



Lift Conference Presentation//

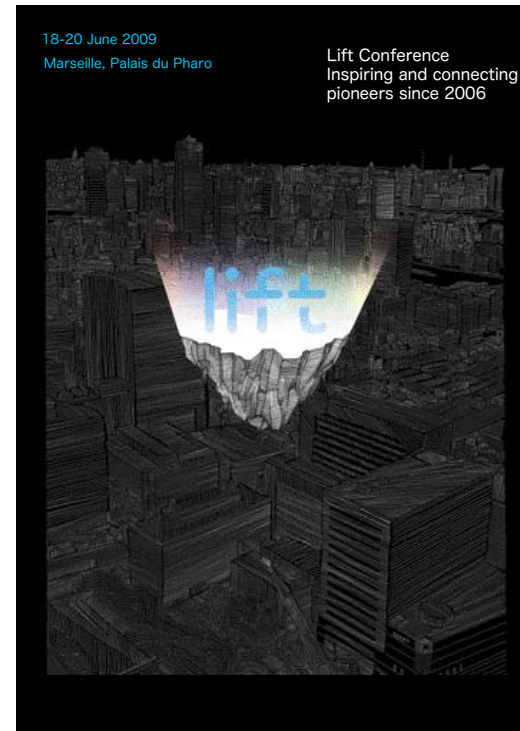
A serie of events to turn innovations into opportunities

Lift is a series of events built around a community of doers and thinkers who come together in Europe and Asia to explore the social consequences of new technologies.

Called a "highlights of the technophile calendar" by the BBC, Lift conference was founded in 2006 in Geneva.

In 2007 Lift was invited to Korea to create bridges of innovation and exchange between Europe and Asia. Since 2007 Lift happens two times a year, in Europe and Asia

Each conference is a chance to turn change into opportunity by anticipating the major shifts ahead, and meeting the people who drive them.



Lift France with Fing 09 //

Hands on Future – Futur : faites le vous-même

Crises are the forerunners of mutations. You can choose to weather this one out by postponing future plans, or you can choose to take advantage of it by embracing change. Throughout the world, entrepreneurs, researchers, artists, designers, activists, are inventing radically new ways to innovate, design, produce, trade, exchange and manage.

They intend to change the world; In fact, they have already set out to change it. Technology is either their tool, or the leverage that they use to look at situations, problems and opportunities under a new angle.

On June 18, 19 and 20, they will be at LIFT France to express their vision of a “hands-on future”, a future of do-it-yourself change :

Changing Things: Towards objects that are not just “smart” and connected, but also customizable, hackable, transformable, fully recyclable; Towards decentralized and multipurpose manufacturing, or even home fabrication.

Changing Innovation: Towards continuous and networked innovation, emerging from users as well as entrepreneurs, from researchers as well as activists.

Changing the Planet: Towards a “green design” that reconnects global environmental challenges with growth, but also with human desire, pleasure, beauty and fun.



5th European Edition
18, 19, 20 June 2009
Marseilles, France

www.liftconference.com

The Lift conference is a mix of informative and inspiring talks, workshops, cutting-edge artistic installations, and social events.

The event attracts a diverse international audience of entrepreneurs, artists, managers, researchers, investors, CEOs, designers, ethnographers, engineers and scientists who come to be inspired and to meet people who are making a difference.

Lift08 Geneva brought together more than 30 speakers and 700 participants, with over 60 journalists from national and international media present to document the event.

www.liftconference.com/videos

Past events are archived online. Videos of the 2008 Lift Talks received more than 100,000 views in their first month online.

Legendary Lift Speakers //



(from left to right, top to bottom)

Cory Doctorow
Editor of the most-read blog on earth (boingboing.net)

Florence Devouard
Chair of the board, Wikipedia

Bruce Sterling
Science fiction author

Robert Scoble
Managing Director,
FastCompany.TV

Eric Favre
Inventor of Nespresso

Andy Reisinger
Editor of the Intergovernmental
Panel on Climate Change report
(Nobel Peace Prize 2007)

Adam Greenfield
Head of Design Direction, Nokia

Jaewoong Lee
Founder of Daum Communications

Regine Debatty
Blogger,
we-make-money-not-art.com

Conference Program //

THURSDAY, JUNE 18 – WORKSHOPS AND RECEPTION

14:30 - 16:30 Workshops Explore a topic in detail in a two hours workshop.

16:30 - 18:30 Workshops Explore a topic in detail in a two hours workshop.

19:00 – Pre-conference drinks

Get to know the participants and speakers, discover the Marseilles night on the eve of summer, start the conversation.

20:30- VIP and speakers dinner

In a place held secret...

FRIDAY, JUNE 19

9:30- Welcome to LIFT !

In a short introduction, Laurent Haug and Daniel Kaplan present the conference's theme and organization in order to help you make the most out of your participation to LIFT.

9:45- Initial and necessary provocation: "Technology and the crisis, our responsibility"

Who made possible the endless sophistication of financial products? The total virtualisation of financial flows? The globalization of crises? Who, if not those who brought about the digitization, the computerization, the dematerialization of our economy? Now they want us to believe they can get us out of the crisis?

Dominique Pestre, EHESS

10:15- Changing Things (1) – The Internet of Things is not what you think it is!

If the "Internet of things" was just about adding chips, antennas and interactivity to the things we own, it would be no big deal. Discover a wholly different perspective: Open, unfinished objects which can be transformed and reprogrammed by their users; Objects that document their own components, history, lifecycle; Sensitive and noisy objects that capture, process, mix and publish information. Discover an Internet of Things which intends to transform the industrial world as deeply as the current Internet transformed the world of communication and media.

Keynote: Bruce Sterling, writer, author of Shaping Things

They do it for real:

- o Usman Haque (Pachube)
- o Timo Arnall (Elastic Space)

11:15- Break, interaction with the speakers, networking

Discover the works of the designers, artists and performers who contribute to the LIFT experience!

12:00- Changing Things (2) – Fab Labs, towards decentralized design and production of material products

Existing or unheard-of things, designed, modified, exchanged and manufactured by individuals or entrepreneurs anywhere in the world; Local workshops equipped with 3D printers and digital machine-tools, able to produce (almost) anything out of its 3D model; P2P object-sharing networks... Are "Fab Labs" heralding a new age of industrial production?

Keynote: Mike Kuniavski, designer, ThingM

They do it for real:

- o Alexandra Deschamps-Sonsino (Tinker.it)
- o Michael Shiloh (OpenMoko / MakingThings)



Nathalie Kosciusko-Morizet



Usman Haque



Michael Shiloh



13:00- Lunch

14:45- Changing Innovation (1)- The end of IT

Today, corporate information systems are innovation's worst enemies. They set organizations and processes in stone. They restrict the enterprise's horizons and its networks. They distort its view of the world. But ferments of change emerge. Meet those who breathe new air into current organizations, those who design tomorrow's Innovation Systems.

Keynote: Marc Giget (Cnam)

They do it for real:

- o Euan Semple (Social computing for the business world)
- o Martin Duval (Bluenove)

15:45- Break, interaction with the speakers, networking

16:30- Changing Innovation (2) – Innovating with the non-innovators

Innovating used to be a job in itself. It has become a decentralized process which includes, in no particular order, researchers, entrepreneurs, designers, artists, activists, and users who reinvent the products they were supposed to consume. Why is that important? What does it really change? And where will it stop? WILL it stop somewhere?

Keynote: Catherine Fieschi, Counterpoint/British Council

They do it for real:

- o Marcos Garcia (MediaLab Prado)
- o Douglas Repetto, artist and founder of Dorkbot

17:30- Takeaways

Edith Ackermann (MIT) has really been listening – and offers 4 conclusions, in the form of possible, transformative actions

18:30- Cocktail and digital arts

With Rémi Dury (Dafact) presenting and playing Krl, a revolutionnary instrument for digital music performance



Catherine Fieschi



Edith Ackermann

SATURDAY, JUNE 20

9:00- Changing the Planet (1)- Sustainable development, the Way of Desire

What if global warming and the exhaustion of natural resources were in fact, initially, design problems? How do we move from bad, unsustainable design to a design – of goods, services, systems – that is sensitive and sustainable, durable and beautiful, sensible and profitable? Could we build sustainable growth on desire as well as reason, on creativity as well as regulation? Short answer: Yes!

Keynote: Gunter Pauli, ZERI (Zero Emissions Research & Initiatives)

They do it for real:

- o John Thackara (Doors of Perception)
- o Elizabeth Goodman (designer, confectionary.net)

10:30- Break, interaction with the speakers, networking

Meet with the speakers around a table, follow the blogs that report on Lift, or just read your e-mails under the Mediterranean sun.

11:30- Changing the Planet (2) – Co-producing and sharing environmental consciousness

Planetary climate change is too large a challenge for each individual. It can quickly become abstract, technical, remote. How can we reconnect individual aspirations, personal and daily choices, to global challenges? How can we all become part of environmental measurement, evaluate and compare the impact of our own activities, become parts of our collective environmental consciousness?

Keynote: Dennis Pamlin, WWF

They do it for real:

- o Frank Kresin (Waag Society)
- o François Jégou (SDS-Solutioning / Sustainable Everyday)

12:30- Lunch

During lunch, share your own Lift takeaways and share them online. Your remarks might be selected for the final session!

14:30- Conditional Future

“The best way to predict the future, is to invent it”, said Alan Kay (and Buckminster Fuller). That is only true if as many of us as possible are given the opportunity to discuss, build, experiment and reflect upon their present and their future. Three speakers describe the conditions required to make that possible.

Rob van Kranenburg, Waag Society: Does the open Internet have a future?

Jean-Michel Cornu, Fing: Think 2.0 – When cognitive science paves the way for a more creative and pluralist way of thinking.

Philippe Aigrain, Sopinspace (Tbc): Commons for the networked age

15:30- Break, interaction with the speakers, networking

The very last moment to share your own conclusions with us, and hope they get selected for the following session.

16:15- LIFT takeaways

What will you bring back with you when you leave Lift? What can you do with it? How should the conversation continue?

Your takeaways : 15 outstanding propositions offered by the participants themselves

Philippe Lemoine (Chairman, LaSer and Fing) has really been listening – and offers 4 conclusions, in the form of possible, transformative actions

Nathalie Kosciusko-Morizet's thoughts from Lift, France's minister in charge of Forward Planning and the Development of the Digital Economy (tbc)

17:15- Closure and announcements

Laurent Haug and Daniel Kaplan announce the next steps for LIFT France, and raise the curtain on LIFT Korea, next September.



John Thackara

Networking Opportunities //

Every Lift conference brings together more than 500 international high level key actors from ICT industries and organisations, public policy makers and the academia in one of the major European cities.

Each conference serves as an arena for the exposure of divergent points of views - a great opportunity for participants to develop imaginative solutions in partnership with each other during both formal and informal face to face discussions and after the conference by electronic networking.

Participants can keep abreast with the latest developments in technology, regulation, markets and applications in the field of Internet of Things and Mobile Internet



Lift's Special Activities //

Venture Night & Asia Venture Trip

For Lift08 in Geneva, Lift organized a venture night in partnership with AlpicT during which six companies in the Information Communication

Technology sector had the chance to showcase their products. The Venture Night finalists were selected and advised by a panel of renowned international entrepreneurs.

For Lift Asia 08, Lift co-organized with AlpicT the Asia Venture Trip : this initiative invited six innovative Swiss start-ups to travel to Korea to present their ideas and technologies and create entrepreneurial bridges between Europe and Asia. The selected start-ups met Korean entrepreneurs, potential clients and business partners, participated in an official reception at the Swiss Embassy in Seoul and introduced their projects at Lift Asia 08.



The Lift08 Venture Night Panel

(from left to right)

Ouriel Ohayon

General Manager of LightSpeed, editor of TechCrunch.fr

Fred Destin

General Partner at Atlas Venture

Pierre Chappaz

Chairman of Wikio

Jasper Bouwsma

Head of Incubation, Swisscom

Faris Sabeti

Head of Business coaching at Swiss Innovation Agency commission of technology and innovation.

Robert Scoble

Managing Director, FastCompany.TV

Lift's Special Activities //

Sustainable Development Evening

Both Lift08 in Geneva and Lift Asia 08 in Korea Lift co-organized a Sustainable Development Evening in cooperation with wattwatt / IEC. WattWatt is an independent community website set up by the International Electrotechnical Commission (IEC), a Geneva-based, nongovernmental and not-for-profit organization, leader in electrotechnical standardization. The Sustainable Development Evening presented renowned and engaging speakers discussing the role of energy and our impact on the environment.



Speakers (from left to right, top to bottom)

Guy Pignolet

Director at Sunsat Energy Council, an initiative capturing solar energy in orbit and beaming it down to Earth in a 24-hours-a-day controlled process

Tom Taylor

Consultant at Headshift, a UK-based company that builds and consults on social software applications.

Andy Reisinger

Editor of the Intergovernmental Panel on Climate Change report (co-winner of the Nobel Peace Prize 2007)

Sarah Marquis

Swiss adventurer, who's walked 14'000 kilometres across Australia alone with no water, no food, no contact with the "outside" world.

Bill Thompson of the BBC and **Philippa Martin-King** of Wattwatt/IEC.

Dan Dubno

Emmy Award-winning Gadget Guru

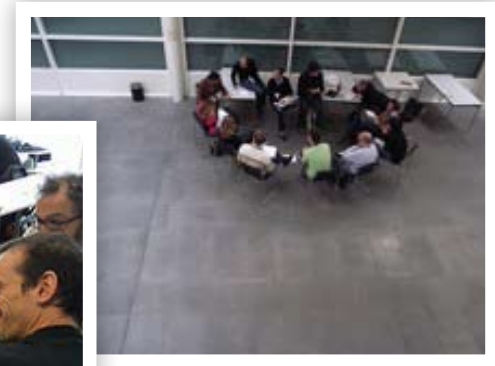


Lift's Special Activities //

Open Program & the Lift Experience

During the traditional workshop day of the conference, everything is organized by the attendees. It offers the participants the opportunity to discuss their projects with the Lift community.

The Lift Experience is a set of artistic installations intended to connect and inspire attendees. From the very first edition Lift was created together with designers to provoke a dialogue between people with different backgrounds and cultures. Lift is more about an experience to provoke a dialogue between people with different backgrounds and to reach not only our intellect but also our emotions and senses. The Lift Experience embraces artistic and social activities to explore what is beyond digital lifestyles. It is with this question in mind that Lift spaces, interactions, projections, messages and even t-shirts are designed.



Lift's Legendary Evenings //

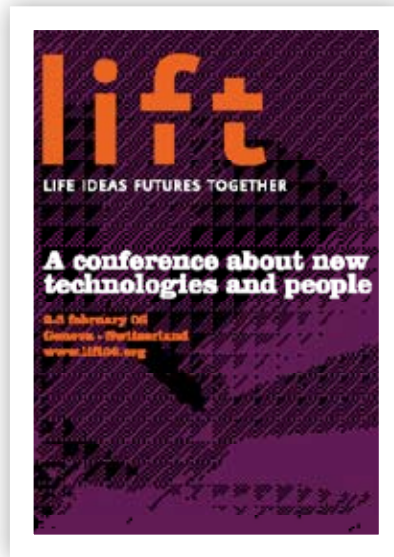


Every year Lift features its legendary chee-
seenhanced dinner offering Lifters a unforget-
table moment to socialize and relax

"550 persons participated in the fondue at Lift08"



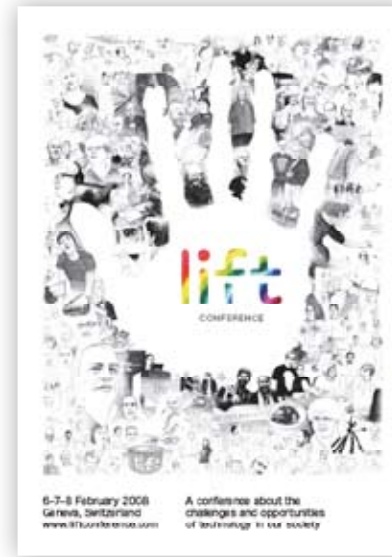
Posters from Lift06 to Lift08 //



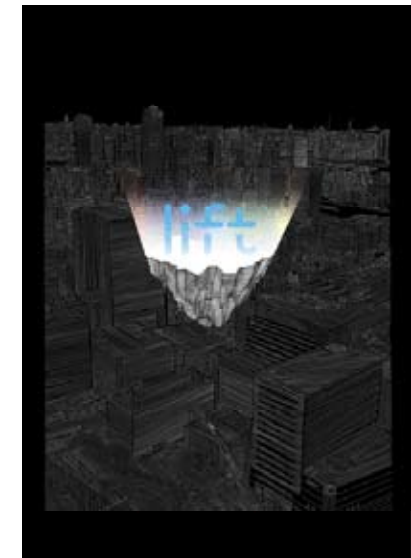
Lift06



Lift07



Lift08



Lift09



Lift's Partners

Lift08//



Lift France with Fing



Partenaires évènementiels



Partenaires des médias



Partenaires académiques



Contact //



Fing : The Next Generation Internet Foundation

Digital Innovation in the Context of Social Transformation.

Fing's mission

Fing's mission is to foster a dynamics of digital innovation that balances economic performance and human development. Working at the crossroads between technology, business, the arts and social change, Fing is a network, an idea accelerator, a think tank and a resource for innovators.

Through collective and networked intelligence, creativity and experimentation, Fing seeks to improve the efficiency of the innovation process, strengthen link between technological, business-oriented and user-generated innovation, as well as reduce risks for all involved parties.

Fing's activities are organized in 3 lines :

1- Shared Intelligence and Foresight

* its blog, InternetActu focuses on weak signals and megatrends, and is read by over 70,000 professionals and researchers.

* Its yearly report and event on technology foresight, ProspectIC, helps non-specialized opinion leaders and decision makers make sense of technological trends.

2- Think Tank

Formulated around future-looking Grand Challenges, Fing's programmes mobilize entrepreneurs, researchers, public agencies, artists and designers, individual innovators, etc., in order to share ideas, explore radically new opportunities and stimulate innovative action. 3 programmes are currently open : "Cities 2.0", "Active Identities" and "Aging Lab".

3- Innovation Accelerator

Through a series of monthly showcasing events, the Crossroads of Possibilities and Mobile Monday France, Fing helps innovators get the word out and network with partners, media, potential clients and other opportunities.

Fing is networked with other, similar initiatives throughout Europe and the world. Daniel Kaplan, Fing's CEO, was a member of the European Commission's eEurope Advisory Group as well as VP-Membership of the Internet Society worldwide.

Members and Partners



Véronique Routin

Fing - The Next Generation Internet Foundation

www.fing.org

www.internetactu.net

La Cantine

12 Passage Montmartre, Galerie des Panoramas,
151, rue Montmartre, 75002 Paris

standard : 01 40 13 64 46

Ligne Directe : 01 40 13 64 47