

***The Battle***

***for Beautiful***

***Business***

HOUSE OF  
BEAUTIFUL  
BUSINESS

November 2nd - 6th, 2019  
Lisbon, Portugal

## **Program**

***With more than 7500 minutes of program—not counting all the breakfasts, lunches, and dinners held at The Academy, The Bank, and all over Lisbon—the House of Beautiful Business has a lot to offer. We want you to explore all corners and angles of the House, find and create your own space outside the main corridors, and leave your mark.***

## ***Big Questions, Visions, and Debates***

Most sessions in the Library, Red Room, and Blank Space at The Academy will give you an opportunity to hear talks and follow on-stage conversations that address some of the big issues of our time and offer new ideas to tackle them. Starting with an all-day conference at The Academy on Sunday and throughout Tuesday and Wednesday, you will be presented with bold visions and fierce debates about the economy and society we need.

## ***Masterclasses, Hands-on Workshops, and Experiments***

All week long, you can take part in workshops, masterclasses, and experiments. Monday at The Bank, in particular, is fully dedicated to hands-on experiences in smaller groups. You can Bring-Your-Own-Session in the morning, create the House token, make your own arthouse or TikTok movie, tear things down during "Hammertime," and give back to the city of Lisbon as part of an experiment with passersby in the late afternoon.

## ***Immersions, Excursions, and Digressions***

Finally, you can also plan your escape. Take part in a hypnosis session on Saturday night, join the field trips on Monday afternoon, find yourself at an unusual dining table somewhere in Lisbon during our Dinner Festival on Tuesday, or decompress in the Outer Space room. You can explore our art and tech installations at the House, forget about time during the Daybreaker Rave, play The Beautiful Game (our football match), initiate a spontaneous jam session in the Music Studio, or simply be silent with yourself.

Whatever route you take, make sure to take it all in.

## DAY 1

### Arriving & Departing

#### Saturday, November 2 @ The Academy

13:00 - 15:00

##### **MYSTERY MEETUPS**

Start by meeting a fellow House attendee at a secret location in Lisbon

15:00

##### **DOORS OPEN AT THE ACADEMY**

15:00 - 17:00

##### **COURTYARD FAIR / Courtyard**

Mingle with fellow attendees, enjoy snacks and drinks, and hear from the hosts of the 17 Chambers of Beautiful Business that took place around the globe this year

16:30 - 18:00

##### **THE AWAKENING SESSIONS**

Four workshops that bring you to your senses

*Intelligence*: The AI masterclass with Dave and Helen Edwards / **Lecture Hall**

*Imagination*: Improvise and play with Christopher Heimann / **Blank Space**

*Magic*: Bend minds and (maybe) forks with Rubens Filho and Abracademy / **Red Room**

*Constellations*: Map your social connections with Robert Rowland Smith / **Outer Space**

18:00 - 20:00

##### **DINNER / Courtyard**

19:45 - 20:15

##### **WELCOME AT THE WELL / Courtyard**

With Till Grusche, Monika Jiang, and Tim Leberecht

20:15 - 21:45

##### **GRAND OPENING: MAJOR AND MINOR KEYS / Library and Red Room**

With Christopher Heimann, Ricardo Marvão, Anja Melander, Paulo Pisano, Beowulf Sheehan, Amy Whitaker, and many others

Hosted by Mykel Dixon, Till Grusche, Monika Jiang, Aditi Khorana and Tim Leberecht

22:00 - 23:00

##### **VOYAGE - A SESSION TO REMEMBER / Outer Space**

Hypnosis with Nahum

22:00 - 24:00

##### **WELCOME PARTY / Courtyard**

## DAY 2

### Stimulation

#### Sunday, November 3 @ The Academy

8:00

DOORS OPEN AND BREAKFAST  
AT THE ACADEMY

8:00 - 8:30

DAYBREAKER RAVE / **Red Room**

8:00 - 9:00

YOGA WITH LOLA / **Blank Space**  
Rise and Shine  
With Lola Holmes

9:00 - 10:45

MAKE HOPE / **Library**

Mark Sagar: *Soul Machines*  
Estela Renner: *Entertainment against  
the Climate Crisis*  
Leyla Acaroglu: *Design-led Systems  
Change*  
Mathieu Lefevre: *More in Common*  
Beowulf Sheehan: *Seeing You*  
Hosted by Tim Leberecht, Martin Reeves,  
and Léa Steinacker

10:45 - 11:30

COFFEE BREAK / **Courtyard**

11:30 - 13:00

IN TECH WE BELIEVE / **Library**

Konstantinos Karachalios: *Enlightened  
Engineers*  
Emily Church: *Using Tech to Democratize  
Learning*  
Johanna Blakley: *Technologies of Taste*  
Mariana Lin: *Keeping AI Weird*  
Hosted by Léa Steinacker

THE NEW SENSES / **Red Room**

Moon Ribas: *Seismic Patterns*  
Gabriel Jones: *The Amplified Human:  
Using Computation and Robotics to  
Augment Doctors*  
David McCandless: *Information is  
Beautiful*  
Pauline Brown: *Aesthetic Intelligence*  
Dipti Mehta: *Stories of Liberation*  
Hosted by Martin Reeves

13:00 - 14:00

COMMUNITY LUNCH / **Courtyard**

**BREAK-OUT SESSIONS**

**14:00 - 14:30 SPEAKER Q&A: MAKE HOPE**

Hosted by Léa Steinacker / **Lecture Hall**

**14:00 - 15:30 POETRY IN BUSINESS** with  
Clare Morgan and Massimo Portincaso /  
**Blank Space**

**14:00 - 15:30 IMAGINING NEW VALUE** with  
Jessica Orkin and Thomas Winkelmann  
of SYPartners / **Red Room**

**14:00 - 15:30 THE FITNESS LOOP** with  
Urban Sports Club / **Terrace**

**14:30 - 15:00 SPEAKER Q&A: IN TECH  
WE BELIEVE** Hosted by Léa Steinacker /  
**Lecture Hall**

**15:00 - 15:30 SPEAKER Q&A: THE NEW  
SENSES** Hosted by Martin Reeves /  
**Lecture Hall**

**15:30 - 16:00**  
**COFFEE BREAK / Courtyard**

**16:00 - 17:30**  
**NEW POWER / Library**

Kristina Lunz: *Feminist Foreign Policy*

Maria Hengeveld: *The Corporatization  
of Feminism*

Jess Kutch: *The Future of Worker Rights*

Ed Gillespie: *The Activist as Storyteller*

Hosted by Danny Spitzberg

**UNICORNS AND ZEBRAS / Blank Space**

Joana Cunha: *Fair Commerce*

Josh Payton and Cheraé Robinson:  
*Designing for Hospitality*

Caroline Ramade and Raashi Sikka:  
*Diversity in Tech*

Antti Virolainen: *Steward-owned  
Companies*

Hosted by Georgia Frances King

**ALTERNATE ECONOMIES / Red Room**

David Li: *Innovation Made in Shenzhen*

Nicole Zhu and Yanling Duan:  
*Blockchain for Real*

Yichen Feng: *Equity-based Investing*

Claudia Cornelsen: *Universal Basic  
Income*

Laura François: *Circular Economy Design*

Hosted by Martin Reeves

**17:30 - 18:30**  
**BREAK / Courtyard**

**18:30 - 19:45**  
**CHANGING THE WORLD FOR REAL /  
Library**

Léa Steinacker in conversations with  
Ebele Okobi and Anand Giridharadas

**19:45 - 22:30**  
**GRAND PARTY / Courtyard**

DJ Cheraé Robinson

Live Performance by Al Pagado

Moon Ribas: *Sensing Earthquakes*

## DAY 3

### Immersion

## Monday, November 4 @ The Bank & Across Town

9:00

DOORS OPEN AND BREAKFAST AT  
THE BANK

9:00 - 10:30

MORNING RUN WITH PAUL PUGH /  
**Meet at Check-in**

9:00 - 12:00

OPEN MORNING AND BYOS  
(Bring-Your-Own-Session)

10:00 - 12:00

FEEL THE CHANGE / **Glass Room**

A disruptive hands-on experience for  
everyone needing to drive or cope with  
change, led by Renée Smith

(prior registration required)

10:00 - 12:00

BREAKING THE BANK / **Office**

Is there a better place to set up our own  
currency system? Learn hands-on about  
blockchain and Web3 by creating a  
House of Beautiful Business token, led by  
Alexander Ebeling and T-Systems

(prior registration required)

10:00 - 17:30

CO FARM / **Meet at Check-in**

Field trip to Leyla Acaroglu's project farm  
outside Lisbon, departure from The Bank

(prior registration required)

10:30 - 12:00

HAMMERTIME! / **Follow the Hammer**

Feel the metaphor and tear down the wall

12:00 - 14:00

LUNCHBOXES AT THE BANK / **Cafeteria**

12:30 - 13:30

THE ART OF TRANSFORMATION /  
**Office**

It's not rocket science.

With Jacqueline Dolinar, Yanling Duan,  
Maike Küper, and Lars Lehne

(prior registration required)

12:30 - 17:00

LISBON STARTUP TOUR / **Locker Room  
and Excursion**

Hosted by Portugal's leading startup  
incubator, Beta-I

With Ricardo Marvão

(prior registration required)

14:00 - 15:30

THE FILM PROJECT / **Glass Room**

From French arthouse to TikTok,  
make your own movie

With Mykel Dixon and Aditi Khorana

(prior registration required)

14:00 - 16:00

BEAUTIFUL BUSINESS TALKS –  
PRACTICE SESSION / **The Practice**

Create your own talk and get coached  
on delivering it on the final night

With Florian Schmitt

(prior registration required)

14:00 - 16:00

**FOLLOW THE MONEY / Meet at Check-in**

A private tour of the Museum of Money  
With Alexander Ebeling

(prior registration required)

14:00 - 16:00

**MASTERS OF BUSINESS ARTS / Office**

14:00 - 14:30 James O'Toole in  
conversation with Megan Hustad

14:30 - 15:00 Kate O'Neill in conversation  
with Monika Jiang

15:00 - 15:30 Yanbo Xue in conversation  
with Monika Jiang

15:30 - 16:00 Mark Sagar in conversation  
with Tim Leberecht

(prior registration required)

14:00 - 17:00

**THE BEAUTIFUL GAME / Locker Room  
and Excursion**

Join a locker room session at The Bank  
before departing for our legendary  
football match at the training grounds of  
Benfica Lisbon, coached by Ebru Köksal  
and Nuno Moura

(prior registration required)

14:00 - 17:00

**HAPPY PLACES / Happy Place and  
Excursion**

How do you create the space to create  
what you want to create?

Field trip with Marcel Kampman

(prior registration required)

14:00 - 17:00

**SECRET CITY TRAILS / Meet at Praça  
do Comércio**

Explore Lisbon off the beaten path

(prior registration required)

15:00 - 16:30

**ETHICAL AI / Locker Room**

Let's get real

A workshop hosted by John C. Havens  
and IEEE

(prior registration required)

15:00 - 17:00

**DIVERGENT THINKING: THE INTERACTIVE  
BOARD GAME / Board Room**

So how do we unlock our creativity?

It all starts with a story.

With Megan Davis

(prior registration required)

16:00 - 17:00

**SHAREHOLDER VALUE FUNERAL MARCH /  
Meet at Check-in**

Give last rites to a dying concept to make  
space for something new

With Greg Sherwin

(prior registration required)

17:00 - 18:00

**THE SOUL OF LISBON / Arena**

A gift to the city, based on exchanges  
with passersby



18:30 - 20:00

**THE RING / Arena**

A physical installation for 15 bodies  
in two stages

.....  
Concept and creation by Xavier Carmo  
and Henriett Ventura

.....  
Performers and co-creators: Vera Alves,  
Margarida Belo Costa, Elson Marlon  
Ferreira, Bruno Freitas, Patricia Keleher,  
Violeta Lisboa, Patrícia Main, Marcos  
Medeiros, Inês Moura, Joana Pinto,  
Paulina Santos, Anyah Siddal, Teresa Alves  
da Silva, Africa Sobrino, and Nuno Tauber

.....  
Music by Horácio Feirrera and his  
string quartet

20:00 - 22:00

*A BEAUTIFUL SUPPER / **Serpentine***

**Gallery**

## DAY 4

### Integration

#### Tuesday, November 5 @ The Academy

8:00

DOORS OPEN AND BREAKFAST AT  
THE ACADEMY

8:00 - 8:30

DAYBREAKER RAVE / **Red Room**

8:00 - 9:00

YOGA WITH LOLA / **Blank Space**

Rise and Shine

With Lola Holmes

9:00 - 9:30

THE FIGHT CLUB / **Library**

Join forces and voices to sing fight songs

With Mark Aanderud and Till Grusche

9:30 - 10:30

THE FUTURE OF CAPITALISM / **Library**

Conversations with Sir Paul Collier and  
Douglas Rushkoff (video)

Hosted by Astrid Dörner and  
Tim Leberecht

10:30 - 11:00

COFFEE BREAK / **Courtyard**

11:00 - 12:30

THE FUTURE OF YOU AND ME / **Red Room**

Jennifer Petriglieri: *Couples That Work*

Lucas Krump: *Helping Men Grow  
Up Emotionally*

Gilad Rosner: *Privacy in the Internet  
of Things*

Elaine Kasket: *Our Digital Remains*

Mariana Lin: *AI and I*

Hosted by Mykel Dixon and  
Aditi Khorana

11:00 - 12:30

CORPORATE HEARTBREAK / **Blank Space**

Kate O'Neill: *Tech Humanism*

James O'Toole: *The Enlightened Capitalist*

Ben Livshits: *Brave New Browsing*

Alex Weller: *The Purpose of Brands*

Jose Luis Carvalho: *Digital Transformation  
with Soul*

Hosted by Megan Hustad

11:00 - 12:30

LEADERS IN DESPAIR / **Library**

With Ciela Hartanov, Anthony Howard,  
Herminia Ibarra, Kristina Lunz, and  
Ian McDonald

Hosted by Kenneth Mikkelsen

12:30 - 13:30

COMMUNITY LUNCH / **Courtyard**

13:30 - 15:00

OPEN-SOURCE AND CO-OPS / **Lecture Hall**

With Alice Haugh, Jess Kutch, David Li,  
and Danny Spitzberg

Hosted by Monika Jiang

13:30 - 15:00

**ON WATER / Outer Space**

Anthony Howard: *What I Learned from Serving on a Ship*

Carmen Stephan: *The Fishermen and Orson Welles*

Marcos Nisti and Estela Renner: *The Amazon and You*

Yemi Keri: *Rising Tide Africa*

Hosted by Tim Leberecht

13:30 - 14:30

**AESTHETIC INTELLIGENCE MASTERCLASS / Blank Space**

With Pauline Brown

14:00 - 16:00

**REBELS! / Library**

Dara Dotz: *Hacking Humanitarian Tech*

Adah Parris: *Subverting the Status Quo*

Karel Golta: *Innovation Rebellion*

Ed Gillespie: *Extinction Rebellion*

Maria Hengeveld: *Working Girls*

Hosted by Ebru Köksal

14:00 - 16:30

**THE "FEEDBACK IS A GIFT" ROOM / Antechamber**

Enter at your own peril

With Esther Blázquez Blanco

15:00 - 16:00

**ACT LIKE A LEADER, THINK LIKE A LEADER, FEEL LIKE A LEADER / Superdesk**

With Herminia Ibarra

15:00 - 16:45

**BEAUTY CAN SAVE THE WORLD / Blank Space**

With Sophie Kleber, Walter Mariotti, Josh Payton, Paul Pugh, Fabio Sergio, and Amy Whitaker

Hosted by Till Grusche

15:15 - 16:15

**THE AFRICA NARRATIVE / Music Studio**

With Hanae Bezaad, Yemi Keri, and Cheraé Robinson

Hosted by Johanna Blakley

15:15 - 16:15

**RADICAL INCLUSION / Outer Space**

With Anja Melander, Raashi Sikka, Antti Virolainen, and Shermin Voshmgir

Hosted by Georgia Frances King

15:15 - 16:45

**LEARNING IN AN AGE OF MACHINES / Lecture Hall**

With Emily Church, Ciela Hartanov, John C. Havens, Yasmina Vinci, and Jorge Barreto Xavier

Hosted by Yichen Feng

16:15 - 17:15

**COUPLES THAT WORK / Superdesk**

Jennifer Petriglieri explains how to thrive in love and at work

17:00 - 19:00

**ALONE TOGETHER: THE FUTURE OF  
COMMUNITY / Library**

Marcel Kampman: *Happy Places*

Sophie Kleber: *Workspaces of Belonging*

Itai Palti: *Conscious Cities*

Alice Haugh: *Tech and the City*

José Gil Duarte: *Real-Estate Humanism*

Tina Roth Eisenberg: *Creative Mornings*

Victoria Stoyanova: *Community  
Architecture*

Lisa Choi Owens: *TED Speaks*

Hosted by Tim Leberecht and  
Morgwn Rimel

17:00 - 19:00

**DEEP TINKER: DATA, SCIENCE, AND LIFE /  
Blank Space**

With Alexandra Bause, Dara Dotz,  
Paulo Pereira, Arnaud de la Tour,  
Roberto Veronese, and Yanbo Xue

Hosted by Massimo Portincaso

19:00

**DEPARTURE TO DINNERS**

20:00 - 23:00

**THE LISBON DINNER FESTIVAL**

Featuring 16 dinners hosted by locals and  
partners across town

(prior registration required)

**HOMECOMING**

*A Conversation on Belonging*

Co-hosted by Sun Mee Martin  
For 12 guests at A Sociedade

**SENSING LISBON**

*Scents of the World*

Co-hosted by Lourenço Lucena  
For 12 guests at host's home

**LIFE DREAMS**

*A Night of Wonder*

Co-hosted by Porsche and the House  
of Beautiful Business  
For 100 guests at The Bank

**EARTH TO TABLE**

*Grow Your Business Like a Farm*

Co-hosted by Quinta do Arneiro  
For 20 guests at the Farm

**EMBRACE SERENDIPITY**

*Strangers and Shrimps*

Co-hosted by Peter Mandeno  
and Lizzie Shupak  
For 40 guests

**HUMANITY & TECHNOLOGY**

*Teachers and Students, Masters  
and Servants*

Co-hosted by the Boston Consulting  
Group  
For 18 guests at Cave23

***EAT, DRINK, AND BE THE DIFFERENCE***  
*A Night of Optimism for Future Leaders*

---

Co-hosted by Ageas and the Nova  
School of Business and Economics  
For 50 guests at Nova Galeria

***OF CARING AND COURAGE***  
*A Comfortable Meal for the  
Uncomfortable Truth*

---

Co-hosted by Elise Carlson and  
Vanessa Arelle  
For 18 guests at host's home

***FOR THE LOVE OF KINTSUGI***  
*Altering through Brokenness*

---

Co-hosted by Motoki Tonn  
For 25 guests at Estufa Real

***HIGHER PERFORMANCE***  
*Touching the Essence*

---

Co-hosted by T-Systems  
For 20 guests at Atelier Henrique  
Sá Pessoa

***TECHNOPRAGMATISM***  
*A New Sense of Purpose for Computing*

---

Co-hosted by argodesign  
For 25 guests at Prado

***WORK WHAT FEELS GOOD***  
*Feel-Good Is The New Black*

---

Co-hosted by Urban Sports Club Portugal  
For 15 guests at USC Headquarters

***MEET YOUR FUTURE SELF***  
*Into the Unknown in Three Acts*

---

Co-hosted by Amy Daroukakis  
For 10 guests at Arkhe

***THE EQUATION OF IMPACT***  
*Creating New Power*

---

Co-hosted by Meg Pagani and  
Kristiane Davidson  
For 20 guests at Casa do Impacto

***ABRACADABRA & EXPECTO PATRONUM***  
*In Pursuit of Magic*

---

Co-hosted by Wendy van Leeuwen  
and Kristina Palovicova  
For 10 guests at host's home

***SOUND OF SILENCE***  
*A Ceremony of the Now*

---

Co-hosted by Anita Klaskanova  
For 10 guests at host's home

## DAY 5

## Celebration

### Wednesday, November 6 @ The Academy

8:00

DOORS OPEN AND BREAKFAST AT  
THE ACADEMY

8:00 - 8:30

DAYBREAKER RAVE / **Red Room**

8:00 - 9:00

YOGA WITH LOLA / **Blank Space**

Rise and Rinse

With Lola Holmes

9:00 - 9:30

THE FIGHT CLUB / **Library**

Join forces and voices to sing fight songs

With Mark Aanderud and Till Grusche

9:30 - 11:00

MASCULINITY IN THE WORKPLACE /  
**Red Room**

Workshop (open to all pronouns)

With Lucas Krump

9:30 - 11:00

PHOTOGRAPHY MASTERCLASS /  
**Antechamber**

With Beowulf Sheehan

9:30 - 11:00

THE "FEEDBACK IS A GIFT" ROOM /  
**Superdesk**

Enter at your own peril

With Esther Blázquez Blanco

10:00 - 11:00

HUMAN LABOR / **Lecture Hall**

Laura François: *The Stories of Garment  
Factory Workers*

Hannah Rose Thomas: *The Art of Empathy*

Hosted by Sarah Souli

11:00 - 12:00

GUILTY PLEASURES / **Music Studio**

What happens in the House stays in  
the House

With Johanna Blakley

11:00 - 12:30

HOW TO CREATE AN EMOTIONAL ROBOT /  
**Outer Space**

A hands-on crash course from concept to  
design to interaction model to testing

With Jin Joo Lee

(prior registration required)

11:30 - 12:30

BEAUTIFUL BUSINESS TALKS: PUBLIC  
REHEARSAL AND VOTING / **Blank Space**

Pick the talks House residents shall  
present at the Grande Finale

With Florian Schmitt

11:30 - 12:30

DEBATING HUMAN NATURE / **Superdesk**

Getting to the DNA of things

With Roberto Veronese

11:30 - 13:00

FALLING IN LOVE WITH TECH AGAIN /  
**Red Room**

Forget techlash: Love is sweet the  
second time around

With Ben Livshits, Ian McDonald, Itai Palti,  
and Caroline Ramade

Hosted by Georgia Frances King

12:00 - 13:30

COMMUNITY LUNCH / **Courtyard**

13:00 - 15:30

HUMAN FLOW / **Outer Space**

A screening of Ai Weiwei's documentary

13:30 - 15:15

AI WILL SAVE THE WORLD / **Library**

With Christian Guttman, Martin Kemka, Maria Kolitsida, Jin Joo Lee, Twain Liu, and Yanbo Xue

Hosted by John C. Havens

13:30 - 15:15

IT'S ALL TRUE: STORYTELLING IN AN AGE OF FAKE NEWS / **Red Room**

With David Creuzot and Lucie Beudet, Laura François, David McCandless, Dipti Mehta, and Mariana Santos

Hosted by Aditi Khorana

15:15 - 16:00

COFFEE BREAK / **Courtyard**

16:00 - 17:45

THE NEXT LEVEL: FROM HUMAN-CENTERED TO PSYCHEDELICS TO QUANTUM TO GOD / **Library**

Alissa Wilms: *The Quantum Leap*

Donald D. Hoffman: *The Case Against Reality (video)*

Robin Carhart-Harris and Martijn Schirp: *A Conversation about Psychedelics*

Adah Parris: *Cyber-Shamanism*

Nahum: *A Journey to Outer Space*

Hosted by Monika Jiang and Tim Leberecht

18:00

TRANSFER TO THE BANK

18:30 - 19:30

LAST SUPPER AT THE BANK / **Arena**

19:30 - 20:30

ENDINGS: OUR DIGITAL REMAINS / **Locker Room**

Write eulogies based on digital footprints

With Elaine Kasket

19:30 - 20:30

ENDINGS: THE POST-APOCALYPTIC SOCIAL CONTRACT / **Office**

How can we live together if we fail to solve the climate crisis?

Hosted by Tim Leberecht

19:30 - 20:30

ENDINGS: BREXIT - THE END OF EUROPE? / **Glass Room**

A discussion of the forces challenging the European project

With Arun Chaudhary

20:00 - 21:00

OPEN MUSIC STAGE / **Arena**

With the House Band and special guests

21:00 - 23:00

GRANDE FINALE / **Arena**

With Mark Aanderud, Beowulf Sheehan, Benjamin Schlez, and many others

Hosted by Till Grusche, Monika Jiang, and Tim Leberecht

Featuring Team Battle, The Fight Club's Final Showdown, and The House Band

23:00 - 24:00

SILENT FAREWELL PARTY

