

TEDx HUBerlin

x = independently organized TED event



INSPIRE CHANGE

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IDEAS WORTH SPREADING

TEDxHUBerlin is providing a platform for faculty, alumni, and students of Humboldt University of Berlin, as well as members of the greater Berlin community to share their inspirations and ideas. We don't just bring people from different fields together, we provide them with the support they need to facilitate cross-field intuition and interaction.

TEDxHUBerlin is an opportunity to gain insights into the many frontiers of modern innovation, in science, art, design and technology – giving participants a greater

TO UNDERSTAND EVEN SOMETHING AS IMPORTANT TO US AS HAPPINESS, YOU KIND OF HAVE TO BRANCH OFF IN ALL THESE DIFFERENT DIRECTIONS, AND THERE'S NOWHERE THAT I'VE DISCOVERED — OTHER THAN TED — WHERE YOU CAN ASK THAT MANY QUESTIONS IN THAT MANY DIFFERENT DIRECTIONS.

CHRIS ANDERSON

(CURATOR OF TED)

Be challenged

Spark ideas by confronting your self with contradiction, healthy criticism, competition.

Be curious

Be curious about ideas! Curiosity is an important tool to access the world.

Be inspired

Inspiration facilitates progress, increases well-being, motivates.



16:00 Marcel Fratzscher
Myths about inequality

16:25 Jelena Baracionok
How the things we do every day affect our life expectancy?

16:50 Flavia Scuderi
Why comics are great?



17:15

17:50 Zeynep Akbal
How can we use virtual reality technologies as a medium to explore body perception?

18:15 Tom Segert
Massproduction of satellites



18:40

19:45 Henrik Sadlowski
Wormspotter. Applying Toehold Switch Technology to Tapeworm Diagnostics

20:10 Mauro Rego
How we learn Design?

20:25 End of the TEDx event
Greetings and acknowledgements to all the participants and contributors

Marcel Fratzscher

Marcel Fratzscher is President of DIW Berlin, one of the leading, independent economic research institutes and think tanks in Europe, Professor of Macroeconomics and Finance at Humboldt-University Berlin, and Chair of the German government expert committee on “Strengthening investment in Germany”. Moreover, he is member of the advisory board of the German development, non-profit Deutsche Welthungerhilfe and member of the supervisory board of the Hertie School of Governance.

The work of Marcel Fratzscher focuses on topics in macroeconomics, monetary economics, financial markets and global economy. In September 2014, his book “The Germany Illusion: Why we overestimate our Economy and need Europe” was published. In his recent book “The Battle for Redistribution – Why Germany is becoming more unequal” (March 2016) he analyses the economic and social impact of the high and rising inequality in Germany.

His prior professional experience includes work as Head of the International Policy Analysis at the European Central Bank (ECB), where he worked from 2001 to 2012; the Peterson Institute for International Economics in 2000-01; before and during the Asian financial crisis in 1996-98 at the Ministry of Finance of Indonesia for the Harvard Institute for International Development (HIID); and shorter periods at the Asian Development Bank, the World Bank and in various parts of Asia and Africa.



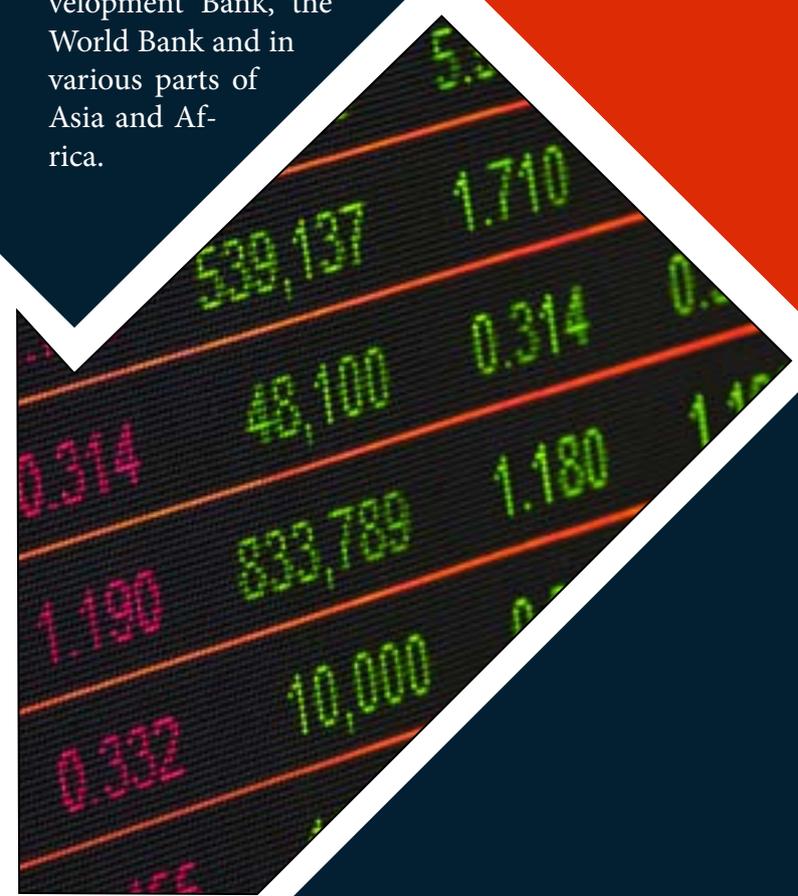
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Economics

What are the myths about inequality?

Where do they come from and is there any reasoning behind them?

In his talk Prof. Fratzscher will address the common misconceptions about inequality based on the case study of Germany. He will analyze the main driving forces that contribute to the built inequality in the society and suggest the solutions of what can be done to address this issue.



Jelena Buracionok

Jelena Buracionok is a last year medical student at Charité University of Berlin – Europe’s largest University clinic, a home for 11 Nobel Prize Winners. Her curiosity and a constant search for finding an answer for seemingly unsolvable questions impelled her to start a research that contributes to a better understanding of a rare congenital heart disease – atrioventricular septal defect that is often seen in children with Down syndrome. Currently she is pursuing a doctorate degree in one of the leading cardiology clinics of Germany – German Heart Center Berlin. Her work was successfully presented at the 7th World Congress of Pediatric Cardiology and Cardiac Surgery. Moreover, she was chosen to represent Charité University during International Medical Tournaments in 2016 and 2017.

Jelena is particularly passionate about health and society, as well as how a better understanding of medicine can play a part in improving global cooperation. Therefore, after attending a politics course at Free University of Berlin, she decided to combine her passions by becoming a member of a non-profit association “Kinderträume”, a registered society that promotes German-Russian relationship in the medical field and is orientated to help children in Russian hospitals.



Life Science

What are the secrets of living a long and happy life? Do we need an elixir of life? How health myths promote malignant consumerism? How simple facts can change our lives? How knowing about how our body functions can change our society? Jelena Buracionok will give her opinion on how we can fundamentally change our society by being thoughtful consumers.



Flavia Scureri

Flavia Scuderer is a comic artist, illustrator, character designer, storyboard artist and script writer.

For about 11 years she worked mostly for the Walt Disney company. In 2005 she moved to Berlin and started to collaborate as a character designer for the Hahn Film (Mia and me) and Trixter (Lili the Witch new season). In 2013 she drew, on Andreas Völlinger's texts, the "Wagner" graphic novel for Knesebeck Verlag, which was translated in an interactive app by Gebrueder Beetz who produced also the documentary "The Wagner Files" for which she made the storyboards and the drawings for the animated parts. The Multi platform project is currently exhibited in the Richard Wagner museum in Lucerne and it will be there until November 2017. She also collaborates with the Sparkasse "Knax" Magazine as comic artist and illustrator. Since 2015 she works with the mobile's games company Wooga as comic artist, illustrator and character designer. After "Futurama Games of Drones" she is now working on a new game. Currently, for the Italian publisher Edizioni BD, she is working on a graphic novel about Marlene Dietrich, on Alessandro Q Ferrari's texts.



Comics

A b o u t
Graphic Novels. What is a graphic novel? How they changed the comic perception and market? Can everybody make one? What is the German status of graphic novels compared to other countries? How the German publishers and the authors could and should reach for higher goals? Flavia Scuderer will give her opinion and have an open discussion about those questions with the audience.





Henrik Sadlowski

Henrik is founder and leader of diagnost-x, a collective working on a low-cost diagnostic test for the Neglected Tropical Diseases Taeniasis. As an open, inclusive and student-driven product development project, diagnost-x currently counts over 100 contributors from all over the world, collected substantial data on the molecular "fingerprint" of tapeworms and currently prototypes a pregnancy-test-like approach to detect the disease. Before initiating diagnost-x in 2016, Henrik organized the European Students' Conference and founded SUKRIA, a social enterprise operating in India and Germany. He studies medicine at Charité, conducts research on nanosensors for his doctoral thesis and has been winning awards at several research and economics competitions such as the "Research to Market Challenge" by Stiftung Charité.

The curved line – One is often searching for a red line, a plan and a sequence of actions that need to be completed to solve a challenge. What do we do, if the challenge is too complex to draw such a plan? And how can many people act together to solve this type of problems?

Medicine





Zeynep Akbal

Zeynep Akbal is a PhD candidate in Media Philosophy at Philosophy Faculty, Potsdam University. In her philosophically motivated and clinically relevant research, she explores the possible consequences of an alignment with the virtual body in virtual reality (VR). She aims to raise relevant philosophical questions related to phenomenology of body based on collected empirical data. She has been teaching at Berlin School of Mind and Brain, Humboldt University (Investigating Mind-Brain-Body Interactions in Virtual Reality) and at EMW (Studiengang Europäische Medienwissenschaft), Potsdam University (Bodily Perception in Virtual Reality: Exploring the body as an object). She has worked closely with BeAnotherLab and is an associate member of BeAnotherLab Berlin node. She has been giving workshops in which she explored the different effects of body swap setups in VR. Currently she is working as a collaborator at The MindBrainBody Institute (MBBI) which situated at the Berlin School of Mind and Brain, Humboldt-Universität zu Berlin.

How can we use virtual reality technologies as a medium to explore bodily perception? As we tend to perceive our own bodies we are confronted with several ambiguities; visually, sensationally and philosophically. Can VR as a medium assist us to confront and understand such ambiguities and raise different questions concerning the mind-body debate?

Virtual Reality



Tom Segert

Tom is one of the founders of Berlin Space Technologies (BST); responsible for strategy and business development. BST is one of the five commercial companies in Germany that have the capability to build complete satellite systems and one of three that currently do. Prior the founding of BST in 2010 he has worked 5 years as cluster manager and speaker for the space industry network in Germany's capital region (RiBB) and before that 3 years as project manager for space projects at TUB. In the last decade Tom has successfully challenged long held business paradigms and thus impacted the new space industry both globally and locally.



Foto: Dominik Tryba

The space industry is at a cross road. For decades, it has been dominated by bespoke large satellite missions based on large satellites produced in minimum quantity. This has kept cost and thus the entry barrier up. Technologies pioneered in Berlin and the application of mass manufacturing is now enabling new exciting opportunities by replacing these cumbersome behemoths by large fleets of agile small satellites. The new mega constellation allow a wide spread use of satellite data and services. At the forefront of this development is are small companies and start-ups all over the world that form a the new space industry. The talk with give a look behind the scenes of of one of these new space companies, the implementation of satellite serial manufacturing and glimpse towards the commercial future of the space industry.

Space





Mauro Rego

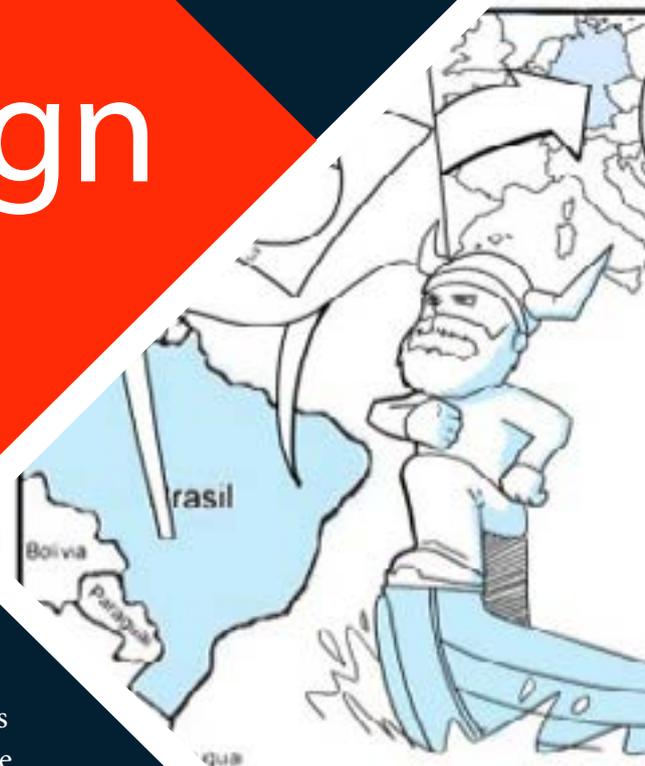
Mauro Rego is a Senior Service and Interface Designer. Since 9 years, he designs brands, digital services and products. Besides crafting, Mauro has a 8 years professional teaching experience. He has been teaching as a guest lecture Service & Interface Design at the Köln International School of Design, Design Thinking for companies at the Professional Track of the HPI Academy and Visual Thinking at Wired Campus.

He is passionate about education and how do people learn. In 2011, he co-founded the first brazilian crowdlearning platform called nos.vc. The service helped to create workshops and connect people that wanted to share what they love and people willing to learn it. He also designs new learning formats and environments for Service Design with the Service Design Berlin. Finally he teaches people how to draw and be more visual.

Since some years there is a thrive to people in business to become more “design-minded” professionals. The idea is that designers have a specific way of work and that the processes and methods when learned can help any team or individuals to be more creative/innovative. The offers to learn it are exponentially multiplying and it is a powerful business. But can someone really learn to become a designer in those situations?

Design Education is older that we think. It goes before the term “design “ itself exist. Since the discipline definition is connected to the status quo of the profession, it is become harder and harder to give a definition that is precise and broader enough to contemplate its facets. It goes from “how things look” to “how things work”, till “how processes operate”. The question that comes up is where

Design



*WE THANK TO OUR
PARTNERS WHO MADE
THIS EVENT POSSIBLE*

 Berlin **Adlershof**

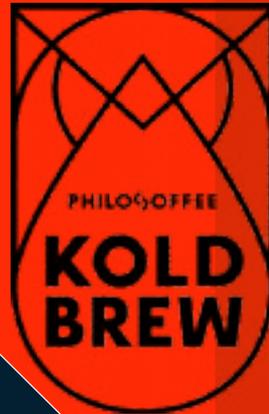
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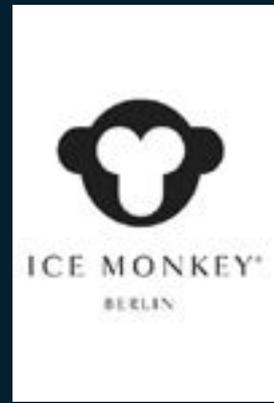


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