Sent from my iPhon=

Begin forwarded message:

I trust each of you has read my 24-point memo called 'WWW Conference C=nversation Guidelines' with 24 points that I believe give the spirit of the=meeting itself. I've had excellent response from many of you as well a= from sponsors and attendees. This memo addresses the outcome of the c=nference, in other words, what I do with the filming of these approximately=30 conversations.

1.   It will be filme= in black and white by a team directed by Jon Kamen and Sidney Beaumont of @=adical.media, and John Halloran.
2.   It will be photographend in black a=d white and unedited. There will be a camera on each of the individua=s chatting, as well as a long camera on the three of us sitting on stage. &=bsp;
3.   Michael Smolans and David Orban of dotSUB will then translate i= into many languages and add a running translation in English which will ad=ress the language needs of perhaps 90% of the world's population.
4.   This will live on a server and be accessed by an app that will have a r=lease date at this juncture of 1 December. The app will also contain a=great deal of additional information on each of the presenters.
        =li>The additional curated stuff - photos, videos, and links is what this me=o is focused on.
5.   Scrollmotion has already done two extraordi=ary versions of the organization and design of this app. They have of=ices in San Diego and New York City.
6.   There will be a series of uniq=e videos on which I will comment later, made where appropriate of you in si=u.
7.   The video of the entire conference of course can be accessed by p=irings of speakers from a list and viewed as you would at the conference sh=wing individuals in improvised conversation. However, one could also d=uble click on a single name and go into this visual biography of each of th= participants.
8.   The demo is attached here: http://vimeo=com/user7992663/review/47187545/29ddc526f0 <http:=/vimeo.com/user7992663/review/47187545/29ddc526f0> (the password is=WWW) It shows an extremely brief version of CK Williams, the Pu=itzer Prize winning poet, in which you cannot only see a bio, for which we w=ll ask a major expansion, but also photographs of the covers of a few of hi= 11 books. We would also like to have all of his books, which you wil= be able to order form the app, some outtake videos, not from the conferenc= but from other sources that we would identify, and that you will identify,=as well as, in the case of CK Williams, many pages, a few

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shown here, of hi= personally edited writings of his poetry - something you can't find on You=ube, a presentation or in a book, or perhaps anywhere but this app.

9.

10. This is an important point: if=you Google Richard Wurman, you come up with perhaps 450,000 citations. &nbs=;The number changes daily. This would amount to 40,000+ pages, which o= course nobody looks at. Basically it's junk big data, and people mos=ly focus on one article and a wikipedia entry. The attempt here is to=have the first primitive development of a platform for beginning to assuage=some curiosity in the beginning of looking at a visual biography of at leas= these 50 people. If the platform works it's scalable. That's t=e idea of a new modality. If it works for people perhaps it will work=for healthcare and other subjects.

11. I'm putting toge=her a team of people consisting of Ali Smolans, who will help curate some o= the materials for many of you, Paul Kandarian, a magazine writer friend of=mine from Rhode Island, and three others plus Blaise Zerega, CEO of FORA.tv=who has agreed to make some original, simple videos such as Frank Gehry wal=ing around his office showing and discussing models of buildings that he ha= not built, or variations of for instance the 8 Spruce Street tower in New Y=rk or hopefully Craig Venter's laboratories in a walk-through, etc. etc.

12. So this is a request for the following: please start thinking about th= stuff that you've never shown: everything from baby pictures, pictur=s of your pets, pictures of your office, pictures of your home, things that=make you real. Multiple photographs of yourself, perhaps a strip of p=otographs of you taken in a photo booth at an amusement park that you have i= a drawer. Writings that you've done that show your edits, something t=at shows you're real, human, and shows your process. Pictures of your=laboratories. Agree to have somebody do a 5- or 10-minute walk throug= with you in your office or your lab or your place of work or your architec=ural studio. Videos or dvd's that for example I know Moshe Safdie has=which he makes to describe what a building will look like in computer graph=cs to a client. I know he has a fantastic one of an apartment house i= Singapore. And I'm sure Bjarke has similar things that he generally d=es not release. Covers of books about you, covers of books by you. &n=sp;A list of articles that you think critically describes you and links to Y=uTubes or other videos or other citations that you think and you have curat=d yourself that make you particularly interesting, not the half a million a=ailable on line.

13. We hope to have this put together, along wi=h the entire conference, for release by 1 December and promote it immediate=y after Thanksgiving. I am going to ask for your cooperation out in R=dlands at the conference and I will have additional copies of this and the o=her memo to give you when you register.

14. Attached are technic=l specifications for those of you who understand them yourself or have some=ody in your office under the age of 30 who automatically understands them t=at would help us translate whatever you send us in usable form. Pleas= read them or give them to somebody to read. I don't understand them m=self but I'm sure some of you have a better handle on this than I do but th=s would make the process extremely more smooth and efficient and less expen=ive.

RSW

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