

DRAM 2021

# ACCELERANT





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Friday, February 5, 2021 — 1pm-5pm event — Online

## OUR SYMPOSIUM

The pandemic has accelerated adoption of certain technologies, even faster than their usual exponential growth curves. Some genies will not go back into their bottles. Which, and why? With what consequences?

We invite you to alter your perception by seeing the world through the perspectives of fellow creators. Provoke epiphany. Share your untold stories, controversial views, and courageous conversations.

## AUDIENCE

Founders, CEOs, Inventors, and Creative Directors, our participants are all principal creators of products which impact the lives of many. There is no application; invitations are by referral only.

## PROCEEDINGS

For each session, a question prompt will be provided. Presenters will have 5 minutes to showcase their work and share their thoughts. They are encouraged to tell inside stories or to discuss predictions for the future from their unique perspective.

After presentations, all delegates will be divided randomly into breakout rooms, and invited to discuss the question prompts. The private rooms will not be recorded or transcribed, except by one person designated to take notes.

Each breakout will summarize its findings to the plenary session. It is our hope that the collective wisdom of our participants will synthesize great new ideas, which we intend to share publicly.

## AGENDA

This draft is subject to change — from illnesses to school closures, we are all affected by the pandemic in profound ways. This conference is meant to be a refreshing opportunity for enlightenment and a joyful meeting of new people to have rich conversation around our areas of passion. It's not a formal commitment or obligation. Please be flexible if any last-minute adjustments or cancellations are necessary. Let's see if we can come up with some great ideas together, and let's have a great time!

TIME	WHO	WHAT	PROMPT	
12:50 PM	LOBBY OPEN	DJ CherishTheLuv		
1:00 PM	INTRO			
1:02 PM	SESSION 1	Meena Ysanne	SENSES	When we communicate online, our sensory cues are radically diminished - how can we improve these experiences?
1:15 PM	SESSION 2	Jason Moore Marjan Moghadam	VR ART	How are the economics of VR/AR art, limited editions and live experiences, different from tangible works?
1:45 PM	SESSION 3	Bob Frankston Howard Morgan	PUBLIC PACKET INFRASTRUCTURE	Should we reconsider the lines between commonwealth, utilities, and for-profit businesses? Why?
2:15 PM	SESSION 4	Shackleton + BelHabib Majora Carter	FUNDING EQUITY	Scientific research has gaps because of inequity in funding and publication. What can be done?
2:45 PM	BREAK	DJ CherishTheLuv		
3:00 PM	RETURN			
3:02 PM	SESSION 5	Jeff Williams Steven Millman	TRUST	What could be done to improve trust in science and journalism on the internet?
3:30 PM	SESSION 6	Anthony Lilore Ram Sareen	FASHION	How has the need for social distancing altered our clothing styles?
4:00 PM	SESSION 7	Adi Sideman George Dyson	FUTURE	Digital machines empower our minds and transactions in ways that exceed the physical. What's next to come?
4:30 PM	SESSION 8		OPTIMISM	Best things that came out of 2020?
4:45 PM	SUMMARY	LEX the Lexicon Artist	HUMOR/HIPHOP	Freestyle rap recap of the day
4:50 PM	HAPPY HOUR	DJ CherishTheLuv		
6:00 PM	HOST DEPARTS			

## PRESENTING DELEGATES

Our conversations will be started by:



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### DYHIA BELHABIB, PHD

Principal Investigator, Fisheries at Ecotrust Canada. Works on fisheries and their people, natural resource crimes in the developing world, building capacity, social resilience in times of crisis, and aboriginal fisheries. Research featured on the front page of the New York Times. Dr. Belhabib will choose grant recipients for Shackleton 2022 expedition.



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### MAJORA CARTER

Majora Carter is a real estate developer, urban revitalization strategy consultant, MacArthur Fellow and Peabody Award winning broadcaster. She is responsible for the creation and successful implementation of numerous economic developments, technology & green infrastructure projects, policies and job training & placement systems.



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### DJ CHERISHTHELUV

As a Music Missionary, Cynthia Cherish Malaran dedicates herself to spreading freedom of movement, joy and healing via music. She has taught DJing to children and adults ages 9-86, most recently to teenage girls at an orphanage in Ecuador and Willie Mae Rock Camp. A breast cancer survivor, she has brought music into the hospice setting, providing palliative pain care for terminally-ill patients. Official DJ of Nile Rodgers' We Are Family Foundation.



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### GEORGE DYSON

Historian of technology whose subjects have included the Aleut kayak (*Baidarka*, 1986), the evolution of artificial intelligence (*Darwin Among the Machines*, 1997), a path not taken into space (*Project Orion*, 2002), and the transition from numbers that mean things to numbers that do things in the aftermath of World War II (*Turing's Cathedral*, 2012). In *Analogia* (2020), he looks back at the analog age and life before the digital revolution – and a vision of what comes next.



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### BOB FRANKSTON

Working with online services since 1966. Founded Software Arts in 1979 with Dan Bricklin to develop and sell VisiCalc, the first electronic spreadsheet program. Created the Lotus Express product, pen-based systems at Slate, and at Microsoft focused on the consumer use of computers. This effort played a central role in today's home networks and repurposing broadband service for Internet connectivity. Angel investor, columnist for IEEE Consumer Electronics Society.



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### LEX THE LEXICON ARTIST

LEX the Lexicon Artist makes cerebral pop rap. Drawing inspiration from pop culture, fandom, and life experiences, LEX's explosive and off-the-wall performances explore humanity, psychology, and belonging through an irreverent lens that is both self-absorbed and self-effacing. LEX aims to create smart and fun music that makes you think, party, and self-heal.



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### ANTHONY LILORE

Specialist in Sustainability within Fashion Design, Development & Production. Served as Cultural and Textile Arts Envoy - representing the NYC Fashion Design community through the Dept. of State and US Embassy. Founder and Chief ReDesigner at THROW. By redefining what it means to "throw away", THROW transforms industrial and fashion material excess into beautiful fashion and home accessories with infinite creativity and a goal of zero waste.



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### STEVEN MILLMAN

Experienced executive, statistician, survey researcher and operations leader. Senior Vice President for Dynata's Advertising Solutions group, leading global operations, research, and data science. Recently, he has earned national attention for his remarkably accurate and non-partisan COVID forecasts which he publishes periodically to his Facebook page. His other COVID research has been highlighted on NBC, MSNBC, CBS, the NY Times, the WSJ and others.



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**MARJAN MOGHADDAM**

Digital artist/ animator, featured artist for the launch of DOTCOM gallery and Forum for the Digital Arts sponsored by Prodigy Inc in 1996, widely exhibited at festivals such as Siggraph (4 times), in galleries and museums such as the Smithsonian (AR exhibition). Adobe Artist-in Resident in AR, Forbes Best of AR Art list for 2019, currently sold-out Crypto artist on Superrare. Tenured, Full Professor at LIU/Brooklyn, and XR and Crypto Art strategist for Superworld.



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**JASON MOORE**

A cross-platform visual storyteller with extensive experience in theater, film, television and emerging media. Creator of the MetaMovie, a totally interactive, completely immersive live cinematic experience in the Virtual Reality metaverse, in which the user embodies the starring role in a live-performed cinematic adventure — selected by the 2020 Venice International Film Festival.



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**HOWARD MORGAN**

Chairman of B Capital. Previously he co-founded First Round Capital with Josh Kopelman, helped found Idealab with Bill Gross, and served as President of Renaissance Technologies, which he co-founded with Jim Simons. Howard served as a professor at the Wharton School. Howard's research on user interface technology and the optimization of computer networks was critical to bringing the ARPAnet to Philadelphia in the 1970s.



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**RAM SAREEN**

CEO of TukaTech, TukaWeb, TukaCenters. Fashion technology including design software and machinery, Fashion CAD engineering, Virtual Fashion Design and Fit Software, Garment Manufacturing Technology, On Demand Manufacturing, Product Development, Fabric Utilization, Trend Analysis, Technical Design, Sales, Computer-Aided Design (CAD), and Retail. Member Advisory Board at UCR, Santa Monica College, Cal Poly Pomona, Raymond's India.



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**CHARLTON SHACKLETON**

Executive Director, Shackleton Initiative Marine Research Centre, founded SIMRC to study of coral reef restoration at the waters edge in Tobago, West Indies. Leader of Shackleton 2022 exhibition to provide a once-in-a-lifetime opportunity for under-represented students of science from around the world to explore and learn about the South Pole.



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**ADI SIDEMAN**

CEO of 'Props', an open source protocol and an SEC-qualified crypto token that empowers users to generate wealth by giving them a financial stake in the network they help grow. Popular apps reward users with Props tokens that serve as programmable "User Capital": unlocking in-app benefits (discounts, status, features) and financial upside. Previously founded and sold multiple startups. As a developer, Adi produced the first-ever animated ads on AOL.



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**JEFF WILLIAMS**

For twenty years he has led teams at Microsoft, Secureworks, and other top tier technology companies which make the internet safer - eliminating malware, taking down botnets, reducing spam globally, and keeping data private.



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**MEENA YSANNE**

Experience designer best known for combining deep knowledge from her dual music and food careers to create multisensory immersive experiences. A past TEDx speaker, her books have been published by HarperCollins, and she's collaborated with The Smashing Pumpkins, Elton John, and Tiesto. Clients include American Express and HBO.

## EVENT LINK

Emails will be sent immediately prior to the event, and you can also get there from your registration on eventbrite. The emails and eventbrite pages are most reliable, in case we need to make a last-minute change. But as of this writing, this conference link will work:

<https://ax3studios.zoom.us/j/98626304636?pwd=YjMyRDlYMU8wMmtlUDNWbE96U2dxZz09>

See you soon! Thank you again for your participation in DRAM 2021: “Accelerant”.

## VERY SPECIAL THANKS TO OUR DESIGN AND PRODUCTION PARTNERS

**MOHR  
DESIGN.**

