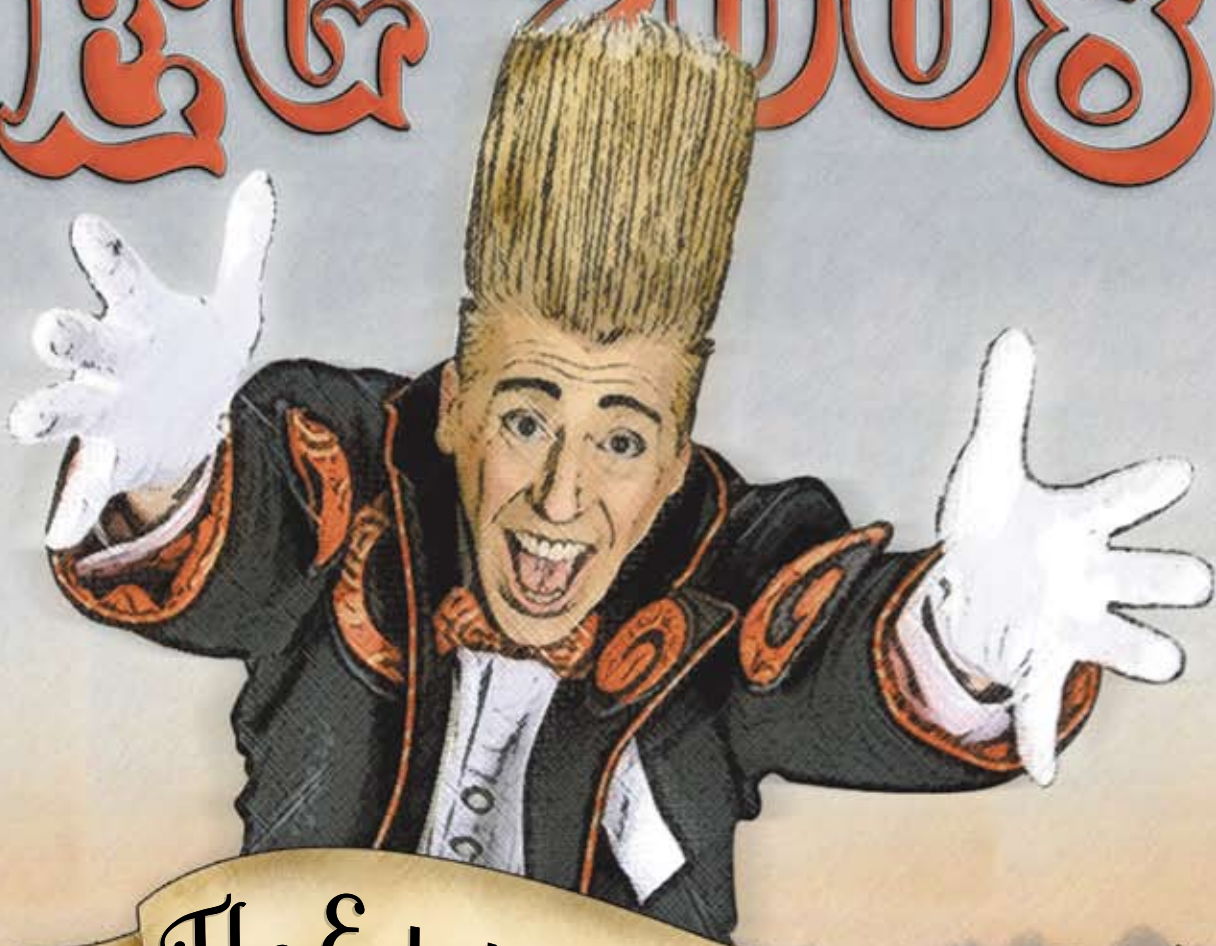


EG 2008



The Entertainment Gathering

At the
Monterey
Conference
Center

11-13
DECEMBER

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eg'08 — A Circus of Dreams

Ladies and Gentlemen and Children of... Advanced Ages: Welcome to the third in an annual series of slices of heaven. If you've never been to **eg** before, or even if you have, let me offer an old chestnut:

*Every crowd has a silver lining. **

At **eg**, the lining is probably platinum, if not "Centurion." It's a stunning group. You might not be able to fondle Stephen Colbert's Peabody Award this year, but you will surely rub elbows with MacArthurs, Oscars, Pulitzers, Kennedys, Tonys and at least one Duncan Yo-Yo champion. You want a tour of Tut's tomb? Talk to Zahi. Need an organist at your wedding? Call Cameron. Itching to engineer something outrageous? Bran's your man. Want a portrait done? See Stutzman. As my mentor Edwin Land said, "Any problem can be solved with the materials available in the room." Here, it's the people. The rolodex of **eg**'ers and alums is magically good. And hey — we have the magicians to prove it.

Speaking of Mark Stutzman, let's bask in the glow of his majestic portrait of me on the opposite page. *Hello! National Portrait Gallery...?* Holding that pose was a bitch, and I did blush at the time. Thankfully, in the end, Mark decided to draw some clothing on me. Mark's talent covers a wild palette: from USPS stamps (Elvis & Buddy Holly), to Broadway (Young Frankenstein & David Blaine), to Grand Opera, MAD magazine and such timeless classics as *Nosepickers From Outer Space*. Like Norman Rockwell, Maxfield Parrish and the Wyeths, and whether the subjects are sarcastic, or ruggedly handsome, bearded and manly, Mark's work is imbued with the warmth of better days. That's the gift of great American illustration: envisioning a more ideal life.

And it is also the gift of **eg**. Given some of the lousy and attention-consuming events of 2008, **eg** may feel like a candle in the dark. But is it really so dark? Maybe it's more of a candle in the wind. Truth is, our world is a turbulent place. There are one and half million earthquakes every year — three every minute, with a major quake every few weeks. There are dozens of cloud-to-ground lightning strikes every second — 1500 electrical storms worldwide at a given moment. And nearly 100 hurricanes a year, one every four days. A tornado touches down every few hours. A tidal wave big enough to cross the Pacific does so four times a year. A few weeks ago, Jonathan Winters (**eg'07**) and his wife Eileen fled their home in Montecito as fire engulfed Santa Barbara. Our planet is a boiling cauldron. With such churn, it's amazing how the human world — the world of ideas — sometimes gets so utterly wedged. Am I the only one who feels like a lot of rapacious bankers have wandered into a LaBrea tarpit — while much of the rest of the world stands by, paralyzed by sensationalist news media? **eg** is an antidote for some of that. It will stir your thinking and reignite your imagination.

Casting **eg** is unpredictable but always exhilarating. What propels me is the joy I feel in the mix — it's like assembling an all-star team, or a mosaic made of gems: I love the tingly feeling of envisioning different talents as they gel, and seeing bigger patterns emerge. The whole far exceeds the sum of the parts: that's what makes **eg** glow. Not every invitee can accept, of course, and this year, alas, three declines were permanent — two from people I was somewhat close to: George Carlin, Arthur C. Clarke and Michael Crichton. *Sob!* We will find moments during the program to spotlight them. These souls, and the fragility of it all, remind us why **eg** and the many worlds of entertainment are so precious, and crucial. I'm struck by the qualities these diverse geniuses had in common. Each was a master of ideas and words; each had a thirst for knowledge, and the desire to share it; each was a ferociously driven and disciplined worker; and throughout prolific lives, each radiated vastly more signal than noise. And each of them brilliantly proved the thesis underlying **eg**: that great entertainment is vital for expanding our imagination. Just like science, entertainment is an essential medium and tool for probing and understanding our world. This is what lifts us to new horizons.

Welcome to **eg**. Welcome to the conference that explores the imagination business.

(* A famous impresario said that.)

The Making of...



Every year, **eg** is different. Every year the conference is filled with moments that — if you're lucky enough to catch them — you will remember with crystal clarity for the rest of your life. Nobody who was at **eg** last year will forget **Jonathan Winters**, who left the audience in a standing ovation, laughing and crying at the same time. He was just one of fifty. **Paul Horowitz** said simply that **eg** was the most wonderful event he'd ever attended. Nobody knows how **eg** will feel this year, but I can tell you one thing that is a constant, year after year: this conference simply would not happen without an insane amount of work from a brilliantly talented and maniacally hardworking team.

Let's start with this gem of a program book. The creation of the booklet and trading cards are thanks to **Ana Sanchez** and her fabulous team at **allPopart.com**. Presenters **Mark Stutzman** and **Berkeley Breathed** were able to wave their magic wands and brushes at the last minute as well. When I saw the draft coming together, I was gobsmacked. I've been to a lot of conferences, but I've certainly never seen such a wonderful conference program before. **Paul Parisi** and **Acme Bookbinding** generously donated printing for the booklet. We are indebted to them.

I'd like to note a few things about Monterey. We loved the Getty for **eg07** for many reasons. But no venue is perfect and the Getty has more rules than the old testament (even having theologian **A.J. Jacobs** on our side didn't help). That turns out to be constrictive if your conference includes, say, **Bello Nock** on a 75-foot balance pole, or dogs, or concept cars or flame throwers. Monterey is a different story. It's a superb place for a conference like **eg**, and many of you who've been here over the years will feel utterly at home. A combination of quirks led us here (the Getty

grew more complex; and another conference vacated Monterey, leaving room). But that isn't the whole story. **Amanda Harrison**, **Tonya Hufford**, **Michele Pearce** and others at the **Monterey Conference Center** and the **Monterey Marriott** have been not just enormously accommodating: they have been true partners. They want **eg** to succeed, and enthusiastically supported our every need.

Back to the production team: it was a hair-raising amount of work. **Jane Rosch** wrangled presenters and attendees to Monterey. And once they're here, **Jonathan Porter** makes the staging seem smooth as silk. Once again, **Dave Molnar** and his team from **McCune** are providing the a/v support and have gone out of their way to make **eg** wonderful. **Christopher Newell** pulled together more aspects of **eg** than we will ever know.

We have an unusual number of musicians and visual artists this year. Musicians need to play. Artwork needs to be hung. And neither one of those things is trivial. Once again, **Mike Bates** and **Yamaha** have moved mountains to provide pianistic gorgeousness — and we needed two pianos this year, not just one. **Roy Hanson** and the **Rodgers Organ Company** have furnished the organ that **Cameron Carpenter** is playing on. **Steelcase**, and their design team including **Jill Winterdink** and **Tom Condon**, have done a vast amount of custom work. I will single out **Jim Hackett**, CEO of **Steelcase**, who couldn't be here this year due to painful conflicts. Bighearted and enormously supportive of our efforts, Jim has never failed to lift my spirits.

Discovery Channel deserves a special corporate commitment merit badge. **Liz Hillman** and **Jeff Kaplan** have really worked hard to magnify their sponsorship. They championed **eg** and stuck

to their commitment during these tough times. I won't get into the litany of companies that withdrew in economic despair. What you need to know is that **eg** is fragile. When a company commits and then renegs, it hurts. **Discovery's** stoic support and enthusiasm has been first class.

Now comes the hard part: the part where I try to summon all the other names, and where I will invariably miss many. **Jamie Kennard** and **Krate** did our web work. **Ken Hertz** and **Fred Goldring** (**Goldring, Hertz & Lichtenstein LLP**) and **Sallie Olmsted** (**Rogers & Cowan**) have been angels. **Richard Kerris** at **Lucasfilm** has been a real booster. **Barry Rosenbaum** (**Empire Kosher Chicken**); **Ginny Dorne** (**The Travel Collaborative**); **Steve Tomlin** of **Chumby Industries**; **Caleb Chung** (**UGOBE Systems**); **Susy Korb** (**Harry Winston**), and **Rick Field** (**Rick's Picks**) all poured energy in. **Eve Blossom** of **Lulan Artisans** donated the exquisite scarves; **Neal Sofman** and **Bookshop West Portal** handled the bookstore; **Patti Richards** shepherded press and media. **James Home** and his team of volunteers have done more behind the scenes than you ever realized. There's: **Louis Rossetto** at **TCHO** (for chocolate); **Richard Marcus**, **Peter Hirshberg**, **Jon Kamen** and **Pam Alexander** are high on our list of mensches behind the scenes; **Bran Ferren's** team including **Clint Hope**, **Dimitri Negroponte** and others have brought imaging magic; **Mark Liebman** at **Pictopia** is responsible for many of the beautiful big prints you will see; and **Tom Curley**, **Julio Sosa**, **Michael Bulbenko** and others on his team are doing superb portrait

photography, along with help from **Asa Mathat** and **Chris Holmes**, **Kara Cohen** and **Robert Leslie**. And all those beautiful banners, custom posters, and special prints of work by artist presenters: it's due to these people. Please: take advantage of their talents. Have your beautiful portrait taken. One more chance to smile at **eg**.

Many presenters from **eg07** as well as **eg08** helped us considerably behind the scenes. And they would be speaking to an empty room were it not for the audience. We all make a serious commitment to be here, and that collective attention pumps our adrenaline and makes **eg** one of the most special events around.

With one last apology for everyone who was not named explicitly, let me hasten to add a very personal thanks to **Richard Saul Wurman**, the creator of these conferences. I'll simply quote what I wrote last year: *His enthusiasm and industriousness and lifelong energy aimed at understanding lots of things a little bit more clearly have benefited us all beyond words.*

As **Buddha** said, "Life is struggle." This year has been one of profound struggle for many people. You've all faced your own struggles in coming here: thank you for making **eg** so remarkable. We hope the conference will fill you with energy, optimism and extraordinary new friendships that will inspire you forward for years to come.

— MH



HARRY WINSTON



Steelcase

EG '08

11-13 December 08

Monterey, CA

The Entertainment Gathering



PRODUCED BY Michael Hawley

EG CREATED BY Richard Saul Wurman

PROGRAM DESIGN & ILLUSTRATIONS BY

allPopart®

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"Making information entertaining
& entertainment informative"

JACQUES D'AMBOISE

Dancer & Choreographer, Founder of the National Dance Institute

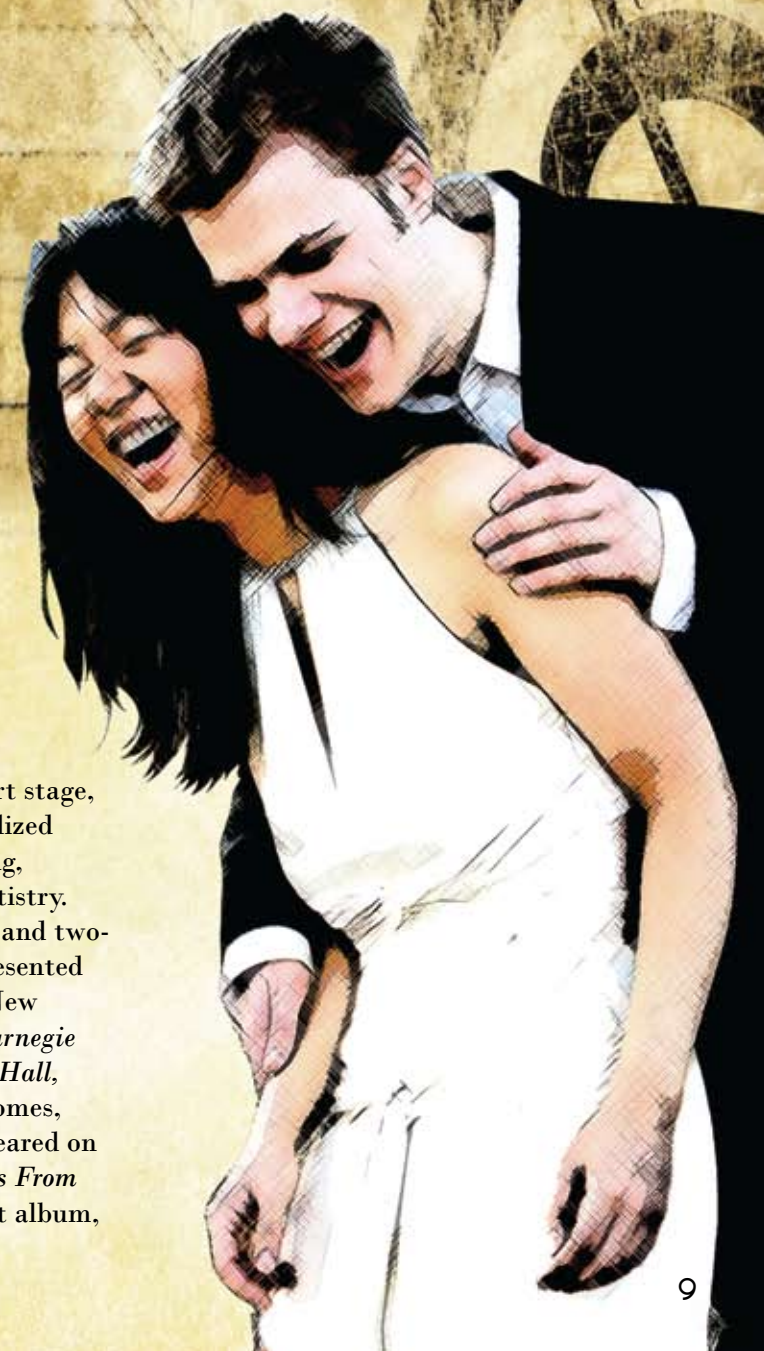


Recognized as one of the finest classical dancers of our time, **Jacques d'Amboise** now leads the field of arts education with a model program that exposes thousands of school children to the magic and discipline of dance. In 1976, while still a principal dancer at the *New York City Ballet*, Mr. d'Amboise founded the *National Dance Institute* in the belief that the arts have a unique power to engage and motivate individuals towards excellence.

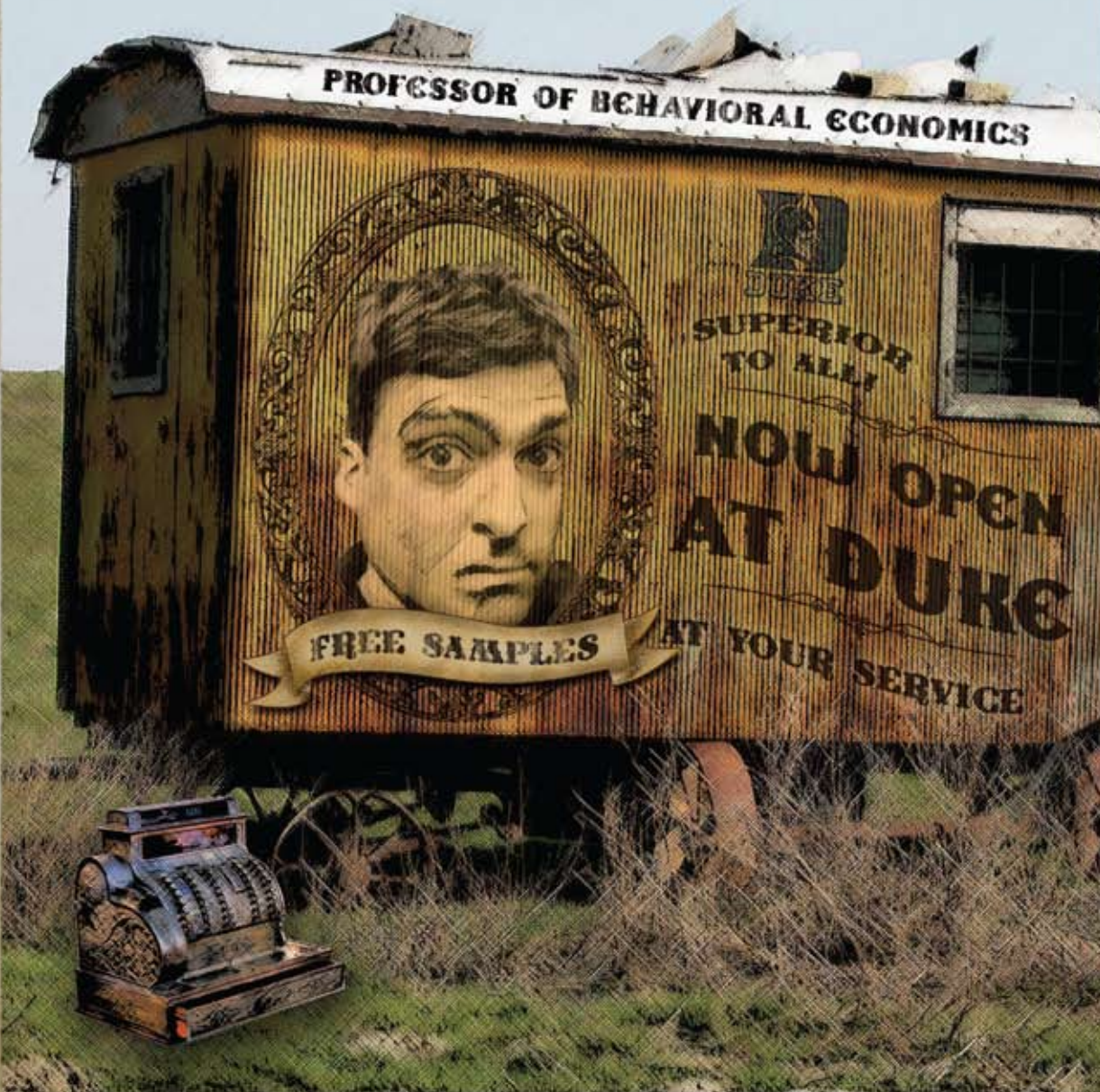
ANDERSON & ROE

DUO-PIANISTS

Greg Anderson and Elizabeth Joy Roe have been described as “Fred Astaire and Ginger Rogers transposed from the dance floor to the keyboard” (*The Southampton Press*). Together they bring a fresh and visionary approach to the concert stage, dazzling audiences with their adrenalized performances, inventive programming, original compositions, and refined artistry. They have performed as a four-hand and two-piano team around the world and presented innovative concerts in nearly every New York City venue imaginable: from *Carnegie Hall*, *Alice Tully Hall*, and *Steinway Hall*, to children’s hospitals, HIV/AIDS homes, and cancer centers. The duo has appeared on *MTV’s Total Request Live* and *NPR’s From the Top*, and they released their debut album, *Reimagine*, in 2008.

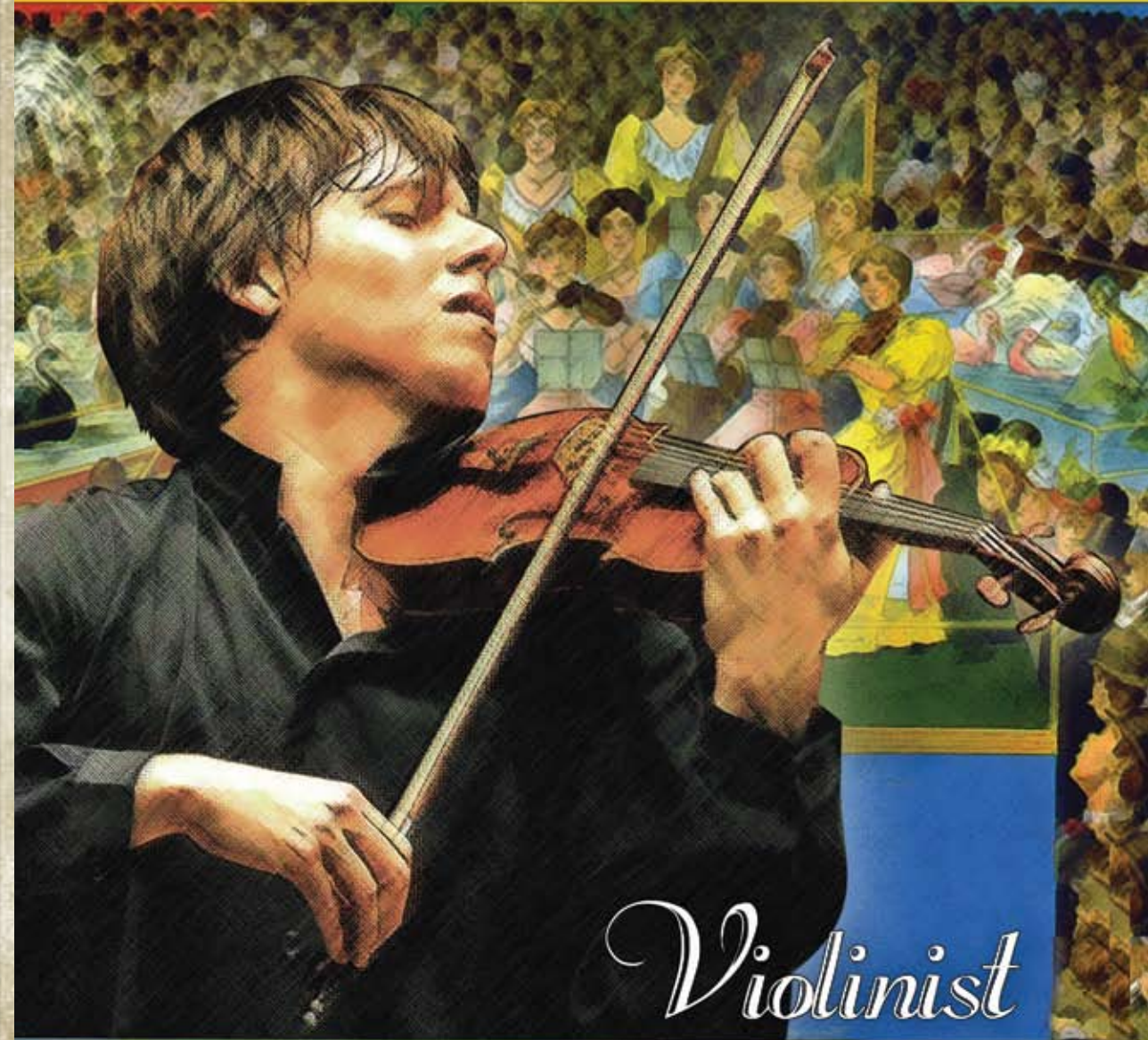


DAN ARIELY



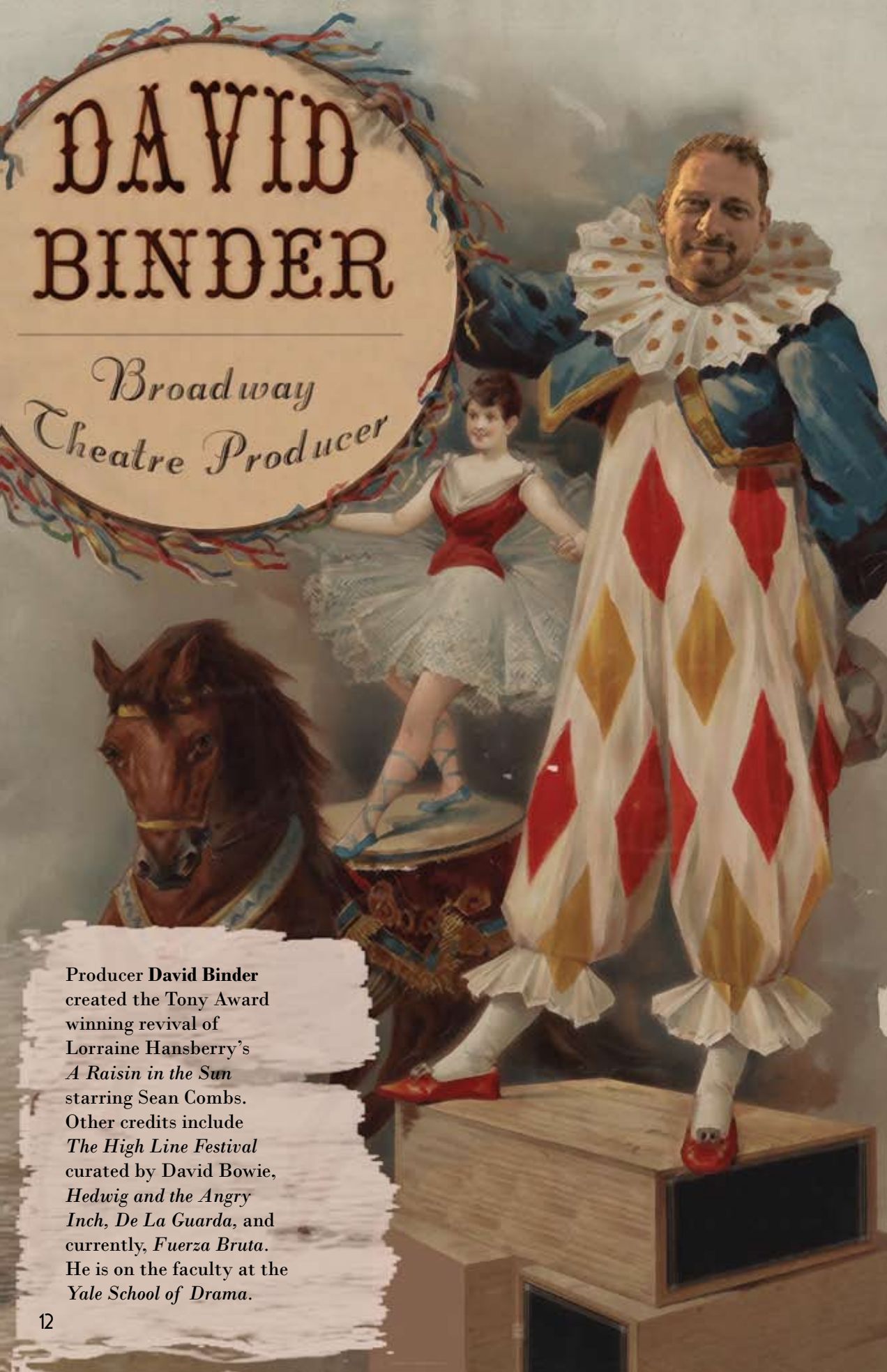
Dan Ariely is the James B. Duke Professor of Behavioral Economics at *Duke University* and a visiting professor at MIT's *Media Lab*. As a behavioral economist, he studies how people actually act in the marketplace, as opposed to how they should or would perform if they were completely rational. His interests span a wide range of daily behaviors such as buying (or not), saving (or not), ordering food in restaurants, pain management, procrastination, dishonesty, and decision making under different emotional states. His experiments are consistently interesting, amusing, and informative, demonstrating profound ideas that fly in the face of common wisdom. Dan can be found on the Web at predictablyirrational.com.

JOSHUA BELL



Violinist

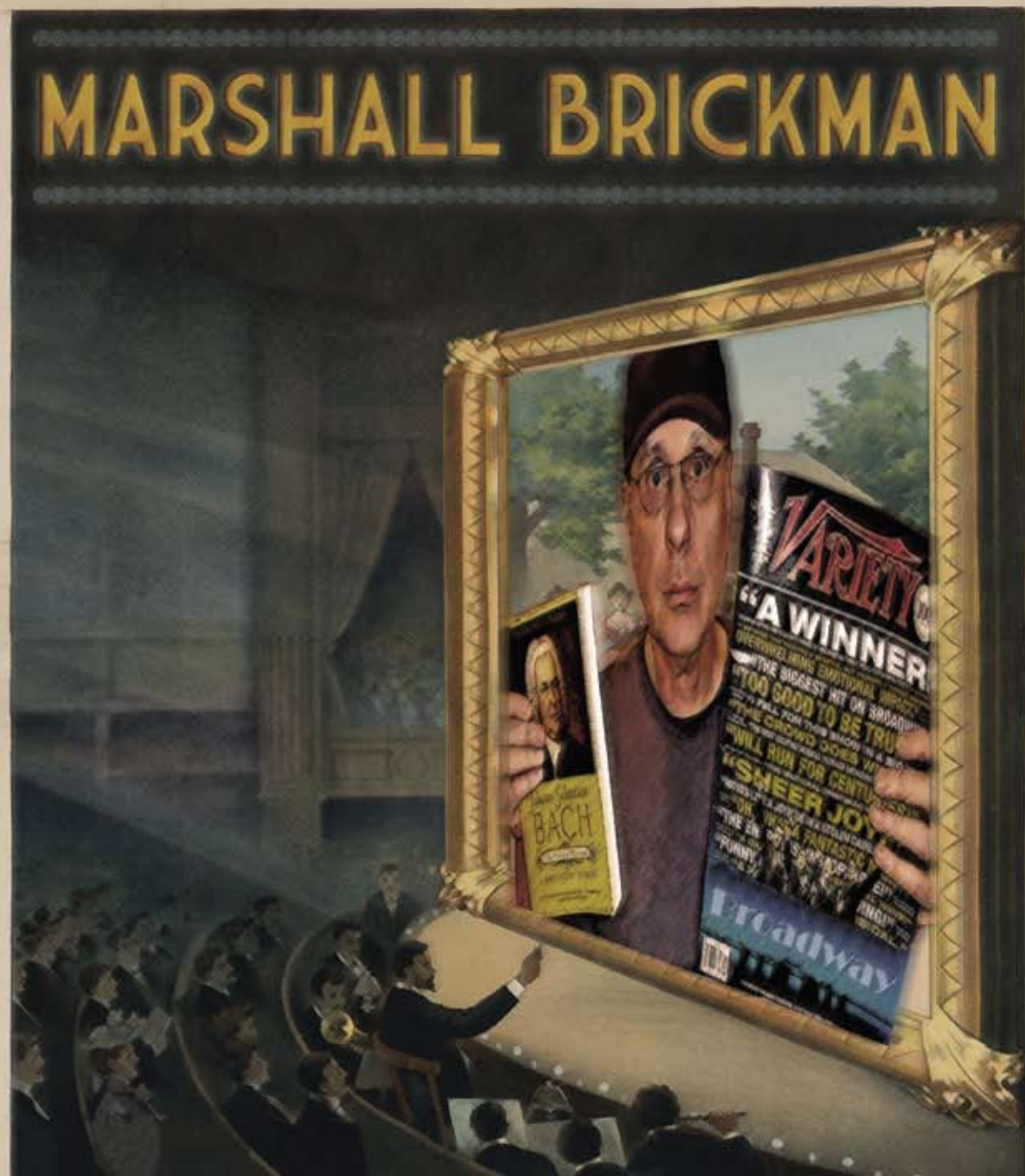
Joshua Bell is a classical music superstar who whose more than 30 albums have won Grammys and an Oscar for his performance on *The Red Violin* soundtrack. His recent recording of Vivaldi's *The Four Seasons* debuted at the top of the Billboard classical charts. While enjoying interpreting the great music of the past three centuries, Joshua is also a technology enthusiast, having spent three years as an adjunct professor at MIT's *Media Lab* where he helped develop high-tech musical instruments and toys for children. His proudest non-musical achievements include scoring a 228 in a charity bowling tournament, and achieving the highest score in an international video game contest. A frequent guest on shows from *Sesame Street* to *the Tonight Show*, Joshua champions new audiences to classical music and new music to classical audiences around the world.



DAVID BINDER

Broadway
Theatre Producer

Producer **David Binder** created the Tony Award winning revival of Lorraine Hansberry's *A Raisin in the Sun* starring Sean Combs. Other credits include *The High Line Festival* curated by David Bowie, *Hedwig and the Angry Inch*, *De La Guarda*, and currently, *Fuerza Bruta*. He is on the faculty at the Yale School of Drama.



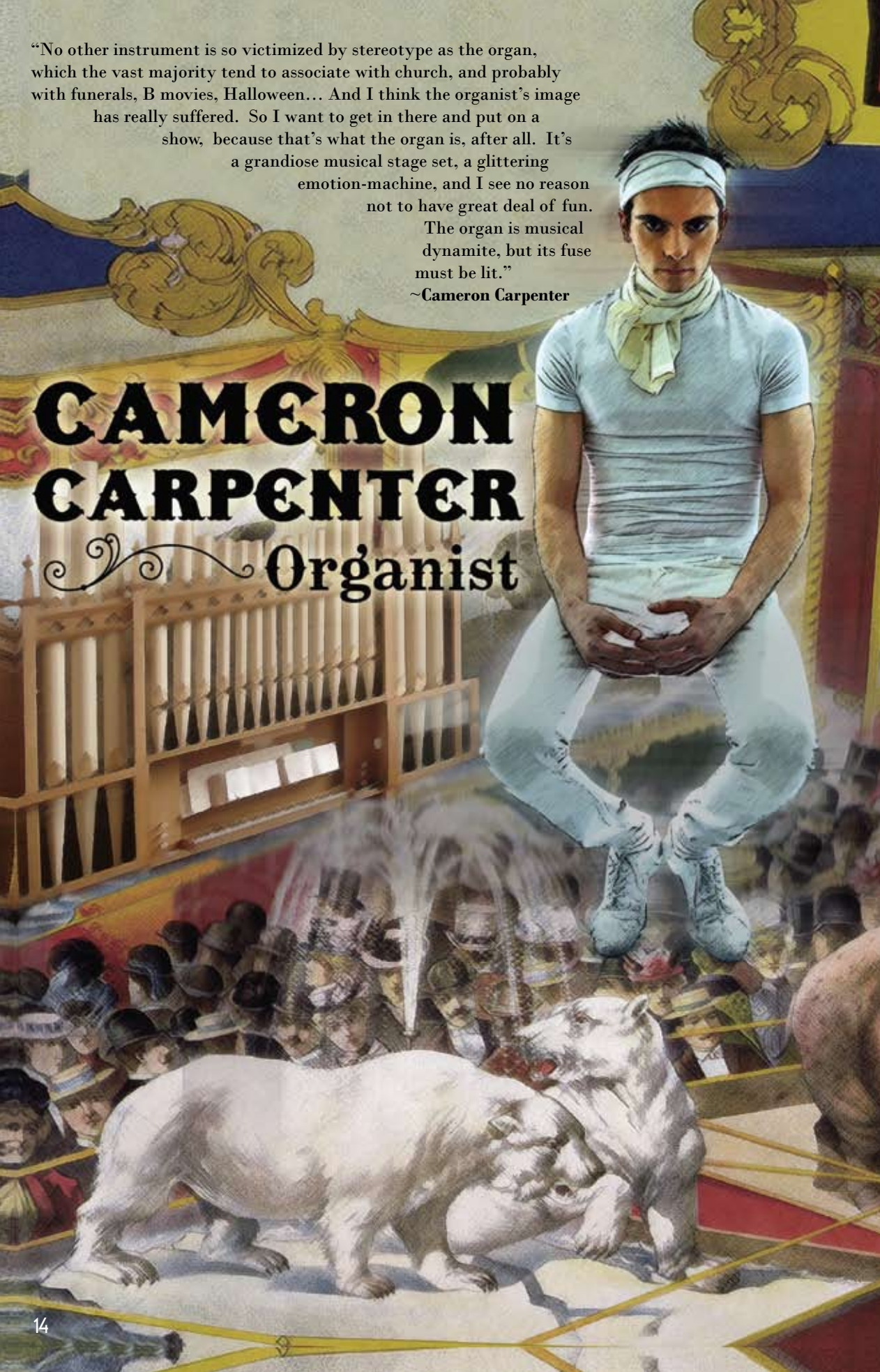
MARSHALL BRICKMAN

Films: as co-author: *Sleeper*, *Annie Hall*, *Manhattan*, *Manhattan Murder Mystery*; as writer/director: *Simon*, *Lovesick*, *The Manhattan Project*; as director: *Sister Mary Explains it All*. Theater: *Jersey Boys* (co-author, Tony for Best Musical, 2006). Television: *Candid Camera*, *The Johnny Carson Show*, *the Dick Cavett Show* and various well-intentioned but ill-fated pilots. **Marshall Brickman** is the recipient, possibly through some clerical error, of an Academy Award, a British Academy Award, two Emmys, plus other prizes worldwide. His new show, *Turn of the Century*, premiered this past September at the Goodman Theatre in Chicago prior to a 2009 Broadway production. His future plans involve dying in his bed, surrounded by his loving family and their attorneys.

"No other instrument is so victimized by stereotype as the organ, which the vast majority tend to associate with church, and probably with funerals, B movies, Halloween... And I think the organist's image has really suffered. So I want to get in there and put on a show, because that's what the organ is, after all. It's a grandiose musical stage set, a glittering emotion-machine, and I see no reason not to have great deal of fun. The organ is musical dynamite, but its fuse must be lit."
~Cameron Carpenter

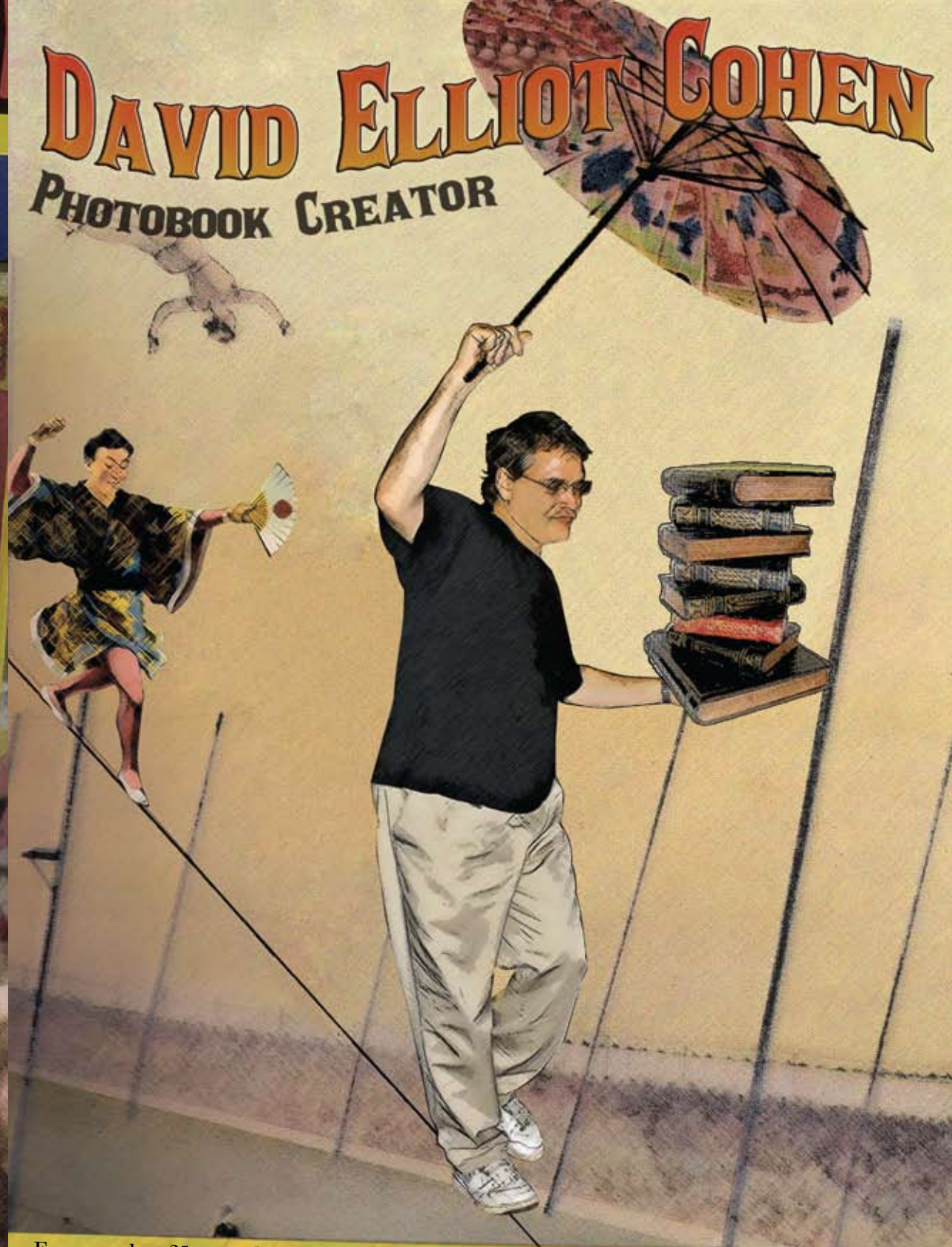
CAMERON CARPENTER

Organist



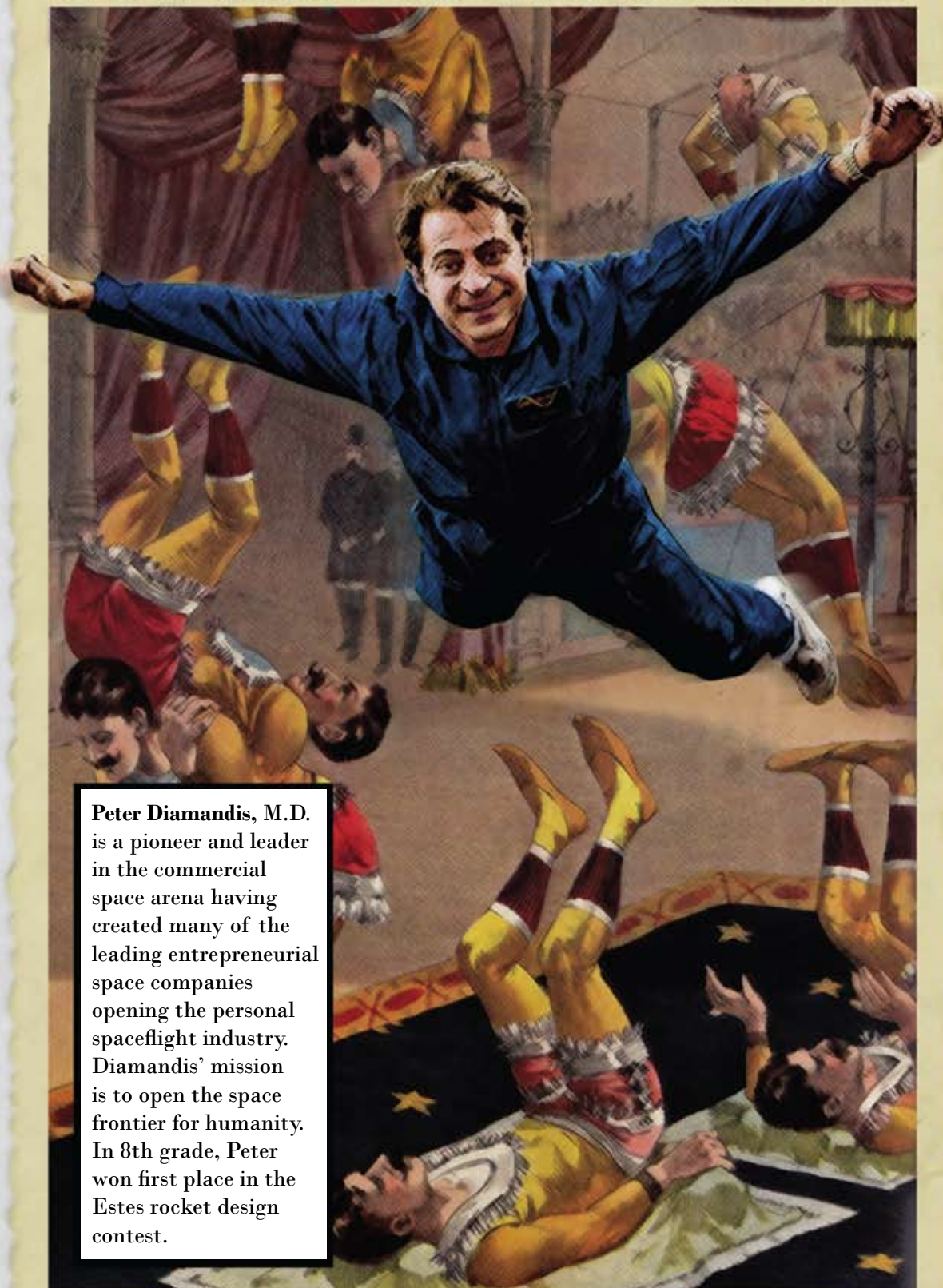
DAVID ELLIOT COHEN

PHOTOBOOK CREATOR



For more than 25 years, bestselling author and editor **David Elliot Cohen** has created large-format photography books that have collectively sold more than five million copies. Most were in the popular *Day in the Life* and *America 24/7* series, which he co-founded. Four of Cohen's books have been *New York Times* bestsellers, including the *New York Times* #1 bestseller, *A Day in the Life of America*. Many of his other books were national bestsellers in the US and abroad. His most recently published book, *What Matters* (Sterling, 2008), includes work by the preeminent photojournalists and thinkers of our time. It contends that great photojournalism about essential issues can change the world.

PETER DIAMANDIS



Peter Diamandis, M.D. is a pioneer and leader in the commercial space arena having created many of the leading entrepreneurial space companies opening the personal spaceflight industry. Diamandis' mission is to open the space frontier for humanity. In 8th grade, Peter won first place in the Estes rocket design contest.

Founder & Chairman - X Prize Foundation

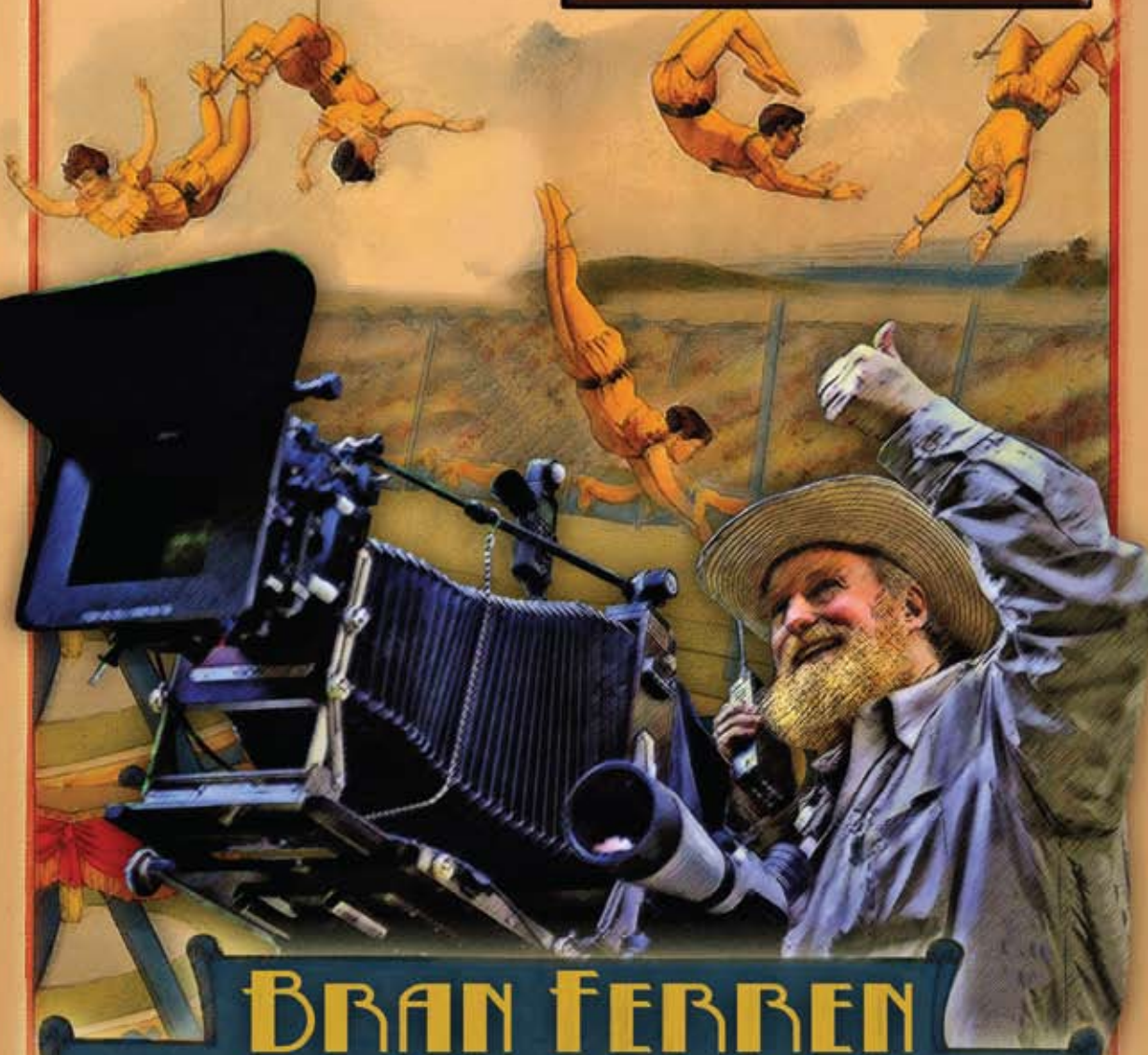
IAN DUNBAR

Vet · Scientist · Dog Trainer



Ian Dunbar is a veterinarian, animal behaviorist, and dog trainer. He has written numerous books, produced a dozen videos about puppy/dog behavior and training. Ian received his veterinary degree and a degree in Physiology & Biochemistry from the *Royal Veterinary College*. He has a PhD in animal behavior from the *University of California* in Berkeley, where he researched the development of hierarchical social behavior and aggression in domestic dogs. Ian currently is Director of the *Center for Applied Animal Behavior* in Berkeley, CA, where he lives with his wife Kelly, dogs Claude, Dune and Hugo-Louis, and kitties Ugly and Mayhem.

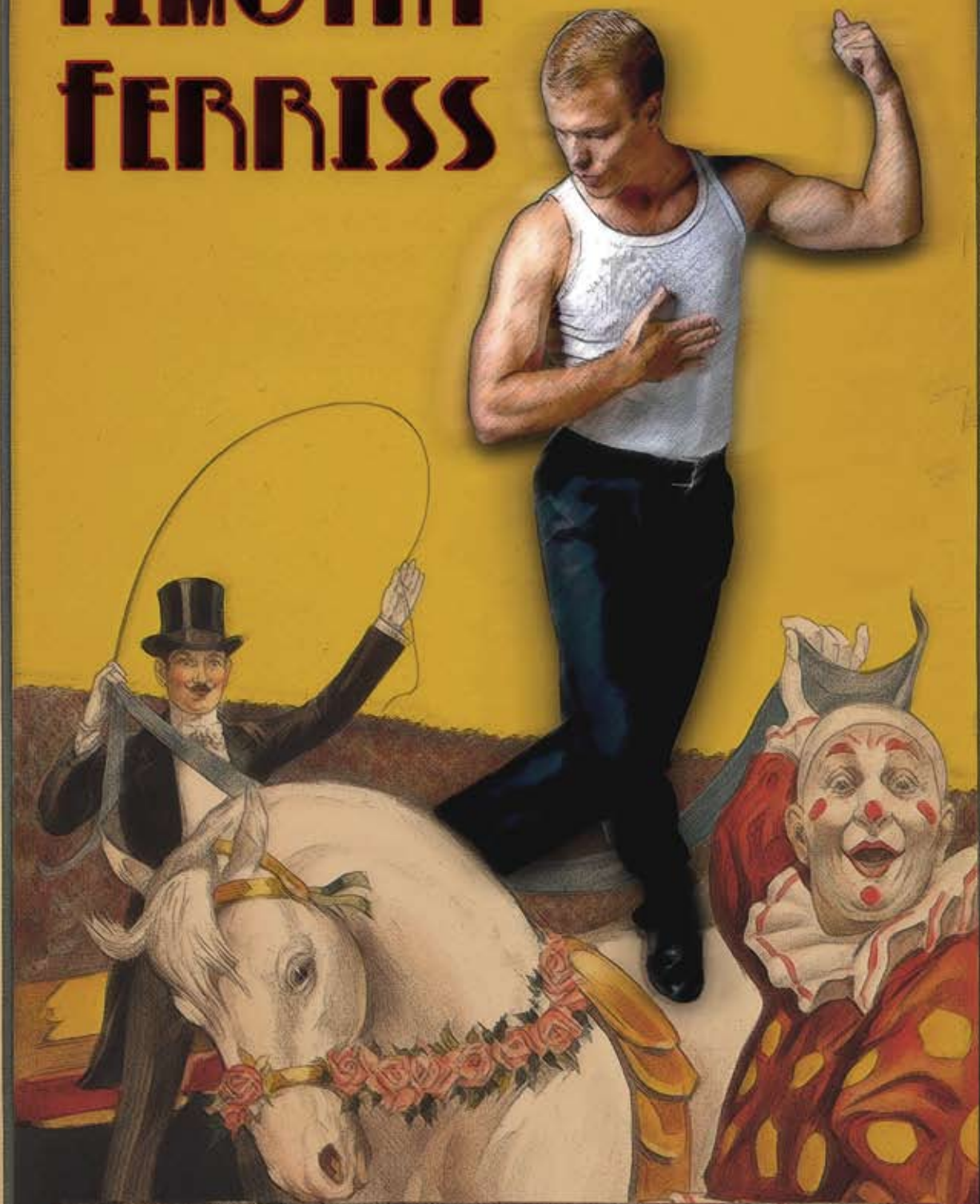
Bran Ferren is a designer and technologist working in entertainment, product development, engineering, architecture and the sciences. Prior to starting Applied Minds Inc., with partner Danny Hillis, he was President of Research & Development and Creative Technology for Walt Disney. His design career has included special visual effects, lighting and sound design for many Hollywood films, Broadway shows, Theme Park attractions and Rock & Roll tours. He has also been lead designer for multiple exhibitions, special purpose vehicles (one displayed at *MoMA* in NY), consumer products, and several major architectural and interior design projects.



BRAN FERREN

Co-Chairman and Chief Creative Officer, Applied Minds Inc.

TIMOTHY FERRISS



Timothy Ferriss, one of *Fast Company*'s "Most Innovative Business People of 2007," is author of the #1 *New York Times*, *Wall Street Journal*, and *BusinessWeek* bestseller, *The 4-Hour Workweek*. He is a tango world record holder, a guest lecturer in electrical engineering at *Princeton University*, and an educational reformer.

Dave Gallo & William Lange

Woods Hole Oceanographic Institution



Bill Lange and Dave Gallo have been exploring the world's oceans for more than 20 years. Their mission: to unravel the many mysteries of Neptune's realm and to share the excitement of undersea discovery with those of us on dry land. From the majesty of the Titanic to the alien life forms of moonless mountains, they have given humanity eyes in the darkest and most remote places on earth.



DANA GLUCKSTEIN

Portrait Photographer



She's photographed world icons like Nelson Mandela, Mikhail Gorbachev, Muhammad Ali and Steven Spielberg, but it's in her work with indigenous people that **Dana Gluckstein's** vision truly comes to light.

Dana has just established *TRIBES IN TRANSITION*, a nonprofit project of the Tides Center. Her purpose is to continue the historical preservation of indigenous cultures in transition with iconic imagery. The first journey will be to document the San Bushmen as they return to their ancestral Kalahari lands against Botswana's tragic assimilation policy and exploitive diamond mining interests.

MATT HARDING

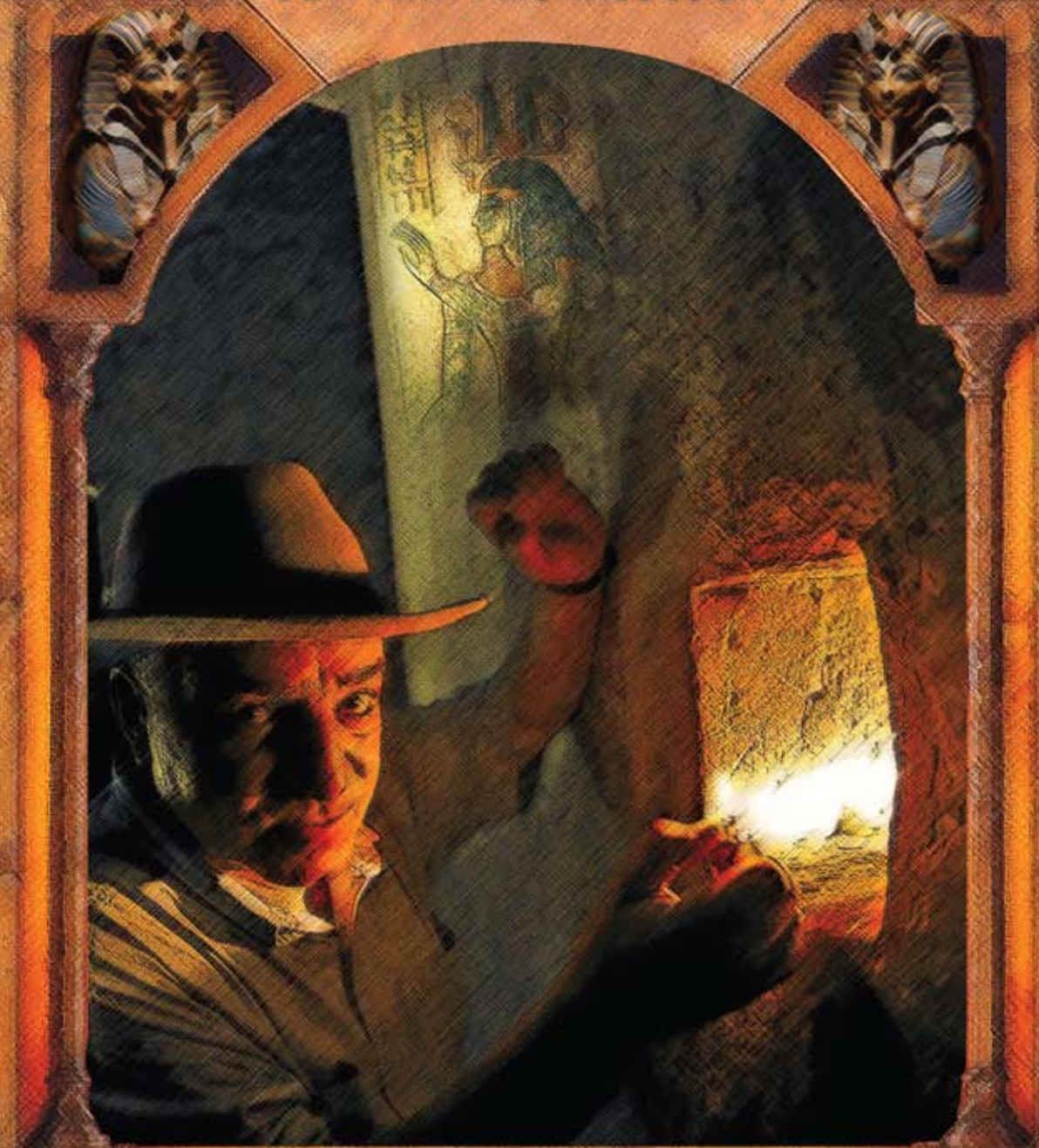
Dancing Virus



One time when **Matt Harding** was traveling in Vietnam, his friend told him to stand over by the curb and do his stupid dance. Now he is famous on the internet as that guy who does that stupid dance all over the world. It's his job. Things worked out pretty well for Matt.

ZAHY HAWASS

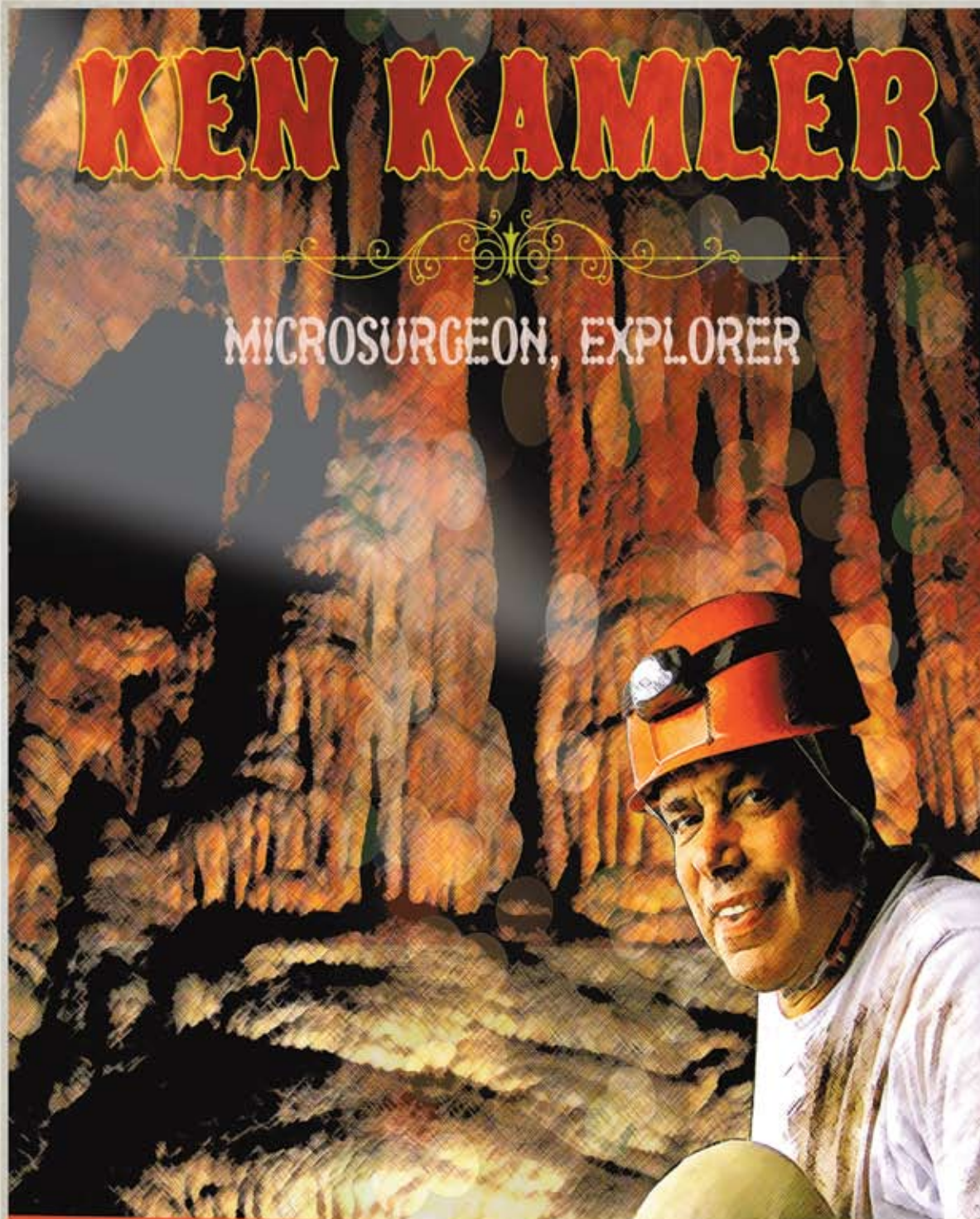
EGYPTIAN ARCHAEOLOGIST



World-renowned archaeologist **Zahi Hawass** currently serves as Secretary General of the *Supreme Council of Antiquities* and Director of Excavations at Giza, Saqqara, and the Bahariya Oasis. Dr. Hawass is responsible for many exciting recent discoveries, including the Tombs of the Pyramid Builders at Giza and the Valley of the Golden Mummies at Bahariya. He supervised a major conservation project on the Great Sphinx and developed site management plans, including the Unfinished Obelisk Quarry in Aswan and the temples of Kom Ombo, Edfu, and Dendera.

KEN KAMLER

MICROSURGEON, EXPLORER

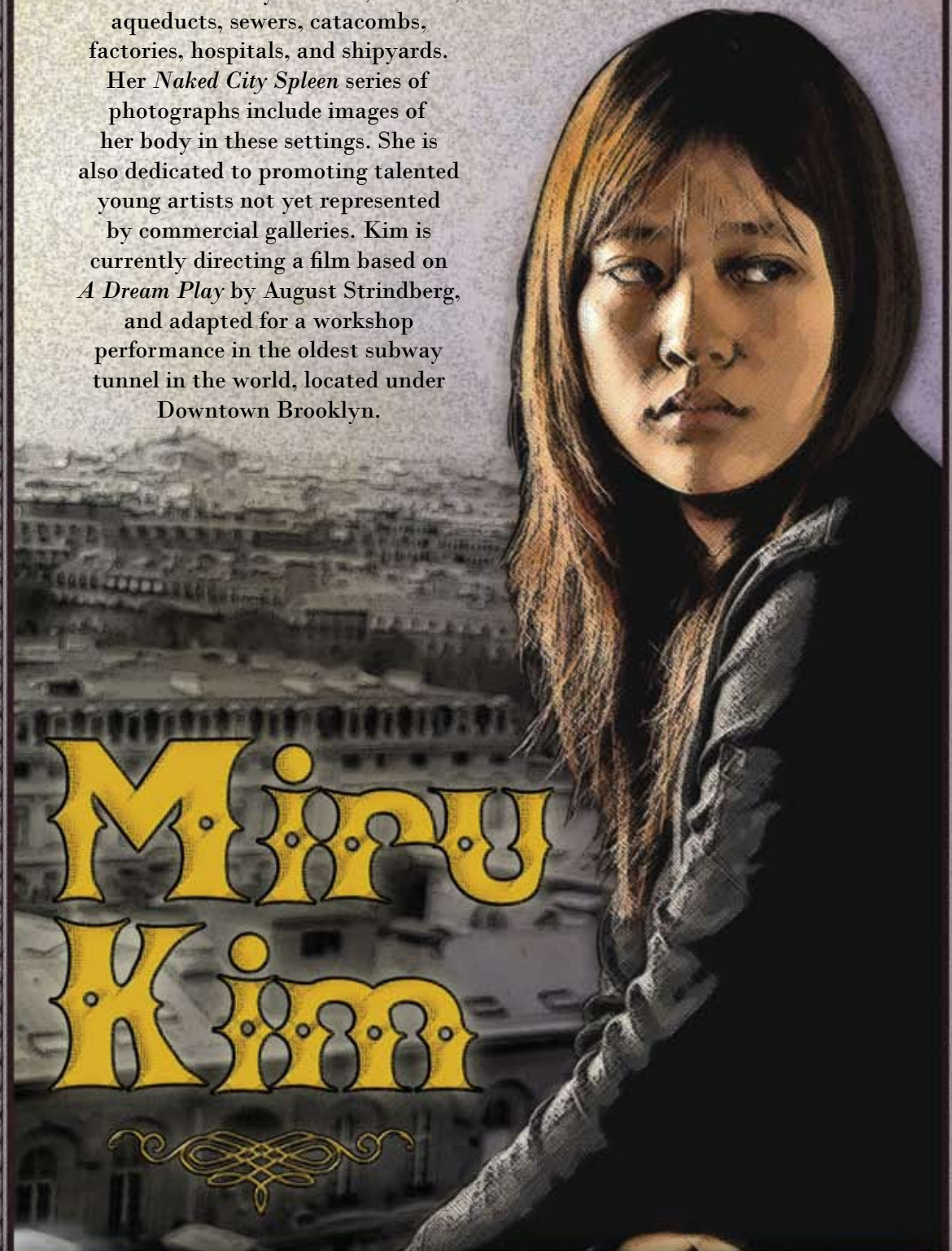


Chosen by *New York Magazine* as one of New York City's Best Doctors in 2002, Ken is a microsurgeon as well as a former 10 year vice-president of *The Explorers Club*. He has been a consultant for NASA, climbing high on Mount Everest and flying in zero-gravity, and is a writer for *National Geographic Adventure* and *Popular Mechanics*. His TV appearances include *Nightline*, *20/20*, *Today Show*, *Larry King Live*, and *Oprah*. Ken's two books, *Doctor on Everest* and *Surviving the Extremes*, explore the most inaccessible places on the planet— especially inside the human body, where there are more unexplained mysteries than anywhere else in the universe.

Miru Kim is a New York-based artist, who has explored and photographed various urban ruins such as abandoned subway stations, tunnels, aqueducts, sewers, catacombs, factories, hospitals, and shipyards. Her *Naked City Spleen* series of photographs include images of her body in these settings. She is also dedicated to promoting talented young artists not yet represented by commercial galleries. Kim is currently directing a film based on *A Dream Play* by August Strindberg, and adapted for a workshop performance in the oldest subway tunnel in the world, located under Downtown Brooklyn.

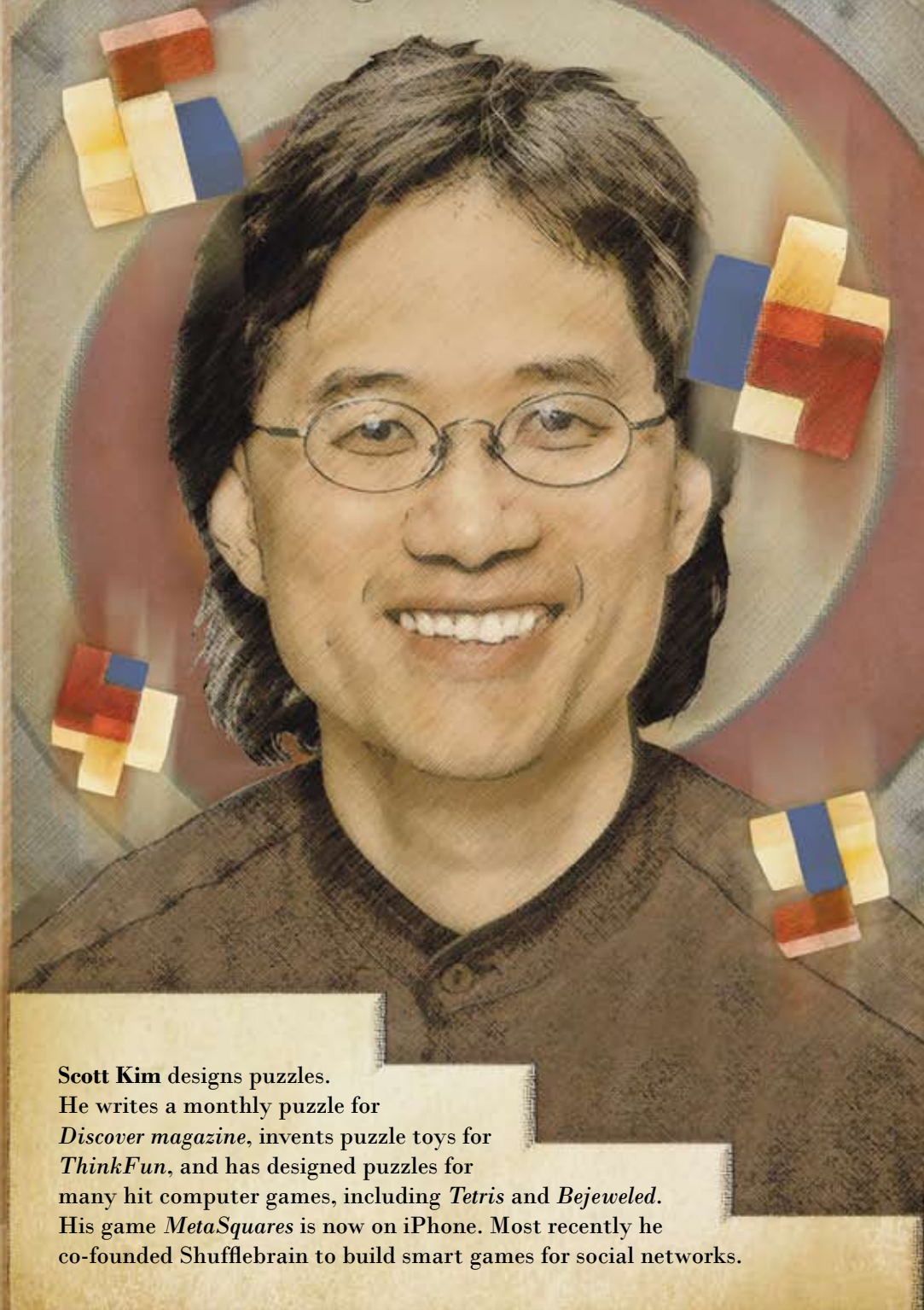
Miru Kim

URBAN EXPLORER



SCOTT KIM

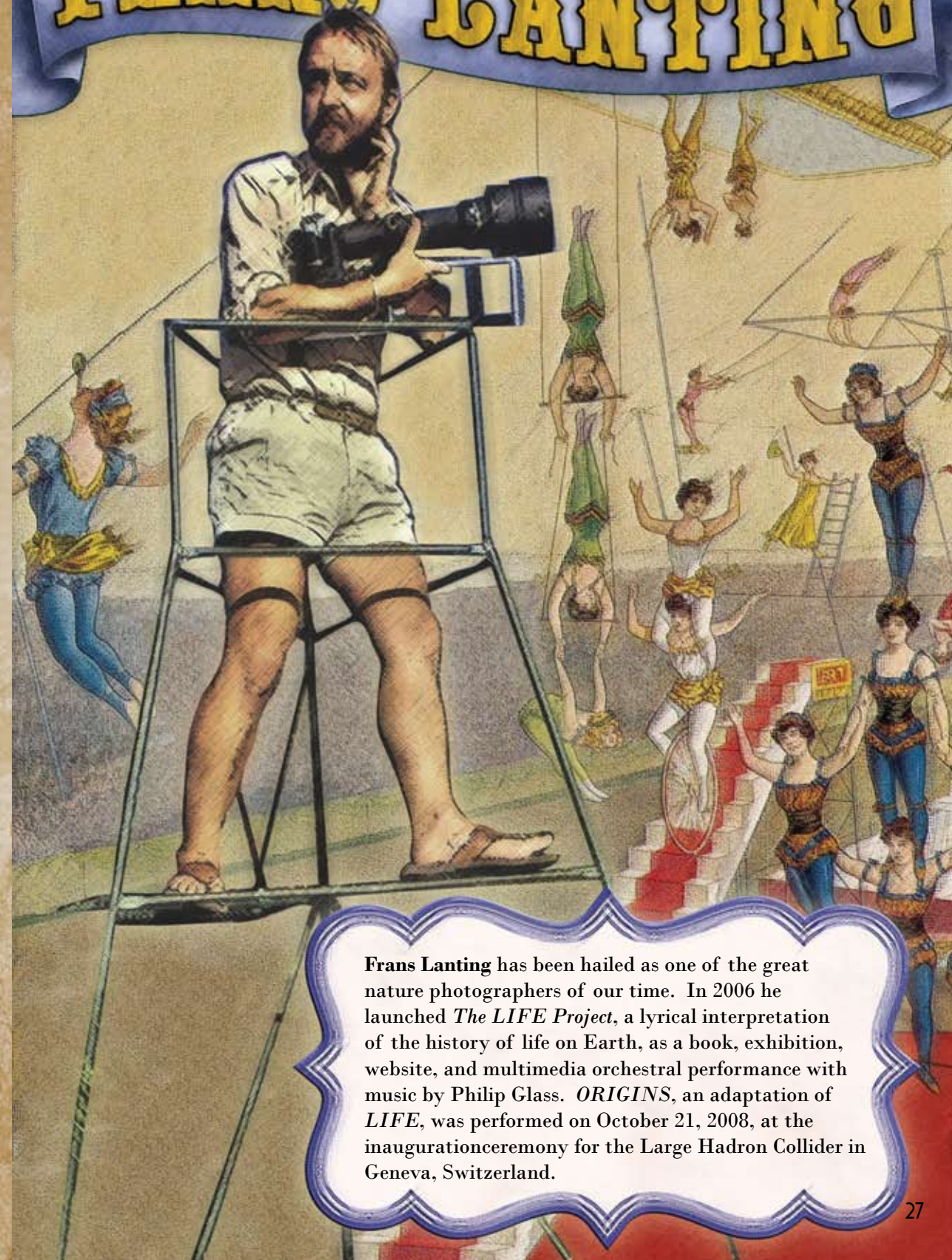
Puzzle Designer, Artist & Author



Scott Kim designs puzzles. He writes a monthly puzzle for *Discover magazine*, invents puzzle toys for *ThinkFun*, and has designed puzzles for many hit computer games, including *Tetris* and *Bejeweled*. His game *MetaSquares* is now on iPhone. Most recently he co-founded Shufflebrain to build smart games for social networks.

Naturalist & Photographer

FRANS LANTING



Frans Lanting has been hailed as one of the great nature photographers of our time. In 2006 he launched *The LIFE Project*, a lyrical interpretation of the history of life on Earth, as a book, exhibition, website, and multimedia orchestral performance with music by Philip Glass. *ORIGINS*, an adaptation of *LIFE*, was performed on October 21, 2008, at the inauguration ceremony for the Large Hadron Collider in Geneva, Switzerland.

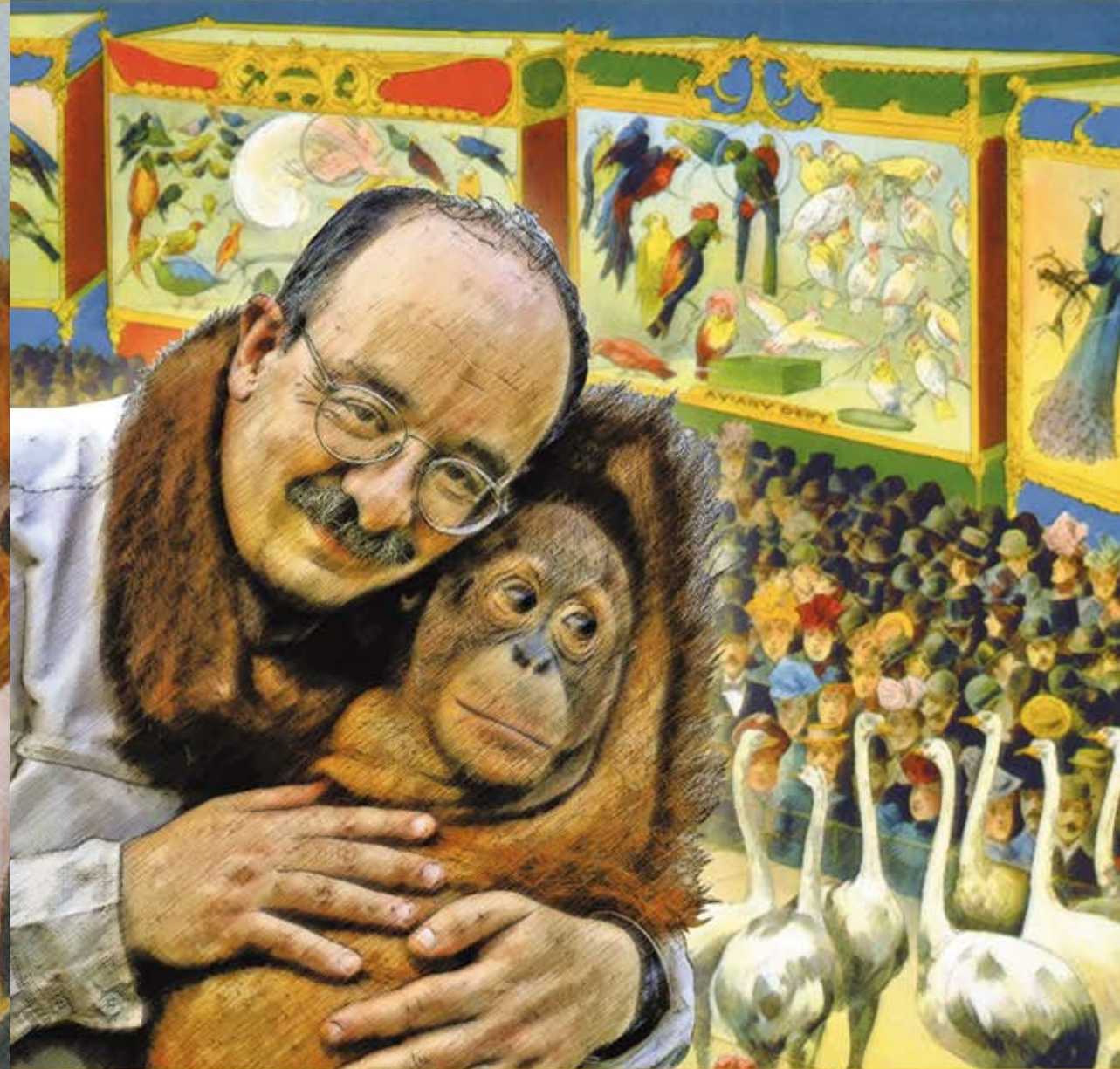
EMILY LEVINE

PHILOSOPHER-COMIC



Humorist, speaker, radio commentator, Harvard grad, **Emily Levine** began her career with an improvisational comedy group called "The New York City Stickball Team". Though her real ambition was to be an oracle, Levine settled for a career as a stand-up comedian, headlining in comedy clubs and making television appearances on shows such as David Letterman's "Late Night". The *L.A. Times* called her "a stand-out as a stand-up." *Newsweek* called her "one of the new queens of comedy." Her mother called her every week. As a television writer and producer, Emily worked on shows such as "Designing Women", "Love and War" and "Dangerous Minds". Norman Lear has said: "Go see Emily Levine at the risk of blowing your mind, splitting your sides, and exiting a better person."

AMORY LOVINS



Innovative entrepreneur, Aikido ace, energy and efficiency Changemeister

Physicist **Amory Lovins**, consultant to business and government leaders, is Chairman and Chief Scientist of *Rocky Mountain Institute*. He's written 29 books and received the Blue Planet, Volvo, Onassis, Nissan, Shingo, and Mitchell Prizes, a MacArthur Fellowship, ten honorary doctorates, and the Heinz, Lindbergh, Right Livelihood, and World Technology Awards.

DAVID MACAULAY



STUDENT/EXPLAINER

David Macaulay was eleven when his family moved from England to New Jersey. In 1969 he received his degree in architecture from *Rhode Island School of Design* where he taught for thirty years while producing 23 books. In 2006, he and his family moved to Norwich, Vermont – a real town with a great public school. Also that year, Macaulay was named a MacArthur fellow and turned sixty although the two are not related.

Susana Martínez-Conde




Vision
Scientist

Susana Martínez-Conde was born and raised in Spain before moving to *Harvard* to work with Nobel Laureate David Hubel. She now directs the Laboratory of Visual Neuroscience at the *Barrow Neurological Institute* in Phoenix, Arizona, where she investigates the neural bases of visual illusions, art and magic. She is a monthly columnist for *Scientific American*.



ERIC MEAD

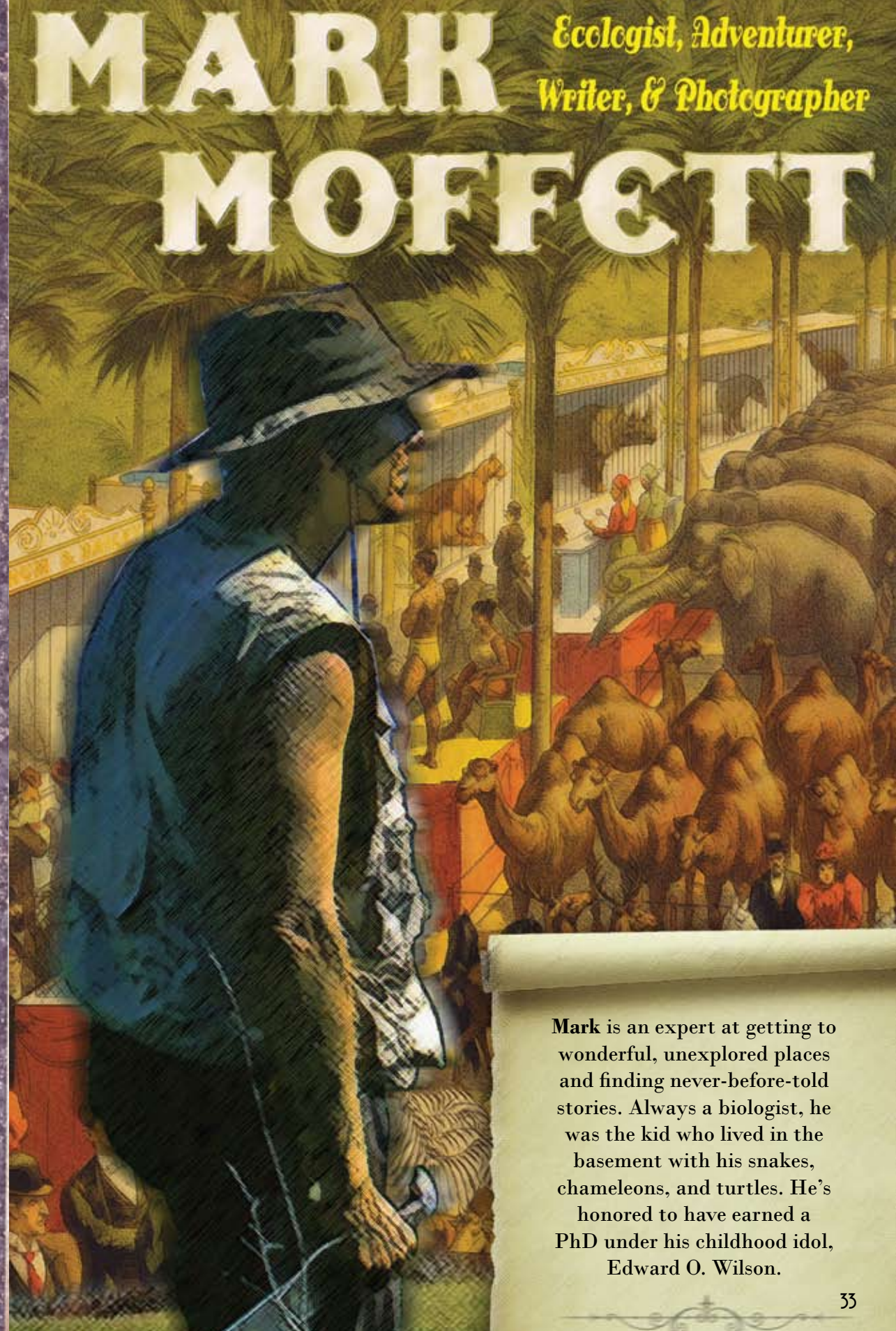
Magician

A stylized illustration of Eric Mead as a magician. He is a man with dark hair and glasses, wearing a dark suit jacket over a blue shirt. He is holding a purple cloth in his right hand and has his left index finger pressed against his lips in a 'shh' gesture. The background is a dark, textured purple. A bright starburst light is visible in the bottom left corner.

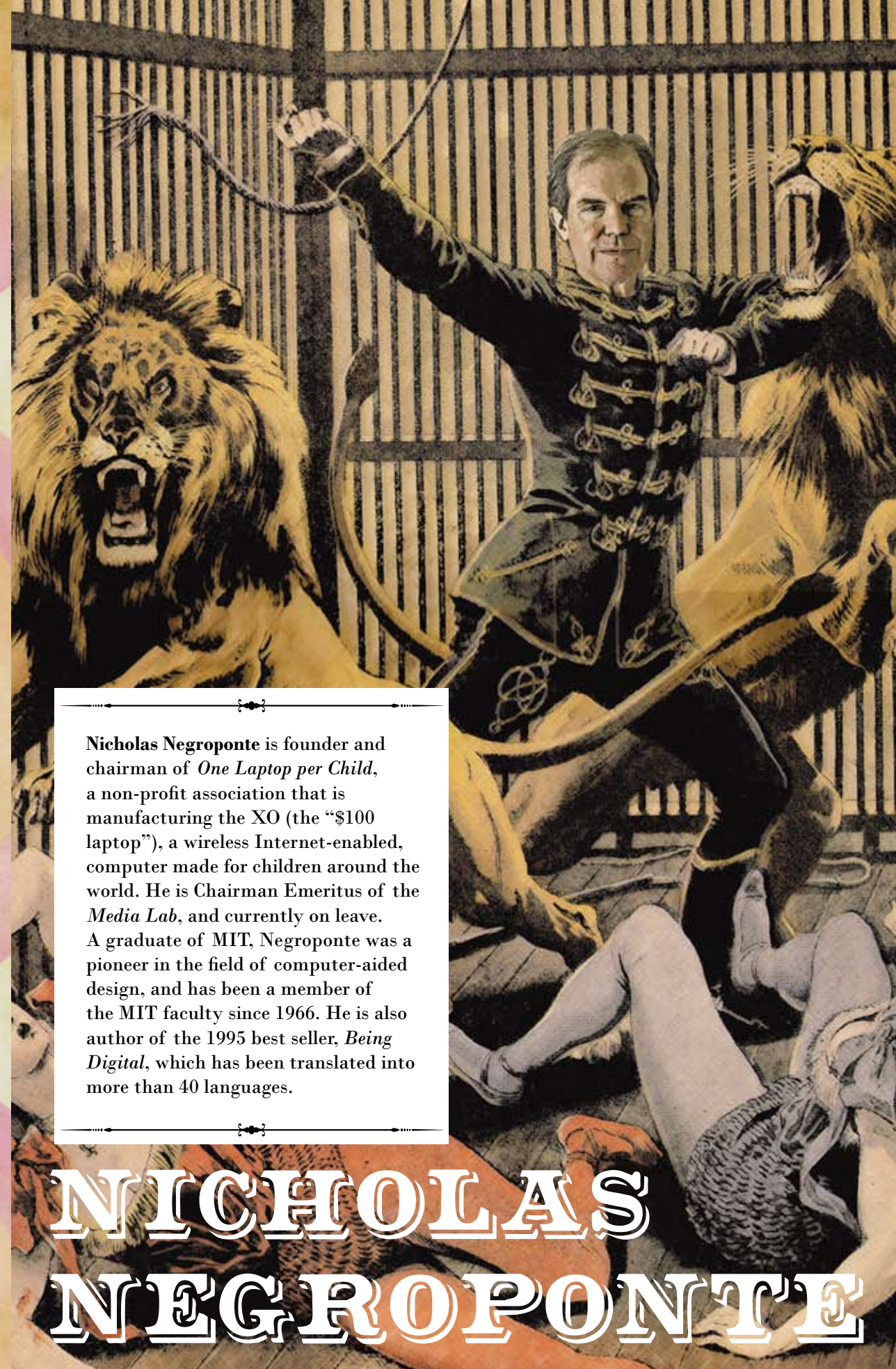
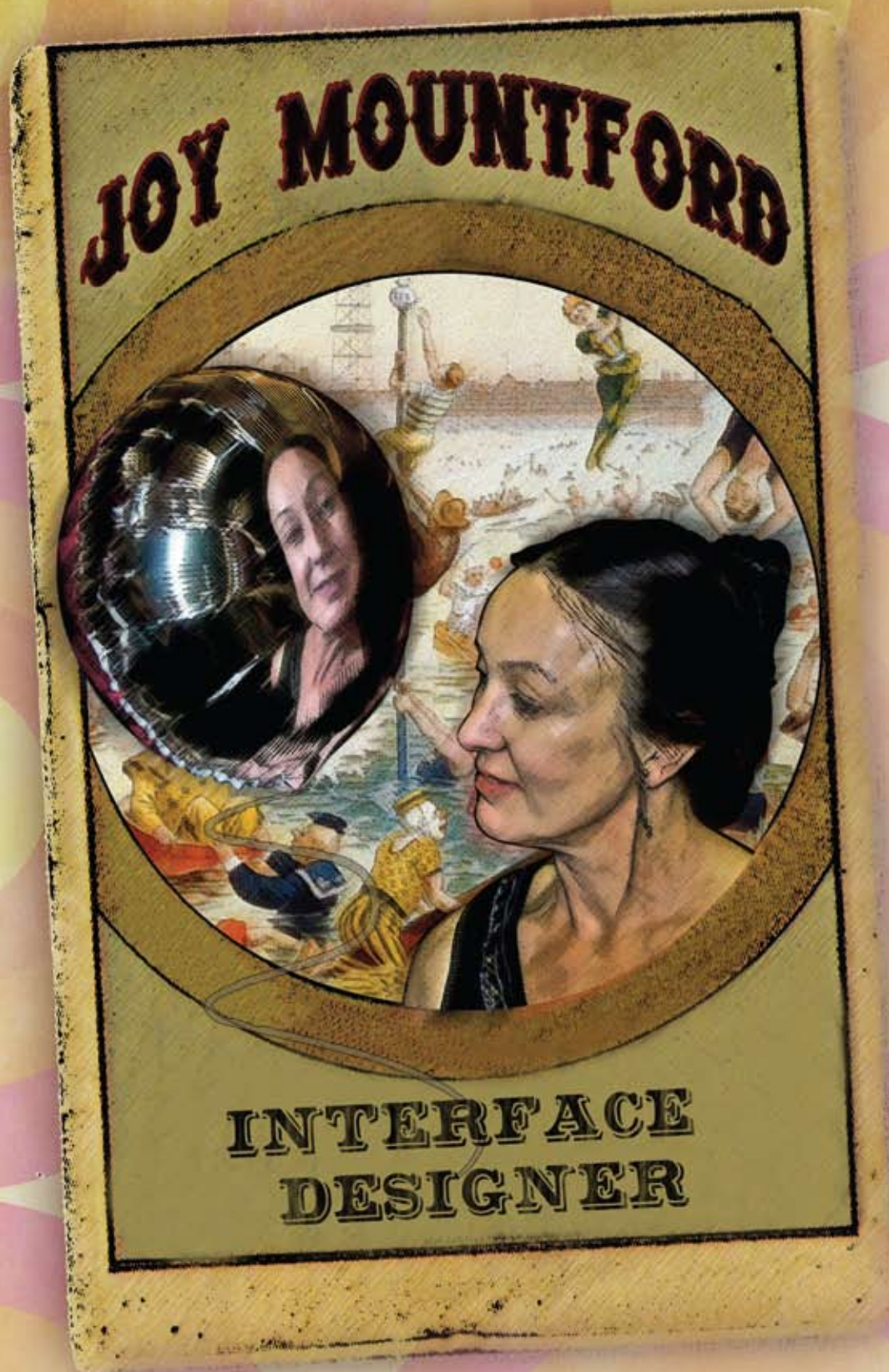
Eric Mead is one of the most original variety artists working today. He has appeared in numerous films and television shows — notably in his turn telling the world's dirtiest joke with a deck of cards in *The Aristocrats*. In addition to taking his solo performances around the world, Eric is highly regarded as a consultant and collaborator in his field, and has written a number of critically acclaimed books on conjuring.

MARK MOFFETT

Ecologist, Adventurer,
Writer, & Photographer

A detailed illustration of Mark Moffett in a zoo setting. He is in the foreground, wearing a blue long-sleeved shirt and a dark hat, looking towards the right. In the background, there are various zoo exhibits: a lion in a cage, a camel, and other animals. The scene is set in a lush, green environment with palm trees and a fence. The style is a detailed, painterly illustration.

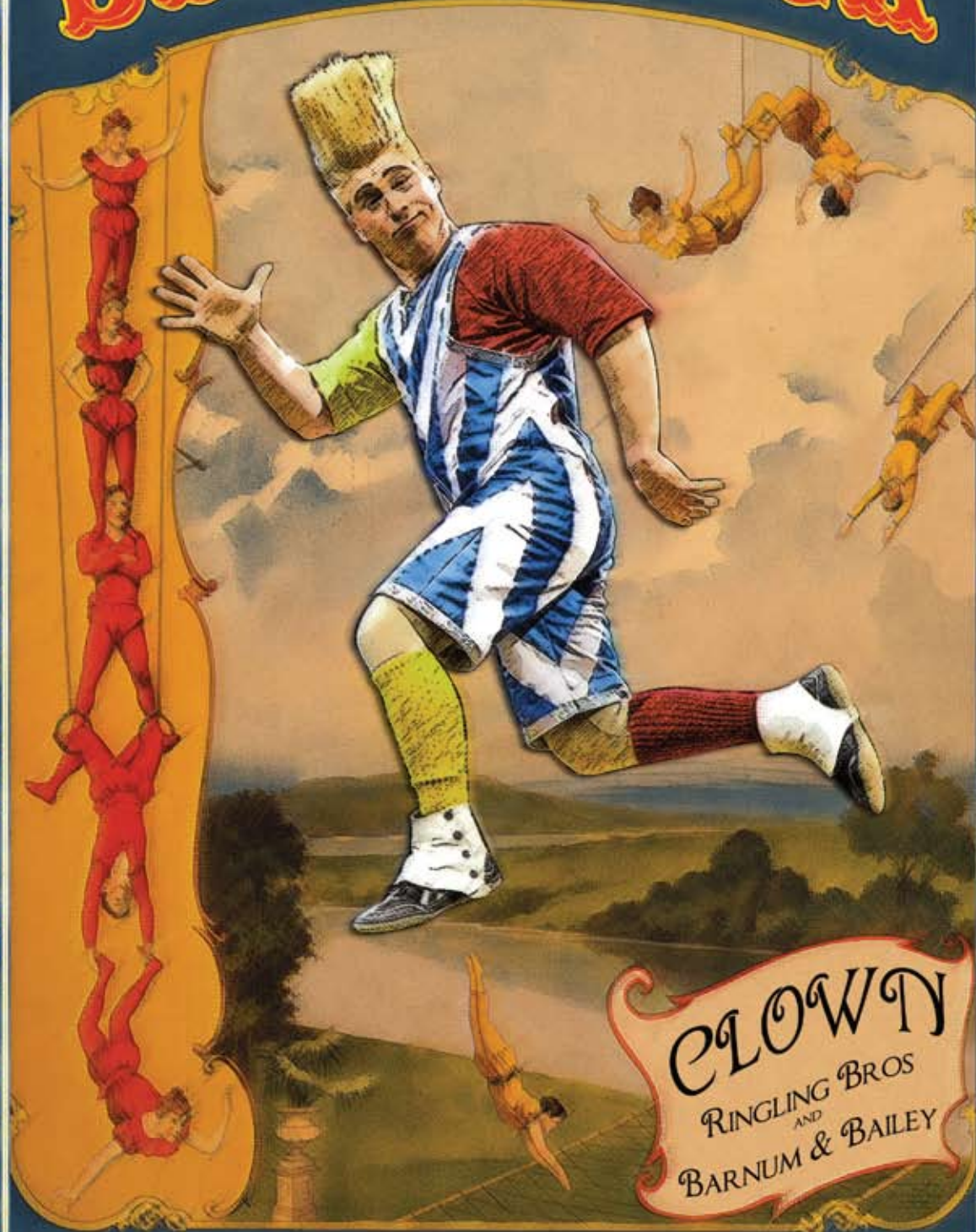
Mark is an expert at getting to wonderful, unexplored places and finding never-before-told stories. Always a biologist, he was the kid who lived in the basement with his snakes, chameleons, and turtles. He's honored to have earned a PhD under his childhood idol, Edward O. Wilson.



Nicholas Negroponte is founder and chairman of *One Laptop per Child*, a non-profit association that is manufacturing the XO (the “\$100 laptop”), a wireless Internet-enabled, computer made for children around the world. He is Chairman Emeritus of the *Media Lab*, and currently on leave. A graduate of MIT, Negroponte was a pioneer in the field of computer-aided design, and has been a member of the MIT faculty since 1966. He is also author of the 1995 best seller, *Being Digital*, which has been translated into more than 40 languages.

Joy Mountford has worked in design across many product applications; cockpits to toys to music and the internet. She has built and led many creative and innovative teams at Apple, Interval and Yahoo. Her recent work shows animations of large data sets in stunning ways that are also functional. The potential for gaining more understanding and insights from data is exciting.

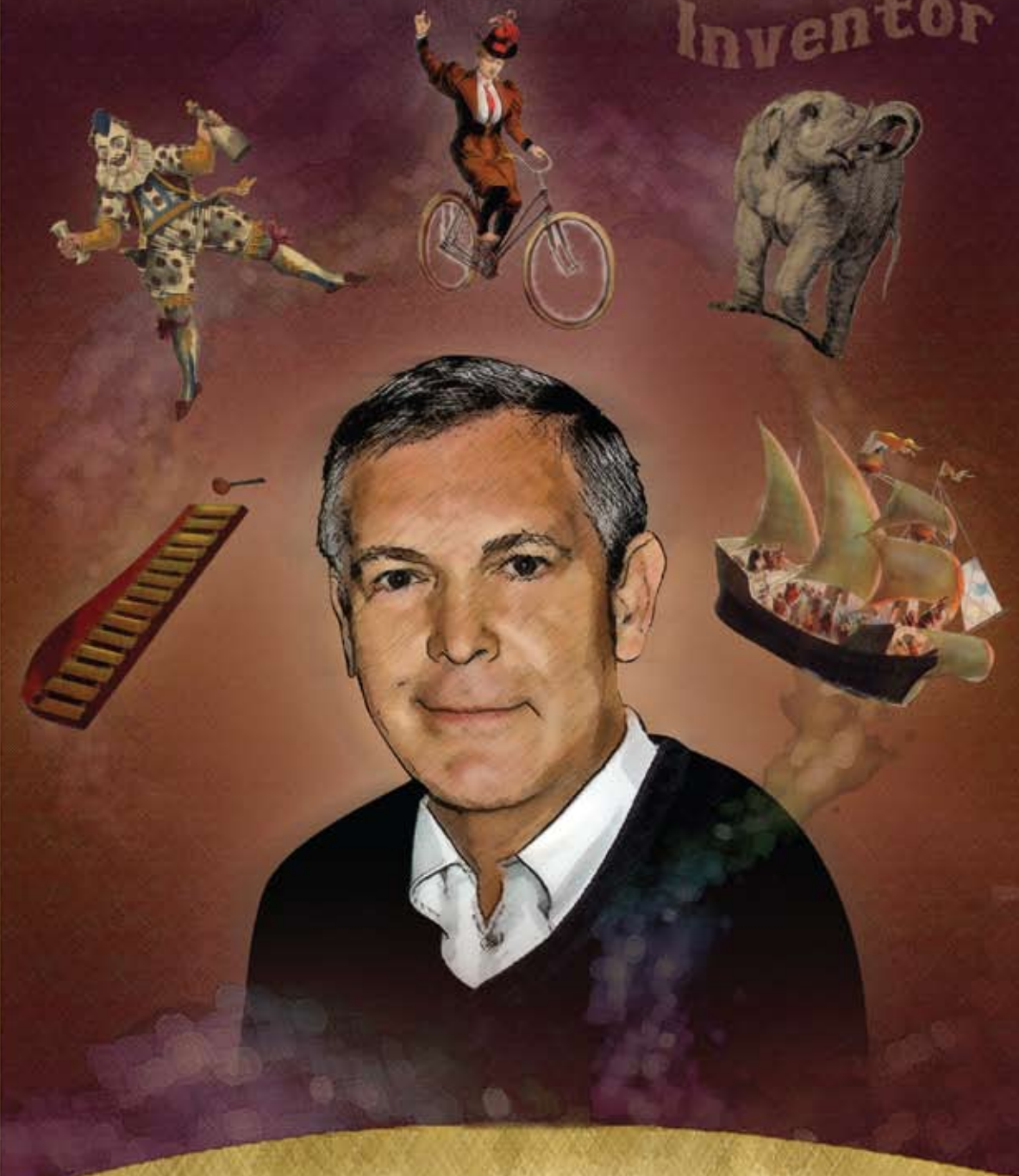
BELLO NOCK



Bello's circus roots date back to the late 1700s, when his forebears founded Circus Nock in Bern, Switzerland. For the next 200 years, the Nock family produced daredevils and acrobats. When it came his turn, Bello says his father, Eugene, was not going to force him into the circus. "He just said I should try it for 30 or 40 years." Not that he needed much of a push. "My father was my Michael Jordan," he says. "I saw him do amazing things, train his body hard. Wow!"

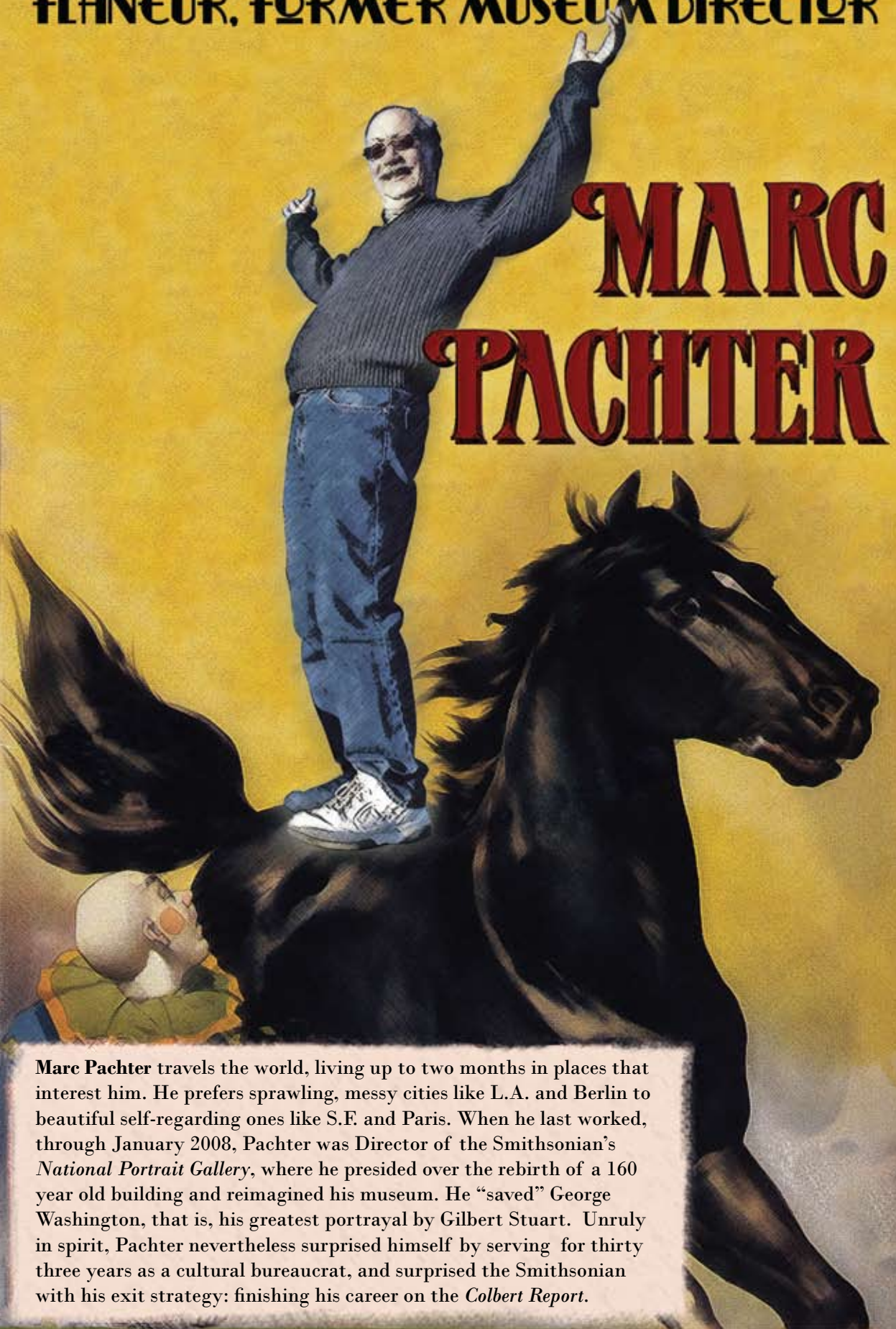
RALPH OSTERHOUT

Inventor



Known as a serial productizer of technology, **Ralph Osterhout** regularly ricochets between Advanced Military Systems, High-tech Toys, Electronic Intelligence and Consumer Products. His major customers: Department of Defense, major Toy Companies and performance-oriented product companies, worldwide. The common thread: high performance, low cost and meaningful innovation.

FLÂNEUR, FORMER MUSEUM DIRECTOR



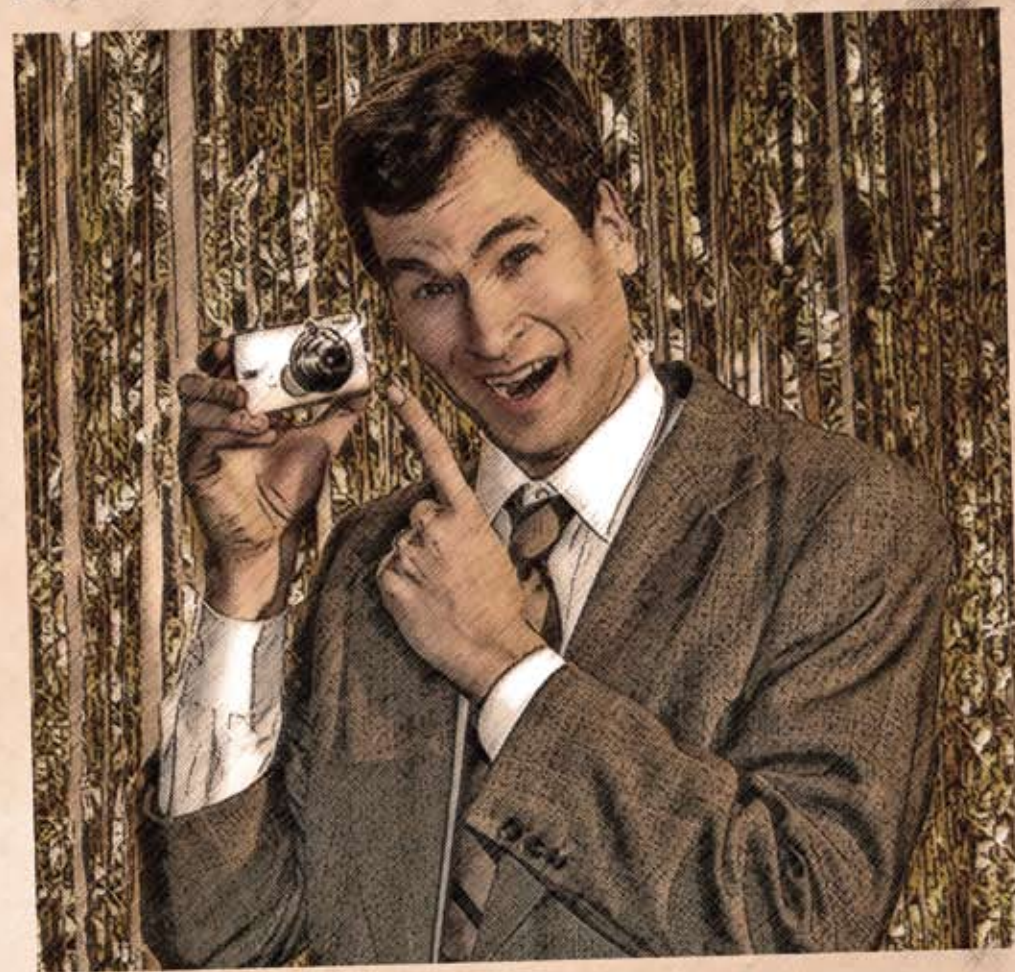
MARC PACHTER

Marc Pachter travels the world, living up to two months in places that interest him. He prefers sprawling, messy cities like L.A. and Berlin to beautiful self-regarding ones like S.F. and Paris. When he last worked, through January 2008, Pachter was Director of the Smithsonian's *National Portrait Gallery*, where he presided over the rebirth of a 160 year old building and reimagined his museum. He "saved" George Washington, that is, his greatest portrayal by Gilbert Stuart. Unruly in spirit, Pachter nevertheless surprised himself by serving for thirty three years as a cultural bureaucrat, and surprised the Smithsonian with his exit strategy: finishing his career on the *Colbert Report*.



DAVID POGUE

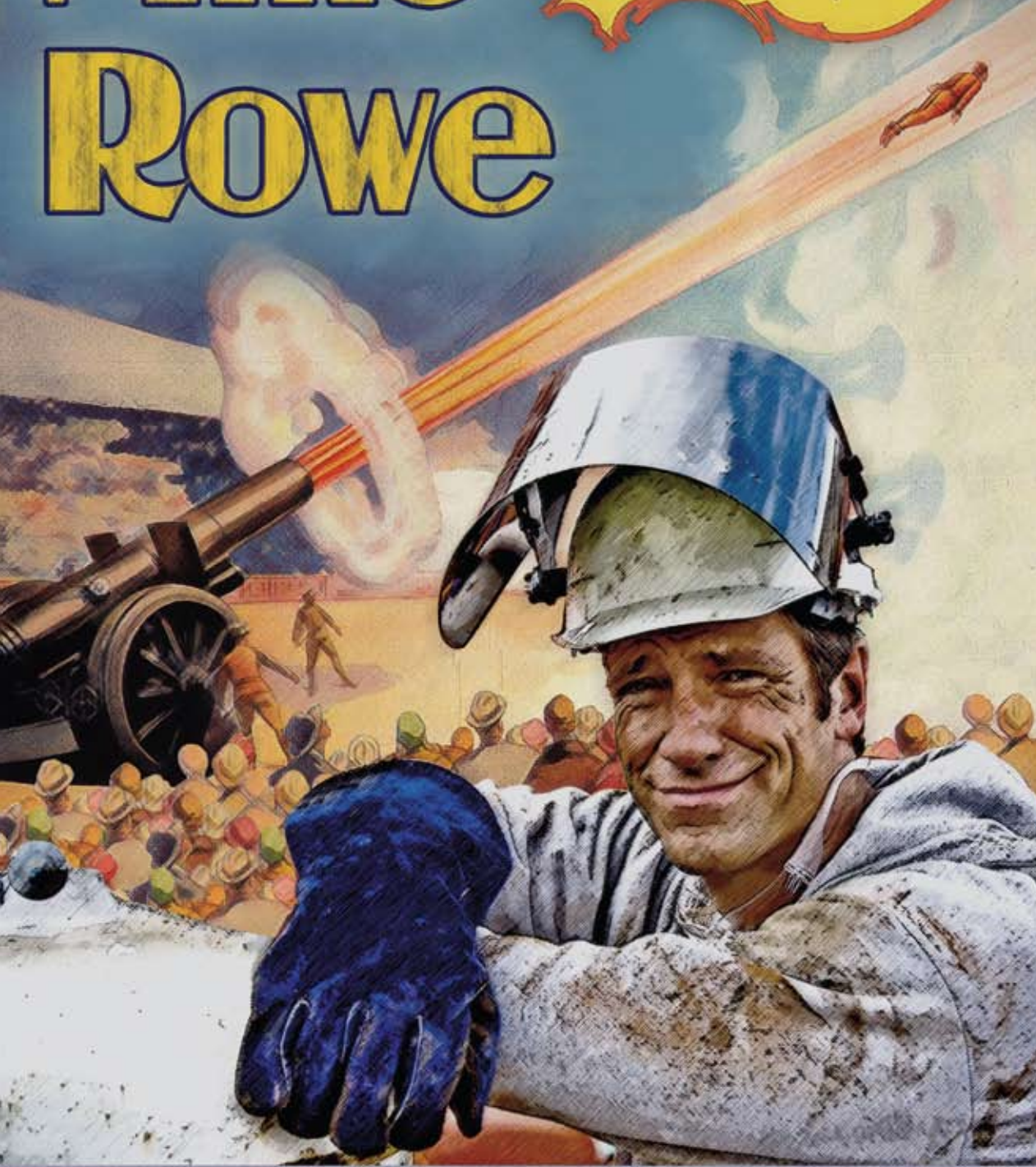
Author, Technology Commentator
NY Times techno test pilot



David Pogue is the weekly tech columnist for the New York Times, a weekly CNBC reporter, and an Emmy-winning correspondent for *CBS News Sunday Morning*. He has written or co-written seven books in the "...for Dummies" series (including Apple computers, magic, opera, and classical music); and in 1999, he launched his own series of computer how-to books, called the *Missing Manual* series, which includes over 60 titles.

Mike Rowe

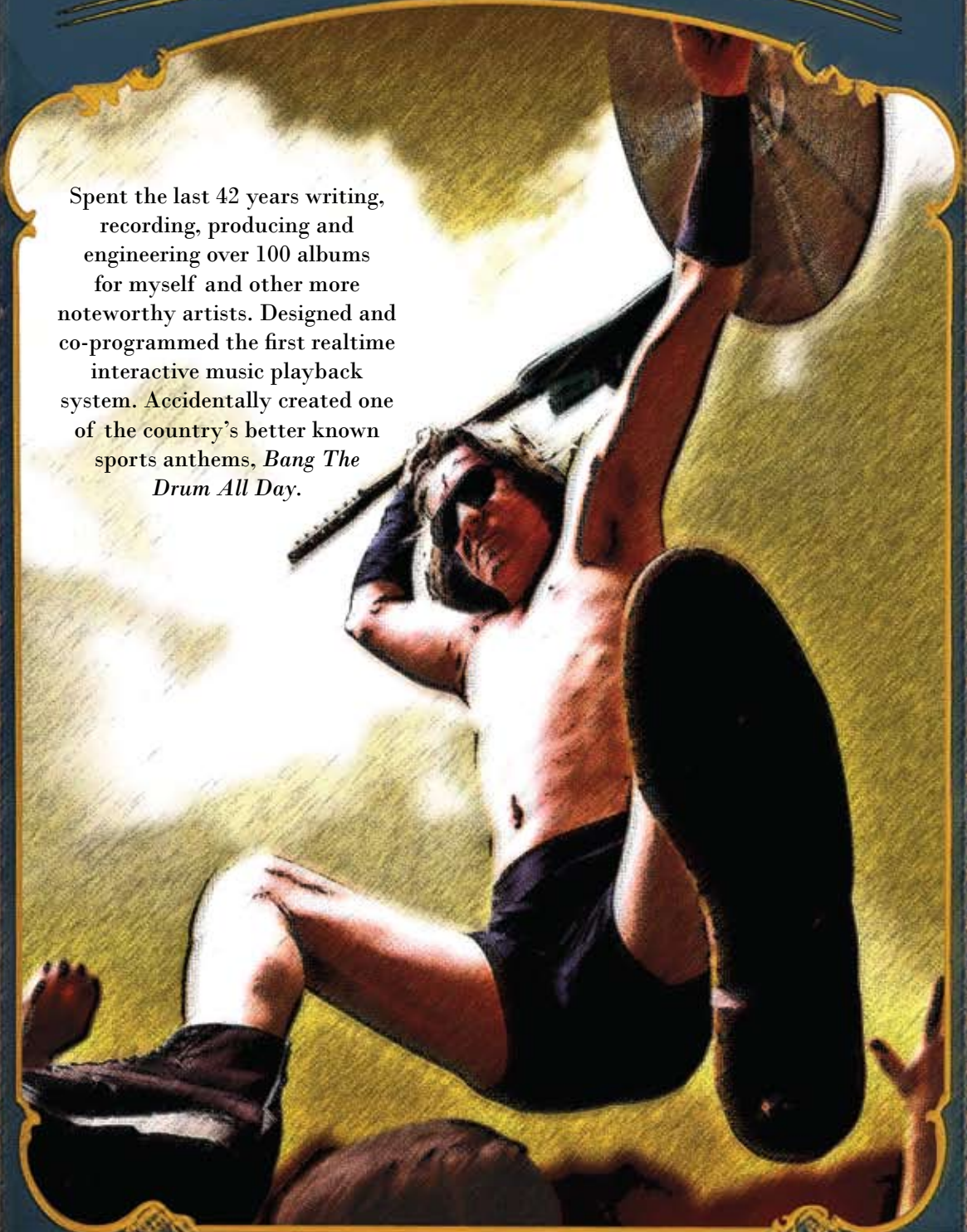
Guinea Pig,
Discovery Channel's
Dirty Jobs



Mike Rowe is the creator, executive producer, and host of Discovery Channel's Emmy-nominated series *Dirty Jobs with Mike Rowe*, and CEO of *mikeroworks, inc.* He makes his living as a full time apprentice. He has worked over 200 jobs, and appeared around the world in sewers, garbage trucks, crab boats, and dairy farms. He has artificially inseminated more barnyard animals than any other host in television history, and attributes his good fortune to a unique blend of happenstance, serendipity, and questionable judgment.

TODD RUNDGREN

Spent the last 42 years writing, recording, producing and engineering over 100 albums for myself and other more noteworthy artists. Designed and co-programmed the first realtime interactive music playback system. Accidentally created one of the country's better known sports anthems, *Bang The Drum All Day*.



Music Business Survivor

Adam Savage has built everything from ancient buddhas, to futuristic weapons, from spaceships to dancing vegetables, from fine art sculptures to animated chocolate — and just about anything else you can think of. In addition to co-hosting Discovery Channel's *MythBusters*, Adam also teaches advanced model making, most recently in the industrial design department at the San Francisco Academy of Art. He is also devoted to his own art; his sculptures have been in over 40 shows.

ADAM SAVAGE

Myth Busters & more

BRUCE SHAPIRO

From my earliest memories, I was always into science and knew I wanted to be a doctor at a very early age. As a "science-whiz," getting through med school was relatively easy, but only later did I realize that the day to day practice of internal medicine involves many skills, but very little science. After five years of practice, I left medicine in order to stay home with our two young children, and continue feeding a nascent passion — connecting stuff that moves to the PC.

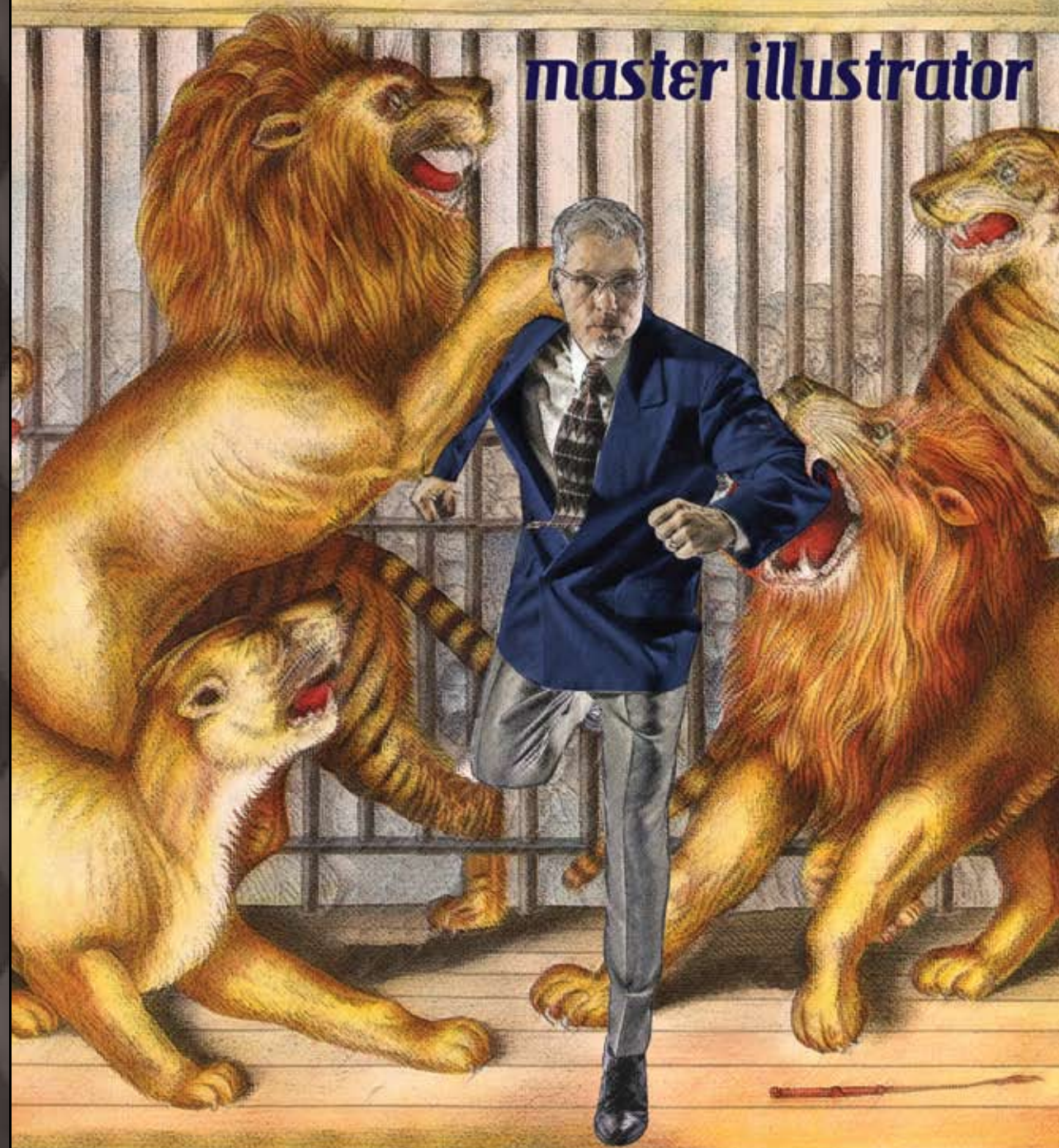
MOTION CONTROL
ARTIST & INVENTOR



Jill Sobule is a Denver-born singer, songwriter, guitarist and gypsy. Over five albums and a decade of recording, her songs have mused on topics such as the death penalty, anorexia, shoplifting, reproduction, the French resistance movement, adolescence and the Christian right. Todd Rundgren produced her first album, *Things Are Different*. Early hit songs included *I Kissed a Girl* and *Supermodel*. Jill inducted Neil Diamond into the *Songwriter's Hall of Fame*. She's performed with Neil Young, Billy Bragg and Warren Zevon and has been a political troubador for NPR stations across America. She's an American original.

MARK STUTZMAN

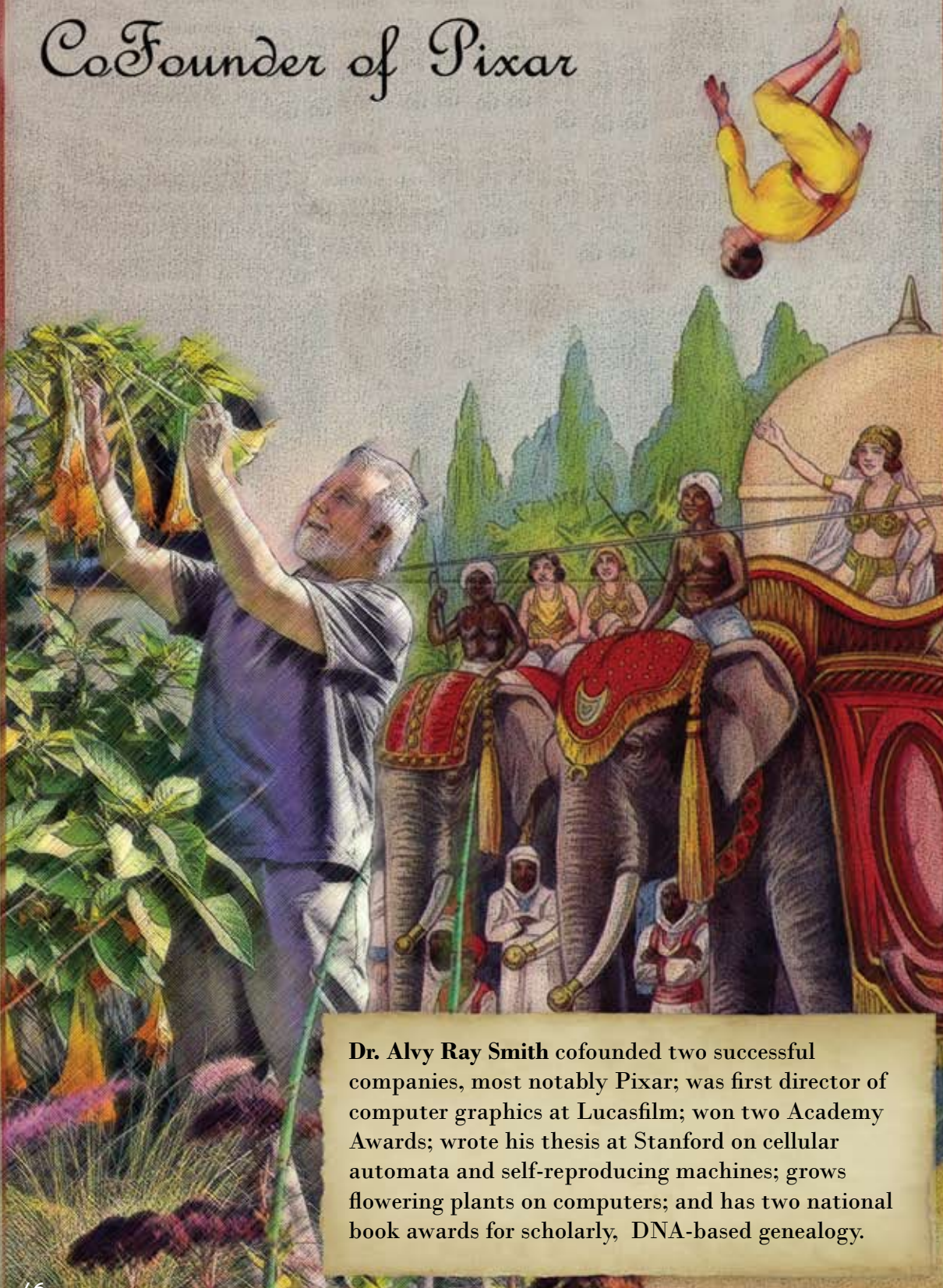
master illustrator



Famed for his USPS *Elvis* stamp, Mark Stutzman's illustrations adorn advertising, products, posters, magazines, book covers and more. His talent is seen on Broadway billboards for David Blaine, and *Young Frankenstein The Musical*. He created artwork for *Batman*, *Jurassic Park*, *Space Jam*, and recently, his fifth Steven King cover. With clients like McDonald's, DC Comics, *MAD* magazine, *The New Yorker*, and *Rolling Stone*, Stutzman shares his take on the world through his illustrations. His focus is often on pop-culture, sometimes serious or scary and sometimes humorous with a common thread being his idealized realistic style. Stutzman and his fellow illustrator and wife Laura have a studio, *Eloqui*, located in the tranquil Appalachian Mountains.

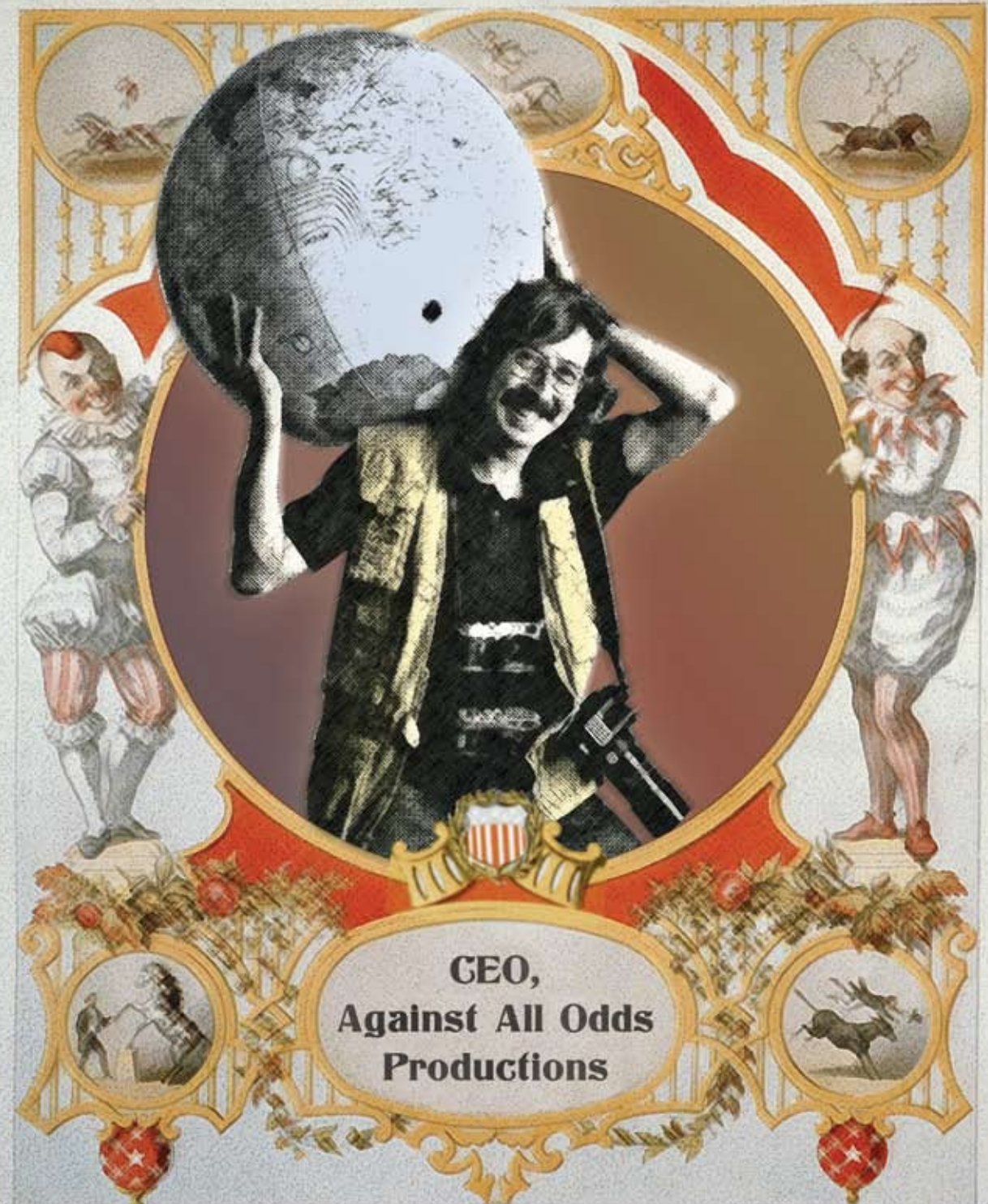
ALVY RAY SMITH

CoFounder of Pixar



Dr. Alvy Ray Smith cofounded two successful companies, most notably Pixar; was first director of computer graphics at Lucasfilm; won two Academy Awards; wrote his thesis at Stanford on cellular automata and self-reproducing machines; grows flowering plants on computers; and has two national book awards for scholarly, DNA-based genealogy.

Rick Smolan



**CEO,
Against All Odds
Productions**

Rick Smolan is a former *Time*, *Life*, and *National Geographic* photographer best known as the co-creator of the *Day in the Life* book series. He and his partner, Jennifer Erwit, are the principals of Against All Odds Productions, based in Sausalito, California. *Fortune* magazine describes Against All Odds as "One of the 25 Coolest Companies in America." Their global photography projects combine creative storytelling with state-of-the-art technology. Their latest books are *America at Home* and *UK at Home*.

JAMY IAN SWISS

**MAGICIAN
& MENTALIST
& SLEIGHT OF HAND MASTER**

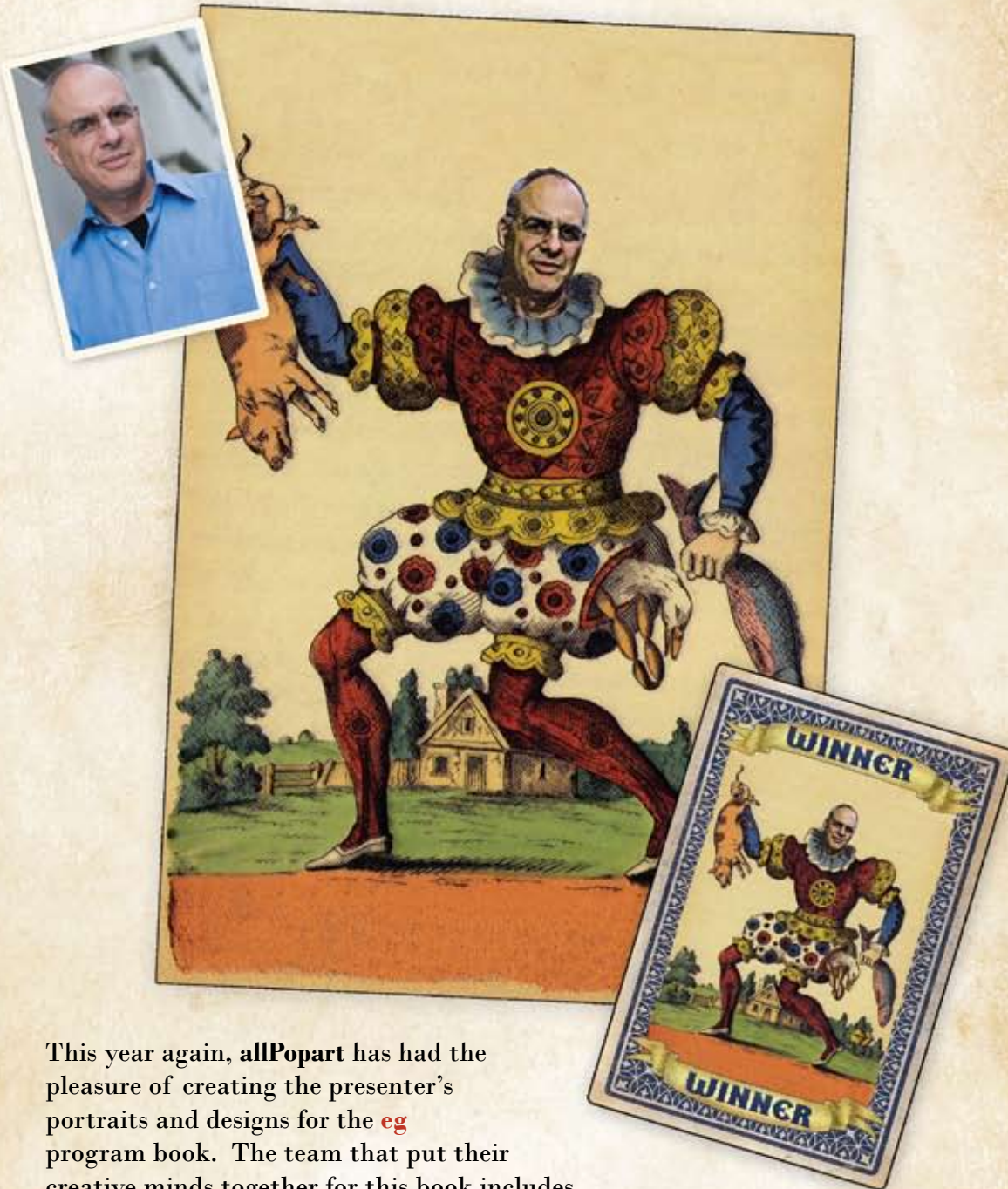
According to post-modern magic stars Penn and Teller, Jamy Ian Swiss “makes one understand what a terrifying art form pure sleight of hand can be.” He has performed internationally for presenters ranging from Fortune 500 companies to the *Smithsonian Institution*. His television appearances include *CBS 48 Hours*, the PBS documentary *The Art of Magic*, PBS *Nova*, Comedy Central, and repeat appearances on *The Today Show*. He is the author of *Shattering Illusions*, a collection of essays; *The Art of Magic*, the companion book to the PBS documentary; and collaborated with Edward Tufte on “Explaining Magic” in the book, *Visual Explanations*. In a recent profile in *The New Yorker*, Adam Gopnik writes, “Swiss is thought to have one of the most masterly sleight-of-hand techniques in the world today... like seeing Yo-Yo Ma.”

RICHARD WURMAN

Wurman published his first book in 1962 at age 26, and thereby found the motive passion of his life: making information understandable. Trained as an architect and mentored under Louis Kahn, he has produced 81 books and 21 conferences including TED, and EG — which he created to return to the elements of what makes a conference truly great. Richard is married to novelist and lyricist Gloria Nagy. They live in Newport, Rhode Island in a mansion worthy of Jay Gatsby. His current passion: www.192021.org

IMPRESARIO

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This year again, **allPopart** has had the pleasure of creating the presenter's portraits and designs for the **eg** program book. The team that put their creative minds together for this book includes award-winning artists and directors: **Lital Asher, Michael Cooper, Assi Glikstein, María Márquez, Shouin Nelson** and **Ana Sanchez**. The circus concept was presented by the team at **eg** and allPopart fused the modern photographs with vintage circus posters and images from the early 19th and 20th centuries.

allPopart is an illustration and creative studio based in Hollywood, Florida. We create original digital illustrations and custom portraits for individual consumers as well as businesses. The company's work has been featured in Oprah's *Holiday Gift Guide* in *O! Magazine*, as well as in *Elle Decor*, *Metropolitan Home*, *the Today Show*, *Domino*, *Better Homes & Gardens* and more.

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