

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/. Additional information about TEDxLuxembourgCity is available at www.tedxluxembourgcity.org. High Resolution photos and logos can be found on our website. Contact Dirk Daenen at: dirk@tedxluxembourgcity.org for any enquiries.

FOR IMMEDIATE RELEASE

Luxembourg City (1st March, 2018) – the organising team of **TEDx**LuxembourgCity have confirmed April 28th, 2018 as the date for the regionally hosted version of the popular TED conference. The independently produced event operated under license from TED will be held at Neumunster Abbey in Luxembourg City.

Taking inspiration from the history of the wonderful venue (having been a prison), the theme of this year's event is: 'Uncaging Possibilities'. The conference will feature 10 of the region's leading thinkers, innovators, disrupters, artists and entertainers representing such diverse fields as space exploration, charity, design, human rights, music and entertainment, among others. With a view to supporting the wonderfully international nature of our city the event will be held in the English language.

TED was founded in 1984. The acronym stands for technology, entertainment and design. The annual TED conference brings together some of the world's most fascinating thinkers and doers. In the spirit of "Ideas Worth Sharing", TED created a program called TEDx where x = independently organised.

"A TEDx event is as much about the attendees as it is the speakers" says Dirk Daenen, curator of **TEDx**LuxembourgCity. "Attendees are the people who will take the ideas presented and be the catalysts for change and progress in our community."

Dirk applied for and received the license for Luxembourg City after hosting a successful event in Brussels and then organising three consecutive university license events in the city of Wiltz. The videos from these events, to be found on the official TEDx Youtube channel, have proved very popular with the most popular TEDxUBIWiltz video attracting over 9 million views.

TEDxLuxembourgCity is proving to be a hit attracting **over** 10,000 attendee registrations on our Facebook page alone. Speaker applications have been received over the last two months and are currently being vetted. Speakers will be announced as they confirmed. More information can be found at www.tedxluxembourgcity.org and on our Facebook page.

Tickets will be available shortly at 55 euros each and will be found at www.tedxluxembourgcity.org.

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. **TEDx**LuxembourgCity 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 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 border 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 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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