



DRAM

ALTER YOUR PERSPECTIVE

WELCOME TO THE BEGINNING

Thank you for coming to our inaugural conference!

DRAM is a private forum for people with the ability to change the world. We take time out of our days to “switch off” the busy world of our business — it’s a retreat where we free ourselves to experience new ideas.

Two lights shining on a subject from different angles illuminate it better than a single light, no matter how bright.

This is not an occasion for learning the latest news in your industry or closing new sales. It’s an opportunity to seek revelations by stepping outside your daily usual.

Everyone invited has earned a seat at the table. We will share experiences, revelations, presentations, interviews, and group discussions. It is my hope that each delegate will depart with different gifts, unique new thoughts, bounded only by the collective imagination of the room at large. You are invited to see the world differently today.

Why is it called “DRAM”?

Our acronym stands for Digital: Reality, Art, and Media — three ways that technology is changing human lifestyles and aesthetics.

There is a double meaning: a dram is an antiquated measurement equal to 1/8 fluid ounce, or a small teaspoon. The term was mainly pharmaceutical, to prescribe a small dose. It remains in use today anachronistically by whiskey lovers, for a small shot.

To me, there is a parallel. DRAM aims to enlighten our audience, shifting world-views by offering rare glimpses through the eyes of incredible people. For that reason, we make a wry nod to the psychedelic, the notion that a dose of brief exposure to an alternate perspective can be mind-altering in positive ways.

— Aaron Sylvan
Executive Producer

2020 AGENDA

1:00

Registration
Vintage Tech Exhibit

1:30

Welcome from Aaron

SESSION I

- Reality & Perception
- AI-Driven Design

2:40

Discussion Rings
Soundscape Exhibit
Video Confession Booth

3:25

Ring Findings with Dennis

SESSION II

- Wearing Machines
- Trust and Media

4:40

Discussion Rings
“Ask Anina” Exhibit
Video Confession Booth

5:15

Ring Findings with Dennis
Wrap-Up from Aaron

** Please pronounce “dram” like “gram” — not like “dee-ram” computer memory.*

WHAT IS THE NATURE OF REALITY AND PERCEPTION?



**NEAL M.
GOLDSMITH**

Analyst

Emerging tech strategist at AmEx, policy analyst at Princeton, psychotherapist, author **Psychedelic Healing**.
The focus is innovation and change.



**ASAD J.
MALIK**

AR Studio Director

iRIC is pioneering augmented reality, especially narratives from minority voices. Seen at Sundance, TriBeCa Film Festival.

🐦 📷 @asadjmalik

WHERE CAN CYBERNETICS FIT INTO OUR PHYSICAL LIVES?



**SEAN
PETTERSON**

CEO, StrongArm Tech

StrongArm develops data collection, risk monitoring, and safety solutions using machine learning, for the industrial athlete.

🐦 @sean_pettersen



**CLARE
TATTERSALL**

CEO, ThunderLily

ThunderLily provides resources and education to apply design and technology to the future of the fashion industry.

📷 @thunderlilynyc

HOW CAN DESIGNERS COLLABORATE WITH INTELLIGENT SOFTWARE?



**SEAN
CAPONE**

Generative Artist

Visual artist creating digital animation, using AI/ML systems and live motion capture, for commercial clients and public installations.

📷 @seencapone



**CJ
YEH**

**CEO, Cynda Media
Professor, FIT**

Cynda Media Lab is an award-winning experiential design studio for branding, UX/UI, and digital product design.

📷 @cyndamedialab

WHAT IS THE FUTURE OF MEDIA AS A SOURCE OF TRUST?



**LANCE
JAMES**

CEO, Unit 221B

Unit 221B provides advanced cybersecurity services, including threat analysis, for clients requiring discrete operations.

🐦 @lancejssc



**ALLISON
NIXON**

Threat Seeker

Formerly at FlashPoint and Deloitte, Nixon's 2016 research confirmed BotNet activity involving IoT vulnerabilities.

🐦 @nixonnixoff

EXHIBITORS



DJ CHERISHTHELUV

Bose Professional DJ

Creating a soundscape in collaboration with Rogue Fong, using Moog analog synthesizers and Bose speakers.

📷 @djCherishTheLuv



ROGUE FONG

XR Dev, Immersive Artist

Designing and installing tactile controllers for interactive audio experience.

📷 @__RogueF



MIGUEL SANCHEZ

CEO, Mass Ideation

Establishing VR systems for artists and brands, in public and commercial space.

📷 @MassIdeation



ANINA NET

CEO, 360Fashion Network

Creator of 360Fash Tech Kits, enabling robotics inside wearable fashion.

Participating via telepresence.

🐦 📷 @aninanet



DENNY DANIEL

Museum of Interesting Things

Educator and curator of rare antiquities representing the amazing history of modern technology.

📷 @MuseumThings

TEAM

Executive Producer

Aaron Sylvan

Creative Director

Janet Esquirol

Graphic Design

Mohr Design

Andre Mohr

Haley Love

Event Producers

AX3 Studios

Aryn Chapman

Marika Andersson

Associate Producer

Jacqueline de Loos

Content Moderator

Dennis Kneale

Video Unit 1 (Multicam)

Director

Young Cheong

Producer

Michael Mannino

Camera Operators

Arielle Guiteau

Sammie King

Christian Cordero

Jason Fernandes

Samantha Castro

Production Assistants

Irma Cadiz

Maat Silin

Eleana Donaldson

Audio Engineers

Eleana Donaldson

Naosha Gregg

Video Unit 2 (Q&A)

Jake Voorhees

Video Unit 3 (B-Roll)

Eriq Ortiz

Lead Photographer

Olivia Campbell

Technical Directors

Johnny Medina

SangMin Chae

Stage Manager

Danii King

VALUES

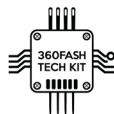
Diversity

Our foremost aim is to create a space for exploring innovation and progress, regardless of ethnicity, religion, age, gender, or sexuality. We respect the privacy of participants and we do not ask how they self-identify. While we actively seek out variety, some category or another of persons may appear under-represented at any one time. We believe all people are as one, and the future is free of labels.

Footprint

We respect our shared environment, and we aim to minimize our impact in terms of energy consumption and waste production. We are sadly aware that electricity can cause carbon release. Mining rare minerals can destroy ecosystems, release toxic materials, and provoke political conflict. We are interested in learning cost-effective ways to conduct our events for net-positive impact on the biosphere.

WE WOULD LIKE TO THANK



The Museum of Interesting Things



Silver Squirrel Foundation