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Program

May 22, 2009

TED^xTokyo

x = independently organized TED event

MORE 



Schedule of the Day

(Preliminary)

08:00–09:00

Light Breakfast and Opening Conversation

09:00–10:30

Session 1

How can we organize ourselves to make a difference?

10:30–11:00

Reflect and Engage

Tasty Treats

11:00–12:30

Session 2

What does it mean to be a learner today?

12:30–2:00

Seaside BBQ Lunch

2:00–3:30

Session 3

How can we use finite resources to propel ourselves?

3:30–4:30

Reflect and Engage

More Tasty Treats

4:30–6:00

Session 4

How does today decides tomorrow, from local and global perspectives?

6:00–7:00

Reflect and Engage

Happy Hour

7:00–9:00

Dinner Reception

Dining and Entertainment

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[Speaker List](#)





Speaker List

Session 1

How Can We Organize Ourselves To Make A Difference?

Her Imperial Highness Princess TAKAMADO, opening remarks

Tetsuya KAIDA, Toyota Visionary on 'Space and Wind'

Amy MOYERS-KNOPP and Miho WALKER, Living Dreams Dream Makers, on 'empowering orphans in Japan'

Edward SUZUKI, Principal at Edward Suzuki Architects, on 'GOeD Design'

Mark DYTHAM and Astrid KLEIN, Founders of KDa, on 'Pecha Kucha'

Session 2

What Does It Mean To Be A Learner Today?

Shin'ichi TAKEMURA, Professor at Kyoto University of Art and Design, on 'global civilization'

Marco TEMPEST, Techno Illusionist, performing his 'augmented reality card trick'

David ROCK, Founder of the Neuroleadership Institute, on 'learning about the brain changes everything'

Anthony WILLOUGHBY, Founder of I Will Not Complain, on 'territory mapping back to our roots'

Barry EISLER, Author, on 'talking to your future self'

Session 3

How Can We Use Finite Resources To Propel Ourselves In The Future?

Gunter PAULI, Founder of ZERI, on 'taking lessons from nature'

Renée BYER, Pulitzer Prize Winning Photojournalist, on 'the story telling power of photography'

Ricco DEBLANK, General Manager of Ritz-Carlton Tokyo, on 'how to create the perfect morning'

Sherry STRONG, Food Philosopher, on 'eating and energy'

Yuji HIRAYAMA, World Record Holding Rock Climber, on 'getting maximum results from minimal tools'

Session 4

How Does Today Decide Tomorrow, From Local And Global Perspectives?

Chandran NAIR, Founder of Global Institute for Tomorrow, on 'barriers to asking the right questions'

Bill WERLIN, General Manager, Japan at Burton Snowboards, on 'preserving the environment for tomorrow'

Mario TOKORO, Founder of Sony Computer Science Laboratories, on 'Open Systems Science'

Bill HALL, President of Synovate Healthcare Japan, on 'Japan as a test-market for the aging society'

Bruce Livingstone, Founder of iStockphoto.com, encapsulating the TEDxTokyo experience with 'Animoto'

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Speaker Profiles





Speaker Biographies

Renée Byer Documentary Photojournalist, Pulitzer Prize Winner

Renée Byer has the rare inner lens needed to produce photos with profound emotional resonance and sensitivity. That talent has brought her countless honors, including the McClatchy President's Award, AP's Mark Twain Award, the Casey Award for Meritorious Journalism, the World Understanding Award, and a Pulitzer in 2007 for a series called "A Mother's Journey." Renée's photos have been featured in Paris Match, People, El Pais, Newsweek Asia, Marie Claire, Days Japan and most recently a book called America at Home. In addition to judging local, national and international photojournalism contests, she regularly mentors photographers at workshops in Japan, Mexico, Cambodia and the United States.

Ricco DeBlank Hotelier, Customer Service Visionary, Human Resource and Training Authority

People love working for Ricco DeBlank. Two years after he took over the Ritz-Carlton Osaka in 2003, for example, an industry survey ranked it as Japan's most preferred hotel employer. Travel and linguistic skills have honed Ricco's acute sensitivity to the needs of employees and customers: he has visited over a hundred countries, and speaks five languages fluently. He has handled Ritz-Carlton properties in Indonesia, China, Egypt and elsewhere, and opened hotels in Florida and Europe. Now the general manager of the Ritz-Carlton Tokyo and The Park Residences, Ricco is often called on describe how he had made Ritz-Carlton hotels the finest in Japan.

Astrid Klein and Mark Dytham International Design Mavens, Pecha Kucha Night Originators

Tokyo-based but global in mindset, architects Astrid Klein and Mark Dytham of Klein Dytham architecture design everything from public spaces to private places for clients such as Uniqlo, Selfridges, Virgin Atlantic and Bloomberg. Known for their astute eye for the fresh, in 2003 they gave Tokyo's design community Pecha Kucha Night, a networking forum where young creatives can interact and show their work. Pecha Kucha's potent conversation about things creative has gone viral; now running in 180 cities, it spawned over 350 events in 2008 alone.

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Barry Eisler Novelist, Former CIA Operative, Recovering Lawyer

Barry Eisler has a much higher profile now than he ever did as a spy for the CIA or in his subsequent incarnation as an intellectual property lawyer and entrepreneur in Silicon Valley. His sharp-edged, realistic novels about an enigmatic and conflicted assassin named John Rain have won the Barry Award and the Gumshoe Award for Best Thriller of the Year and appear in nearly twenty languages. This year Sony Pictures turned Barry's first book, *Rain Fall*, into a movie starring Gary Oldman. His seventh and newest novel, *Fault Line*, launches a new subgenre—the blogosphere thriller. Barry earned a black belt at the Kodokan International Judo Center in Tokyo, and lives alternately in Japan and the Bay Area.

William P. J. (Bill) Hall Market Research Consultant, International Economist, Corporate Citizen

Few Westerners have delved deeper into the Japanese consumer's psyche than Bill Hall. Bill started one of Japan's first specialist healthcare market research units while at ASI Market Research Japan. He later stepped out of market research to become president of two firms, including the Japan subsidiary of a Fortune 500 pharmaceutical company. Also an economist of note, Bill was one of 25 eminent Japanese and Australians chosen to attend the 2001 Australia-Japan Conference for the 21st Century. He has been chairman of the Australian & New Zealand Chamber of Commerce in Japan and the Japan Market Entry Competition, and still serves both organizations. Bill currently runs Synovate Healthcare Japan, which provides market research and research-based consulting on various aspects of the healthcare industry.

Yuji Hirayama World Champion Rock Climber, Hard Bouldering Master

Yuji Hirayama is a bona fide rock star—the kind with grit on his hands, open air all around, and no net below. A competition climber who's scaled peaks in China, Italy, Kuala Lumpur, Switzerland and elsewhere, Yuji was World Cup champion in 2000. He's now revered as a granite crack climber and boulderer, able to analyze and exploit the tiniest seams. Because just climbing isn't adrenaline-charged enough, Yuji is also a speed climber. In 2008, he and ascent partner Hans Florine set a new record for ascending the Nose of El Capitan, blazing up the 1000-meter wall in 2:37:05, beating the previous record by two minutes and bettering their 2002 mark by a staggering five minutes.

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Tetsuya Kaida Mobility Concept Futurist, Natural Materials Advocate

If Tetsuya Kaida has his way, we'll soon be driving ultralight cars built of kelp and transparent vehicles featuring "mood training" dashboards that mirror our psychological state. As one of Toyota's main drivers for innovation, Tetsuya has the power to make such fantastic concepts real. His ultimate goal is to create cars in harmony with the environment and humans, like the RIN vehicle—a virtual meditation chamber on wheels unveiled at the 2007 Tokyo Auto Show. The core philosophy behind Toyota's nature-inspired concept vehicles is bunsoo, or living within one's means. Tetsuya also recently collaborated with a team of Chicago-based fashion designers to produce clothing based on Toyota's i-Real—a mobile armchair capable of running twenty miles per hour.

Chandran Nair Sustainability Advisor, Internationalist, Relational Business Expert

Corporations and governments regularly ask Chandran Nair how to do business the right way in Asia. Chandran—who built Asia's top environmental consulting firm, Environmental Resources Management—has spoken widely on sustainability, corporate social responsibility, investment geopolitics, leadership development and ethics at forums in London, New York, Sydney and every major Asian capital. He has worked with governments and business leaders to incorporate sustainable development principles in their decision-making processes. In 2004 he founded the Global Institute For Tomorrow, an independent social ventures think tank dedicated to advancing an understanding of the the impacts of globalization through positive action to affect change. He is a Fellow of the Royal Society of Arts.

Gunter Pauli Sustainability Expert, Innovation Accelerator, Global Educator

Serial entrepreneur Gunter Pauli has a vision of zero: specifically, zero waste and zero emissions. The former president of ECOVER when this detergent company built the first eco-factory ever featured on CNN Prime Time News created the Zero Emissions Research and Initiatives (ZERI) in Tokyo in 1994 to help activate that vision. Gunter is dedicated to bringing nature's best methods to market—like battery-free solar power and natural desalination—and weaving new business paradigms around them. Under an education program he launched, six thousand teachers are using fables to teach children about scientific and environmental concepts in dozens of languages, including Arabic, Hindi and Chinese teaching 1,500 scientific subjects to children under ten.



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David Rock Neuroscience Expert, Author, Global Coach

According to David Rock, better brainwork makes better leaders. He coined the term “NeuroLeadership” to define the concept. The author of two books, *Quiet Leadership* and *Personal Best*, he has been called a “human neurotransmitter.” David’s two ventures—global coaching and consulting firm Results Coaching Systems and the NeuroLeadership Summit and Institute—help individuals and organizations reach their potential by showing them how the human brain functions at an individual, team and systemic level. In addition to being a guest lecturer at Oxford, David is on the faculty of CIMBA, an international business school in Europe. He divides his time between New York and Sydney, Australia.

Sherry Strong Food Philosopher, Nutritional Strategist, Food Coach

Sherry Strong is a food rebel. The controversial publisher of RealFoodRealWomen.com and the creator of the Anti-Diet system, Sherry says most items in your local market are either toxic, addictive, or designed to make you more hungry. The former Victorian chair of Nutrition Australia and Melbourne head of Slow Food, Sherry has spent over two decades studying nutrition, health and behavioral science, food and wellness. The consumption concept she developed, Nature’s Principle, answers the perpetual question “What and how am I meant to be eating?” After hearing her, you’ll never look at food and your body in the same way.

Edward Suzuki Architect, Amateur Scientist, Athlete

Edward Suzuki worked alongside master architect and futurist Buckminster Fuller while attending Harvard on a Fulbright scholarship. Perhaps that’s one reason he’s a self-proclaimed student of life, regularly contemplating the structure of the atom, the environment, philosophy and the metaphysical. Edward’s bold yet organic architectural designs draw from influences both East and West, and have taken shape as far away as Kenya and China. They’ve also brought him well over a dozen major awards here in Japan and the United States. “Eddi’s House,” a prefabricated system he created with Daiwa House Industry, incorporates his designs into mass-produced housing.

Shinichi Takemura Cultural Anthropologist, Media Producer, Social Activist

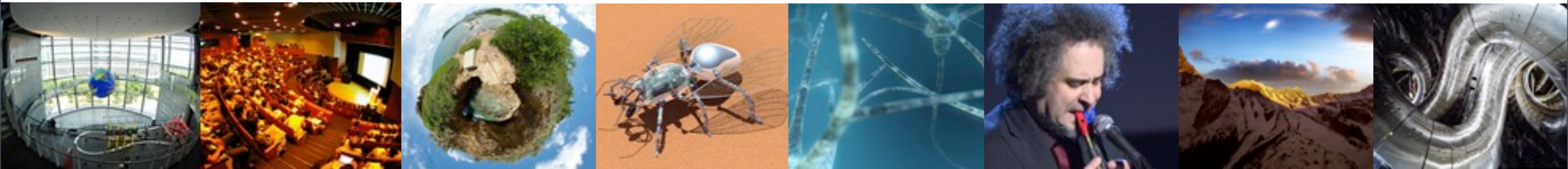
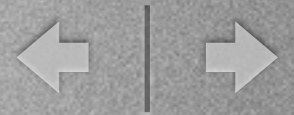
Shinichi Takemura wants us to experience the Earth as a living orb in all its majesty and fragility. Teaching at Kyoto University of Art and Design and using an NPO called the Earth Literacy Program as his base, he seeks to break down the emotional and informational divides between people through evocative multimedia “socialware” that present real-time sights and sounds from around the world. His Tangible Earth project—the world’s first digital globe—depicts the planet virtually from space. Since 2003, Shinichi has also produced “Candle Night for Millions,” a lights-off, energy conservation movement that calls attention to the global environment.

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Mario Tokoro Computer Scientist, Creativity Researcher, Learning Theorist

Dr. Mario Tokoro has long moved adeptly between the worlds of academia and industry. While an associate professor of computer science at Keio University, he founded Sony Computer Science Laboratories, Inc. He made it a world-renowned research facility (and remains its president and CEO). In 1997, he became a corporate SVP at Sony and in 2000 assumed the role of co-CTO. Since 2004, Mario has headed Innovation Strategy Office, which creates mid- and long-term corporate business strategies based on technology. Over the years he has also written several books, including *Concurrent Object-Oriented Computing*, *The Future of Learning*, and *Creativity and the Brain*. Based on his extensive R&D and management experience, Mario is advocating a new scientific methodology called "Open Systems Science." This paradigm drives beyond reductionism to posit fresh principles and solve problems affecting our health, life and Earth's ultimate sustainability.

Bill Werlin Executive, Environmental Preservationist, International Education Proponent

Bill Werlin was born in Colorado mountain territory and grew up working at his family's ski area, surrounded by the majestic Rockies and untainted skies. A lifelong skier, outdoorsman and fisherman, Bill wants us all to enjoy the same bounty. He has devoted his life to preserving the natural environment in executive positions that include president of The North Face, general manager at Patagonia Japan, his current post as Japan GM of snowboard maker Burton Corp., and past president of the Outdoor Industry Conservation Alliance. As the current Chairman of Yokohama International School's board of directors, Bill is also heavily involved in promoting international education.

Anthony Willoughby Explorer, Entrepreneur, Team Builder

Raised in Africa and schooled in the UK and the U.S., Anthony Willoughby was 22 when he bought a one-way ticket on the Trans-Siberian Express to Japan in search of inspiration, adventure and opportunities. He has ridden Nile paddle steamers, was briefly a bullfighter, and has scaled massive peaks such as China's 7,546-meter Mount Mustagh Ata without porters or oxygen. Anthony's experiences with a persistent complainer on his expedition across Papua New Guinea led him to establish his I Will Not Complain team-building and leadership development programs in Japan in 1989, and in China in 1992. Over the past decade he has developed a visualizing process called "Territory Mapping," inspired by conversations with tribal chiefs in remote villages in Papua New Guinea and Kenya. The Independent recently described it as a method "that enables you to crash through civilization and see where you are and where you are going with new clarity."

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Partnership
Opportunities





TEDxTokyo Partnership Opportunities - TEDxTokyo will be brought to life through cooperation with a select group of companies committed to supporting the power of ideas. To link into this ecosystem of extraordinary people sharing innovative ideas, contact **Patricia Bader-Johnston**, Director of Partnerships.



The core charity and host of TEDxTokyo is **Living Dreams**, an organization that empowers and enriches orphans in Japan. There are more than 550 Orphanages (homes), with upwards of 30,000 – 35,000 children in this country.

One of the key components of our program is to provide homes with as many enriching—and continual—experiences as possible. Many kids are not only facing issues of guilt and post-traumatic stress from abuse, but they also lack motivation as they grow up in these homes. So university is usually out of the question—in fact, only about 8% from the homes actually attend university. The real challenge here is the ability to help shape a child's thinking and affect their behavior.

We piloted 15 homes and received 20 million yen in donations/grants in 2008. We are suggesting participants consider making a donation to Living Dreams (suggested amount: 20,000 to 50,000 yen) prior to the event in May.

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