



## Lift15, Leading European Conference on Innovation Presents 10th Anniversary Program

Celebrating its 10th edition from Wednesday 4 to 6 February 2015, **Lift** is excited to present a rich three-day schedule composed of high-quality **speakers** and an extensive **open program** of masterclasses, workshop and debates. This year's edition presents a new format with a super-rich program of rather intimate and exclusive break-outs allowing more interaction and direct contacts with the speakers. The ever-expanding community of participants is composed of 1,000+ prominent designers, technologists, artists, strategists and CEOs debating the latest technology innovations and how they are impacting our future

### 20+ World-Renown Speakers

- **Renaud Visage**, founding technical architect of Eventbrite, the leading self service-ticketing platform highlights the importance of internationalization for European startups.
- Security and encryption: a hot topic treated by **Frederic Jacobs**, whose team has developed the open source encryption algorithm recommended by Snowden. Frederic is working with WhatsApp to implement this encryption system as the largest end-to-end encryption rollout in history.
- **Lisa Ma** talks about the future of activism and how she uses communities, ethnography and design in projects to open dialogues on the clashes of values.
- **Xavier Damman**, co-founder of Storify, the leading social media curation platform used by top publishers, brands and organizations around the world (CNN, New York Times, The White House, The United Nations) shares his story as a European entrepreneur successfully established in the Silicon Valley.
- **Simon Lynen**, from the Swiss Federal Institute of Technology in Zurich (ETHZ), discusses his experience in working with Google to help phones and robots see the world in 3D.
- **Max Rheiner** is an interactive designer and maker of the flight simulator "Birdly", one of the most spectacular Oculus Rift applications currently around.
- **Régine Debatty**, pioneer blogger on **We Make Money Not Art** since 2004, addresses how artists tackle the relationship between the biological and the digital, and how their projects offer a smart way to explore the consequences of technologies.

**Further speakers** from organizations such as the prestigious MIT media lab, UK's Government Digital Service or the European Space Agency ensure strikingly inspirational talks.

### Highly Diverse Open Program (30+ interactive workshops and masterclasses)

**Lift's** open program offers a large panel of hands-on experience fitting all attendees need.

- **Benoit Pereira da Silva**, a movement activist who works while walking through french national parks, presents his nomadic desk and experimental propositions during the **Movement/Walking Workshop**.
- **OpenCorporates**, the world's largest open database gathering public and private companies data, demonstrates the extraordinary potential of **Mapping The Most Powerful Companies In The World With Open Data** and invites participants to further engage with the project.
- New science and technology appeal to many, yet only scientists and engineers seem to be part of the fun of discovering and inventing. **Crowdfunding Science**, a workshop with **Martin Vetterli**, president of the Swiss National Science Foundation, to show how science can be made available to all through a popular way of launching initiatives that would never have been funded traditionally.

- [Douglas Arellanes](#) gives an interactive workshop on how to [verify citizen media reports](#) using the open-source Citizen Desk software he developed with the Czech NGO Sourcefabric.
- [Makers movement: leveraging China's Open Innovation Ecosystem](#) presented by swissnex China brings together David Li, Founder of Shanghai's first hackerspace and Sophia Lin, an advocate for crossover collaborations between Art and Technology to discuss the strategies adopted to go from ideation to market in a faster-than-ever motion.
- [The Future of Learning](#) masterclass, gathering leading experts shaping the educational landscape provides a "tour d'horizon", examining the evolution of current models, and exploring the technologies that have the power to change the way people learn. [Maximilian Janisch](#), an 11-year-old student at the University of Zurich and mathematics lecturer at Diplomero provides interesting input from both sides.
- [Data Canvas: Sense Your City - Urban Superpowers Through DIY Environmental Sensing and Creative Coding](#). The 2nd edition of the online data visualization competition in collaboration with swissnex and Gray Area invites hackers, shakers and makers to visualize and analyze data streamed from 100 sensors worldwide. Official launch on February 6th at Lift15.

## Promising Startups From Switzerland and Emerging Countries

The renown [Alp ICT Venture Night](#) in partnership with [Alp ICT](#), [CTI](#), [SGE](#) and the [Service de la promotion économique de Genève](#) rewards the most promising swiss startup among eight finalists on Thursday 5 February. This year's edition puts women entrepreneur in the spotlight with a dedicated prize.

This year the [Seedstars World Final](#) rewarding the best startups from emerging markets is entirely part of the Lift15 program. In addition, Seedstars World also hosts several masterclasses during the three days including one on [The Female Touch, How Women Entrepreneurs Are Coming Out On Top](#) where Lifters get to sit down with regional women winners shaking up the international startup scene.

## Lift To Space

The European Space Agency (ESA) joins **Lift** in full force with a large number of their top researchers, space analysts and project leaders, offering exciting workshops to imagine the future with satellite technology. Additional information are available on our [dedicated press release](#).

## Be Connected With Lift15 App

**Lift** has always put forward fun and informal networking opportunities and favored connections among Lifters. To celebrate this first decade, we launched our new [Lift15 app](#) which allows registered participants to connect with one another, browse the schedule, bookmark talks and workshops they wish to attend and also share their #Lift15 pictures with the community.

Do not forget to request your press pass at <http://liftconference.com/content/press-pass-lift> or to [register on our website](#) if you already received your press pass confirmation!

Conference schedule: <http://liftconference.com/lift15/schedule>  
 media materials: <http://liftconference.com/about/press/kit>

### Practical info:

Venue: Centre International de Conférences Genève (CICG), 17 rue de  
 Varembe, Geneva

Tickets: Available at [www.liftconference.com/lift15/tickets](http://www.liftconference.com/lift15/tickets)

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