
From: Joi Ito <[REDACTED]>
Sent: Monday, December 29, 2014 1:06 AM
To: Barnaby Marsh
Cc: Jeffrey Epstein; John Brockman
Subject: Re:

Miss-fits, weirdos, exceptional...

John Brockman mentioned over breakfast that maybe there could be a way to not actually name it...

> On Dec 27, 2014, at 14:06 , Barnaby Marsh <[REDACTED]> wrote:

>

> Yes, one of many problems of using "genius". Open to further exploration, as long as not watered down. We want real mavericks, but it's often used as another catch-phrase. Need to consider how it resonates in person, too- calling someone a "genius" in higher academic circles causes some discomfort and does not sit too well (a good thing in some sense, since it adds charge); "maverick" is a little more palatable and acknowledges the discomfort - it is "safer". We want to be careful with safe-types with corporate appeal, which is the way things go with TED, etc, because of the problem of "crowding out" of very alive minds who have limited patience for just being on display. Lets discuss further though...

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> On Sat, Dec 27, 2014 at 1:29 PM, jeffrey E. <jeevacation@gmail.com> wrote:

> joi, barnaby, I was speaking with John who raised the question of having "genius" in the titles rather than something less well accepted, institutional. and/or common , more like maverick minds. something that represents more of a rebel mentality than a well respected man with pipe.

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