

TED^xTelAviv

x = independently organized TED event

april 26.2010

Thriving on Turmoil

TEDxTelAviv.com

Dear TEDxTelAviv participant,

Whether you are joining TEDxTelAviv in person, through a simulcast event, or via the web – we welcome you to this long anticipated event. We are excited and humbled by the occasion of the first TEDx event in Israel.

We are a society known for thriving on turmoil, for making something from nothing, for turning problems into opportunities and for the myriad contradictions that somehow unite us: ancient and modern, religious and secular, rich and poor, technology and archaeology, East and West, devout and irreverent.

It is fitting that we hold this conference in Tel-Aviv-Jaffa, next to one of the oldest trading ports in the world. Our goal is to hear, share, and disseminate ideas about art, science, and social activism. Hopefully, we will also enjoy some good laughs and an unforgettable experience in the process.

The TED platform is foremost about ideas worth spreading, but no less about the people generating and sharing those ideas. Around you are a host of entrepreneurs, artists, scientists, educators, researchers, entertainers and activists. We urge you to meet as many of them as you can, to spur discussion and to share your passions.

Following the conference, and in a true TED fashion, we are throwing an after-party, starting at 19:00. We urge you to open your mind and heart, and join us for a day and night to remember!

Shimon Schocken; Maya Elhalal Levavi
Liat Aaronson; Ran Navok
TEDxTelAviv Organizers

THE TEDxTelAviv TEAM

Robert Goldberg; Steve Lavi; Oren Ahronson; David Saranga

Shay Windman, Shir Hadar – Production, Windman

Abigail Tenenbaum, Michael Weitz - Speaker Development, TAI

Nir Blumberger – Technology Director

Assaf Guery, Roy Yogev, Anat Sharon - Brand Identity, nascent

Rinat Friedman, Aya Yahli Mizrachi, Sharon Ben David - Public Relations, Shalom Tel-Aviv PR

Tzvika Avnery, Orly Izhaki - Social Media Marketing, WiseStamp.com

Natalie Shell – Copy-writing and Blogging

Yael Tiano - Pre and Post Conference Events Coordinator

Regina Ostrovski – Simulcast Events Coordinator

Ram Matza – VJ and Video-Art

Roni Sofer (RoniSofer.com), **Michal Peleg** (Mekomot.co.il), **Moran Nir, Omer Faragi** - Photography

SCHEDULE OF EVENTS

08:15-09:30 - Reception Breakfast

09:30-11:00

KAREN TAL - Thriving on Turmoil

SHIMON STEINBERG - Bugs are Good for Your Health

ARIEL SHAMIR - The Vision of the Image

11:00-11:45 - Break

11:45-13:15

YAIR TAUMAN - Serious Games

HEDY SCHLEIFER - The Power of Connection

ASAF AVIDAN- Mojo Love

BRUNO GIUSSANI - Ideas about Spreading Ideas

PAUL (PABLOS) HOLMAN - Hacking the Future

13:15-14:30 - Lunch

14:30-16:00

SHIMON SCHOCKEN - The Science of Rehabilitation

ISAAC BERZIN- Fill it up with Seaweed

IZZELDIN ABUELAISH - Daughters for Life

ODED VARDI - High Technology Culture Challenges

16:00-16:45 - Break

16:45-18:30

MARTIN RAPAPORT - Fair Trade: An End to Exploitation

EHUD SHAPIRO - Uncovering the Human Cell Lineage Tree

NOA WERTHEIM - Vertigo Vision

ITAY TALGAM - The Art of the Rehearsal

19:00 - Last TEDxTelAvivian standing. After Party with guest performance by Asaf Avidan

IZZELDIN ABUELAISH

Daughters for Life



Izzeldin Abuelaish is a physician and peace activist from Gaza who is presently associate professor at the University of Toronto. In January 2009, three of his daughters were killed when the house in which they took shelter was hit by a tank shell. Following this tragedy, Dr. Abuelaish announced that “I have two options - the path of darkness or the path of light. I choose the latter.” He continues to be a zealous supporter of a peaceful co-existence of Arabs and Israelis, and is mentioned as a candidate for the Nobel Peace Prize.

www.daughtersforlife.com

ASAF AVIDAN

Mojo Love



Along with his band “the Mojos”, Asaf Avidan is Israel’s leading rock act. He has released 3 albums, all independently produced and released, the last two have reached gold status. The band was recently signed to a multi-record deal with Sony-Columbia, and tours endlessly across the world, spreading its unique blend of rock, blues and folk, spearheaded by Asaf’s voice, which has garnered comparisons to Janis Joplin & Robert Plant. Asaf will be accompanied for this performance by the Mojos’ cellist, Hadas Kleinman.

www.myspace.com/findlovenow

ISAAC BERZIN

Fill it Up, with Seaweed



A chemical engineer, founder of GreenFuel, and CEO of Element Cleantech USA, Isaac Berzin is passionate about algae: he believes that seaweed holds the key for eating up carbon emissions and producing renewable energy. So does the Time magazine, which named Brezin as one of the 100 most influential people in politics, business, and science in 2008. Brezin's work in sustainable biofuels and climate change has won international acclaim and numerous awards. He is Founding Director of the Institute for Renewable Energy Policy at IDC Herzliya, and an affiliated scientist at MIT, where he worked on a NASA-sponsored project, developing bioreactors for the international space station.

www.time.com/time/specials/2007/article/0,28804,1733748_1733754_1735703,00.html

BRUNO GIUSSANI

Ideas about Spreading Ideas



Bruno Giussani is the European director of the TED Conference and the programmer of TEDGlobal. As a member of TED's senior team, he participates in the definition of the organization's strategy and in the management of its global activities. Giussani is a writer of several books and numerous articles that appeared in the New York Times, the Economist, the European editions of the Wall Street Journal and the Wired Magazine, and many other media channels. An entrepreneur and co-founder of three Internet companies, Giussani is a member of the Boards of Internet consultancy Tinext and of the Knight Fellowships at Stanford University. He lives in Switzerland.

www.TED.com

PAUL (PABLOS) HOLMAN

Hacking the Future



A futurist, inventor, and digital security expert, Paul (Pablos) Holman is a notorious hacker with a unique view into both breaking and building new technologies. Pablos helped build the world's smallest PC; spaceships at Blue Origin; artificial intelligence agent systems; and the Hackerbot, a WiFi-seeking robot. Pablos's present habitat is the Intellectual Ventures Laboratory, a proactive think-tank where a wide variety of futuristic invention projects are under way. Examples include a fission reactor powered by nuclear waste, a machine to stop hurricanes, surgical tools, and tools to help eradicate malaria.

www.intellectualventures.com

MARTIN RAPAPORT

Fair Trade: An End to Exploitation



Martin Rapaport, one of the leading business players in the global diamond industry, is also a leading advocate of fair trade jewelry and a champion of promoting an ethical diamond industry. In 2000, during the war in Sierra Leone, he visited amputee camps and led the establishment of the Kimberley Process – an international agreement controlling the flow of rough diamonds. He also financed the first digger’s cooperatives, in coordination with US-AID. Rapaport believes passionately that diamonds should play a key role in the social and economic welfare of impoverished societies, and works tirelessly to promote his ideas throughout the diamond industry.

www.diamonds.net/fairtrade

HEDY SCHLEIFER

The Power of Connection



A clinical psychologist and a couple and relationship therapy expert, Hedy Schleifer is a charismatic teacher and an inspirational mentor who brings laughter and passion to the adventure of learning. Internationally known as a grand master of the arts of listening and connection, her workshops and trainings, given in Europe, Israel and Africa, empower people to embrace life and relationships with joy and passion. "Crossing the Bridge" - a film by Robyn Symon about Hedy and Yumi Schleifer, won the Best Documentary Film award at the 2009 LA Femme Film Festival.

www.hedyyumi.org

SHIMON SCHOCKEN

The Science of Rehabilitation



A computer science professor at IDC Herzliya who has also taught at NYU and Harvard, Shimon Schocken is co-inventor of a novel approach to teaching computer science, described in an MIT Press book which recently appeared in Chinese, Indian, and Polish editions. Schocken is also a passionate biker and hiker who has logged more than 30,000 km on his mountain bike in many countries around the world. Believing strongly that outdoor sports can lead to profound psychological and mental change, Schocken founded and leads special programs for rehabilitating juvenile delinquents through mountain biking.

www.faculty.idc.ac.il/schocken

ARIEL SHAMIR

The Vision of the Image



Ariel Shamir, a professor of computer science at IDC Herzliya, is a computer graphics expert who worked at the University of Texas, Mitsubishi Electric Research Labs, Lawrence Livermore national laboratory, and Walt Disney Research. The author of numerous articles and patents, Shamir's recently developed image processing algorithms made a big splash in academia and industry, and became a standard feature in the current version of Photoshop. Shamir is also a devoted teacher, using computer graphics to attract students to the beauty of its underlying mathematical modeling.

www.faculty.idc.ac.il/arik

EHUD SHAPIRO

Uncovering the Human Cell lineage Tree



Our body is made of 100 trillion cells, all offspring of a single founder cell – an egg fertilized by a sperm. Thus, our visible body has an invisible companion road map - the *cell lineage tree*. The root of the tree is our founder cell, its leaves are our current cells, and every cell division that occurred during our lifetime is recorded by a branch in the tree. Complete knowledge of the structure and evolution of this tree could answer many open questions in biology and medicine: Which cancer cells are the sources of relapse after chemotherapy? Can beta cells renew during adulthood, giving hope to cure diabetes? Can egg cells renew, giving hope for extending female fertility to older age? How does the brain develop before and after birth? Ehud Shapiro, a professor of computer science and biology in the Weizmann Institute of Science, is a cutting edge explorer of the human cell lineage tree. He received the 2004 World Technology Network Award in Biotechnology and was a member of the “Scientific American 50” as Research Leader in Nanotechnology.

www.weizmann.ac.il/udi

SHIMON STEINBERG

Bugs are Good to Your Health



Entomologist Shimon Steinberg loves his pets. These include parasitic wasps, pirate bugs, and predatory beetles. Zillions of these critters are mass-produced in Kibbutz Sde-Eliyahu and shipped all over the world, where they serve as the first line of defense against agricultural pests. Beneficial bugs are replacing the use of chemical sprays in greenhouse vegetables and open field crops, producing pesticide-free food and eliminating hazardous exposure of millions of workers in third world countries. Steinberg is chief scientist at BioBee, a world leader in mass production of biological control agents. In addition to raising his bugs and insects, Steinberg is addicted to bird watching, tennis, and long-distance running.

www.bio-bee.com

KAREN TAL

Thriving on Turmoil



Karen Tal is the Principal of the Bialik-Rogozine School, located in south Tel-Aviv. Challenges of education management and leadership take a new meaning and scale in this unique K12 school, whose 800 students create a fascinating mosaic of Jewish Israelis, Arab Israelis, and children of immigrants and refugees from forty different countries ranging from Sudan to the Ukraine. Karen Tal, who immigrated to Israel from Morocco as a child, navigates this school with remarkable academic success through the turbulent waters of social and political unrest.

www.jewishjournal.com/israel/article/education_on_the_edge_the_bialik-rogozin_school_20090527/

ITAY TALGAM

Creating Culture: The Art of the Rehearsal



As music director of the Tel-Aviv Symphony Orchestra and of Musica Nova Consort, conductor Itay Talgam won the “Best Performance of the Year” prize for Israeli orchestral music, awarded by the National Council for the Arts. Talgam’s international debut took place in 1987, when he was chosen by Leonard Bernstein to perform in a special concert with the Orchestre de Paris. Since then, Talgam conducted and recorded with numerous major orchestras around the world. An internationally acclaimed conductor, speaker, and teacher, Talgam is known for his unique interpretation of conducting as a metaphor for leadership and dialogue. Talgam is involved in many educational projects, both as a fellow of the Mandel School for Educational Leadership in Jerusalem, and as creator of the unique “Maestro” leadership programs.

www.talgam.com

YAIR TAUMAN

Serious Games



Yair Tauman is a mathematician and economics professor at IDC Herzliya and SUNY New York at Stony Brook, where he leads the annual Game Theory Summer Festival. A top notch Black Jack player, Tauman is persona-non-grata in Las Vegas casinos and a highly successful investor in several high-tech companies like Galileo and QXL. He is an expert in the theory and practice of optimal auction design, and a keen observer of how game theory comes to play in personal and business decision making.

<http://sites.google.com/site/yairtauman>

ODED VARDI

High Technology Culture Challenges



Oded Vardi is an Internet and New Media entrepreneur and investor. He is a co-founder and COO of Superna, a pioneer in digital home enabling software. Previously, Oded was a founding investor of R U Sure? and a consultant for several technology startups and investment firms. Prior to that, he was an analyst at Giza Investment banking and Giza Venture Capital. While working out of Israel with international firms, Oded developed a unique perspective on the multi-cultural challenges facing young entrepreneurs conducting business on a global scale.

www.supernasystems.com

NOA WERTHEIM

Vertigo Vision



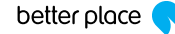
Engaging able and disabled dancers and performing in unique outdoor locations, the award winning Vertigo Dance Group takes its dancers and audiences to uncharted territories of haunting beauty and eco-social expression. Noa Wertheim, the group's founder and artistic director, was born and raised in a religious home. Together with Vertigo co-founder and General Manager Adi Sha'al and friends, she founded the Vertigo Eco-Art Village, a center for art and ecology located in Kibbutz Netiv Halamed-He. Built of natural and recycled materials and using alternative energy and rain water, the village became an internationally acclaimed hub of master classes in artistic creation and organic construction.

http://www.vertigo.org.il/hp_en.html

SPONSOR



PARTNER



TED^x Tel Aviv

x = independently organized TED event