

Program Lift13

Wednesday 06 February



The whole conference takes place at the Geneva International Conference Center (CICG). All talks are given in English unless specified, and a French translation is provided.

9:00
RÖSTIGRABEN EXPRESS

12:30
DOORS OPENING
Welcome to Lift13!

13:00
1ST TIME LIFTER SESSION
Are you attending Lift for the first time? Join us for a short presentation of the event, and you will find out how to maximize your presence during these three days.

14:00
DEMOCRACY IN DISTRESS – RE-ENGINEERING PARTICIPATION
How can democracy survive and develop in an age of global networks and ongoing acceleration?
* Sami Kanaan City of Geneva Counselor
* Maximilian Stern Political Scientist and Managing Director of foraus
* Micah Daigle Founder, Collective Agency
* Gudrun Pétursdóttir Director, Institute for Sustainability and Interdisciplinary Studies University of Iceland
* Jake Levitas Research Director, Gray Area Foundation for the Arts
* Luc Meier Under One Roof project leader, EPFL

KIDS WORKSHOP
Kids Minecraft Masterclass by 9 year old Ethan and 11 year old Chris - Room 13, level 2

15:45
BREAK

16:45
MOBILE STORIES
Discover the creative potential of mobile phones and how artists and designers repurpose them in original ways.
Presented by Pro Helvetia

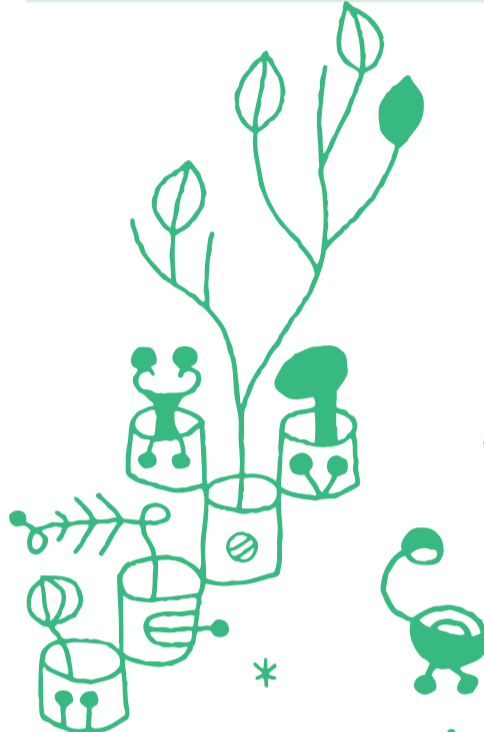
* Geoffrey Dorne CEO, Geoffrey Dorne Sarl
* Christopher Kirkley Musicologist and creator of Sahelsounds
* Mark Sorrell Development Director at Hide&Seek

18:45
TRANSFER TO THE FONDUE
Group transfer to the Pitoëff auditorium
52 rue de Carouge 1205 Geneva

19:00
FONDUE!

BREAK ACTIVITIES

- HEAD exhibition «Body Double»
- Startup Lounge powered by Swisscom
- Talking points in the Lift Experience
- **Thursday only:** Surprise stilt-artist performance
- **Friday only:** an interactive musical performance by composer Gregorio Zanon (4 sessions of 20 minutes) in the Zen Lounge
- Massage in the Zen Lounge



Thursday 07 February

08:15
DOORS OPENING

09:00
RESILIENCE AND RESISTANCE
What methods and mindsets help us embrace our present realm of VUCA - Volatility, Uncertainty, Complexity, Ambiguity?

* Venkatesh Rao Author and Blogger Forbes, Information Week
* Noah Raford Co-Founder and CEO of Futurescaper, Crowd-sourcing Expert
* Konstantina Zoehrer Social Innovation Activist, Entrepreneurial mind and Initiator of Startup Live Athens

WORKSHOPS
Social Media: Facts, Myths and Best Practices (Room 13, level 2)
* Michel Jaccard Founder of id est avocats
* Sylvain Métille Associate at id est avocats
@LuxuryLab2025: Friction, Future & Luxury (Room 14, level 2)
* Christopher H. Cordey CXO Futuratinow
* Jan Van Mol CEO Addictlab
1up: the gamified innovation system (Room 20, level 3)
* Jonas Bärtsch Strategic Product Development
* Niklaus Moor Head of Swisscom Labs at Swisscom
* Roger Kirby Innovator, Swisscom

Mobile Web Watch 2012: Current trends of Mobile Internet usage in Germany, Austria, Switzerland (Room 11, level 2)
* Nikolaus Mohr Managing Director at Accenture

10:30
BREAK & SPEED-DATING
Speed-dating session in collaboration with the W.I.R.E. (Level 2, above the restaurant)

11:30
THE AGILE ENTERPRISE: RETHINKING WHAT IT MEANS TO MANAGE
Businesses small and large encounter environments that change fast and that change profoundly.

* Dave Gray Author and management consultant
* Abhijit Bhaduri Chief Learning Officer, Wipro Ltd
* Daniel Freitag Co-founder and Creative Director FREITAG

WORKSHOPS
Unpleasant Design XXX (Room 11, level 2)
* Gordan Savicic CEO at www.yugo.at
* Selena Savi Architect, artist and researcher, EPFL
Think with your hands - Prototyping with a twist (Room 5, level 3)
* Claudia Nicolai General Program Manager of the School of Design Thinking, Hasso-Plattner-Institute
* Doerte 'Dotfi' Toellner Co-founder and managing director of Point-Blank International

Urban bricolage: reinventing our cities (Room 6, level 3)
* Emile Hooge Consultant at Nova7
* Nicolas Nova Principal at Near Future Laboratory and Professor at HEAD Geneva
Payments 101: Commerce in the Digital Economy (Room 23, level 0)
* Iason Nikolakis Analyst at Anthemis
* Michael Rolph Director at Anthemis
* Samantha Ghiotti Director and Founder at Anthemis Edge

12:45
LUNCH
Let's eat!

14:30
INNOVATION DRIVERS: XXX
In the true Lift spirit of cross-pollination, what can we learn from the strongest creative industry nobody talks about: adult entertainment.

Kate Darling IP Research Specialist MIT Media Lab
Garion Hall CEO of abbywinters.com
Heather Kelley Game Designer and Founder PerfectPlum

WORKSHOPS
Designing future services
* Pedro Custódio Founder and Partner, Experience Designers GbR
Workshops that rock
* Anita Eichholzer Specialist for Research and Design Methods, Stimmt AG
* Glenn Oberholzer Founding partner of Stimmt AG
Entrepreneurs and investors: is love possible?
* Manuel Bianchi della Porta Managing Partner, BCCC Attorneys-at-Law LLC
* Thomas Goossens Partner at BCCC Attorneys-at-Law LLC

15:45
BREAK & SPEED-DATING
Speed-dating session in collaboration with the W.I.R.E. (Level 2 above the restaurant)

16:45
VENTURE NIGHT
Discover the most disruptive start-ups of Switzerland in a revamped format. You will choose who makes it to the final round!

18:45
DRINKS!
Let's end the day in style around a glass of wine.

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Friday 08 February

08:15
DOORS OPENING

09:00
WORKSHOPS
A 'Facebook for Things' - making products smart, simple and social (Room 14, level 2)
* Vlad Trifa Co-founder and chief product officer of EVERYTHING
How Can We Use Digital Tools to Reduce Urban Household Energy Usage? (Room 11, level 2)
* Benjamin Wiederkehr Founding partner and managing director of Interactive Things
* Christoph Schmid Interaction Designer at Interactive Things
* Jeremy Stucki Founding Partner of Interactive Things

The Postmodern Kamikaze (Ask at info desk)
* David Calvo Author, Game Designer
* Nicolas Nova Principal at Near Future Laboratory and Professor at HEAD Geneva

Experience the agile flow (Room 6, level 3)
* Andreas Amsler Business Developer, Liip
* Gerhard Schrey Founder, Liip
* Jonas Vonlanthen Member of the management team, Liip

What makes your daily work fun and creative? (Room 7, level 2)
* Valérie Bauwens Founder of Human Centricity sarl

Social Usability: the foundation of pragmatic social experience design (Room 13, level 2)
* Davide Casali Head of Design at Dachis Group
* Gianandrea Giacomini UX Researcher, Designer and Strategist at Design Group Italia

Identify and map distance in order to manage it (Room 8, level 2)
* Peeters Birgit Founder of Aquincum

Future of Money: The Crowd (Room 5, level 3)
* Rajiv Srivastava Co-founder & CEO of Majamba Company

Harming and Protecting Robots: Can we, should we? (Private Lounge area behind conference room, level 2)
* Kate Darling IP Research Specialist MIT Media Lab

Gamification: why badge collection is not enough and what to do instead (Room 12, level 2)
* Stéphanie Mader Game Designer and Researcher, CEDRIC / CNAM

How to become a dizmoi (Room 19, level 3)
* Mathias Aebi CEO, futureLAB
* Michel Zai Head of Design dizmode

10:30
BREAK
In the Zen lounge: An Interactive Music performance by Gregorio Zanon

11:00
WORKSHOPS
Urban data challenge (Room 23, level 0)
* Jake Levitas Research Director, Gray Area Foundation for the Arts
* Luc Meier Under One Roof project leader, EPFL

11:30
NOISE AND SPEED: LOOSE BRAKES AND FAILING FILTERS
Mails, tweets, sounds, images, we are experiencing an age of content explosion and a crisis of relevance. How can we cope without shutting our eyes and ears and inboxes?

* Ataru Tanaka Professor of Media Computing at Goldsmiths and CTO of Clicmobile
* Justin Pickard Writer & Futurist at Superflux
* Sebastian Dieguez Researcher in cognitive neuroscience, University of Fribourg

12:45
LUNCH
Let's eat!

14:15
REINVENTING THE CRAFTS: THE FUTURE OF JOB TRADITIONS
In our post-industrial setting new forms of work are spreading fast, bringing together traditional values with new technologies and old skills with contemporary aesthetics.

* Caroline Drucker Country Manager at Etsy Germany
* Massimo Banzi Co-founder, Arduino
* Oliver Reichenstein Founder and CEO Information Architects

15:45
BREAK
Informal chatting, Lift Experience...last chance to network before the party! :)
In the Zen lounge: An Interactive Music performance by Gregorio Zanon

16:45
FROM FICTION TO DESIGN, FROM DESIGN TO FICTION
The mutual relationship between science-fiction culture and technological research and design.

* Bruce Sterling Science-fiction author
* Anthony Dunne Professor and Head of the Design Interactions programme at the Royal College of Art
* Rachel Armstrong Senior Lecturer, University of Greenwich and co-director of AVATAR

17:15
WRAP-UP & END OF CONFERENCE

21:00
PARTY
At Palais Mascotte, rue de Berne 43, 1201 Geneva
Let's dance!

