JE,

Check this out. See you tomorrow. JB

I mentioned that his is a dry-run, or, an out-of town tryout for a =ossible yearly conference/seminar. In this regard, we are attempting a =uantum leap forward by bringing in Jason Wishnow, the former Director =f Film and Video at TED (http://bit.ly/19jhyKY), who, in 2006, defined =he aesthetic of TEDTalks, establishing standards for how to direct, =ight, shoot, capture, edit, encode, and package the talks. As a result, =ED went from an expensive and exclusive invitation-only event, to a =lobal phenomenon.

As you know, EDGE has been posting videos for nearly 15 years with it's =wn aesthetic. This led the Boston Globe to write in 2008: "For those =eeking substance over sheen, the occasional videos released at Edge.org =it the mark. The Edge Foundation community is a circle, mainly =cientists but also other academics, entrepreneurs, and cultural =igures. . . .Edge's long-form interview videos are a deep-dive into the =aily lives and passions of its subjects, and their passions are =resented without primers or apologies. The decidedly noncommercial =ature of Edge's offerings, and the egghead imprimatur of the Edge =ommunity, lend its videos a refreshing air, making one wonder if =roadcast television will ever offer half the off-kilter sparkle of =heir salon chatter."

Then, beginning in 2006, under Wishnow's direction, the TED Talk became =he template for how talks are presented on the Web.

It's time for a change and Jason and I are working together in the hopes =f breaking through the very same format he inspired to come up with =omething great. It's an experiment. You're be part of it.

Thus Jason, and Ian Marcks, another film-maker, will be filming the =essions with five cameras, and importantly, this would involve filming =he people listening to the talks as well (i.e. put away your smart =hones; look interested!).

In terms of marching orders, while I know you are all professional =cademics and have certain ways of working, for EDGE's purposes, nothing =s more deadly than a Web video of a professor looking at his or her =lides and away from the camera/audience. So please kindly dispense with =our powerpoint, your slides, your graphics. Be conversational. You are =alking to your colleagues in adjacent fields about the state of your =iscipline which would include, but not be primary about, your own work. = This is not a book tour talk about the ideas you had three or four years =go that led to your book. It's not your canned academic presentation =or conferences. And it's definitely not your audition for TED. (There =re other venues where your ideas on saving the world will bring you =reat credit. EDGE isn't one of them. This isn't what we're doing. What =re we looking for: New, True, Important, Well-Said.

The EDGE motto is: "To arrive at an axiology of knowledge, seek out the =ost complex and interesting minds, put them in a room together, and =ave them ask each other the questions they are asking themselves." Or, =s the late and great biologist Ernst Mayr once said to me: "EDGE is a =onversation". And what a conversation it is!---=?xml version=.0" encoding=TF-8"?> <!DOCTYPE plist PUBLIC "-//Apple//DTD PLIST 1.0//EN" "http://www.apple.com/DTDs/PropertyList-1.0.dtd">

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