

# Creative Week May 2014

Creative Week is only 25 days away! This year's week-long festival of speakers, discussions, screenings and more will culminate on Friday, 9 May at Alice Tully Hall at Lincoln Center for the 2014 One Show. Creative Week celebrates Creativity for the Greater Good. Creatives who make the world a better place will share their ideas and innovations in special, limited-seating presentations.

**Fred Dust, IDEO: Monday, 5 May 5 pm, IAC Building**



Award-winning design consultancy IDEO is known for changing the way humans tackle problems through design. From creating Apple's first mouse to creating smarter hand washing for hospitals, the firm works to deliver human-centered approaches to help organizations thrive. IDEO partner Fred Dust will deliver a special keynote at the One Show - Design party.

**Brand Karma // Tuesday, 6 May 11am, Stage 37**



Mick Ebeling, chief executive of Not Impossible Labs has revolutionized 3D-printing by creating prosthetic limbs to help victims of warfare, which was featured in Intel's "Look Inside" campaign. Alongside Ebeling, Kevin Sellers from Intel and Will McGinness from Venables Bell & Partners will discuss how the new brand platform inspires people to use technology to help humanity.

**Eat, Drink and Be Creative // Thursday 8**

**May, 1pm, The Times Center**



A dynamic panel of chefs, restaurateurs and mixologists will talk about how they use creativity in running restaurants, turning profits and creating award-winning dishes. Mixologist Brian Van Flandern will be on hand to mix up a speciality cocktail for Creative Week attendees.

**Moderator: Florence Fabricant, THE NEW YORK TIMES**

**Wylie Dufresne, Chef, WD~50**

**Paul Liebrandt, Chef, THE ELM**

**Marcus Samuelsson, Chef, THE RED ROOSTER**

**Brian Van Flandern, Mixologist, CREATIVE COCKTAIL CONSULTANTS**

**Madison & Vine - 10th Anniversary // Thursday, 8 May 2pm, The Times Center**

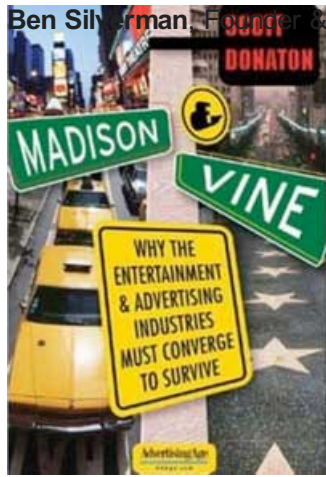
The One Club is celebrating the 10-year anniversary of Scott Donaton's seminal book, Madison & Vine. Donaton will be on hand along with Jae Goodman, Ben Silverman and others from the entertainment world to discuss how branded entertainment will save both Madison Avenue and Hollywood.

**Moderator: Michael Sebastian, Reporter, ADVERTISING AGE**

**Scott Donaton, Global Chief Content Officer, UM STUDIO**

**Jae Goodman, Co-Chief Creative Officer & Co-Head of Marketing, CAA**

**Mark Koops, Managing Partner, TRIUM ENTERTAINMENT**



**Ben Silverman** Founder & Chairman, ELECTUS

**Mark-Hans Richer** Senior Vice President & Chief Marketing Officer, HARLEY DAVIDSON

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