

**Note for the editor**

Information on TEDx is available at <http://www.ted.com/tedx/>. The Facebook-account of TEDxLuxembourgCity is [www.facebook.com/tedxluxembourg/](http://www.facebook.com/tedxluxembourg/). Additional information about TEDxLuxembourgCity is available at [www.tedxluxembourgcity.org](http://www.tedxluxembourgcity.org). High Resolution photos and logos can be found on our website. Contact Dirk Daenen at: [dirk@tedxluxembourgcity.org](mailto:dirk@tedxluxembourgcity.org) for any enquiries. The first press release was on March 1<sup>st</sup> and can be found on our website.

**FOR IMMEDIATE RELEASE**

**TEDxLuxembourgCity: to Explore, to Engage, to Enhance**

The mission of TEDxLuxembourgCity is to bring people together to explore who we are and the world around us. We engage Luxembourg and the greater region to share ideas and create a movement with a view to enhancing a future for us all.

This year TEDxLuxembourgCity will take place at Neumunster Abbey on April 28<sup>th</sup>, 2018 at 12.00noon.

**Tickets – SOLD OUT**

“Our team is incredibly humbled by the huge interest in our event. Our venue accommodates 283 people and it sold out in 6 minutes!” says Dirk Daenen, organiser of TEDxLuxembourgCity. “The event in 2013 had 100 attendees, so we were nervous about booking a venue that was almost three times larger. We have learned and are already planning the 2019 event which will be three times bigger again!”. The TEDxLuxembourgCity team are also considering other events in the city to continue to engage the community and to accomplish their mission of ‘exploring, engaging and enhancing’.

**Speakers**

With the theme ‘Uncaging Possibilities’, the TEDxLuxembourgCity team has curated some astonishing speakers. (Pictures of our speakers can be found at [www.tedxluxembourgcity.org](http://www.tedxluxembourgcity.org))

*Bastiaan Degroot : “The infrastructure of our smart cities”*

Bastiaan launches new ventures based on disruptive innovations. He has worked on innovations ranging from smart homes to augmented reality and from sensorial marketing to cyber security. He has launched new ventures in industries ranging from the energy sector to postal services and from aerospace to telecom. He is currently a member of the board of Feilo Sylvania, one of the world’s largest lighting companies and responsible for strategy.

*Isak Schneider-Lindbergh “Time for outrage?”*

Isak's rather creative description of himself: "GAY – orientation and mood. JEWISH – faithfully liberal, by choice. DANISH – mother’s tongue, not pastry. GERMAN – native language, not native. VIENNA – birthplace and state of mind. ADOPTED – “Lucky me!”. ACTIVIST – All human beings are born free and equal in dignity and rights. COMMUNICATION CONSULTANT – job description and passion. ENTREPRENEUR – in spirit and life since 1998. REBBETZIN – married to a rabbi" ... our description: fabulous!

*Genna Elvin: “Naïve? You say it like it’s a bad thing?”*

Genna founded her first startup at 17 to bring solar energy to the developing Marshall Islands, while undertaking a double degree in International Relations Law and Psychology. After working in the New Zealand Government Intelligent Units, she jumped on a plane to Europe to study a Master Degree in International Conflict and Security. Based in Luxembourg, at 22, she co-Founded Tadaweb which has been recognised as one of the globe’s most disruptive technologies. Genna featured in Forbes last year as one of Europe’s Top 100 female founders.

*Robert van Embricqs: "A balance between acts"*

Robert is an award-winning designer whose accolades include the prestigious red dot design awards. His work has been published from the US to Europe to China in GQ, Wired and many others. After his graduation from the Gerrit Rietveld Academy of Art, Robert's 'Rising Chair' concept was so well-received worldwide that he decided to put this piece into production. In addition, he created other similar pieces of furniture and outdoor constructions with the main purpose to make a perfect combination between functionality and art.

*Crush?! : "Harmonizing the Harmony"*

Supported by 'Institut Européen de Chant Choral' and the 'Oeuvre Nationale Grande-Duchesse Charlotte', Crush?! is the first vocal band in Luxembourg. Under the coaching guidance of artistic director Andy Loor, these 11 singers and 1 beatboxer explore a new take on music with an a capella sound to modern music. Crush?! are here to crush your expectations of music!

*Patricia Abdelnour: "Music for massive social inclusion"*

Patricia is all about music! With 15 years of experience in production, management and culture, she designs and implements academic programs in social inclusion through music. As a former member of the management team of El Sistema (Venezuela's National Youth Orchestra System), Patricia is passionate about her work with all global Sistema-inspired programs. Using her academic background in Music Production and Engineering and her Master's Degree in International Relations, she co-founded the Ibero-American Association of Women Music Engineers and Producers.

*Peter Stibrany: "Financing Cities in Space"*

Peter has over 35 years of experience in space technologies from micro satellites to the International Space Station, and space businesses from Earth observation to communications. He is now dedicated to bringing the small, low-cost satellite revolution to deep space and making available resources from asteroids to fuel a large expansion of human presence in space.

*Atreyam (Leo) Sharma: "Understanding Millennials"*

Atreyam (Leo) is a teenager with a mission. He wants to use his knowledge of coding and gaming to bring a change in the way teenagers are perceived, educated and treated in the world of adults. He is the youngest Keynote Speaker in leading technology events in Europe, being teen entrepreneur, coder, teacher and hard core gamer. He is Co-Founder of Workshop4Me , a non-profit organization based in Luxembourg developing coding skills among children.

*Samuel Sieber: : "Research stretched unfolds its greatest potential"*

Samuel turns knowledge into humanitarian action. After finishing his PhD at the University of Basel, Samuel decided to put his expertise to use at the world's largest humanitarian agency committed to achieving 'zero-hunger'. At the UN World Food Programme he worked towards saving the lives of victims of war, civil conflict and natural disasters. With renewed understanding for these areas he moved to the world's leading independent international medical relief organization: Médecins Sans Frontières. Samuel knows better than most: why do research unless it 'really' makes a difference?

*Viki Gomez: "Happiness First"*

"My job is to ride my bike every day" says Viki Gomez: six times world Champion and current Vice Champion 2017 of a sport called BMX Freestyle Flatland. His job has taken him to around 70 countries in 18 years. Viki is a Red Bull sponsored professional rider. His time with Red Bull has been an inspiration to side projects such as bike designer for many companies (including his own!) and other creative projects with artists, photographers, film makers and different companies.

### About TEDxLuxembourgCity

In the spirit of ideas worth sharing, TEDx is a program of local, self-organised events that bring people together to share a TED-like experience. At a TEDx event, TEDTalk videos and live speakers combine to spark deep discussion and connection in a smaller group. These local, self-organised events are branded TEDx, where 'x' = independently-organised TED event. The TED Conference provides general guidance for the TEDx program, but individual TEDx events are self-organised. TEDxLuxembourgCity is operated under license from TED.

### About TED

TED is an annual event where some of the world's leading thinkers and doers are invited to share what they are most passionate about. "TED" stands for technology, entertainment, design – three broad subject areas that are collectively shaping our future. In fact the event is broader still, showcasing ideas that matter in any discipline. Attendees have called it "the ultimate brain spa" and a "four-day journey into the future". The diverse audience – CEOs, scientists, creatives, philanthropists -- is almost as extraordinary as the speakers, who have included Bill Gates, Frank Gehry, Sir Richard Branson, Philippe Starck, Pope Francis, Elon Musk and Bono.

Ted was first held in Monterey, California in 1984. In 2001, Chris Anderson's Sapling Foundation acquired TED from its founder, Richard Saul Wurman. In recent years, TED has expanded to include an international conference: TEDGlobal; media initiatives, including TED Talks and TED.com; and the TED Prize.

### Sponsors and Partners

TEDxLuxembourgCity is incredibly thankful to be sponsored by Deloitte and ING.

TEDxLuxembourgCity also appreciate our partners: neimënster to host the event, UBI-Luxembourg for a student team to assist in organisation and Maison Moderne and Delano as our media partners.

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