



‘DESIGN IDEAS WORTH SPREADING’

SINGAPORE’S FIRST LARGE-SCALE TEDx IDEA EVENT

JOINTLY ORGANISED AS PART OF SINGAPORE DESIGN FESTIVAL 2009

ON SAT, 28 NOV 2009 AT SINGAPORE MANAGEMENT UNIVERSITY.

SINGAPORE November 2009. As part of Singapore Design Festival this year, there will be a public ideas event themed “**Design Ideas Worth Spreading**”, jointly curated and presented by TEDxSingapore and TEDxGreen.

This event features thought-provoking ideas and talks from TED Conferences by Al Gore, Karen Armstrong, Stefan Sagmeister and other amazing thinkers, doers and talented musicians. Design encompasses more than making great products, and includes everything that humanity does and creates, and is also about our continual search for ideas and solutions to questions that affect all of us: How can we design a better world to live in? Live a greener, self-sustainable existence on this planet? Lead happier lives? Be more creative? Create a future we can believe in?

At “Design Ideas Worth Spreading”, Singaporeans will learn, share and engage in conversations about these ideas and their own, and be inspired to make a difference in their world and lives.

Like TED, TEDxSingapore and TEDxGreen are dedicated to ‘Ideas Worth Spreading’. We are best thought of as a global community welcoming people from every discipline and culture who have two things in common: Seeking a deeper understanding of the world and wanting to turn that understanding into a better future for us all.

In every country, there are curious souls who are excited by the power of ideas. TED Talks have been watched over 150 million times online. Many Singaporeans too are passionate about ideas, and thousands here watch TED Talks online at TED.com every week. Currently, over 1,300 Singaporeans have joined TED’s online community, representing more than 3% of the TED.com community worldwide. Within a few weeks of our launch in April this year, over a thousand people joined our local TEDxSingapore and TEDxGreen communities, and many wrote to us wanting to contribute.

Mr. Dave Lim, 42, founding curator, says, “TEDxSingapore’s mission is to inspire people in Singapore to engage in conversations about ideas that have the power to make a difference in our lives and our world. We also share ideas worth spreading from Singapore with the world through the global TED community.”

Mr Eugene Tay, 32, founding curator of TEDxGreen, “Our focus is on innovative ideas for a Green Future. We connect thought-leaders and changemakers to share, discuss and spread ideas that will help us build a sustainable future in our world and in Singapore.”

We started TEDx in Singapore because we believe that ideas are infinitely valuable. “Everything begins with an idea. Electric power started with the idea that humans should harness the power of lightning. Human flight started from an idea that we should fly like birds. SIA started from an idea that Singapore should build a global airline. If you think about it, Singapore would not be here if not for the idea that a small, barren island would make a great port. Our existence, our past, our present and indeed, our future depends on having great ideas.” says Mr. Dave Lim “Global economic crisis or not, there is no shortage of ideas worth spreading, or of ideas worth doing.”

TEDxSingapore and TEDxGreen are officially licensed by TED to independently organise TED-style idea events, talks and conferences in Singapore. The curatorial team includes talented thinkers and doers, and TEDsters, people who have attended TED Conferences. We are non-commercial and run by volunteers, contributions of Singaporeans who are passionate about and value ideas, and through sponsorships.

‘**Design Ideas Worth Spreading**’ will be held on Saturday, 28 November 2009 from 9:00am to noon at Singapore Management University, and is open to the public. There is no charge for admission, but registration is required. To register visit our website: www.TEDxSingapore.sg/DesignFestival2009 or email: Register@TEDxSingapore.sg

About TEDx

In the spirit of Ideas Worth Spreading, TED has created a program called TEDx, where x=independently organised TED event. Both TEDxSingapore and TEDxGreen are officially licensed by TED to independently organise TEDx ideas events in Singapore that bring people together to share a TED-like experience. We are non-commercial and run by volunteers, contributions of Singaporeans who value and are passionate about ideas, and through sponsorships.

About TEDxSingapore

TEDxSingapore shares the same passion and mission as TED: Spreading Ideas. Our mission is to inspire people in Singapore to learn, share and discuss "Ideas Worth Spreading" and to inspire people to make a difference in their lives, their world and in Singapore. We also share ideas worth spreading from Singapore with the rest of the world through the global TED community. We curate and organise idea talks, events and conferences in Singapore. The curatorial team include talented thinkers and doers and TEDsters, people who have attended TED Conferences. Website: www.TEDxSingapore.sg

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About TEDxGreen

TEDxGreen focuses on "Ideas for a Green Future". Through our events, we connect thought-leaders and changemakers to share, discuss and spread ideas that will help us build a sustainable future in our world and in Singapore.

TEDxGreen is curated and run by Green Future Solutions, a Singapore-based business that promotes environmental awareness and action for a green future through our network of green websites, events, presentations, publications and consultancy. We also publish Singapore's leading websites on the environment, such as, AsiaIsGreen, Green Business Times, Zero Waste Singapore and Low Carbon Singapore. Website: www.TEDxGreen.com

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About TED

TED organises annual events where some of the world's leading thinkers and doers are invited to share what they are most passionate about. "TED" stands for Technology, Entertainment, Design — three broad subject areas that are, collectively, shaping our future. And in fact, the event is broader still, showcasing ideas that matter in any discipline. Attendees have called it "the ultimate brain spa" and "a four-day journey into the future." The diverse audience — CEOs, scientists, creatives, philanthropists — is almost as extraordinary as the speakers, who have included Bill Clinton, Gordon Brown, Al Gore, Bill Gates, Jane Goodall, Frank Gehry, Paul Simon, Sir Richard Branson, Philippe Starck and Bono.

TED was first held in Monterey, California, in 1984. In 2001, Chris Anderson's Sapling Foundation acquired TED from its founder, Richard Saul Wurman. Since then its scope has become ever broader. Today TED includes the award-winning TEDTalks video site, the Open Translation Program, the new TEDx community program, and the annual TED Prize. TEDGlobal "The Substance of Things Not Seen," was held in July 2009 in Oxford, UK, TEDIndia "The Future Beckons" in Nov 2009, TED2010, "What the World Needs Now," in Feb 2010 in Long Beach, California, with a simulcast called TEDActive in Palm Springs, California.

website: www.TED.com see >About TED or www.TED.com/pages/view/id/5

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