

Press Release
Geneve, October 9th 2014

TEDXTRANSMEDIA IS BACK, AND IT'S TIME FOR "EXPONENTIAL BEAUTY"

TEDxTransmedia is in its fifth edition and, after 3 years in Italy, it will go back to Geneva, where it was born as one of the first TEDx events in Europe. Not "just another conference on Transmedia storytelling", **TEDxTransmedia** event is special and multidisciplinary. As in the style of TEDx events, both passionate and enthusiastically inspiring, the conference will include people from diverse fields and it will bring them together to respond to exponential beauty through their know-how. Exponential Beauty is **TEDxTransmedia**'s theme, and it promises to explore beauty as a combination of qualities that could ease us into the future.

What is Beauty? Philosophy has claimed ever since the early Greeks "*Beauty is in the eye of the beholder*", in other words, the observer: someone who gains awareness of things through the senses. If beauty is in the eye of the beholder, then the person who is observing gets to decide what is beautiful! According to Greek playwright and thought-leader, Euripides, beauty is being "*of one's hour*" or "*being in the moment*". The 21st century offers a new era of abundance and it demands a new generation of leaders. Whether entrepreneurs, corporate executives, humanitarians, artists, technologists, investors or scientists, they must be inspired and driven to solve the world's toughest problems. The goal of **TEDxTransmedia 2014** is to pair **exponential change with Swiss excellence** in all fields, to face rapidly changing times and to design through creativity, rather than resistance. Being in the moment today means acceleration or "growing at an exponential rate". What do we need to know, consider, study and define in order to be prepared for an anticipated future of convergence between mankind and technology?

15 speakers will try to give us their inspiring interpretation of what "Exponential Beauty" is. **TEDxTransmedia 2014** features 15 speakers, performers and young change makers who will explore how we are building our future from the convergence of NBIC (Nanotechnology, Biotechnology, Information technology and Cognitive Science) to Arts, Culture and Media.

The EVENT: On November 5th **TEDxTransmedia** will take place at **RTS studios in Geneva** where it was held the first time in 2010. In 2011 and for the following 3 years, the event took place in Rome (Italy) and we are keen to bring it back to its original premises.

TEDX

In 2009 TED has created a program called TEDx. TEDx is a program of local, self-organized events that bring people together to share a TED-like experience. Our event is called TEDxTransmedia, was one of the first TEDx events, where "x" means: independently organized TED event. At our main TEDxTransmedia event, this year on November 5th, live speakers and entertainers will spark deep discussion and connection in our audience and with viewers of our live stream worldwide. The TED Conference provides general guidance for the TEDx program, but individual TEDx events, including ours, are self-organized. Our team consists of volunteers who all support TED's motto "ideas worth spreading".

About TED

TED is a nonprofit organization devoted to Ideas Worth Spreading. Started as a four-day conference in California 25 years ago, TED has grown to support those world-changing ideas with multiple initiatives. The annual TED Conference invites the world's leading thinkers and doers to speak for 18 minutes. Their talks are then made available, free, at TED.com. TED speakers have included Bill Gates, Al Gore, Jane Goodall, Elizabeth Gilbert, Sir Richard Branson, Nandan Nilekani, Philippe Starck, Ngozi Okonjo-Iweala, Isabel Allende and UK Prime Minister Gordon Brown. The annual TED Conference takes place in Long Beach, California, with simulcast in Palm Springs; TEDGlobal is held each year in Oxford, UK. TED's media initiatives include TED.com, where new TEDTalks are posted daily, and the Open Translation Project, which provides subtitles and interactive transcripts as well as the ability for any TEDTalk to be translated by volunteers worldwide. TED has established the annual TED Prize, where exceptional individuals with a wish to change the world are given the opportunity to put their wishes into action; TEDx, which offers individuals or groups a way to host local, self-organized events around the world, and the TEDFellows program, helping world-changing innovators from around the globe to become part of the TED community and, with its help, amplify the impact of their remarkable projects and activities.

Nicoletta Iacobacci -who was a speaker at TED2011 (TEDU) - was granted the TEDxTransmedia license from 2010.

Press Office

Mariapia Ebreo – Silvia Iannuzzi / press.tedxtransmedia@gmail.com