

Starting soon: 5pm CET. www.gerdtube.com (YouTube) for the LIVE-STREAM



THE
FUTURES
AGENCY



THE CONFERENCE.
DIGITAL



Gerd Leonhard

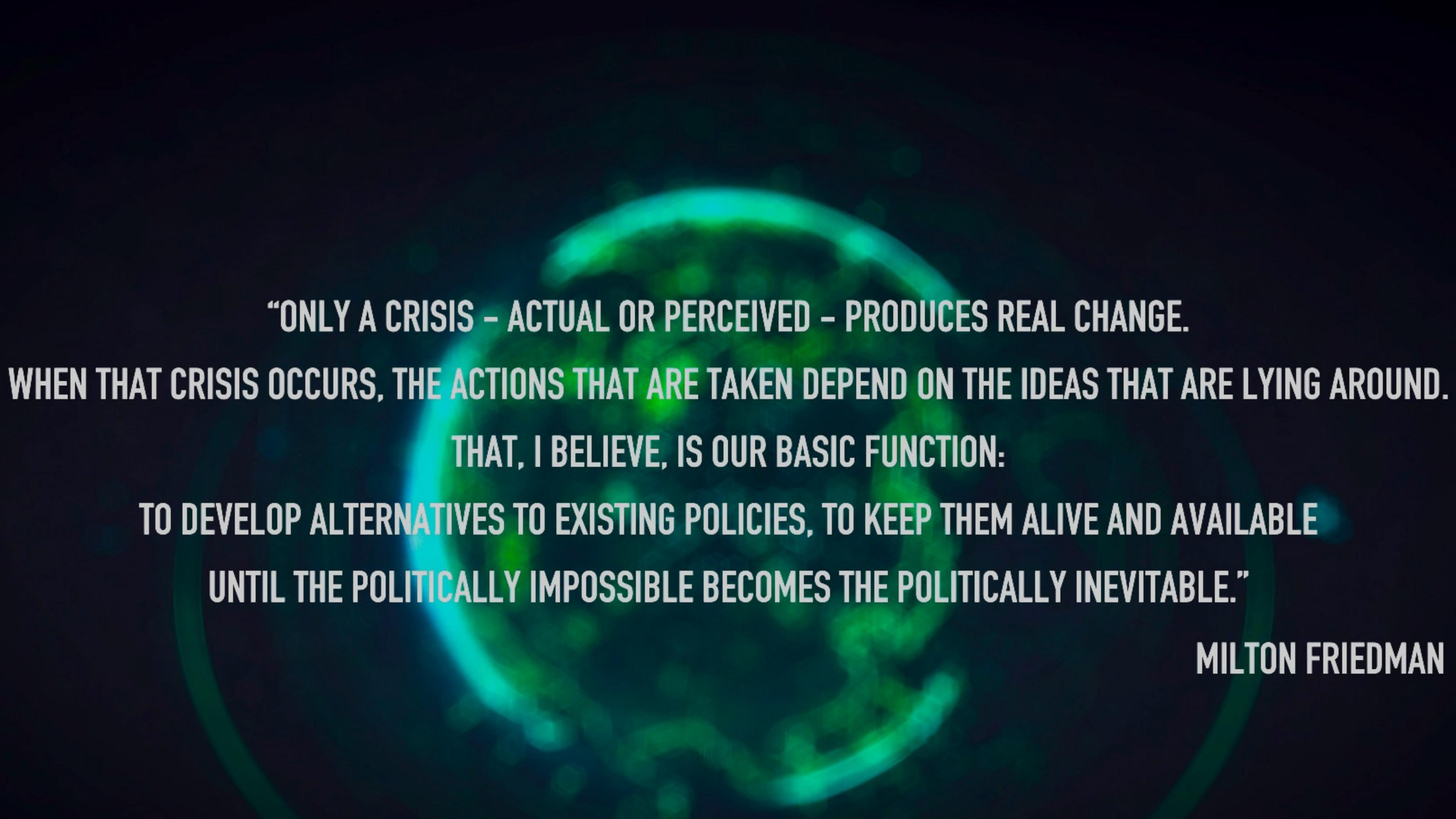
Antoni Lacinai

Asa Degermark



While you're waiting, watch Gerd's brand-new short film on Covid19's impact.

gerd.io/watchthis



**“ONLY A CRISIS – ACTUAL OR PERCEIVED – PRODUCES REAL CHANGE.
WHEN THAT CRISIS OCCURS, THE ACTIONS THAT ARE TAKEN DEPEND ON THE IDEAS THAT ARE LYING AROUND.
THAT, I BELIEVE, IS OUR BASIC FUNCTION:
TO DEVELOP ALTERNATIVES TO EXISTING POLICIES, TO KEEP THEM ALIVE AND AVAILABLE
UNTIL THE POLITICALLY IMPOSSIBLE BECOMES THE POLITICALLY INEVITABLE.”**

MILTON FRIEDMAN

1. ETYMOLOGY
 2. INFORMATION THEORY APPROACH
 3. AS SENSORY INPUT
 4. AS REPRESENTATION AND COMPLEXITY
 5. AS AN INFLUENCE WHICH LEADS TO A TRANSFORMATION
 6. AS A PROPERTY IN PHYSICS
 7. THE APPLICATION OF INFORMATION STUDY
 8. TECHNOLOGICALLY MEDIATED INFORMATION
 9. AS RECORDS
 10. SEMIOTICS
- 1.

**WE ARE HEADING INTO
'THE GREAT TRANSFORMATION'
FAILURE TO ADAPT MEANS FAILURE TO EXIST**

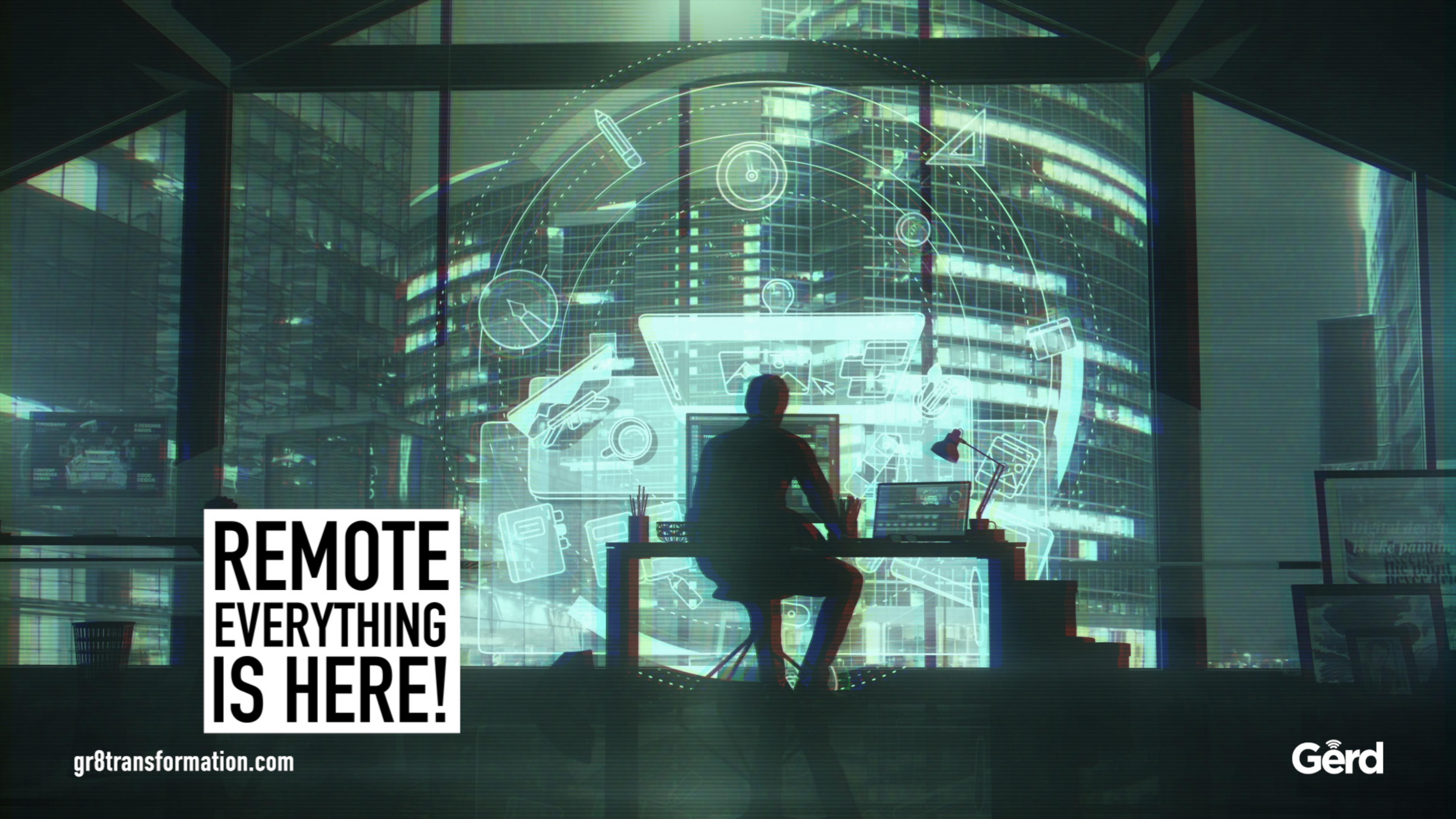
INFORMATION IS THAT WHICH INFORMS. IN COMMUNICATIONS, IT IS THE ANSWER TO A QUESTION OF SOME KIND. IT IS THUS RELATED TO DATA AND KNOWLEDGE, AS DATA REPRESENTS VALUES ATTRIBUTED TO PARAMETERS, AND KNOWLEDGE INVOLVES UNDERSTANDING OF REAL THINGS OR ABSTRACT CONCEPTS. [1] AS IT REGARDS DATA, THE INFORMATION'S EXISTENCE IS NOT NECESSARILY COUPLED TO



**IT BRINGS OUT
THE BEST AND
THE WORST IN US**



**'BUSINESS AS USUAL'
IS ENDING**



A person is seated at a desk in a futuristic, multi-layered digital workspace. The background consists of a complex grid system with various layers of digital information, including architectural blueprints, 3D models, and data visualizations. The person is facing away from the camera, looking at a large screen displaying a 3D model of a building or structure. On the desk in front of them are several electronic devices, including a laptop, a tablet, and a smartphone, all connected by a network of lines and data points. The overall atmosphere is one of advanced technology and remote collaboration.

**REMOTE
EVERYTHING
IS HERE!**

gr8transformation.com

Gerd



**TECHNOLOGY IS KEY TO OUR FUTURE
BUT WE MUST USE IT WISELY**



BE HUMAN