

**TED<sup>x</sup>Zurich**  
x = independently organized TED event

# Re-imagining Everything

November 6, 2015  
SRF Studios Zurich  
[TEDxZurich.com](http://TEDxZurich.com)



## Welcome

Dear Attendees and Friends of TEDxZurich,

The organizing team and the TEDxZurich association cordially welcome you to this sixth edition of TEDxZurich. Again, we have spent many months putting together a program that is meant to inspire, spark your interest, and provide you with an “intellectual vacation day” full of Ideas Worth Spreading.

Re-imagining Everything is our theme this year. Our speakers will introduce you to the ways they have re-imagined the world around them - from re-inventing furniture, to changing how we envision plants. We hope these topics inspire you to view things from a new perspective as well.

So let your curiosity take over and allow the speakers and musical acts of today take you into their world. And above all – enjoy! Enjoy the food for thought, enjoy the literal food, and enjoy conversations with the other attendees. To enable this, we have extended the networking breaks this year, and also included an evening event for all speakers and attendees – so the day does not have to end too soon!

Before we leave you to enjoy TEDxZurich 2015, we would like to thank our partners, supporters, speakers, and volunteers – without them it would not be possible to realize an event like this. Thank you for the trust you place in us!



Tim Dührkoop

President TEDxZurich Association



David Nydegger

Head of the Organizing Committee

# Program

	08:00	Registration		
Session One	09:00	Welcome to TEDxZurich 2015		Andreia Fernandes What happens when no one is watching... and how to break the cycle
		Markus Gross Fighting dyslexia with computer science		Patrik Künzler Flying through (virtual) reality
		Anju Rupal Aesthetic activism in the business of beauty		Simon Lynen Allowing mobile devices to navigate and understand the world we live in
		Michael Ambühl Negotiation engineering		
		Nadine Bienefeld The power of voice		
		Networking Break		Networking Break
Session Two	11:05	Marc Stoffel Farewell to competitiveness – companies need a new operating system		Ioannis Tarnanas Dementia precaution should become as normal as going to the dentist
		Jennifer Miksch Re-setting the public image of modern successful women		Florianne Köchlin Tomatoes talk, birch trees learn – do plants have dignity?
		Music: Marena Whitcher's Shady Midnight Orchestra		Christian Wehbe Mental (w)illness
		Lunch Break		Music: YOKKO
Session Three	13:45	Kurt Pelda The right and the wrong way to look at the war in Syria		
			15:45	Session Four
			17:30	Post-Conference Aperitif: Have a drink and some food with us
			19:30	TEDxZurich 2015 Afterparty: Drinks & music – great to have you here
			22:00	End of TEDxZurich 2015 / Farewell & see you next year

# 01 Session One



**Markus Gross**  
*Fighting dyslexia with computer science*

Markus Gross is a Professor of Computer Science at the Swiss Federal Institute of Technology Zurich (ETH), head of the Computer Graphics Laboratory, and the Director of Disney Research, Zurich. Before joining Disney, Gross was director of the Institute of Computational Sciences at ETH. He received a MSC in Electrical and Computer Engineering (1986) and a PhD (1989) in Computer Graphics and Image Analysis, both from Saarland University in Germany.



@MarkusGross63



**Anju Rupal**  
*Aesthetic activism in the business of beauty*

Anju, a British born Indian is a serial entrepreneur with a background in sociology and ethnology. Abhati Suisse, a company she founded, mobilized beauty and design industry experts to develop an all-natural skincare range, positively impacting the lives of hundred of girls in India. Coined by the media as aesthetic activism, Abhati was successfully crowd funded on Indiegogo and holds the first-ever B Corp certification in Switzerland.



@AnjuRupal

**Michael Ambühl**  
*Negotiation engineering*

Michael Ambühl is a Professor of Negotiation and Conflict Management at the Department of Management, Technology, and Economics (ETH Zurich). He has a PhD in Operations Research (ETH). In 1982, Michael Ambühl joined the Swiss diplomatic service. Following engagements in Kinshasa, Bern, and New Delhi, he was promoted to Ambassador in 1999. In 2004, he became the State Secretary for Foreign Affairs and after, the Finance Ministry. He has led negotiations in numerous high-level European and International agreements, strategic partnerships and protocols.



**Nadine Bienefeld**  
*The power of voice*

Nadine is a lecturer and consultant at the University of Applied Sciences Zurich, Institute of Applied Psychology. She holds a PhD from ETH Zurich where she investigated decision-making, leadership, and communicating in high-risk teams. Her research found a communication tool that can be applied to prevent human error, advocate justice or simply bring in a creative idea to induce change. She is also a visiting researcher at NASA's Human Factors Division.



@n\_bienefeld

**Mazda on the status quo:**

Let's look at our cult Roadster MX-5 in its latest 2015 incarnation. Inspired by the stealthy movement of a wild animal, our designers have completely re-invented the MX-5, earning themselves the "Best of the Best" Red Dot Design Award. We call it KODO Design, the Soul of Motion. Add to that SKYACTIV Technology: we have expanded on conventional technology by developing new bodywork, new chassis, new transmissions and new engines.

**“To make our engines more efficient, we have engineered engines with the highest compression ratio of a series engine. All the other carmakers said it was impossible. Not if you go beyond conventional thinking.”**

**Mazda on re-imagining everything:**

It is not just important, it is normal for us. You may not know that Mazda originates from Hiroshima. The Hiroshima challenger spirit runs deep at Mazda. We simply know what it means to re-imagine, re-think and re-build everything from the ground up. That is why our teams routinely challenge convention to make things better.

**Jeffrey H. Guyton**

Managing Executive Officer,  
President and CEO,  
Mazda Motor Europe

We are proud to be automotive industry rebels who believe that driving pleasure should never die. We strive to offer exceptional customer experiences, and that includes stylish, insightful, spirited cars, worthy of celebration.

# MIGROS

## kulturprozent

### Migros-Kulturprozent on the status quo:

Concerning Migros-Kulturprozent there is no explicit urge to challenge the status quo, as creating and supporting culture – while literally maintaining the established – has always been and still is a process of bringing reflections to life, thinking ahead and giving new things a try.

### Migros-Kulturprozent on re-imagining everything:

After more than sixty years Migros-Kulturprozent has developed a certain affinity for future-oriented projects. To be able to recognize and support innovations requires a lot of knowledge and imagination.

**“And once a project is going strong we ask ourself what a follow-up project could look like.”**



Christoph Frei

Head of Corporate Communication  
and Migros-Kulturprozent

Migros-Kulturprozent in cooperation with TEDxZurich proudly supports the vision that the latest, inventive and enduring ideas initiate processes of change that is part of our long-term commitment in the field of culture, society, education, recreation and economy.

Migros-Kulturprozent and its institutions, projects and activities enables broad levels of the population to access cultural and social benefits. Cultural funding is understood as maintenance and at the same time as development. On this note: spread your culture.

# 02 Session Two



Marc Stoffel

Farewell to competitiveness – companies need a new operating system

Stoffel has been the CEO of Haufe-umantis AG since 2013. The former St. Gallen-based start-up, now a subsidiary of the German Haufe Group, is a leading provider of talent management software. The company's employee-focused philosophy earned it recognition in the "Great Place to Work" awards. Stoffel has a Business Information Systems degree from the University of Liechtenstein and an MBA in Entrepreneurship. He won the Hilti Award for the most innovative MBA thesis in 2007.



@umantis

Jennifer Miksch

Re-setting the public image of modern successful women

Jennifer Miksch is the Global Project Manager at Marley Spoon, a Berlin-based food start-up. She holds a Masters degree from the Institut de Hautes Études Internationales et du Développement (Geneva), where her research focused on Female Founders of Online Start-Ups (2012). Jennifer was awarded the St. Gallen Wings of Excellence Award for her work in the field of female leadership. She is published and gives international lectures on this subject.



@jennifermiksch

Marena Whitcher's Shady Midnight Orchestra

Music Act

Carving her niche in the young Swiss jazz scene, 25 year-old Marena Whitcher from Zurich, is a vocalist, multi-instrumentalist, and composer. This year's recipient of the prestigious art-prize granted by the Berlin Academy of Arts, she launched her first album, entitled Ghostology. The most prominent feature of Marena's ghost-jazz are the stories she tells transforming voice, which intrigues and captures her listeners deeply.



# 03 Session Three



**Kurt Pelda**

*The right and the wrong way to look at the war in Syria*

Kurt Pelda had his first war zone experience at the age of nineteen when he filmed the Afghan resistance against the Soviet occupation. After working at Neue Zuercher Zeitung and the Financial Times (Germany), he became a freelancer making documentaries. His documentary „How Syria is Dying“ was nominated for the German Emmy Award in 2013. In 2014, he received the Swiss Human Rights Award and was selected Journalist and Reporter of the Year in Switzerland. He also writes for The Economist and Der Spiegel.



@KurtPelda



**Andreia Fernandes**

*What happens when no one is watching... and how to break the cycle*

Andreia holds an MBA from the University of St. Gallen. She is the Managing Director of Medica Mondiale Foundation Switzerland, which engages in activities with women and girls affected by gender-based violence in situations of conflict and war. She also runs SEABRAND international and is on the Executive Board of the Young Female Entrepreneurs and Executives Network. She mentors young migrants and female professionals to build purposeful careers.

**Patrik Künzler**

*Flying through (virtual) reality*

Patrik received his medical doctorate from the University of Zurich. Afterwards he joined the Nobel laureate Dr. Susumu Tonegawa at MIT in Cambridge, MA, to do his post-doctorate research. Patrik then joined the Smart Cities group of Dr. William J. Mitchell at the MITMedia Lab. He moved back to Switzerland In 2008, to start his own company. He has received several patents for his studies while working for companies such as General Motors, Ferrari, Frank O. Gehry Architects, and VW.



@LimbicChair

**Simon Lynen**

*Allowing mobile devices to navigate and understand the world we live in*

Simon is currently pursuing his PhD at ETH Zurich. His research is focused on visual navigation and localization algorithms which are used in robotics, mobile devices and autonomous cars. This technology is being used in projects such as the smartphone navigation of Google's 'Project Tango' and autonomous valet parking in the European research project V-Charge. Simon is a full time employee at Google.



@SimonLynen



SRF

Schweizer Radio  
und Fernsehen**SRF on the status quo:**

The media industry has been in a continuous change for years. Therefore SRF has to reinvent itself permanently.

**“Whereas we create new programs in our classical tv and radio outlets season after season, we try hard to advance our digital content day by day to keep up with the needs of our clients.”**

**SRF on re-imagining everything:**

An open mind is a sine qua non if you want to perceive social change and foster new ideas. You have to be comfortable with youthful enthusiasm and to accept flops in order to create an environment where innovation is implemented and success is realised in new areas.

**Rudi Matter**

Managing Director Schweizer Radio und Fernsehen

Radio, television and multimedia: Schweizer Radio und Fernsehen SRF serves the public with comprehensive high-quality content. The company supports the public in forming their opinions by providing unbiased news about politics, business and culture; SRF also entertains the audience. The programs on six radio stations and three television channels and complimentary multimedia are aimed at the German-speaking public of Switzerland.



We believe a healthy financial services industry should be open to transformation through collaborative innovation. UBS's innovation teams around the world are already driving new concepts from ideation through prototyping into development. As of 2015, our internal Innovation Board has kicked off already 25 innovation projects.

**“UBS’s ambition is to help shape a more open and collaborative financial services industry and to jointly develop new innovative solutions for its clients.”**

We're involved in the Fintech Ecosystem in our key global locations through initiatives like our lab at Level39 in London and our EVOLVE innovation centre in Singapore.



**Veronica Lange**

Head of Innovation,  
Group Technology Office at UBS

This open approach enables us to embrace the pace of technological change and learn from entrepreneurs about products and services that will not only offer short-term gains but will also create a lasting benefit for our clients, our firm and the industry.



# 04 Session Four



**Ioannis Tarnanas**

*Dementia precaution should become as normal as going to the dentist*

Ioannis is the Gerontechnology and Rehabilitation CSO of XtremeVRI AG and a Novartis AG fellow 2014-2015. A SOCAP 2013 Social Entrepreneur Scholar, Ioannis offered his expertise on Alzheimer's to developing countries. During his career, Ioannis has engaged internationally recognized academic experts, research institute directors and industry partners, to conduct transnational research leading to product development, technology transfer and patents.



@ITarnanas



**Florianne Köchlin**

*Tomatoes talk, birch trees learn – do plants have dignity?*

Florianne holds a degree in Chemistry (Middlebury College USA) and a degree in Biology and Chemistry education (University of Basel). She is the founder and current Managing Director of the Bluebridge Institute, in Muenchenstein, Switzerland. She is a co-founder of the Swiss Working Group on Genetic Engineering (SAG), the Basel Appeals against Genetic Engineering and GENET; serves on the Board of Directors for the Foundation for Future Farming and Swissaid; and is an Advisory Board member for the Swisscan-to-Greeninvest.

**Christian Wehbe**

*Mental (w)illness*

Christian is an entrepreneur and speaker who works with companies to overcome the fear of failure by sharing a philosophy he likes to call Too Crazy To Fail. Prior to this, Christian's career started in the hedge fund industry. At the age of 28, he set up pmtrading, trading over \$100M in physical gold selling it in 2013. He then went on to set up a technology company that developed a social network with award winning artists and also a social mobile app - KUMPL, in partnership with the Kempinski Hotels.



@ChristianWehbe

**YOKKO**

*Music Act*

Yokko was hailed as the „current hope of Swiss guitar music“ by 20 Minuten, referring to their style of music as „Atlantic Wave“. Their first album „Seven Seas“ is an interesting mix that has drawn in pop and indie fans and also has a strong technical element. The band released its own top 10 album, took home a Swiss Music Award, and played a 40-concert debut tour at home and abroad. Their new album arrives in Spring 2016.



@weareyokko

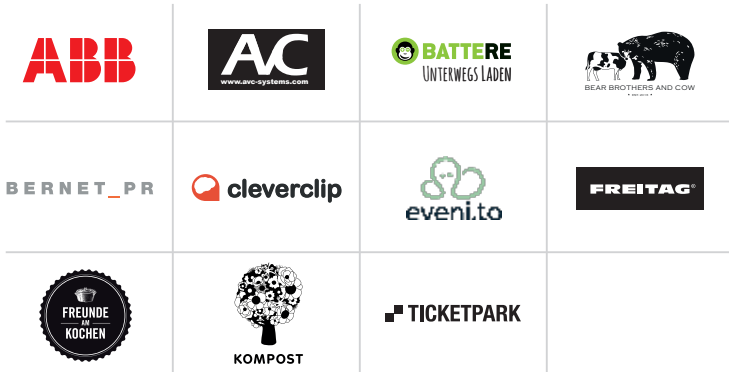
# Thank You!

TEDxZurich would not be possible without generous support from our partners. They share our passion for inspiring ideas – and make sure we have more than water to serve to our guests at the event. We thank them for both.

### Main Partners



### TEDxZurich Friends



### Co-Partner

LGT is an internationally active financial services company, which focuses on private banking and asset management with additional offerings in areas such as philanthropy. Currently, the Group has more than 20 locations in Europe, Asia, the Americas, Australia and the Middle East and employs around 2100 staff worldwide, 500 of which work at LGT Bank in Switzerland with branches in Basel, Berne, Geneva, Lugano and Zurich. LGT Group has been owned by the Princely House of Liechtenstein for eighty years.

[www.lgt.ch](http://www.lgt.ch)



### Co-Partner

All good things are simple – like love, good food and the business idea with which Hostpoint entered the market in 2001: Web hosting for everyone!

Today the Rapperswil-Jona based company has 51 employees, takes care of 200'000 websites and 280'000 domains and is the leading hosting provider in Switzerland.

[www.hostpoint.ch](http://www.hostpoint.ch)



### Production Partner

tpc (technology and production center switzerland ag) is a wholly owned subsidiary of SRG SSR.

As the technical service provider of SRF (Schweizer Radio und Fernsehen), tpc is responsible for the production and all technical aspects relating to the TV, radio and multi-media requirements of SRF. With its state of the art infrastructure tpc is one of the leading providers in the Swiss media industry.

[www.tpcag.ch](http://www.tpcag.ch)



### Digital Partner

Accenture is a global management consulting, technology services and outsourcing company, with more than 358,000 employees serving clients in more than 120 countries. With its unparalleled experience, comprehensive capabilities across industries and business functions, and extensive research on the world's most successful companies, Accenture collaborates with clients to help them become high-performance businesses and governments. The company generated net revenues of US\$30.0 billion for the fiscal year ended Aug. 31, 2014.

[www.accenture.com](http://www.accenture.com)



### Academic Partner

ETH Zurich is one of the leading international universities for technology and the natural sciences. It is known for its education, ground-breaking research and for implementing its results directly into practice. Founded in 1855, ETH Zurich today has more than 18,500 students from over 110 countries, including 4,000 doctoral students. To researchers it offers an inspiring working environment and to students, a comprehensive education. Twenty-one Nobel Laureates have studied, taught or conducted research at ETH Zurich, underlining its excellent reputation.

[www.ethz.ch](http://www.ethz.ch)



### Supported by

The Office of Economy and Labour which falls under the Department for Economic Affairs of the Canton of Zurich, is focused on promoting economic development in Zurich. It provides support to resident companies and businesses setting up in Zurich. It facilitates networking helps expediate administrative processes.

zuerich.ch is the official web portal for the City of Zürich and Zürich Tourism. It is jointly provided by the Canton of Zürich and available in several languages.

[www.location.zh.ch](http://www.location.zh.ch)



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