

Global Agenda

Cultural Leaders Annual Meeting of the New Champions 2018

Tianjin, People's Republic of China 18-20 September





Introduction

This year at the Annual Meeting of the New Champions in Tianjin, Cultural Leaders from China, Colombia, India, Japan, Myanmar, the Philippines, Switzerland, Turkey, the United Kingdom, the United States and South Africa will lend their unique voices and visions to broaden the dialogue on the social, cultural and economic implications of the Fourth Industrial Revolution. This exceptional group, which includes photographers, architects, voice artists, filmmakers, authors and historians, will take part in dozens of sessions across the official programme.

Cultural Leaders

Daniel A. Bell, Qingdao



Daniel A. Bell is Dean of the School of Political Science and Public Administration at Shandong University and Professor at Schwarzman College, Tsinghua University. His main interests are ethics, political philosophy, and comparative studies in Western and Chinese philosophy. His books include *The China Model: Political Meritocracy and the Limits of Democracy*. He writes widely on Chinese politics and philosophy for the media including the *New York Times*, *Financial Times* and the *Global Times*. Bell received the Huilin Prize in 2018 for his contribution to international communication of Chinese culture.

Chen Qiufan, Beijing



Chen Qiufan is one of China's leading science fiction writers. His stories draw upon themes ranging from neuroscience to Chinese folklore to his own working experience at Google and Baidu. He has won the Nebula Award and Milky Way Award for Science Fiction and his works have been translated by Chinese American sci-fi author Ken Liu. *Waste Tide*, his debut novel, will be published in English, Spanish and German in 2019.

Rena Effendi, Istanbul



Rena Effendi is an award-winning photographer whose work portrays the socio-economic effects of globalization on marginalized communities around the world. Through her photography, she gives a voice to the unheard and sheds light on the fragile balance between tradition and modernity in post-conflict societies. Effendi's work has been exhibited at the Venice Biennale, Art Basel Miami Beach and the Istanbul Biennial. She has worked on assignment for *National Geographic*, *The New Yorker* and *The Sunday Times*, among others. She is the author of two monographs: *Pipe Dreams* and *Liquid Land*.

Madeline Gannon, Pittsburgh



Madeline Gannon is passionate about inventing better ways to communicate with machines by developing human-centred interfaces that transform industrial robots into sentient companions. She blends disciplinary knowledge from design, robotics and human-computer interaction to innovate at the edges of digital creativity. While completing a PhD in Computational Design from Carnegie Mellon University, Gannon also leads the research studio ATONATON to scout the untapped potential of emerging technologies. Her work, *Manus*, is featured at the Annual Meeting of the New Champions.

Cultural Leaders



Yin Mon Vanessa Han, Yangon

Yin Mon Vanessa Han is the author of the bestselling book, *A Burmese Heart*, which chronicles the life of her grandmother, a former political prisoner in Burma. She is also a researcher on Myanmar's economic and political change. She founded a non-profit initiative to coach promising students in their academic and professional aspirations, and is a Global Shaper of the World Economic Forum.

Hao Jingfang, Beijing



Hao Jingfang is a Chinese science fiction writer and the first woman to receive the Hugo Award for Best Novelette for *Folding Beijing*, a story set in a dystopian futuristic society in which time has been divided and parcelled out to separate the population. The book is currently being turned into a film. She recently published a collection of artificial-intelligence-related novelettes entitled *Mirror of Man*. Hao also works as a macroeconomics researcher at the China Development Research Foundation, focusing on the role of artificial intelligence for policy-makers. She runs a start-up in the field of education in China. Hao is a Young Global Leader of the World Economic Forum.

Hing Chao, Hong-Kong



Hing Chao has been a pioneer in cultural conservation in China for nearly two decades. He has led several cultural initiatives, including in Chinese martial arts, intangible cultural heritage and indigenous cultures in China's Far North. He is the founder of the Hong Kong Culture Festival and International Guoshu Association. He is also an expert on maritime issues and is currently developing a project to archive Hong Kong's maritime history.

Maria Camila Hurtado, Manizales



Maria Camila Hurtado is a visual designer who works with communities to highlight the potential of new media. She coordinated a digital content Media Lab in partnership with the Ministry of Information and Communication Technologies in Colombia. Hurtado also co-created the virtual platform ClusterLab.co to integrate stakeholders of the creative industries into Colombia's coffee region. She is a Global Shaper of the World Economic Forum.

Masa Inakage, Tokyo



Masa Inakage is the Dean of the Graduate School of Media Design at Keio University and one of Japan's leading authorities on emerging technologies and digital entertainment and media. Focusing on the intersection of technology and culture, he aims to redefine corporate culture through design thinking. He is passionate about storytelling as a means to envision the use of emerging technologies in everyday life.

Cultural Leaders



Jiang Yilei, Beijing

Jiang Yilei is China's leading internet comedian and one of China's highest profile online celebrities with nearly 17 million social media followers. She is best known for her comedy on video blogs, where she addresses with humour everyday topics, including entertainment news, family and relationships. She is also an outspoken commentator on cyber-bullying and an advocate for freedom of expression on social media.



Sarah Kenderdine, Lausanne

Sarah Kenderdine is a pioneer in interactive and immersive experiences for cultural heritage. She previously collaborated with the World Economic Forum to immerse participants in a digital representation of the famous Chinese Mogao Grottoes. She is currently documenting the Buddhist Maritime Silk Road across 12 countries and hundreds of sites. She leads the Laboratory for Experimental Museology at the École Polytechnique Fédérale de Lausanne, which creates new interfaces with the past.



Ma Yansong, Beijing

Ma Yansong is the founder and principal of MAD Architects, and recognized as one of the world's most important voices in the new generation of architects. As the first Chinese architect to win an overseas landmark-building project, Ma leads design across various scales. In recent years, many of Ma's designs have followed his concept of the Shanshui City, which is his vision to create a new balance among society, the city and the environment through architecture. His works include the Hutong Bubble 32 in Beijing, the Absolute Towers in Toronto and the Lucas Museum of Narrative Art in Chicago.



Mokena Makeka, Cape Town

Mokena Makeka is an architect and the founder of Makeka Design Lab, an innovative design practice, and House of Makeka, a brand that confronts social and environmental change in Africa. His vision is to explore what design and creativity can offer in crafting a global African aesthetic that brings dignity and grace to the built environment. He is a Young Global Leader of the World Economic Forum.



Gemma Milne, London

Gemma Milne is a freelance journalist and podcaster, covering culture, science, technology and politics for *Forbes*, the *BBC* and *The Guardian*, among others. She is also an adviser for the European Commission on topics such as biotechnology, medical devices and pharmaceuticals. Milne was previously a Listening Volunteer for UK-based suicide hotline charity Samaritans. She is a Global Shaper of the World Economic Forum.

Cultural Leaders

Sputniko Ozaki, a.k.a. Sputniko!, Tokyo



Sputniko! is an artist known for her multimedia film and installations. Her work is inspired by how technology changes society and people's values, with a focus on gender issues. She has had works included in the permanent collections of museums such as the Victoria & Albert Museum, London, and the 21st Century Museum of Contemporary Art, Kanazawa. Since 2013, Sputniko! has been an Assistant Professor at the MIT Media Lab, where she directs the Design Fiction research group. She is a Young Global Leader of the World Economic Forum.

Winslow Porter, New York



Winslow Porter is a director, producer and creative technologist specializing in virtual reality and large-scale immersive installations. He produced the 2014 Tribeca Film Festival Transmedia Award-winning documentary CLOUDS. Porter formed New Reality Company with Milica Zec in 2016, creating the critically acclaimed cinematic VR experiences *Giant* and *Tree*, which have been shown at over 75 events and festivals all over the globe. *Tree VR* is presented at this year's Annual Meeting of the New Champions. Porter runs the New York branch of New Reality embedded inside of the world-renowned design agency R/GA.

Ridhesh Sejpal, Mumbai



Ridhesh Sejpal is a filmmaker and entrepreneur whose films address social justice and citizen action. Through his work and numerous film-fellowship awards, he has collaborated with numerous filmmaking talents and strives to further explore the filmmaking culture internationally. In 2016, he started a new venture, GoodFellas.Studio, collaborating with brands such as Amazon and Motorola. He is a Global Shaper of the World Economic Forum.

Francis Sollano, Cebu



Francis Sollano is a multidisciplinary creative whose works include sculptures, installations, portraiture, and product and fashion design. As a social practice artist, he is a pioneer of "trashion" art – trash transformed into wearable art – in the Philippines, and is known for his contemporary takes and designs on upcycling and material reuse. As executive director of Youth for a Livable Cebu, he focuses on environmental, civic and humanitarian causes. Sollano is a Global Shaper of the World Economic Forum.

Harry Yeff, a.k.a. Reeps One, London



Harry Yeff, also known as Reeps One, is an award-winning vocal and visual artist who specializes in the use of voice and technology. He has collaborated with a diverse group of artists and institutions including University College London and Harvard University. Yeff is currently an artist-in-residence at Nokia Bell Labs, where he is researching the use of machine learning as a medium for creative vocal collaboration. His videos have been viewed more than 100 million times online.

Cultural Leaders



Zhang Yuxuan, Beijing

Zhang Yuxuan has been the Head Instructor of the Beijing Milun School of Traditional Kungfu since 2004, where he teaches students from around the world. He is a master of internal martial arts and won first place demonstrating Tai Chi at the prestigious International Martial Arts Open in Beijing in 2005 and 2006.



Milica Zec, New York

Milica Zec is an award-winning New York and Los Angeles based film, virtual and mixed reality director. Her cinematic VR projects *Giant* and *Tree* premiered at Sundance Film Festival and were screened in more than 70 festivals including The Cannes Film Festival, Tribeca Film Festival and TED Conference. She co-founded New Reality Company with Winslow Porter and they have been praised for their innovative use of VR as a vehicle for storytelling. *Tree VR* is presented at this year's Annual Meeting of the New Champions.



Installations

TREE VR

*Meijiang Convention Center, first floor
between the escalators*

What is it like to be a tree? The award-winning *Tree VR* takes participants on a journey into the rainforest to become a tree. With their arms as branches and their body as the trunk, viewers will experience the tree's growth from a seedling into its fullest form and witness its fate firsthand in a 15-minute multisensory virtual reality experience. With *Tree VR*, film directors Milica Zec and Winslow Porter merge art and technology into a ground-breaking and emotional experience that pushes the boundaries of both storytelling and our relationship with the natural world.

MANUS

*Meijiang Convention Center, second
floor between the escalators*

How sentient machines should engage in our daily lives is an active area of debate. However, part of the problem – and perhaps root of our collective anxiety – is that people have very little agency to participate in making this decision. We are told at best that robots are coming for our jobs and at worst that they will physically harm us. But what if robots were designed to relate to us in ways we wouldn't expect from a factory machine? *Manus* presents an alternative vision for human-robot relationships. Using the robot's body language and posturing to broadcast a spectrum of emotional states, *Manus'* behaviour acts as a medium for cultivating empathy between her human visitors and 10 interconnected, sentient industrial robots. *Manus* was created by designer Madeline Gannon and made possible through the generous support of ABB and NVIDIA.

DIGITAL TRACES

*Meijiang Convention Center, second
floor between the escalators*

Novel recognition technologies can uniquely identify us; telling the story of our abilities, mind and bodies, and predicting their outlook for the future. What if the sound of your voice could tell an algorithm that now is the perfect time to advertise that new car or expensive holiday? What if your phone could tell if you are being lied to? What if a video camera could identify you from 500 metres away or diagnose you with Parkinson's disease long before symptoms become obvious? Join researchers from Carnegie Mellon University and Aqeti to explore how advances in computational imaging and artificial intelligence-driven forensic technology are shaping our future.

Closing Performance

Thursday 20 September

*Meijiang Convention Center, Studio,
13.00 - 13.30*

Travelling the world and meeting people with remarkable voices, artist, composer and beatboxer Reeps One endeavours to discover the communication tools human beings have beyond words – the music behind our common tool, the human voice. In this closing performance of the Annual Meeting of the New Champions, Reeps One presents a new work, *Beyond Words*, in which he moves through some of his most spectacular vocal techniques paired with award-winning voice-activated visuals.

