

TEDx SF

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BIG BLUE

A Very Special Evening on the Oceans
& World Premier of Okeanos



Tuesday April 12, 2012

Herbst Pavilion at Fort Mason Center

San Francisco, CA

tedxsf.org

Big Blue: A Very Special Evening on the Oceans

Compelling Speakers, Stories, Discoveries, Technologies
& the World Premier of Okeanos

Thursday, April 12, 2012

Herbst Pavilion at Fort Mason Center - San Francisco, CA

What if liquid robots could completely change the way we understand ocean currents, or sniff for oil leaks and identify bad actors in marine protected areas?

Why is Gigartina so sexy?

Why is our whole Ocean conservation paradigm false and how can we change it?

What does an explorer and photographer see when he stays in the water in the remotest area for a really long time?

What comes out when a composer gets inspired to write an opera to the Ocean?

How do the poets and lineage holders advocate for a new relationship with the Ocean?

ALL THIS AND THE WORLD PREMIERE OF CAPACITOR'S OKEANOS.

Doors open at 4:30 for registration and networking. Program begins at 5:00. Expect an immersive experience!



Okeanos Underwater ©Joseph Seif Photography

Co-hosted by celebrity activist Deborah Bassett, join the **TEDx**SanFrancisco community during an exciting evening of intellectual and artistic exploration with leading Scientists, Advocates, Entrepreneurs and Artists who have made the ocean the focus of their life's work. Get inspired as today's leading minds help us to understand and address the issues of the sea through data visualizations, infographics, and the newest technologies.

Part 1: **TEDx Talks**

Feature talks by writers, scientists, researchers, artists, activists, chefs & aquapreneurs.

Ed Lu, Liquid Robotics
Casson Trenor, Tataki
Jenefer Palmer, OSEA
Andy Sharpless, Oceana
Kristin Hoffmann, Musician
M. Kalani Souza, Peacemaker
Amos Nachoum, Photographer
Patri Friedman, Seasteading Institute

Part 2: **WORLD PREMIER OF OKEANOS**

A multimedia immersive dance & film experience voiceover by TED Prize Winner SYLVIA EARLE. Presented by San Francisco dance troupe and TED mainstage presenter Capacitor!

Part 3: **Ocean Issues Speakeasy**

Engage with the top Marine Advocates in the world.

Ideas + People + Action = world of change
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EDWARD LU - Chief of Innovative Applications

Ed Lu is an engineer, physicist, pilot, and former NASA astronaut. He spent 12 years at NASA flying anything he could get his hands on including T-38 jets, Space Shuttles, the Russian Soyuz, and the International Space Station.

After NASA, Ed spent 3 years at Google leading Advanced Projects, where his teams built imaging and data gathering systems for Google Earth, Google Maps, Street View, Google Books, as well as energy information projects like Google PowerMeter.

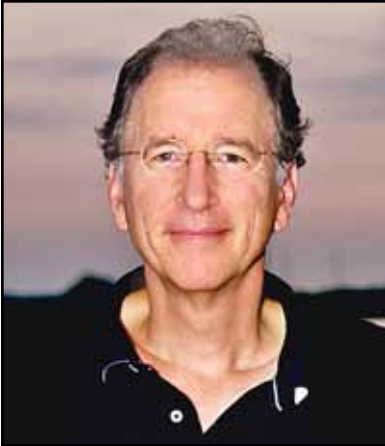
Ed has a bachelors degree in Electrical Engineering from Cornell University, and a doctoral degree in Applied Physics from Stanford University.



JENEFER PALMER - OSEA

OSEA is the world's leading brand of marine-based natural products sold in destination resorts, luxury spas and boutiques. OSEA products are 100% free of synthetic fragrances, genetically modified ingredients, petrochemicals, parabens, and sulfates. All products are vegan and biodegradable.

OSEA is based in Malibu, California, where Jenefer lives with her family, close to the sea that inspires her. Her commitment to marine science and Ocean stewardship is interwoven in all of her activities.



ANDY SHARPLESS - CEO, Oceana

Oceana is the largest international conservation organization fully dedicated to protecting the oceans. Sharpless holds degrees from Harvard Law School, the London School of Economics, and Harvard College and is an advocate and a manager with wide leadership experience in business and NGO start-ups.

Andy served as Executive Vice President of Discovery.com, the online division of Discovery Communications, the cable television programmer behind The Discovery Channel, TLC, Animal Planet, Discovery Health and The Travel Channel. Prior to that, he was Senior Vice President of the initial management team which launched RealNetworks, the company which pioneered online streaming media. Sharpless was a management consultant at McKinsey & Co., working for a variety of corporate, non-profit, and governmental clients.



KRISTIN HOFFMANN - Singer/Songwriter

Kristin grew up studying classical piano, opera, guitar and composition, and attended the Juilliard pre-college program. She has toured with The Wallflowers and Tina Dico, and opened for Brandi Carlile, Feist, Howie Day, Dar Williams, Richie Havens and Ben Lee. Signed by both Capitol Records and Interscope Records, Kristin has her own indie label, Starr Records. She has performed at the Sundance Film Festival and her songs have been featured on several TV shows, including Dawson's Creek, Palmetto Pointe and The Young and the Restless.

Kristin is a musical spokesperson for ocean awareness and conservation, with her "Song for the Ocean," and recently released a music video of the song, created with the videographer, environmentalist and founder of Global Classroom, Colin Garland. She has written more than 150 songs for health-challenged children as a writer/producer for Songs of Love, a non-profit organization.



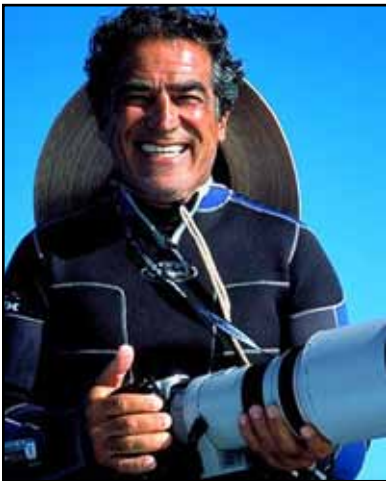
M. KALANI SOUZA - Philosopher, Priest, Political Satirist & Peacemaker

Kalani is a gifted storyteller, singer, songwriter, musician, performer, poet, philosopher, priest, political satirist, and peacemaker. A Hawaiian practitioner and cross-cultural facilitator, he has experience in promoting social justice through conflict resolution. He previously taught Conflict Resolution at UH Manoa in DURP Program and was on the Committee for Intense Public Conflict of the Association for Conflict Resolution, a body of 6,000 professional peacemakers internationally. He works training and leading workshops throughout the country and in Europe and is a teacher and community builder around resiliency and capacity, particularly in the case of natural and manmade disasters.

Currently, Kalani works as a Coastal Community Resilience Trainer with FEMA Consortium member National Disaster Preparedness Training Center with the University of Hawaii, serves as the chairman of the Indigenous Knowledge Hui of the Pacific Risk Management Ohana, cultural competency consultant for NOAA

Pacific Services Center of the Dept. of Commerce and previously served as one of two Hawaiians in the Native Network, a group of 450 peacemakers on the Dept. of Interiors out of the Morris Udall Center for Peace in Tucson, Arizona.

He currently serves as a mentor with the Hawaii non-killing effort out of the Spark Matsunaga Center for Peace and as a board member for the Ala Kahakai Trail Association, part of the National Park Services Ala Kahakai National Historic Trail. He is also the executive director of the Olohana Foundation, a non profit focused on community capacity.



AMOS NACHOUM - Photographer & Explorer

Amos has shot just about everything there is to shoot, but what he loves most is wildlife photography. Especially if it's in the water. And he has become world-famous at it. So much so, in fact, that he has been asked to lead National Geographic expedition teams with Dr. Eugenie Clark, Dr. Sylvia Earle, and astronaut Buzz Aldrin. He has co-produced documentaries with Stan Waterman, and he was the team leader for National Geographic's Red Sea, Great White Shark, and Killer Whale photo expeditions.

His commitment to wildlife led him to co-found Israel's Marine National Park on the Red Sea. He works tirelessly to bring attention to some of the most fragile regions of the underwater realm, with preservation of the environment foremost in every encounter.

Amos's photos and essays have appeared in hundreds of publications around the globe, including National Geographic, Time, Life, The New York Times, Condé Nast Traveler, Le Figaro, Terra Sauvage, Airone, Mondo Somerso, Der Spiegel, Unterwasser, and many more.

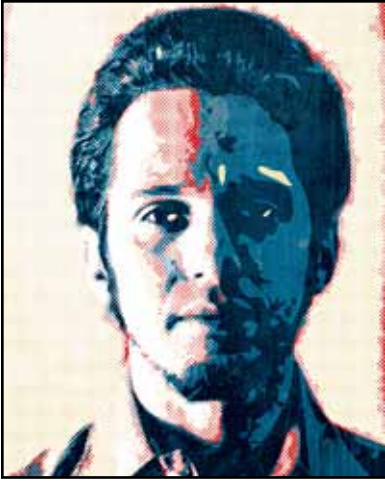
His work has also been included in the books The Living Ocean, The World of Nature, and Oceans. He has been profiled in television appearances on National Geographic Explorer, Today, and Good Morning America, as well as featured in People, Esquire, and Money magazines.

Amos's photography has won Nikon, Communication Arts, and BBC Wildlife Photographer of the Year awards. His clients include Apple, IBM, Microsoft, Discovery Channel, Armani, Disney, and Columbia Pictures.

Based in San Francisco, California, Amos operates the cutting-edge adventure-travel program Big Animals Expeditions. His voyages take him and his guests all over the world to observe, photograph, and revere the most magnificent creatures on the planet.

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PATRI FRIEDMAN - Chairman, Seasteading Institute

Patri received a BS in math from Harvey Mudd College, an MS in computer science from Stanford University, and an MBA from Cardean University. While in school he experimented with technology startups, ran a small consulting business, and co-founded two intentional communities. Patri worked with Google as a software engineer from 2004-2008. Upon leaving Google he founded The Seasteading Institute with seed funding from PayPal founder Peter Thiel. Patri is on the board of Humanity+ and co-created Breakthrough Philanthropy. He is also a prolific writer on political theory and philosophy.

Patri comes from a line of great revolutionary thinkers, his grandfather Milton Friedman was the 1976 Nobel Laureate in economics, and his father David Friedman is a well-known political theorist and festival founder. Patri lives with his two children Iselle and Tovar in Berkeley, California.



CASSON TRENOR - Author and Activist

From saving the whales of the Antarctic to studying the salmon of Alaska, Casson Trenor has worked to support stewardship of our marine resources across the globe. Trenor has stalked the fetid warehouses of Tsukiji fish market in Tokyo, spent two months journeying by ship through the icy waters of Antarctica, berthed on leaking wrecks off the African coast, and gone octopus fishing with holy men on the Island of Yap. In hundreds of conversations with fishermen around the world, he has heard one statement repeated time and time again: “The fish are gone.” These four words led Trenor to realize that the oceans are in dire need of our help.

Trenor is the author of *Sustainable Sushi: A Guide to Saving the Oceans One Bite at a Time*, a pocket guide designed to enable consumers concerned about environmental and health issues to dine with confidence at the sushi bar. In addition, Trenor writes articles for numerous other websites and publications, such as his monthly *For the Oceans* column at alternet.org. In an effort to bring sustainable sushi out of the conceptual realm and into the American foodscape, Trenor founded the world’s first sustainable sushi restaurant, San Francisco’s *Tataki Sushi and Sake Bar*, in February 2008. He has also converted two “conventional” sushi bars – Seattle’s *Mashiko* and *Miya’s* in New Haven, CT – into sustainable sushi operations. In October 2010, Trenor opened *Tataki South*, a new venture that expands the concept of sustainable sushi as a fine dining experience; and in May 2011, Trenor co-founded *Ki*, the world’s first sustainability-themed izakaya.

Trenor holds the position of Senior Markets Campaigner with Greenpeace USA, where he spearheads the organization’s efforts to hold restaurants and supermarkets accountable for their seafood sustainability practices and to help educate the public about the global fisheries crisis. He is a frequent commentator on sustainable seafood issues and has been featured in regional, national, and international media outlets, including CNN, NPR, Forbes, New York Times, Boston Globe, Christian Science Monitor, San Francisco Chronicle, Los Angeles Times, Seattle Times, Tampa Tribune, UTNE Reader, Hemispheres, Tokyo Weekender, Kochi Shimbun, and Edible San Francisco.

Documentarist Mark Hall’s 2011 award-winning film *Sushi: The Global Catch* focuses extensively on Trenor, glowingly showcasing his work within the sustainable sushi movement. Trenor is also a main character in Peter Heller’s book, *The Whale Warriors* – a factual account of the exploits of one small, rusty ship determined to take on the entire Japanese whaling fleet in the Southern Ocean in 2005-2006.

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MORE ABOUT THE OKEANOS PREMIER

Covering 99% of Earth's living space, the ocean is representative of the rhythms of life itself. By turns fascinating and terrifying, the ocean is an integral part of our lives: we derive food from it, breathe the oxygen produced in it, drink the water that cycles through it, explore its depths to learn more about its inhabitants and our planet, and create countless songs, poems, and paintings about its breathtaking and often dangerous beauty. Yet this essential resource is being destroyed by growing human demands. Coral extinction, plastic trash contamination, over-fishing, oil spills, climate change - our immense impact on the ocean is undeniable. What once felt vast, endless, and overwhelmingly deep is now vulnerable to our increasingly destructive ways of living.

Okeanos is a multidisciplinary corporeal portrait of the ocean as body, environment, resource, metaphor, and force. The work incorporates choreography and set design by Capacitor artistic director Jodi Lomask, video art by RJ Muna and Joseph Seif, sound composition by EO, Beats Antique and Tipper, vocalizations by Anka Draugelates, violin by Julia Ogyrdziac, and costumes by Kimie Sako and Yoshie Enda. The creation process also features the participation of a scientific advisory panel of some of the world's leading researchers in marine biology and oceanography. Through this collaboration, Capacitor created a 60-minute performance that gives audiences a fully immersive

sensory experience of the ocean; assisting people in affirming their commitment and connection to ocean life; and creating a blueprint for future art/science collaborations.

Okeanos features the distinctive artistic and technical components that Capacitor has come to be known for – inventive and articulated dance vocabulary, abstract steel forms that mirror nature, poetic integration of audio/video/media forms, sculptural costumes, scientifically supported content, and conservation partnerships. The audience will participate in the space with Capacitor's six dancers (including choreographer Lomask) and five circus artists as they perform among them on a custom-designed aerial apparatus inspired by the shapes and features of ocean life.

The Okeanos multi-media installation surrounds this central performance space on all four sides and takes audiences on a visual journey of the ocean, from the breaking waves of its surface to the diverse ecosystems at its depths. Video includes underwater footage of dancers and sea life as well as constructed video effects of dancers to simulate underwater movement and flow. Vocal improvisations – performed live both as solos and in conjunction with recordings of whale songs – and samples of recordings of the scientific advisors punctuate the sound score.

THE OKEANOS PERFORMANCES FEATURE A MULTI-LEVEL EDUCATIONAL COMPONENT:

Tierney Thys PhD - Marine Biologist, National Geographic Emerging Explorer and Expedition Leader, Monterey Bay Aquarium consultant, past director of research at the Sea Studios Foundation, a team of scientists and filmmakers that makes award-winning media to raise awareness of environmental issues

Bart Shepard – BA MS General Curator of the Steinhart Aquarium at the California Academy of Sciences

Michael Arvedlund - BSc MSc PhD CICS, Reef Consultants

John Potter - Principal Scientist at the NATO Undersea Research Centre

Edith Widder - President & Senior Scientist, Ocean Research & Conservation Association

Morton Lomask - Bathyscaphe Explorer, 1957 (10K foot dive)

Healy Hamilton – Director of the Center for Applied Biodiversity Informatics at the California Academy of Sciences

Terry Gosliner – Curator of Invertebrate Zoology and Geology at the California Academy of Sciences

Edward T. Lu - Chief of Innovative Applications

Kristin Hoffmann - Singer/Songwriter

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