

SOUTH!

Welcome to TEDGlobal 2014

Rio de Janeiro, Brazil
5-10 October

*“...and thus together achieve
what was impossible
that the whole world
would know
that the South
that the South also exists.”*

—Mario Benedetti

Uruguayan poet, from “El Sur también existe”

Dear TEDGlobal participant,

Did you notice the exclamation mark on the cover? Welcome to the “South!” A geographic expression, but also the affirmation of a fact. That of a Global South which is not only an emerging part of the world—and no longer somewhere in the future. It is *now*—impacting global politics and the economy, urbanism and culture, art and creativity, and much more.

TEDGlobal 2014 wants to offer a glimpse into this South: The one where, even when old problems are still massively present, new solutions are found and new thinking is developed.

This is the first official TED event in South America. Therefore, stories from across the continent feature prominently in the conference’s program. And

everyone you will see on the main stage —activists, architects, historians, scientists, explorers, technologists, artists—will share insights and ideas related to, or relevant to, the Global South, from the skyscrapers of China to the plants of Mauritius, from the rivers of Peru to the ice of Antarctica.

Rio de Janeiro is a fitting location. It is not only a gloriously beautiful city, but also a vibrant hub of innovation and of artistic and sociopolitical experimentation. It doesn't hurt that its Mayor is a past TED speaker, nor that across Brazil and South America, engaged local and national TED communities—primarily through our TED.com, TEDx, Fellows and Open Translation Project initiatives—have grown spectacularly over the last few years.

While preparing the conference, we have benefitted from the help of many people, first and foremost the local TEDx teams. They played a very important role in helping us understand the reality on the ground, and in connecting with key individuals and relevant organizations. A thank-you to them. And a big thank-you also to our partners (you will find details about them in the second part of this book) for their irreplaceable commitment and support.

I wish you to gain insights, make new friends, enjoy the beach and have a great time at Copacabana. On behalf of the TED team: Welcome to TEDGlobal 2014, “South!”

Bruno Giussani
TEDGlobal Curator

Rio de Janeiro, Brazil



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**Speakers &
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Grimanesa Amorós

Interdisciplinary artist

They Say

"Somewhere in the art of Grimanesa Amorós, the past is meeting the future."

—Jane Farver, *art.es* magazine, 2012

Works

Breathless Maiden Lane,
Site-specific light installation,
2014

Golden Connection, Light
sculpture installation, 2013

Uros, Light sculpture, 2012

Online

grimanesaamoros.com

[@grimanesaamoros](https://twitter.com/grimanesaamoros)

The work of Grimanesa Amorós finds unexpected continuities between ancient culture, landscapes and 21st-century technology.

When it was unveiled at Issey Miyake headquarters in New York in 2011, people referred to *Uros* as "the bubbles." It was an unusually apt nickname for Peruvian artist Grimanesa Amorós's pulsating installation piece. Built from translucent plastic diffusion material illuminated by carefully wired and sequenced LED arrays, the work features glowing hemispheres that evoke the floating islands built by the Uros people of Lake Titicaca. Crafted from reeds, these islands floated on the gas bubbles released as their submerged portion decomposed.

In her subsequent work, Amorós returned often to the theme of the Uros islands, with installations in places such as Times Square in New York and the Venice Biennale, playing with the connection between science and culture, and between technology and the past.

Notes



Chris Anderson

TED curator

Host

He Says

"You're part of the crowd that may be about to ignite the biggest learning cycle in human history."

—from TEDTalk on Crowd-Accelerated Innovation

Works

"The shared genius of Elon Musk and Steve Jobs," *Fortune*

"How to Give a Killer Presentation," HBR.com

Online

TED.com

@TEDchris

Over the past decade, **Chris Anderson**, the curator of the TED Conference, has built a global platform for finding and sharing ideas worth spreading.

After a long career in print publishing, Chris Anderson has become a global leader in video-enabled learning and idea sharing. His first publishing company, Future Publishing, grew under the motto "media with passion." Expanding to the US, he built Imagine Media, publisher of *Business 2.0* magazine, and creator of the games website IGN. Meanwhile, Anderson created the Sapling Foundation, which looked at global issues by leveraging media, technology, entrepreneurship, and ideas.

Sapling acquired the TED Conference in 2001, and Anderson left his businesses to focus on TED, developed it as a platform for identifying and disseminating ideas worth spreading. In 2006, after a small experiment in online video, he refocused TED to become a global platform for viral ideas.



Notes



We are honored to share this week with our **TEDGlobal Donors**. Your enthusiasm and support help the TED community to thrive.

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The TED team thanks them for their engagement and support.

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Writers

Tom Carter
Olivia Cucinotta
Mike Llewellyn

Editors

Bruno Giussani
Emily McManus

Design Director

Mike Femia

Project Coordinator

Katerina Bilouri

Consultants

Rodrigo V. Cunha
Amanda Nogueira

Creative Direction/Design

Hybrid Design, SF
Hybrid-design.com
Dora Drimalas, *Creative Direction*
Nicole Flores, *Art Direction*
Crystal Chou, *Design*
Kim Yorkers, *Project Management*

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