

To: [REDACTED] jeffrey.Einstein@vacation@gmail.com

From: John Brockman
Sent: Sat 7/7/2018 5:30:11 PM
Subject: The Deep Thinking Project

Re: DEEP THINKING
Twenty-five Ways of Looking at AI

JE,

I want to move ahead with some big plans, important endeavors worthy of support. The overall agenda is to turn the book into what I am calling THE DEEP THINKING PROJECT, the point of which is nicely put in the first blurb for the book, from Stewart Brand:

“Intelligences born and intelligences made have a lot to offer each other. For that beneficial blend to occur, the contextual framing that the voices in this book spell out will be crucial.”

The field started out in the 1930s with scientists beginning with Turing, then Shannon and von Neumann, not to mention Margaret Mead, Gregory Bateson, Warren McCullough, and Nobert Wiener, all distinguished scholars and deep intellectuals responsible for major scientific discoveries and innovations. The problem today is that many of the the people at the forefront of AI are technology people who simply don't know what they don't know.

What I want the THE DEEP THINKING PROJECT to do is to organize the leading intelligences born to weigh in and consider intelligences made. Enough of "AI". There's nothing "artificial" about what we make, including knowledge. It was Gertrude Stein who pointed out the tautology of knowledge when she wrote: "How can you know more than you do know". I want to expand group of participants in my book to include as many of the sophisticated sensibilities I can enlist, and create a private group, something along the lines of the "[Lunar Society of Birmingham](#)", to take a deep dive into exploring these matters from the scientific point of view.

To move ahead I wby beginning with a conference this summer (August or first week September) to consider this project and to plan the setting up a Carnegie Hall event in February re the publication of the book.

At the farm, and free to talk today.

Best,

JB

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John Brockman  
[REDACTED]

Brockman, Inc.



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