinary tech summit – as WIRED Live's Music Partner. Check out the musical schedule, which features DJ and producer Cora Novoa as she sets the tone for the talks on the Keynote Stage and a live set from C.E.E. Shepherds, who'll perform during the networking drinks reception after the conference closing.

## 3. EXPERIENCE THE NEXT GENERATION OF VIRTUAL REALITY

Make your way to the Test Lab to try the newest VR experiences – including Varjo's latest prototype, which allows you to experience VR in human-eye resolution for the first time, and REWIND's Emmy-nominated VR experience, Silicon Valley: Inside the Hacker Hostel, a collaboration between Silicon Valley, HBO, and REWIND, and using the HP Z VR Backpack.

## 4. SAMPLE TASTES FROM THE MODERN WORLD

Copenhagen-based Empirical Spirits is mixing up spirits from fir trees and chicken skin – and attendees at WIRED Live will get a special sample at the event to understand how this Danish distillery is changing the face of brewing – as well as meet co-founder Lars Williams. Further, delegates will have the chance to try a bite of the Moving Mountains® Burger, the 100% plant 0% cow burger, which has no traces of cholesterol, antibiotics or hormones.

## 5. EXPLORE OVER 20 EXCITING COMPANIES THE TEST LAB

Each year, attendees flock to WIRED's Test Lab, curated by WIRED's Executive editor Jeremy White. Make your way to the Test Lab to see Small Robot Company's prototype farmbots Rachael and Jack, and an early version of the Wilma AI interface; learn about Vanda Electrics' fast-charging, electric Motochimp; and discover music in full colour with the nuraphone, the headphone that learns and adapts to your hearing.

## **6. JOIN MORE CONTENT SESSIONS IN THE TEST LAB DURING THE LUNCH BREAK**

Grab your lunch and take a seat at the Test Lab Stage to hear from Christopher Lee, Managing director EMEA of global architecture and design firm, Populous - the team behind Yankee Stadium, The London Olympics, and The Super Bowl; as he shares the details of their newest project at 13:20. Stay on to hear WIRED's Executive editor, Jeremy White in discussion with Adam Bowen, Co-founder of JUUL, about the technology powering the \$15bn-valued vaping company.

## **7. GRAB A DRINK WITH WIRED'S EDITOR**

The WIRED team is celebrating the eighth edition of WIRED Live and you're invited. Greg Williams, Editor of WIRED, will kick off the evening reception with drinks, canapés and music from C.E.E. Shepherds, with sound made possible by PioneerDJ.

## **8. ENJOY ENGAGING DEMOS AND INTERACTIVE SESSION IN THE TEST LAB EXHIBITION**

Meet designer and activist Sebastian Errazuriz as he explains the process behind his 3D-printed sculpture and get the chance to see one of his pieces up close. You'll also get to hear from tech futurist and hacker Thomas Webb, who will be taking the audience through a short performance with Franka Emika's mind-reading robot, Panda.

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# Event partners

## Headline Partner



Microsoft enables digital transformation for the era of an intelligent cloud and an intelligent edge. Its mission is to empower every person and every organization on the planet to achieve more.

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## Knowledge partners



Ericsson has been the driving force behind some of the most powerful technologies known to mankind. Now 5G and IoT – from connected cars to personal wearables to smart grid technology – will fundamentally change our world. 5G will give birth to new businesses and fuel new innovations we can't imagine today.



For over 320 years Lloyds Banking Group has been making a difference to the lives of customers, businesses and communities – and through this time has continuously kept up with the pace of change, to best serve customers. Operating as the UK's largest digital bank, the Group continues to explore technology with a mission to help Britain prosper. With a strategy to strengthen and grow its digital offering, Lloyds Banking Group is striving to be the bank of the future.



Populous is a global architecture and design firm that creates the places where people love to be together, like Yankee Stadium, the London Olympics, and the Super Bowl. It designs experiences that capture all of the senses, amplifying the atmosphere of excitement and pure joy felt in shared human moments.

## Event partner



JUUL Labs is a technology company dedicated to eliminating cigarettes by offering existing adult smokers a true alternative to combustible cigarettes. The company's research shows that more than one million smokers have already switched to JUUL, and we are working to enable millions more to switch in the coming years through technological innovations.



TechUp, designed by connected play experts, provides curated experiences to showcase leading brands and innovators who are creating the future of play. TechUp puts the latest innovative products into people's hands so they can play, learn and explore a world of cool tech and connected play fun.

## Music partner



Sónar+D is an international congress that explores how creativity is changing our present and imagining new futures, in collaboration with researchers, innovators and business leaders. Since 2013, this antidisiplinary meeting gathers in Barcelona leading artists, creative technologists, musicians, filmmakers, designers, thinkers, scientists, entrepreneurs, makers and hackers to participate in a carefully commissioned programme with the aim at inspiration and networking.

## Music equipment from



## Bag partner



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## Media partners



SEEDLEGALS



# **WIRED** **Live.**

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**WIRED.UK/EVENTS**