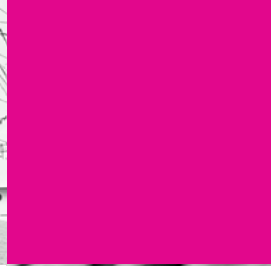
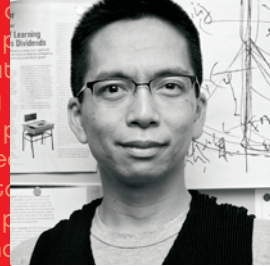
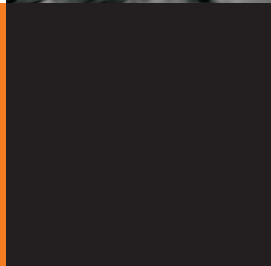




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LEGO® Idea Conference



April 17, 2012

Hotel LEGOLAND® Conference, Billund

Program

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 Hotel LEGOLAND® Conference, Billund



Auditorium A	9.00 – 9.10	Welcome by Morten Aagaard, President, The LEGO Foundation
	9.10 – 10.30	20 minutes' sessions: Cultures of creativity by Mads Nipper, EVP of the LEGO Group Creative talents by Nicolai Molkte-Leth, founder of True North Camps, Denmark Self-organised creativity by Sugata Mitra, Professor of Educational Technology at the School of Education, Newcastle University, UK Creative Adventures by Peter Madsen, artist, Copenhagen Suborbitals, Denmark
	10.30 – 10.45	Coffee break

Multihuset	10.45 – 12.00	Breakout sessions, part 1: Creative talents in action by Nicolai Molkte-Leth, founder of True North Camps Slider Tool by Søren Holm, ConceptLab, LEGO Group Early year's creative problem solving: Gina the Giraffe by Lisbeth Hattens, LEGO Education Life of George by Paal Smith-Meyer, New Business Group, LEGO Group Junior FIRST LEGO League (WeDo) by Gerhard Bjerrum-Andersen, LEGO Education Creator Race by Simon Kent and the Creator Team, LEGO Group Design with the Real World by Orkan Telhan, Emergent Design Lab, Penn University, Pennsylvania, USA
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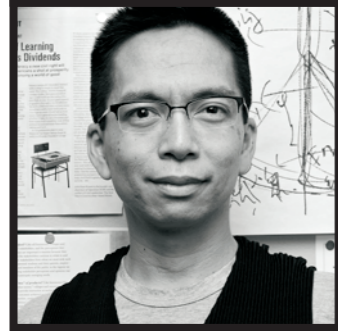
	12.00 – 13.00	Lunch and networking	Auditorium A
	13.00 – 13.45	I can - Design for change by Kiran Bir Sethi, Founder/Director, Riverside School, Gujarat, India	
	13.45 – 14.15	In the bath with Picasso – how to become more creative by Christian Stadil, CEO of Thornico A/S and owner of Hummel A/S, Denmark	
	14.15 – 15.30	Breakout sessions, part 2	

	15.30 – 15.45	Coffee break	Auditorium A
	15.45 – 16.00	The Pearl Children's Choir, Uganda	
	16.00 – 16.45	The Meaning of Innovation: Turning STEM into STEAM by John Maeda, President, Rhode Island School of Design, USA	
	17.00 – 18.30	Networking	

Guest speakers



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John Maeda

John Maeda is a world-renowned artist, graphic designer, computer scientist and educator whose career reflects his philosophy of humanizing technology. For more than a decade, he has worked to integrate technology, education and the arts into a 21st-century synthesis of creativity and innovation. Maeda became president of the Rhode Island School of Design in June 2008.

A former professor at the Massachusetts Institute of Technology, Maeda taught media arts and sciences there for 12 years and served as associate director of research at the MIT Media Lab.

He has published four books, his most recent 'The Laws of Simplicity' has been translated into 14 languages. In 2008 Maeda was named one of the 75 most influential people of the 21st century by Esquire magazine.

A native of Seattle, Maeda earned bachelor's and master's degrees in Computer Science and Electrical Engineering from MIT, followed by a PhD in Design Science from the University of Tsukuba Institute of Art and Design in Japan and an MBA from Arizona State University.



Nicolai Moltke-Leth

Nicolai Moltke-Leth trained as an elite soldier, sociologist and is the author of two books in Danish: 'Jo, du kan' and 'Et glimt af sjælen'.

Nicolai has worked with developing human potential, both his own and other people's, for most of his life. He founded the True North Camps for young people. He knows what you need to do to find your potential, identify your personal talents, develop and exploit them to the full and thus achieve your personal goals.

He has personally undergone this process on several occasions, often under great pressure. He has sought out and lived the kinds of adventures that many only ever dream of. Among other challenges, Nicolai finished the Paris-Dakar Rally, climbed peaks in the Himalayas and completed two of the world's toughest team endurance races, EcoChallenge and Raid Gauloises.



Sugata Mitra

Prof. Sugata Mitra is Professor of Educational Technology at the School of Education, Communication and Language Sciences at Newcastle University, UK.

He is the instigator of the Hole in the Wall experiment, where in the year 1999 a computer was embedded within a wall in an Indian slum at Kalkaji, Delhi and children were allowed to freely use it. The experiment aimed at proving that children could be taught computers very easily without any formal training. Sugata termed this as Minimally Invasive Education. The experiment has since been repeated at many places.

The Hole in the Wall experiment has left a mark on popular culture. Indian diplomat Vikas Swarup read about Mitra's experiment and was inspired to write his debut novel that went on to become the Oscar winning movie of 2009 - Slumdog Millionaire.

He is a PhD in Physics credited with more than 25 inventions in the area of cognitive science and educational technology. He was conferred the prestigious Dewang Mehta Award for Innovation in Information Technology in the year 2005.



Peter Madsen

Copenhagen Suborbitals is the name of a group of people working to build a rocket which can send a person into space. It is in fact the first Danish attempt to do this.

As Artistic Engineer of Copenhagen Suborbitals, Peter Madsen has many years of experience in amateur rocket-building. He leads the group with Space Architect Kristian von Bengtson, whose previous experience includes space architectural work for NASA.

Copenhagen Suborbitals is a suborbital space endeavor, based entirely on private donors, sponsors and part time specialists. The mission is to launch human beings into space on privately build rockets and spacecrafts. The project is both open source and non-profit in order to inspire as many people as possible, and to involve relevant partners and their expertise.

Copenhagen Suborbitals aim to show the world that human space flight can be different from the usual expensive and government controlled project.



Christian Nicholas Stadil

Co-owner of Thornico A/S, a group which operates within the food, technology, shipping, real estate, sport and fashion industries, Christian Stadil is one of Denmark's most important and charismatic business leaders.

Christian is well-known for his alternative approach to marketing and branding. His leadership philosophy, Company Karma, is all about giving in exchange for receiving. Based on this approach, Christian has created Europe's largest eco-friendly multi-storey car park in Rotterdam, and he sponsors national football teams in Afghanistan and Sierra Leone, a charity freighter in partnership with Danish Red Cross and a chicken farm in Malawi.

Christian also owns Hummel A/S, which won the prestigious Global Style Award in 2007. He also serves on a number of boards and think-tanks, and was nominated one of Scandinavia's most successful business leaders in 2005. He is the co-author of three books in Danish: 'Company Karma' with Professor Steen Hildebrandt, 'I bad med Picasso - sådan bliver du mere kreativ' with Professor Lene Tanggaard, and 'Personlig Karma' with Sofia Manning.



Kiran Bir Sethi

Kiran Bir Sethi is the founder/director of the Riverside School in Ahmedabad in India. She has a design background, having got her diploma in visual communication from NID. She is also the founder of 'aProCh' - an initiative attempting to make our cities more child friendly, for which she was awarded the Ashoka Fellow in 2008. In 2009, she was also presented with the 'Call to Conscience' award from the King Centre at Stanford, for the citizenship/liberation curriculum that Riverside School implements. In 2009, she conceptualized and promoted India's largest Design for Giving contest for school children which got over 100,000 children to design solutions for some of India's most challenging problems. Currently, she is promoting the world's largest 'Design for Change' contest, which has over 33 countries participating and aims to reach 60,000 schools across India.

Design for Change was the 2011 winner of the Design to Improve Life (work category) award given by INDEXT: Design - the world's biggest, and perhaps most important - design prize.

Practical Information



Registration

Please sign up for the LEGO® Idea Conference as soon as possible by sending your registration to: Kirsten.Stadelhofer@LEGO.com
We will send you an e-mail to confirm that we have received your registration.
Deadline for registration is March 15, 2012.

The Conference is free of charge. Lunch and refreshments are included.
If you have to cancel your participation, please make sure, we know by April 10, otherwise we will have to charge you with a no-show fee of € 100.

Event overview

The LEGO Idea Conference 2012 takes place at:
Hotel LEGOLAND® Conference
Aastvej 10, DK 7190 Billund.

Hotel LEGOLAND®

For hotel booking please contact the hotel directly and use the following details; Hotel@LEGOLAND.dk or by phone +45 79511336.
Please note that the hotel expenses are not included in the arrangement.

About the LEGO® Idea Conference

For the last five years, the LEGO Idea House and The LEGO Foundation have jointly hosted the annual LEGO Idea Conference in Billund, Denmark. Through a horizon-broadening program featuring 'Hands-On, Minds-On' workshops, this one-day event shows how the LEGO brand is so much more than a toy brand.

The LEGO Idea House is literally the foundation of the international LEGO Group that we know today. Built in 1924 and located in central Billund, it was once the family home of LEGO founder, Ole Kirk Kristiansen, and served as the company's first factory and administration buildings. Today, it houses the corporate museum, which takes you on a journey through the history of the LEGO Group and its foundation, values and strategies.

The purpose of the LEGO Idea House is to maintain and continuously develop a thorough understanding of the authentic LEGO identity, culture and values established by the family owned business and adapt them into the LEGO Group of today and tomorrow. The strength of the LEGO brand is created by the past and the present. The LEGO Idea House preserves both the past and present in order to prepare and empower the LEGO Group towards the future.

The LEGO Foundation believes that every child has the right to play and learn. Or in the words of Godtfred Kirk Christiansen (1920-1995): 'Our idea has been to create a toy that prepares the child for life – appealing to the child's imagination and developing the creative urge and joy of creation that are the driving force in every human being.'

Through donations, funding and educational support, The LEGO Foundation makes LEGO products accessible and applicable for less privileged children throughout the world. The goal is to create a positive impact by inspiring children and youth to become active citizens – and in the end empower them to create their own future – through fun, creativity and high quality learning. In 2011, the LEGO Foundation reached out to and supported more than 450,000 children worldwide.

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