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Mark Anderson

03/11/09

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Marc Canter

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Adam Greenfield

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GK VanPatter

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Robert Jacobson

17/11/09

# MEDEA

COLLABORATIVE MEDIA INITIATIVE

## Presents:

Media transformation - Malmö transformation

## Five Talks by World-Class Authorities on Innovation, Media, and Transformation

Over the next two weeks, from November 3 through November 17, MEDEA, Malmö University's new initiative for collaborative media will feature five of the world's authorities speaking on how innovation, media and technology will transform Malmö and other modern cities forever. This is a rare opportunity to hear all five speakers or one or two of personal interest.

All lectures are for free and followed by Q&A and conversation. Limited availability.

Sign up for one or several seminars at [medea@mah.se](mailto:medea@mah.se).  
Follow us on Face Book; Medea Malmö

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**Knowledge Foundation** ><



**Mark Anderson**  
**Tuesday, November 3,**  
**16:00-18:00 at old K3**  
(Beijerskajen 8)

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## Global Technology and Economic Trends That Will Impact Malmö's Entrepreneurs

MARK ANDERSON is the CEO of the Strategic News Service® newsletter read by Bill Gates, Michael Dell, Mark Hurd, and industry leaders and investors in computing and communications worldwide; and founding chair of the annual Future in Review® (FiRe) Conference that The Economist calls "the best technology conference in the world." He is the author of columns for Fortune and Business Week magazines and regularly appears on CNN-TV, CNBC, US National Public Radio, "Wall Street Review," and in the Wall Street Journal, Financial Times, and the New York Times.

<http://www.tapsns.com> and <http://futureinreview.com>

**Moderator:** Christine Isakson, Ph.D.Fellow, Copenhagen Business School

**Marc Canter**  
**Friday, November 6,**  
**15:00-17:00 at KONG**  
(Nordenskiöldsgatan 19)

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## How to Build a Digital City

MARC CANTER is CEO of Broadband Mechanics, which produces People Aggregator, a social networking tool. He's a trained opera singer, father of five, change agent, and a 25+ year software veteran. At one point he was called "the father of multimedia." Previously, he was a founder of the company that became Macromedia. His blog, Marc's Voice, frequently critiques other Internet luminaries and competitors. Now he teaches at Case Western Reserve University and is working on a project called "The Digital City." He considers himself "a citizen of the world." <http://marc.blogs.it>

**Moderator:** Ingrid Elam, deputy vice chancellor, Malmö University

**Adam Greenfield**  
**Tuesday, November 10,**  
**16:00-18:00 at MINC**  
(Anckargripsgatan 3)

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## Elements of a Networked Urbanism

ADAM GREENFIELD lives in a city, and thinks you probably do, too. Over the past several years, he says, we've watched as a very wide variety of objects and surfaces familiar from everyday life have been reimagined as networked information-gathering, -processing, -storage, and -display resources. Why should cities be any different? Adam is currently Nokia's Head of Design Direction for Service and User-Interface Design and teaches at New York University's Interactive Telecommunications Design Program. <http://speedbird.wordpress.com>

**Moderator:** Kathrine Winkelhorn, Lecturer K3, Malmö University

**GK VanPatter**  
**Thursday, November 12,**  
**16:00-18:00 at old K3**  
(Beijerskajen 8)

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## SenseMaking for ChangeMaking

GK VANPATTER is a well-known commentator on design and "design thinking." His NextD series of monologues and interviews set the standard for discourse on design. Humantific, a firm he co-founded and directs, was featured in Time magazine as a design-thinking opinion leader. Garry currently moderates the Transforming Transformation newsgroup on Google, one of the most erudite forums for theoreticians and practitioners of cutting-edge transformation design and innovation.

<http://www.humantific.com>

**Moderator:** TBA

**Robert Jacobson**  
**Tuesday, November 17,**  
**16:00-18:00 at MINC**  
(Anckargripsgatan 3)

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## National Innovation Leadership and National and Local Cultural Styles

ROBERT JACOBSON is the first Entrepreneur in Residence at MEDEA. He's the Principal of Bluefire Consulting in Tucson, Arizona, and a Senior Innovation Management Consultant and Futurist with Gemba Innovation A/S, Vedbæk, Denmark. Bob began his northern adventures as a Fulbright Scholar studying the impact of then-new cellular telephony on transborder communities in the Nordic Arctic Circle. He's been a senior telecom policy advisor with the California Legislature, a high-techstartup CEO in Silicon Valley, and edited Information Design (MIT Press 2000). His current focus is design for experience.

<http://facebook.com/bobjacobson>

**Moderator:** TBA