



join waag society @ PICNIC '12

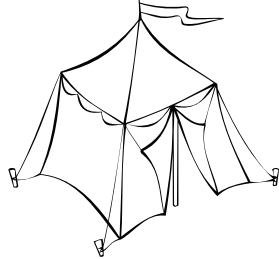
17 & 18 SEPTEMBER 2012

As a premium sponsor of PICNIC, we're proud to be omnipresent at PICNIC, Europe's largest platform for innovation and creativity. All our labs have valuable input around this year's theme of "New Ownership: the shift from top down to bottom up".

Join Waag Society at PICNIC, whether you're into DIY Bio, Open Design or education, there's something for you.

Here's our list of activities at PICNIC.

Ongoing (both days)



Waag fair

10:00 - 17:00 (Waag fair - outside EYE)

Risk it

A lower leg prosthesis that costs less than \$50 and can be locally produced by small businesses? Learn about our project 'Low Cost Prosthesis', experience what it is to have only one leg and discover how you can participate. Do you dare?

Open it

Do you have any idea what your mobile phone looks like on the inside? Come and find out in our Urban Mine. Because we believe: 'If you can't open it, you don't own it!'

Data Visualization

10:00 - 17:00 (App Ecosystem Tent)

Waag Society presents a data visualization using all available open data sets for Amsterdam. Come and create your own map of the city based on open data. A visualization for our project City SDK.

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DAY 1

Waag Society and Rijksmuseum Rijks Studio Fablab Workshop

10:00 - 12:00 (Fablab)

The Rijksmuseum invites designers, creators and the curious to create things based on images from its world-class art collection. Waag Society's experts help you channel your DIY-talents with 3D printers, a laser cutter, a vinyl cutter or good, old-fashioned canvas and paint.

PICNIC Young - Workplace of the future (Socratic Conversation)

With Keimpe de Heer, Director of our Creative Learning Lab

10:00 - 12:00 (Open Coop)

What does education look like in the 21st century? What would be the ideal workplace? A group of students will discuss these issues during a Socratic conversation with philosopher Humberto Schwab.

Discussion: Why DIY? Biotech in the Backyard

With our Director Marleen Stikker and Lucas Evers, head of our Wetlab

13:30 - 15:00 (Cinema 3)

Can DIY make biotech open, affordable and accessible to all? Learn from the experts about the aims and impact of DIY bio. And be there for the launch of the GoodDIY Bio competition.

Digital Disruptions

With our Research Director, Frank Kresin

13:30 - 17:15 (Exhibition 3)

Which "digital disruptions" will affect our lives in the coming years? Collectively explore a number of scenarios to come up with meaningful answers.

PICNIC Young - Fablab session

13:30 - 17:15 (Fablab)

A group of young creatives will show you what their ideal future looks like! Inspired by the Socratic conversation with by philosopher Humberto Schwab, students will work on designing their 21st century workplace in a mobile Fablab (Fabrication Laboratory).

Open Data Mobility workshop

With our Project Developer, Karen van der Moolen

14:00 - 17:00 (App Ecosystem Tent)

In this workshop we will devise open data applications - with the theme of mobility as starting point - that contribute to fewer accidents, choosing the easiest route and the best transportation. After this, you will learn to design business models for open data initiatives.

Keynote "If you can't open it, you don't own it"

With Bas van Abel, head of our Open Design Lab

14:25 - 14:45 (Cinema 1)

Bas explains that "ownership through opening" will catalyze more responsibility, both within the industry and within society. Through one of Waag Society's latest projects, FairPhone, he explores the invisible systems behind our products.

Vodafone Firestarters: M-Health, From Lifestyle to Lifesaver

With Sabine Wildevuur, head of our Creative Care Lab

15:30 - 16:30 (Cinema 4)

Vodafone Firestarters talks with industry experts about the future of health-related applications and creating apps with the potential to save lives.

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DAY 2

PICNIC Young - Workplace of the future (Socratic Conversation)

With Keimpe de Heer, Director of our Creative Learning Lab

10:00 - 12:00 (Open Coop)

What does education look like in the 21st century? What would be the ideal workplace? A group of students will discuss these issues during a Socratic conversation with philosopher Humberto Schwab.

Mobiles for Good Nominee Presentations

13:30 - 15:00 (Cinema 3)

The 6 finalists of the Mobiles for Good Challenge will try to convince the jury in a 7 minute pitch. The goal of the competition is to select and develop mobile solutions that improve health and wellbeing. Organized by the Vodafone Foundation and Waag Society.

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Clash of Systems: A Socratic Conversation

With our Director Marleen Stikker

16:00 - 16:40 (Cinema 1)

Where great thinkers Tim O'Reilly, Marleen Stikker, Farid Tabarki and Humberto Schwab clash.

Mobiles for Good Award Ceremony

17:00 - 18:00 (Cinema 1)

Find out who wins the award for the most innovative mobile solution for health and wellbeing. Asi Sharabi, strategy director of Sidekicks Studios in London, shares his view on trends in mHealth. Rob Shuter, CEO of Vodafone Netherlands, announces the three winners of the Mobiles for Good Challenge.

Social Innovation Manifesto

With our Director Marleen Stikker

13:30 - 15:00 (Exhibition 4)

Waaq Society and Kennisland joined forces by creating a Manifesto for Social Innovation. During this interactive session we will investigate what it takes to get Social Innovation on the political agenda; in the Netherlands and internationally.

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