

PICNIC Programme of Events

PICNIC explained

The **PICNIC** CONFERENCE

is a high-level plenary meeting of bright, creative minds. The world's best media entrepreneurs, thinkers and creators share their stories. The buzzing heart of the action, the conference attracts more than 1000 delegates from all over the world for a series of groundbreaking sessions.

The **PICNIC** SPECIALS

are focussed seminars, lectures and round table discussions that dive deeper into the **PICNIC** themes. The Specials attract thousands of people, and actively involve media labs, research groups, professional associations, cultural networks, innovation departments and educational institutions to share their latest insights.

The **PICNIC** LABS

are practical workshops that challenge you to re-imagine your business, develop new products and services, refine ideas and formats and come up with creative business concepts. Products and services developed here will get feedback from experts, and a selection will be demonstrated at **PICNIC**.

The **PICNIC** Green Challenge

awards the best new green product or service. Nominees will pitch during **PICNIC**, and the award will be handed out for the second time in a special ceremony on Thursday.

PICNICYOUNG and the **PICNIC** ACADEMY

are offering almost 2.000 high-school and university students, and 100 recent graduates the chance to take part in **PICNIC**. Through the **PICNIC** Talent contests, 75 start-ups, artists and media researchers are invited to attend **PICNIC**. The E-Art programme of Virtueel Platform offers three days of presentations and discussions on art in a dedicated dome outside the **PICNIC** CLUB.

The **PICNIC** CLUB (Gashouder)

is the central hub of **PICNIC08**. There you will find the catering area, the Speaker and Press Lounge, the Creative Business Lounge where a series of business and networking meetings will take place and the different domes for the **PICNIC** LABS, including the **PICNIC** Idea Machine, an interactive show that will challenge **PICNIC** visitors to come up with new ideas and concepts.

The **PICNIC** CLUB

is also the place for the **PICNIC** Welcome drinks on Wednesday, the **PICNIC** Dinner Party on Thursday and the Closing Ceremony on Friday, which will be followed by a spectacular cross media party called **PICNIC** at Night!

PICNIC Conference Wednesday 24th September

13.00 **PICNIC Kick-off (PICNIC CLUB)**

PICNIC Kickoff with Job Cohen, Mayor of Amsterdam
All **PICNIC** Conference delegates are invited to leave the **PICNIC** Club for the opening of the **PICNIC** Conference in the **PICNIC** Conference Hall.

13.30 – 13.45 **Welcome, Welcome, Welcome**

Welcome to **PICNIC** and welcome to Amsterdam, Europe's creative capital! Amsterdam Mayor Job Cohen – one of Time magazine's 2005 'European Heroes' as well as 'best mayor in the Netherlands of the last 25 years' – welcomes the **PICNIC**'s delegates to town.
– [BAS VERHART](#) and [MARLEEN STIKKER](#), Co-founders **PICNIC**
– [JOB COHEN](#), Mayor of Amsterdam

13.45 – 15.00 **We Think: The Power of Mass Creativity**

Keynote and Conversation
The conflict between the rising surge of mass collaboration and the attempts to retain top-down control will be one of the defining battles of our time. An exploration of what this means for our culture, the way we work, government, science and business.
– [CHARLES LEADBEATER](#), thinker, famed policy advisor to former UK Prime Minister Tony Blair, and author of We Think, a groundbreaking analysis of a changing world.

15.00 – 15.30 **The Sheep Market**

Artist [AARON KOBLIN](#)'s phalanx of 10,000 sheep, all drawn by random strangers through Amazon's task-distribution mechanism The Mechanical Turk, raises questions about the emergence of new labor systems in the information age – and makes you smile.
– [AARON KOBLIN](#) is one of the most discussed and thought-provoking contemporary artists, focusing on the creation and visualisation of human systems. His work ranges from the latest Radiohead music video to data visualisations of flight patterns.

Three inspiring days of ideas, fun and sensory stimulation in media, technology, entertainment, art and science



PICNIC Conference Wednesday 24th September



15.30 – 16.00 **Coffee Break**

16.00 – 16.20 **Dueling with Distance**

Based on his work at MIT and Distance Lab, Stefan Agamanolis reports on hot trends in communication and connectedness that are doing battle with distance in unexpected ways, ranging from sports games you play over a distance to telephones crossed with flotation tanks.

- [STEFAN AGAMANOLIS](#) is the Chief Executive and Research director of Distance Lab

16.20 – 17.30 **The Emerging Real-Time Social Web**

With ubiquitous internet connections and a surge of connected mobile services, slices of reality can be saved that people could not capture before. Saving and sharing our presence, we can feel those of others as well. We are on the verge of a reality with 'social peripheral vision', in which ambient friendships flourish and life stories and life's details are stored, shared and searchable.

- Moderator [LINDA STONE](#), a lecturer and writer, is widely recognised as a visionary thinker and thought leader focused on trends and their strategic and consumer implications.
- [JYRI ENGSTRÖM](#) is a social scientist as well as the founder of Finnish mobile presence service Jaiku, which was acquired by Google in 2007; his subsequent move to Silicon Valley resulted in his renewed attention to social processes in new media platforms.

- [PHILIP ROSEDALE](#) is the founder of the 3D online world Second Life and a pioneer in virtual worlds.
- [MATT JONES](#) is a creative director and user experience designer who worked at Sapient and the BBC before founding travel service Dopplr.
- [ADDY FEUERSTEIN](#) is the co-founder and CEO of AllofMe, a service that allows you to create digital personal timelines from digital assets such as pictures, videos, and blogs.

17.30 – 18.00 **Conducting Creativity**

This Maestro session offers a unique learning experience that explores the magical relationship between conductor, musician and audience to achieve inspiring new insights into leadership, management, and teamwork.

- [ITAY TALGAM](#) is an internationally renowned conductor and founder of the Maestro programme.

18.00 **Close of Conference Day**

18.00 – 20.00 **PICNIC Welcome Drinks**

For all **PICNIC** delegates. (**PICNIC CLUB**)



PICNIC Conference Thursday 25th September

PICNIC CLUB Business Breakfast Meetings

8.00 – 9.00 **Business Breakfast Meetings**

PICNIC CLUB

Get up early for the best networking on the planet (for detailed programme of breakfast meetings, see **PICNIC CLUB** agenda.)

9.15 – 9.30 **Welcome and Introduction to the Day's Topic**

– [MONIQUE VAN DUSSELDORP](#), **PICNIC** Programme Director

9.30 – 10.15 **Here Comes Everybody**

Keynote and Conversation

A revelatory examination of how the spread of new forms of social interaction enabled by technology is changing the way humans form groups and exist within them. Our age's new technologies of social networking are evolving – and causing us to evolve into new groups doing new things in new ways.

– [CLAY SHIRKY](#) is a leading Internet thinker, the author of *Here Comes Everybody*, and a sharp analyst of social media developments.

10.15 – 10.45 **Secrets and Lies**

The deeply personal is changing, our friendships are taking on a more permanent and ambient quality, and we live in the awareness that our conversations are stored, our pictures shared, our names Googleable forever. How are we changing? And can we connect?

– [GENEVIEVE BELL](#) is an anthropologist and director of user experience for Intel's Digital Home Group.

10.45 – 11.00 **PICNIC Moment**

– [GEERT CHATROU](#)

11.00 – 11.30 **Coffee Break**

11.30 – 11.55 **Industry Leader Interview: The Future of Television**

Under the leadership of Mike Fries, Liberty Global has grown into the second-largest cable TV operator in the world and the largest outside the US. A conversation about the new European interactive TV viewer, webifying television, and building digital confidence.

– Moderator: [KARA SWISHER](#), famed technology columnist and host of *The Wall Street Journal's AllThingsD*.

– [MIKE FRIES](#) is the president and CEO of Liberty Global, a \$10 billion revenue company offering video, voice and broadband Internet services.

Business Breakfast

Meetings **PICNIC CLUB**

Get up early for the best networking on the planet

(for detailed programme of breakfast meetings, see **PICNIC CLUB** agenda.)

PICNIC Conference Thursday 25th September

11.55 – 12.40 **Commercial Collaborations:**

Tools, Things and Toys

How do social and commercial networks interact, and what does this mean for media, advertising, and brands? What is the role of the individual, the group, and the organisation in a world where continuous collaboration is possible?

- [MICHAEL TCHAO](#) is the general manager of Nike Techlab/ Nike+ at Nike, which connects physical products with virtual online services and athlete communities.
- [RAFI HALADJIAN](#), co-founder and Chairman of Violet, shows how personalised connections generate new toys and tools.

12.40 – 13.00 **Showcase: Making 'Love'**

- Game designer [ESKIL STEENBERG](#) is at the forefront of real-time 3D graphics. This creative genius is now working on the ultimate multiplayer story adventure, driven by the players

13.00 – 14.30 **Lunch at the PICNIC CLUB**

14.30 – 14.50 **Music, Music, Music**

The Dutch band Bløf has always been ahead of others in the use of new technologies to promote their music. After taking their last project 'Umoja' to the cinema, they now have focused on online-content for their new album 'Oktober'. The process of recording the album was made it into a new web-experience.

- [BAS KENNIS](#), pianist, Bløf

14.50 – 15.15 **The Long Here, the Big Now, and other tales of the networked city**

Future urban life will thrive on new modes of perception and experience, based on real-time data and feedback. What will the networked city feel like to its users? How will it transform our sense of the metropolitan?

- [ADAM GREENFIELD](#), head of design direction for Nokia and author of Everyware

15.15 – 15.40 **Tracking our world**

CeNSE: The Central Nervous System for the Earth is based on the belief that nanotechnology has the potential to revolutionise human interaction with the Earth as profoundly as the Internet has revolutionised personal and business interaction.

- [STAN WILLIAMS](#), HP senior fellow; director, HP Information and Quantum Systems Lab

The Visible City

What if we could view an entire city from above, as if from an airplane – and see not only the buildings and squares but also all the human beings populating it, outdoors and indoors?

- [EURO BEINAT](#), professor of location awareness at Salzburg University, CEO of Geodan Mobile Solutions, and founder of the Senseable Future Foundation

Eco Map

What can we do with an open source collaboration platform that enables citizens and business to see the collective results of their actions?

- [WOLFGANG WAGENER](#), Director, Sustainable Cities Connected Urban Development, CISCO and [JARED BLUMENFELD](#), Director, Department of the Environment, City and County of San Francisco

PICNIC Conference Thursday 25th September

- 15.40 – 16.00 **Idea Saves Planet!**
Who will win the PICNIC Green Challenge?
One bright idea can make a big difference! To encourage and aid the invention of great new green products and services, the Dutch Postcode Lottery and **PICNIC** present the **PICNIC** Green Challenge 2008. Meet the contestants while they make their final pitches!
– Host: [BRUNO GIUSSANI](#), member of the Green Challenge Jury

16.00 – 16.30 **Coffee Break**

- 16.30 – 16.35 **Touch the Virtual World**
Short demo of an exciting new technology – a **PICNIC** first!
[ANTOINE BRACHET](#), Business Development Director, Total Immersion

- 16.35 – 17.20 **Design as a Collaborative Process**
New interactions develop into new design practices; new processes induce new forms of creativity. How can creators involve the people they want to create for in their work?
– [BILL MOGGRIDGE](#) is a founder of IDEO, one of the most successful design firms in the world and one of the first to integrate the design of software and hardware into the practice of industrial design.
– [YOUNGHEE JUNG](#), a senior design manager at Nokia, shows how users are imagining new products.

- 17.20 – 18.00 **Surprising Africa**
A presentation and an update on vibrant and fast-moving technological and creative developments in cities and rural areas across Africa, from mobile banking to new communication patterns.
– [ETHAN ZUCKERMAN](#), the co-founder of Global Voices, a research fellow at the Berkman Center, and a prodigious blogger interested in the impact of technology on the developing world,
– in conversation with [HELEN OMWANDO](#), head of market intelligence for Royal Philips Electronics and [BINYAVANGA WAINAINA](#), Kenyan author and journalist

18.00 **Close of Conference Day**

- 18.30 – 19.30 **PICNIC Green Challenge Award Ceremony**
fuelled by the National Postcode Lottery. The **PICNIC** Green Challenge will be presented by [JACQUELINE CRAMER](#), Dutch Minister of the Environment



- 19.30 – 22.00 **PICNIC Food and Fun Dinner Party**

PICNIC Conference Friday 26th September

PICNIC CLUB Business Breakfast Meetings

8.00 – 9.00 **Business Breakfast Meetings**

PICNIC CLUB

Get up early for the best networking on the planet
(for detailed programme of breakfast meetings,
see **PICNIC CLUB** agenda.)

9.15 – 9.30 **Welcome and Introduction**

– [MONIQUE VAN DUSSELDORP](#), **PICNIC** programme director

9.30 – 10.00 **Celebrating Creative Genius – Across Media**

– [MATT COSTELLO](#) is a writer and games developer whose bestselling and award-winning work crosses all media, meshing gameplay, technology and story. He has written the classic game The 7th Guest and a series of award-winning games from Doom 3 to children's games, role-playing and board games.

10.00 – 11.00 **Celebrating Collaborative Creativity – A Showcase of Creative Production**

In this fast paced session, several examples of collaborative creativity are under review – what processes and business models appear? What changes will occur in the movie, music, publishing and advertising industry?

Moderator [LAURENT HAUG](#). Entrepreneur and co-founder LiftLab

- [MATT HANSON](#), a filmmaker, working on the open-source movie project A Swarm of Angels
- [TON ROOSENDAAAL](#), founder of Blender, an open-source, cross-platform suite of tools for 3D creation
- [KATARINA SKOBERNE](#) is the co-founder and managing director of OpenAd.net, 'The World's Biggest Creative Department'
- [PIM BETIST](#), a music lover and founder of SellaBand, an audience-supported business model for bands
- [EILEEN GITTINS](#), founder and CEO of Blurb, has built a creative publishing platform that makes it easy for anyone to design, publish, share and sell real, bookstore-quality books

11.00 – 11.30 **Coffee Break**

Business Breakfast

Meetings **PICNIC CLUB**

Get up early for the best
networking on the planet

(for detailed programme of breakfast
meetings, see **PICNIC CLUB** agenda.)

PICNIC Conference Friday 26th September

11.30 – 12.10

Can You See What I Know?

Artists, scientists and designers are exploring a new world of software aesthetics and developing new languages for interactive and visual expression. How can we make information intuitively meaningful?

- **BEN CERVENY** is a strategic and conceptual advisor to Stamen, specialists in creative visualization. He is a highly regarded experience designer and conceptual strategist
- **JOSÉ LOUISE DE VICENTE** is a researcher and writer at the Medialab-Prado with a keen interest in the crossover between art and information processes.
- **PAUL WOUTERS** is the programme leader of the Virtual Knowledge Studio for the Humanities and Social Sciences (Royal Netherlands Academy of Arts and Sciences)

12.10 – 12.30

Join the Video Conversation: The Story of Seesmic

Loïc LeMeur presents Seesmic, a video chat service with threaded video conversations, and conversations on everything, including what's happening at **PICNIC**.

- **LOÏC LE MEUR**, founder and CEO of Seesmic, is a French serial entrepreneur and hugely popular blogger who recently moved to Silicon Valley to launch the next-generation conversation tool.

12.30 – 13.00

Towards a sustainable future: the secret to exponential innovation

In a world where the notion of sustainability is on everyone's mind, Stefano Marzano, CEO and Director of Philips Design, challenges the Creativity Industry to look deeper into the implications and scope of this phenomenon. A call to action for creative professions to move beyond the functional value embedded in a product or service.

- **STEFANO MARZANO**, CEO and Chief Creative Director, PHILIPS Design

13.00 – 14.30

Lunch

14.30 – 14.45

Paint the World Orange

Launch of a national re-branding initiative by the Dutch Government. Who has the best idea to brand the Netherlands internationally?

- **BAS VERHART**, Co-Founder **PICNIC**, Member Innovation Platform
- **MARCEL WANDERS**, Designer, Entrepreneur, and Chair of the Jury
- **FRANK HEEMSKERK**, Minister for Foreign Trade, the Netherlands (by video)

14.45 – 15.05

Trends of our Time

Voyeurgasm, time compression and the fountain of youth: a sparkling presentation by leading trend analyst **MICHAEL TCHONG** on some of the main consumer trends of our time.

- **MICHAEL TCHONG**, Founder Ubercool

PICNIC Conference Friday 26th September

15.05 – 15.30 **What will Google do?**

Google's European Director will talk about some of the company's newest initiatives and strategies. From Android to AdSense and from Streetview to bringing internet by satellite to Africa. With a special focus on Google's European business and development strategies

- [GISELE HISCOCK](#), Director Business Development, Google EMEA

15.30 – 16.00 **Coffee Break**

16.00 – 16.25 **The Future of Mobile – Industry Leader Interview**

In a world of ubiquitous connections, we can talk, work or play at any moment.

- Moderator: [KARA SWISHER](#), famed technology columnist and host of The Wall Street Journal's AllThingsD.
- [GUY LAURENCE](#), CEO of Vodafone Netherlands, made his career in the media business and is now building bridges between the media, entertainment and communications industries.

16.25 – 17.00 **The Future of Business Creation**

How can we make sure that all creative forces that are arising can focus on building new waves of great products and services? How can you build a business around ideas instead of access to resources? In this closing keynote we will engage in conversations about how business creation is changing radically, how new businesses models remove the need for big investments and allow for a focus on building long term sustainable businesses.

- [WERNER VOGELS](#), CTO, Amazon

17.00 – 17.15 **PICNIC Closing Report**

17.15 **Close of Conference Day**

17.45 – 18.00 **PICNIC Closing Ceremony in the PICNIC Club**

PICNIC Green Challenge

The **PICNIC**

Green Challenge 2008 calls on creative, innovative minds to come up with concrete solutions to fight climate change.

Anyone with a good idea for a product or service that reduces greenhouse gas emissions in a consumer-friendly way and contributes to a sustainable lifestyle is welcome to take part.

Together with **PICNIC** the Dutch Postcode Lottery started this initiative in 2007. The winner gets 500,000 Euro, made available by the Postcode Lottery, to execute his/her plan.

The **PICNIC**

Green Challenge Award Ceremony will take place on 25th September 18.30 – 19.30 at **PICNIC**.