

Conference

Wednesday through Saturday, May 4–7

A conference of symposia, lectures, and workshops with visionaries and leaders—including exemplary mayors, forecasters, architects, artists, economists, and technology experts—addressing the Festival themes: *The Heterogeneous City*, *The Networked City*, *The Reconfigured City*, and *The Sustainable City*. Events take place at The Cooper Union, NYU Wagner, and the New Museum.

Program subject to change. Please visit festivalofideasnyc.com for updates.

Wednesday, May 4, 7:00pm

Keynote Address: Rem Koolhaas

\$25. Rosenthal Pavilion, Kimmel Center, NYU, 60 Washington Sq South

Co-founder of the Office for Metropolitan Architecture (OMA), Rem Koolhaas is one of the most influential architects and thinkers of the past three decades. Koolhaas is the founder of AMO, a think tank focused on social, economic, and technological issues. He is a recipient of the Pritzker Architecture Prize and the author of such landmark books as *Delirious New York: A Retroactive Manifesto for Manhattan and S, M, L, XL*. He is Professor in Practice at Harvard's School of Design, Department of Architecture.

The New Museum presents Cronocaos, OMA's installation that asserts the critical position of preservation in architecture and urbanism. The exhibition will take place at the New Museum's 3,600 square foot, partially renovated ground floor space at 231 Bowery. It includes historic objects and photographs, analysis of the rapid growth of preserved urban and natural territories, and a take-away display of OMA's projects spanning thirty-five years. Cronocaos redefines this underexplored theme as one of urgency within and beyond architecture's disciplinary boundaries. **Lead sponsor: American Express**

Thursday, May 5, 1:00–3:00pm

The Heterogeneous City

Panel Discussion

\$10. The Great Hall at Cooper Union, 7 E. 7th St. (between 3rd and 4th Aves.)

The heterogeneous city is the stimulating city: diverse complex, tolerant. The ideal heterogeneous city has a kind of dynamic equilibrium; the real one is frequently, if not constantly, involved in struggles over terrain and influence. A panel of activists, artists, and analysts discusses why heterogeneity is so crucial to great urbanism, what threatens it, and what it takes to sustain it.



Rem Koolhaas

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Jaron Lanier

© Jonathan Sprague

Vito Acconci Visual artist and performance pioneer Acconci has, since the late 1980s, turned his attention to architecture. His practice, Acconci Studio, is known for its rethinking of public space and the public responsibility of the built environment.

Jonathan Bowles Director of the Center for an Urban Future, Bowles oversees a public policy organization that works to improve the overall health of New York City. He has written extensively on key economic trends, diversification, and the importance of small businesses to large cities.

Rosanne Haggerty Recipient of the MacArthur Foundation Award, Haggerty is the founder of Common Ground, a non-profit organization dedicated to finding solutions to homelessness in cities throughout the US. Common Ground operates and develops housing facilities across the country.

Suketu Mehta Professor of Journalism at NYU, Mehta is the award-winning author of *Maximum City: Bombay Lost and Found*, an extraordinary historical portrait of "the biggest, fastest, richest city in India." He is currently working on a nonfiction book on contemporary immigrants in New York City.

Moderator: Jonathan F.P. Rose Founder of Rose Companies, a green real-estate development, planning, consulting, and investment firm, Rose also chairs the MTA's Blue Ribbon Commission of Climate Change. He is a Trustee of the Urban Land Institute and Co-Chair of its Climate and Energy Committee.

Thursday, May 5, 4:00–6:00pm

The Networked City

Panel Discussion

\$10. The Great Hall at Cooper Union, 7 E. 7th St. (between 3rd and 4th Aves.)

The networked city is the efficient city. Virtually all urban systems are networked, from the streets to the water supply to security and surveillance—and new networks, mostly virtual, are superimposed on our lives every day. Does this interconnectedness make us more vulnerable as well as more effective and efficient? A panel of media theorists and technology visionaries considers the impacts and implications of our networked lives.

Adam Greenfield Managing Director of Urbanscale, an urban systems design firm, Greenfield is former head of design direction and user interface for Nokia. He is the author of *Everyware: The dawn of the age of ubiquitous computing* and the forthcoming *The City is Here for You to Use*.

Natalie Jeremijenko New-media artist and engineer Jeremijenko is an Associate Professor in Visual Art/Computer Science/Environmental Studies at NYU, where she develops strategies that employ new technologies to track and remediate environmental changes.

Anthony Townsend Research Director of the Institute for the Future, a nonprofit research group, Townsend researches the impact of new technologies on cities and public institutions. He is a member of the National Foreign Trade Council's Global Information Forum Brain Trust.

McKenzie Wark Chair of Culture and Media Studies and Associate Dean at the New School's Eugene Lang College, Wark is the author of *A Hacker Manifesto* and *Gamer Theory*.

Moderator: Joseph Grima Editor-in-Chief of *Domus* magazine, Grima is an architect and former director of the Storefront for Art and Architecture. He teaches at Moscow's Strelka Institute for Media, Architecture, and Design and is the co-founder (with Pedro Reyes) of the Urban Genome Project, dedicated to "mapping the code on which cities are written."

Thursday, May 5, 7:00pm

The Networked City

Keynote Address: Jaron Lanier

\$10. The Great Hall at Cooper Union, 7 E. 7th St. (between 3rd and 4th Aves.)

Author of the best-selling *You Are Not A Gadget: A Manifesto*, Jaron Lanier has long been associated with Virtual Reality research and founded VPL Research, the first company to market VR products. He has served as Chief Scientist of Advanced Network and Services and as Lead Scientist of the National Tele-immersion Initiative, a coalition of research universities studying advanced applications for Internet2. He has recently served as Scholar at Large for Microsoft and currently acts as their Partner Architect.

Friday, May 6, 2:00–4:30pm

The Reconfigured City

Presentation and Discussion

\$10. The Great Hall at Cooper Union, 7 E. 7th St. (between 3rd and 4th Aves.)

The reconfigured city is the adaptable city, one that can continually rethink and remake itself without destroying its fundamental character. In this series of presentations, two architects, an artist trained as an architect, and an entrepreneur talk about how we can adapt, hack, amplify, and more productively use what

we have; how we can tap into the unused excess capacity of our workspaces and transportation systems; and radically re-envision existing buildings and social practices to keep our cities useful long into the future.

Robin Chase Founder and CEO of GoLoco, an online ride-sharing community, Chase also founded and is the former CEO of Zipcar. Currently she leads Meadow Networks, a consulting firm that advises city, state, and federal government agencies on wireless applications in the transportation sector.

Elizabeth Diller Founding partner of Diller Scofidio + Renfro, Diller is a Professor of Architecture at Princeton University. She and her partner Ricardo Scofidio were the first architects to be awarded the MacArthur Fellowship, and their practice is currently leading the design of the High Line and the redesign of Lincoln Center.

Frank Duffy Founder of DEGW, an architectural firm devoted to strategic consultancy that helps businesses create social-scientifically informed workspaces, Duffy is also the author of *Work and the City*, which tracks the symbiotic relationship between modern architecture and office design.

Pedro Reyes Architect and artist Reyes's work is part shelter and part sculpture focusing on the interplay between physical and social space. He is (with Joseph Grima) the co-founder of the Urban Genome Project which is assembling an index of tools for improving the urban environment.

Elizabeth Diller

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Pedro Reyes



Frank Duffy



Robin Chase

Friday May. 6. 5:00–6:00pm

The Sustainable City

Keynote Address: Antanas Mockus

\$10. The Great Hall at Cooper Union, 7 E. 7th St. (between 3rd and 4th Aves.)

Former President of the National University of Colombia, Antanas Mockus went on to serve two terms as the Mayor of Bogotá. Under Mockus's leadership, water usage dropped 40 percent; 7,000 community security groups were formed; the homicide rate fell 70 percent; and traffic fatalities dropped by over 50 percent. In 2010, he ran for President of Colombia (with Sergio Fajardo as his running mate) on the Green Party ticket. He is currently President of Corpovisionarios, an organization consulting cities on addressing their problems through social mechanisms.



Antanas Mockus



John Fetterman



Greg Nickels

Friday, May 6, 7:00–8:30pm

The Sustainable City

Mayoral Panel

\$10. The Great Hall at Cooper Union, 7 E. 7th St. (between 3rd and 4th Aves.)

The sustainable city is the city with a future. Between greenwashing and scolding, it is easy to be cynical about admonitions to change our resource-consuming habits, but the fact is that our future depends on it—and on making our cities not only environmentally but economically and politically sustainable as well. A group of leading Mayors discusses their work on making their cities ready and open for the long-term future.

Prologue by David Byrne Musician, artist, producer, activist, and columnist are among the many hats worn by David Byrne. He is well known for his work with the band Talking Heads, and his collaborations with such diverse artists as Brian Eno and Celia Cruz. He is the author of *Bicycle Diaries* and is a passionate spokesman for the increased use of bicycles for transport.

Sergio Fajardo As mayor of Medellín, Sergio Fajardo transformed his city from the murder capital of the world into a tourist destination and one of the safest cities in Colombia. His instruments of change were urban and architectural renewal, as well as a transformed transportation system.

John Fetterman As two-time mayor of Braddock, Pennsylvania, John Fetterman has drawn national attention for his efforts to transform a dying rust-belt city into a center for the arts and a beacon for economic revitalization and community renewal.



Sergio Fajardo

Greg Nickels While mayor of Seattle (2002–10), Greg Nickels reduced the city's greenhouse gas emissions "to meet or beat" the levels stipulated in the Kyoto protocols. His agenda included innovation in transportation, public safety, green jobs, and climate protection. He spearheaded the US Mayors Climate Protection Agreement (2005).

Michael Nutter In early 2009 Mayor Nutter launched Greenworks Philadelphia, a 15-point plan to make Philadelphia the greenest city in the United States, with initiatives in areas including green jobs, local food, recycling, and energy conservation. In 2010, Philadelphia won the 2010 Sustainable Community Award from the U.S. Chamber of Commerce.

Moderator: Kurt Andersen Host of Peabody Award-winning Studio 360, a co-production of Public Radio International and WNYC, Kurt Andersen is also co-founder and editor of *Spy* magazine. He is the author of two novels, *Heyday* and *Turn of the Century*.

Panels and symposia are made possible by a generous gift from Toby Devan Lewis.

The Sustainable City Mayoral Panel is made possible by a generous gift from John S. Wotowicz and Virginia D. Lebermann.

Saturday, May 7. 10:00am–12:00pm

World Café: Downtown NYC

Policy Issues

Workshop Session 1

\$10 (limited to 60 participants). NYU Wagner at the Puck Building, 295 Lafayette St.

World Café is an innovative "group-sourcing" practice, enabling successive small groups to focus on aspects of a particular problem or issue. A topic is broken into sub-questions, each addressed at one table in the "Café"; after a set period of small-group conversation, participants move to a different table, where each moderator summarizes the previous conversation and opens a new discussion. Through multiple rounds, each component part of an issue is thoroughly aired—and each participant has an opportunity to address different questions.

In the morning sessions, NYU Wagner and IDEO will collaborate to highlight policy challenges and elicit solutions that can help create a better downtown New York. Using yourlist.org, the organizers will solicit and aggregate citizen views to identify downtown residents' issues and concerns, which will then be addressed in World Café-format discussions. Following the Festival, OpenIDEO will select one or more of the most prominent issues for its "Challenges" program, in which citizens and experts from around the globe weigh in with suggested solutions.

Saturday, May 7. 2:00–4:00pm

World Café: Built Environment

Workshop Session 2

\$10 (limited to 60 participants). NYU Wagner at the Puck Building, 295 Lafayette St.

In the afternoon, a group of highly innovative architects, artists, and entrepreneurs brought together by the Architectural League and the New Museum will lead World Café sessions on how the themes of the Festival—The Heterogeneous City, The Networked City, The Reconfigured City, and The Sustainable City—can take form in specific ideas and proposals for the New City. Session leaders are:

David Benjamin Director of The Living Architecture Lab at Columbia University School of Architecture, Planning, and Preservation, Benjamin is also the Principal of the architecture practice The Living.

Andrea Blum Artist and Professor at Hunter College, C.U.N.Y., Blum lectures frequently on the relation between art, architecture and public space. She has designed social sculptures for permanent and temporary projects internationally.

Anna Dyson Director of The Center for Architecture, Science, and Ecology (CASE) at Rensselaer Polytechnic Institute, Dyson is currently directing multidisciplinary research for on-site energy generation.

Mitchell Joachim Co-founder of Planetary ONE and Terreform ONE, Joachim is a Clinical Associate Professor of Architecture, Urban Planning and Sustainable Design at NYU's Gallatin School.

Lydia Kallipoliti Assistant Professor at the Irwin S. Chanin School of Architecture at Cooper Union, Kallipoliti is a practicing architect, engineer, and theorist. She is the founder of Eco Redux, an innovative archival and design resource.

Mitch McEwen Founder and Director of Superfront, McEwen is dedicated to the promotion and exhibition of radical contemporary architecture. She is an Adjunct Assistant Professor at Columbia University's GSAPP.

Jorge Otero-Pailos Founder and Editor of the journal *Future Anterior*, Otero-Pailos created this first American peer-reviewed scholarly journal devoted to the state of historic preservation. He teaches courses such as the Theory and Practice of Historic Preservation at Columbia University's GSAPP.

Roo Rogers Co-founding partner of OZOLab and the former CEO of OZocar, Rogers has shaped the OZOLab to provide consulting services to consumer companies that need to drive sustainable innovation throughout their business model.

Saturday, May 7. 5:00–6:00pm

World Café: Report Out

Workshop Session 2

Free. New Museum Theater, 235 Bowery

Moderators and participants from World Café Session 2 regroup for a "report out." Moderators present the results of the workshops followed by a lively discussion amongst participants.

Ticket Information

Tickets for each event may be purchased at: festivalofideasnyc.com. A Festival Conference Pass is available for \$65, guaranteeing your entry to all events occurring May 4–6. Workshops that take place on May 7 are not included in the Festival Conference Pass.