hello DEMAIN

where
enchantment
meets
inspiration

15th to 16th June 2011, Paris, France

Orange Institute

orange™

Founded in September 2009, the Orange Institute seeks to understand how society, the economy and enterprise are being transformed in this new age of networks.

After the success of previous sessions in Silicon Valley, Tokyo, Beijing, and Madrid, the Orange Institute was able to come to Paris courtesy of the Hello Demain initiative in June 2011. It was an important milestone, connecting the core global group of Orange Institute thought leaders with the deep and rich ecosystem of innovation within the Paris region.

During these two days in June, our ambition was to explore the continua of inspiration, enchantment, optimism, and trust. Connecting these fundamentally positive aspects of human nature with the evolution of all types of networks revealed new axes of discovery. We hope these pages open up some of these vistas.

Orange Institute

Paris Session

15th – 16th June 2011
Paris, France

introduction

Our perception of the future is paradoxical: we have access to more information and opinion than any of us ever dreamed possible, yet our ability to make sense of the complex cascade of events unfolding with disruptive speed is challenged as never before. Do we have more visibility on what will happen? Do we feel more equipped to face these challenges? The answers to these questions will vary depending on who we talk to, but one thing seems clear: asking the right questions seems to be more important now than finding consensus.

At Hello Demain, we explored these questions for an intense two days in Paris this June 2011. Working hand-in-hand with Orange corporate staff in headquarters and with Orange Silicon Valley, the Orange Institute approached this phenomenon with an attitude of optimism, critical inquiry, and an eye for innovative practices and ideas.

Our intent was to identify and ask the relevant questions and avoid succumbing to mundane, univocal expected answers. Our design strategy was to mobilize several of the smartest people across multiple disciplines and create an open forum where these minds could freely share their insights and inspirations.

The result was indeed inspirational. We hope some of the excitement that we collectively experienced as the two days yielded an abundance of fresh perspectives and new lines of engagement is conveyed in the pages that follow.

Georges Nahon
President of Orange Institute
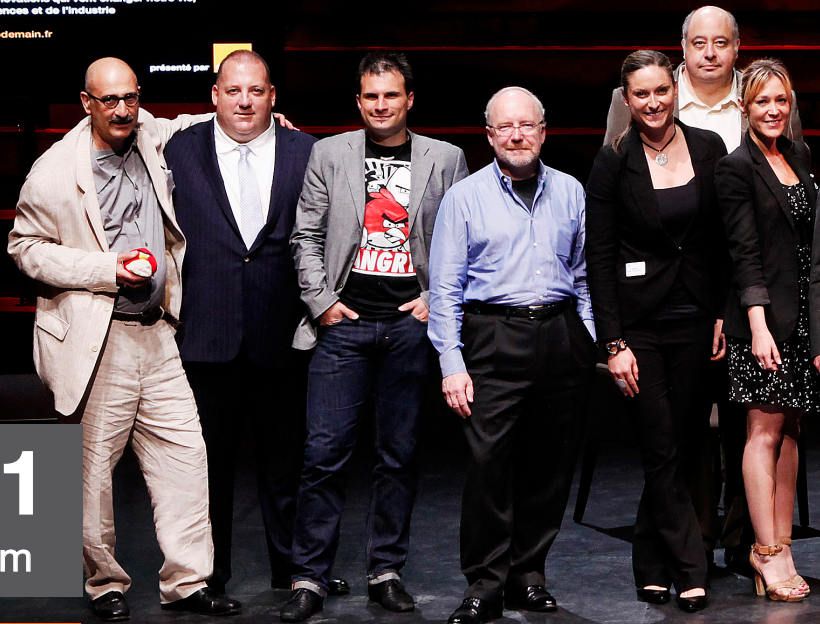
day 1
p r o g r a m

location: Musée Quai Branly

morning

inspiration

Inspiration Part 1: Internet Inspiration or Digital Distraction? A Roundtable On How We Process Knowledge
Frédéric MARTEL
Prof. Douglas THOMAS
Prof. Stefana BROADBENT
Moderator: Lee GOMES

Inspiration Part 2: Rematerializing the Virtual
Bruno LATOUR

enchantment

Enchanted Objects
David ROSE

How Green Pigs Took Over Our Phones: the Angry Birds Story
Julien FOURGEAUD

Real Friends, Virtual Life: the Art of Social Storytelling
Nicolas GAUME

afternoon

inspiration
day 1

Learning Made Visible

Inspiration is our entry point to the topic of learning, which will appear and reappear throughout the day. We start with a panel led by US journalist Lee Gomes, who asks: "is the Internet making us smarter, or just more distracted?" The answers presage what is to come: people adapt the Internet in very personal, nuanced ways to help them learn. Speaking of learning, the presence of Bruno Latour of Sciences Po on the Hello Demain stage is momentous. He challenges the audience immediately by exposing how the digital world is not synonymous with 'virtual' but instead makes what was once ephemeral now material. Latour's dual role as a historian of science and as a scientist himself comes into play as he exposes all the ways in which sociologists, psychologists, and computer scientists can tap into the cloud of Big Data that the Internet produces daily.

These interlocking themes of learning and social expression will become apparent as the day evolves.

Prof. Bruno Latour,
Philosopher and Professor at Science Po

The more digital techniques spread, the more it becomes possible to assemble a new public which rejects traditional notions of authority and hierarchy but feels comfortable navigating through controversial datascapes.

Bruno Latour

Frederic Martel, Sociologist, Author
Prof. Douglas Thomas, University of Southern California
Prof. Stefana Broadbent, Digital Ethnographer, Erasmus University
Lee Gomes, Journalist

Online communities—collectives—are redefining trust. It is related to context, not content. In the future, we'll ask ourselves "where" do I trust and not "what" do I trust.

Douglas Thomas

Prof. Douglas Thomas, Annenberg Center for Communication, University Southern California

enchantment
day 1

Social Entanglements

Harvard's David Rose reminds us of the basic human drive for enchantment through art and popular culture. This is not art meets science, but the way we will learn and stay aware. Rose shows startling improvements in the self-administration of medications among patients using wirelessly-connected medicine bottles with ambient displays. Enchantment emerges as the new formulation of what was human-computer interaction. Historically the extreme version of consumer-to-computer interaction was video games. Today, the massive shift to social has affected that paradigm to become a human-to-human interaction, as the next two speakers show. Julien Fourgeaud from Angry Birds shows us the massive appeal of games designed for every level of player can create opportunities for further kinds of learning: the many youth among the 120 million Angry Birds players will be given Bad Piggy Banks and an introduction to the world of digital currency that lies ahead. He speaks about a roadmap that will bring people out of their isolation in mobile games. Nicolas Gaume from Mimesis Republic takes the social dimension of enchantment to the next level: story-telling.

David Rose, Founder, Ambient Design; Instructor, Harvard University

The marriage of new technologies and new uses of our sensory and cognitive capabilities re-enchants our everyday life.

David Rose

This is not "casual gaming." This is not a game, it's a phenomenon.
Julien Fourgeaud

Julien Fourgeaud, VP Technology, Rovio

People like games and the most popular games today master the art of social storytelling.
Nicolas Gaume

Nicolas Gaume, Co-founder, Mimesis Republic

optimism
day 1

Aspirations for a Transparent World

This session covers our role as individuals in an increasingly crowded world. Allen Delattre, advisor to CEO's around the world, embraces the "constructive anarchy" of our time, calling for leadership that orchestrates talents wherever they may be.

Optimism is about challenging accepted notions. Google's Don Dodge makes a startling claim: failure is essential to success. He challenges us to seek more: "if you achieve 80% of your goals, you are not aiming high enough."

This global spread of acquiring competency has been chronicled by sociologist Frederic Martel, who has studied Internet culture across the world. His study of 'mainstream culture' as spread through modern media shows us a "future that will be at the same time more uniform and more diverse."

Pierre Louette's experience with the newspaper industry gives him a unique perspective on this global conversation, generated by what he calls the "hopeful crowd." Echoing DeLattre, he points out that "corporate management practices are altered by the connected crowd." Here, "everyone is both observer and commentator."

The future is in our hands.

Don Dodge, Developer Advocate, Google

Failure is not an option, it's a requirement. We ought to fail to learn.

Don Dodge

Pierre Louette, EVP, Orange

Allen Delattre, Technology, Global Market Managing Director, Korn Ferry

Reputation and credibility are no longer bi-lateral assessments but crowd-based endeavours.

Pierre Louette

All over the world, there is an amazing appetite for technology. The democratization of IT generates a "constructive anarchy" that blurs the distinction between private and public.

Allen Delattre

Some cities only can be labeled "creative capitals," but, thanks to the spreading of the Internet, islets of creativity are surfacing in emerging countries.

Frédéric Martel

Frederic Martel, Sociologist, Author

trust

day 1

Passionate Forms of Association

Digital ethnographer Stefana Broadbent studies people using networks of all kinds, and concludes that the power of massive global digital networks comes from their ability to keep people always connected to the five most important people in their life.

Professor Douglas Thomas pushes further into the unknown that comes from an "erosion of authority and culture of anxiety'" and delineates new "trust bonds." He sees a movement from communities where we 'learn to belong' to collectives, where we "belong in order to learn." For him, trust is not a given, but is derived from the context.

John Hagel concludes the session with a "trust paradox." At a time when the present crisis compels us to value trust more than ever, "trust is quickly eroding." Echoing Thomas, he asserts "every institution that used to help build trust is becoming suspect."

The way forward is from push to pull, from 'stocks' of reputation and capabilities to 'flows' of knowledge. Hagel's closing remarks on passion reaffirm the basic human disposition to connect to others for the purpose of learning more.

> *While institutions are ambivalent about passion—because passionate people are unpredictable—passion is central to success. It increases our disposition to connect, to build strong relationships. Challenge is not a distraction and a nuisance, but an opportunity to achieve new levels of performance.*
>
> *John Hagel*
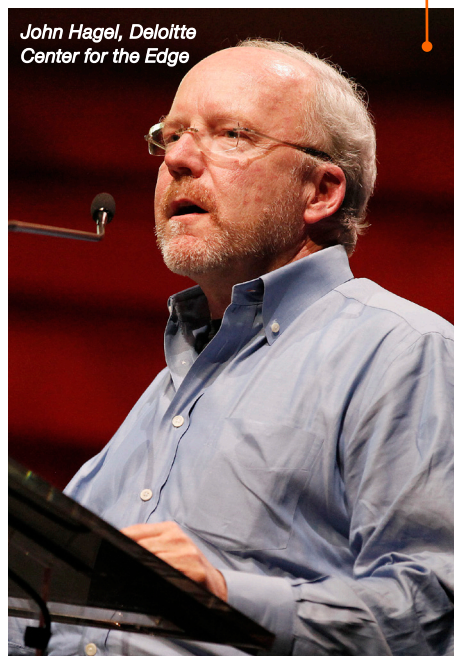
John Hagel, Deloitte Center for the Edge

Prof. Douglas Thomas, Annenberg Center for Communication, University Southern California

We are moving from communities to collectives. In a collective, the investment is belonging.

Douglas Thomas

The relationship between exclusive attention and productivity is being reconsidered. Is attention a limited resource or is it able to react to competing sources?

Stefana Broadbent

Prof. Stefana Broadbent, Digital Anthropology, University College of London

day 2
program

morning

Université Pierre et Marie Curie

designing lives, designing lifestyles

Welcome & Introduction
Henri VERDIER

Digital Exclusion, Digital Autonomy
Prof. José-Alain SAHEL

Towards Innovative Learning Eco-Systems
Prof. François TADDEI

How to Deal with the Cities after the Digital Revolution
Michel MORVAN

3D Modelization of the Dynamic of the City
Pascal PEYRONNET

The Loving Garden
Dominique SCIAMMA

Back to the Human Factor
Maurice BENAYOUN

innovative territory policy of Paris-region

Jean-Louis MISSIKA

lunch

at Théâtre Comedia

early afternoon

Parrot HQ

the company as a workshop:
robots, drones and music

Parrot
Visit to the R&D department, talk with the founder, products demos

Dafact
Story and demo of the ultimate musical instrument

late afternoon

la Gaîté Lyrique

french and fresh

Business & Smart Students at La Gaîté
Short talks of five dynamic startups (Joshfire, Aldebaran, Atelier de Doublure, Numeriqué, Darkworks) mixed with inspirative presentations of students' dissertations from various schools (design and others) Strate College, Gobelins, CNAM-ENJMIN.

# designing lives, designing lifestyles

day 2

▲

Orange institute participants attending the morning session in the impressive board meeting room of the "Universite Pierre et Marie Curie" on top of the Zamansky Tower (or Tour Jussieu).

From the global outlook of Quai Branly on Day 1, to the top of the Zamansky Tower at the Pierre et Marie Curie University campus, our view of the physical city below is paralleled by an expansive survey of Parisian innovation. The theme for the second day is "Enchanted City," and we are immediately immersed in a roundtable of scientific and artistic enterprises that touch every aspect of our lives and the urban environments

where we live. Jose-Alain Sahel's work with the Vision Institute show us how human sight can be restored and augmented through artificial retinas connected directly to the brain. Professor Francois Taddei talks about his work with young people reinventing how we learn science. These cognitive themes are expanded to a discussion of how we perceive the urban world around us by Pascal Peyronnet, who guides us through a digital representation of the city within the TerraNumerica project—a stunning virtual model of Paris. Information modeling of the built world extends to the most fundamental

network of all, the flow of water through cities. Here the scientific director for Veolia Group, Michel Morvan, points to the information gaps that challenge managers of these networks. The conversation shifts into the realm of design and art, with presentations on ambient object design from Strate College's Professor Dominique Sciamma continuing the theme of Enchantment from the previous day. His collaborator from the CUBE, Florent Aizosmanoff, moves deeper into a discussion of "loving objects." The digital fecundity of artist Maurice Benayoun closes out a whirlwind overture of innovation that intensifies as the day unfolds.

Dominque Sciamma's mobile bench prototype for "Le jardin des amours" (the garden of love) project.

▼
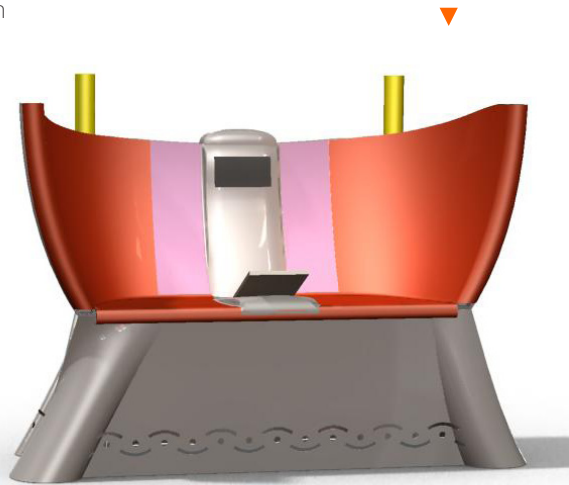
The Argus II or the "bionic eye" for people suffering from degenerative retina disease.

▼

innovative territory policy of paris-region
day 2

We shift to the hallowed space of the Comedia Theatre, where we are greeted by the Deputy Mayor responsible for innovation, the sociologue Jean-Louis Missika. The Theatre is a ruby of a hall, and the history etched in its stage is an apt foundation for Missika's exposition of the centuries-old position of Paris as the innovation center of Europe, and its strategy for continuing and expanding that role in the 21st century. Over lunch, we continue the discussion, and then it is time to hit the real world.

Jean Louis Missika, deputy Mayor of Paris addressing Orange Insitute participants in the Comedia theatre.

▶

Networking opportunity during a private tour of the theatre.

▼

the company as a workshop: robot, drones and music

day 2

Sorbet Lime Parrot speakers designed by Phillipe Starck who also designed the Clift Hotel in San Francisco. On sale for $1600.

▼

The funky offices of Parrot welcome us with the sensation of intense activity and concentration—we are witnessing the act of job creation and growth. We cram into a conference room adorned with cool objects—a sleek pair of Phillippe Starck wireless speaker towers catches the eye. Parrot incubates magic—most of it involves wireless technology, and for the next hour or so we see it in the form of connected automobiles, flying drones, and even musical instruments. Founder and CEO Henri Seydoux tells a narrative of relentless entrepreneurship, appropriate for a company that has spent over a decade in continuing start-up mode. No, we are not in Silicon Valley, but we are listening to an entrepreneur who would be prized by the most seasoned Valley VC. Seyboux's spirit attracts others in an incubator-like mode. Parrot's AR Drone (as in augmented reality) incorporates smartphones and WiFi, we spend quality time piloting the miniature helicopter. Then there is the amazing Karlax digital instrument—an oboe-like instrument of carbon fiber with three kinds of radios, numerous MIDI channels, and a price tag of 8,000 Euros. We want one.

◀

The digital music instrument of the future, the Da Fact Karlax controller designed to offer artists a new palette for musical expression through a rich, varied, expressive, intuitive and playful gesture.

▶

Julien Fourgeaud of Angry Birds about to try the Parrot AR Drone using the iPad controller.

french and fresh

day 2

Michel Levy-Provencal presenting Joshfire, the open source multi device framework, to the IO participants. You can follow him on Twitter @mikiane along with 23,000 other people.

The saying that "new ideas love old build-ings" comes to mind as we disembark at the newly-remodeled Gaîté Lyrique, a kind of mediatheque on steroids. Its self-proclaimed mission as "the daily meeting place for tech-nology, art and people" is modest when we encounter the sheer energy coming in from the street and of the street—a major installation of skateboard culture is going up as we move to the theater for a round of startup and student project presenta-tions. The startups curated by Cap Digital are eclectic in their range, and uniformly precise and focused on their value proposi-tions: from Joshfire's laser f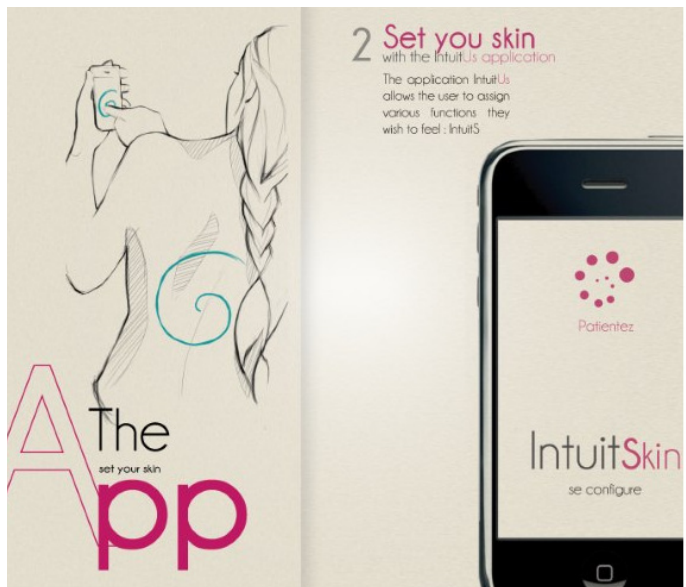ocus on mobile app facilitation, to Alderbran's Romeo robots, to the amazing digital doubles from ADN that liberate actors to digitally replicate themselves. Inspiring is the involvement of graduate students in the program, and the Strate College is augmented by students from ENJMIN, a national graduate program for game design and interactive media. From cartoons to board games to brain control interfaces and body skins—the next genera-tion of French innovation stands before us,

and its appetite for new materials, formats, and range of expression is voracious. Manon Ely's inspired integration of electro-active polymers and elastomers—essentially as a second skin for wrapping around the torso—with an iPhone app that controls sensations coursing through the skin, is the kind of disruptive synthesis of design competencies that is simultaneously very French and 21st century transhuman. Henri Verdier's team has done an all-out assault on our capacity to absorb innovation.
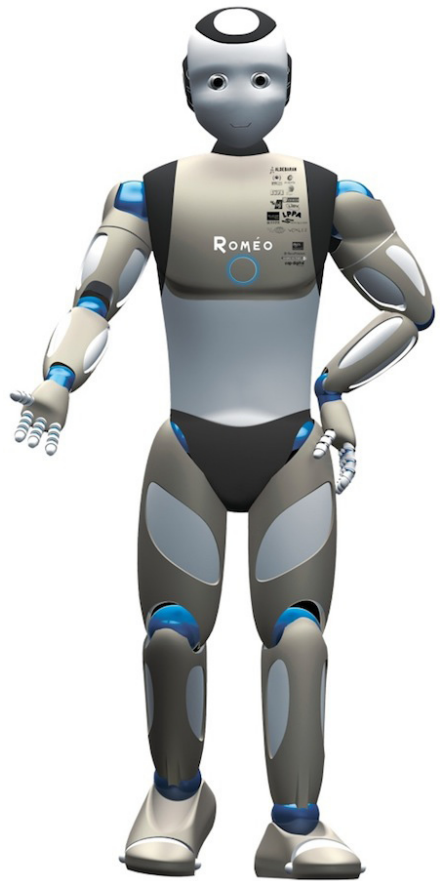
Romeo, the 4.5 foot, 88-pound autonomous companion aiming to assist the elderly and disabled with daily activities might soon make you feel like Will Smith in "I,Robot".

The IntuitSkin iPhone application will control users' second skin as a new kind of interface and provide information through skin sensations. Google maps tells you to go right, can you feel the hitch in your right back ribs?

2 **Set you skin**
with the IntuitUs application
The application IntuitUs allows the user to assign various functions they wish to feel : IntuitS

Patientez

IntuitSkin
se configure

The
set your skin
App

Orange Institute
faculty

Stefana BROADBENT is a social scientist who studies people's use of digital technology at home and at work. Currently Senior Lecturer at the Department of Anthropology at University College London, she is lecturing in the new MSc in Digital Anthropology.

Between 2004-2008, she was Research Director at Swisscom, the national Swiss Telecom operator where she ran The Observatory of Digital Life to advise the company's strategy on converging media. Previously she was Chief Officer of Human Interaction at IconMedialab/LBi.

Her book L'Intimite' au Travail FYP Editions 2011 reports the use of digital communication channels to maintain intimate relationships and the impact of these emerging practices on the workplace.

Allen DELATTRE is the Global Market Managing Director for Korn/Ferry International's Global Technology Market. He possesses a wealth of experience, having served over 20 years at Accenture. During his tenure, he most notably served as the Global Managing Director in the company's electronics and high technology group. There, he worked closely with global clients, Fortune 500 board members and C-suite executives to develop and execute new strategies, operating models and major transformational programs.

Delattre served multiple leadership roles with Accenture, including Industry Director for communications and high tech in North America. Before joining Accenture, he was a General Manager of an electronics assembly and test operation in Silicon Valley.

Don DODGE is a Developer Advocate at Google helping developers build new applications on Google platforms and technologies. Prior to joining Google Don was a startup evangelist at Microsoft. He is also a veteran of five start-ups including Forte Software, AltaVista, Napster, Bowstreet, and Groove Networks.

Don has been in the software business for more than 25 years. He started his software career with Digital Equipment, aka DEC, in the database group. Forte Software was the first multiplatform object oriented development environment. AltaVista was the first search engine on the web. Napster was the first P2P file sharing network. Bowstreet was the first web services development environment. Groove Networks was the first secure P2P collaboration platform.

Julien FOURGEAUD is Rovio's Bad Piggy Bank Manager & Magician. Julien is driving Rovio's Virtual Goods/Currency and NFC productization. Before joining Rovio, Julien had established his own Mobile Strategy consulting company, working with Vodafone and Nokia.

He also worked at the Symbian Foundation, as a Technology Catalyst, helping to shape and communicate the value proposition and the future of the Symbian platform. Before that, he worked at Nokia, contributing to projects such as the transition from keypad to touch interface.

Julien's earlier experiences include participating in research projects in the field of Micro and Nano Sensor Networks and working to integrate sensors within a mobile platform at PurpleLabs.

Nicolas GAUME is CEO of Mimesis Republic, which develops and operates Mamba Nation, the next generation social virtual world for young adults. Mimesis Republic also produced and developed the music streaming solution, Wormee, for Orange and the 3D game, My Horse Club, for Mindscape.

Nicolas was the founder and CEO of Kalisto, an independent game development studio and NGM Productions, a children's book-publishing company.

At Ubisoft, Nicolas had various senior management responsibilities within the development production structure. Nicolas was also Senior VP & GM of the mobile games & applications division of Cellfish Media. Nicolas is currently serving as President of Syndicat National du Jeu Video, the French video game trade association.

Lee GOMES, who lives in San Francisco, has written about research, technology and Silicon Valley companies for two decades, much of that time at the Wall Street Journal. He is especially interested in the crucial role played by the federal government in providing the early seed money necessary for basic research, the sort that can lead to innovations that provide the foundation for successful companies.

John HAGEL III has nearly 30 years experience as a management consultant, author, speaker and entrepreneur, and has helped companies improve their performance by effectively applying information technology to reshape business strategies.

John currently serves as co-chairman of the Silicon Valley-based Deloitte LLP Center for the Edge, which conducts original research and develops substantive points of view regarding promising emerging business opportunities.

Before joining Deloitte, John was an independent consultant and writer. Prior to that, he held positions at leading consulting firms and companies. He is also the founder of two Silicon Valley startups. John holds a BA from Wesleyan University, a B.Phil. from Oxford University, and a JD & MBA from Harvard University.
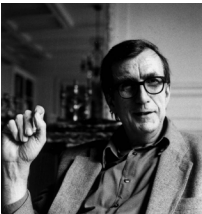
Bruno LATOUR has been a professor at the Centre de Sociologie de l'Innovation, at the Ecole nationale supérieure des mines, and a visiting professor at UCSD, the London School of Economics and Harvard University. He is now professor and vice-president of research at Sciences Po Paris.

After field studies in Africa and California he specialized in the analysis of scientists and engineers. In addition to work in philosophy, history, sociology and anthropology of science, he has collaborated in many studies in science policy and research management.

Latour curated an exhibition in Karlsruhe at the ZKM center: Iconoclash. Latour has also curated, with Peter Weibel, Making Things Public: the atmospheres of democracy.

Frédéric MARTEL is a writer and a journalist. He is the author of six books, as "De la Culture en Amérique" (Gallimard, 2006) and "Mainstream, Enquête sur cette culture qui plaît à tout le monde" (Flammarion, 2010). These books have been translated into a dozen languages.

Frédéric was «attaché culturel» at the French Embassy in the United States, "visiting scholar" at Harvard and taught at Sciences Po Paris and at MBA from HEC.

He is also the animator of "Masse Critique, le magazine des industries créatives et des médias" and directs the writing of nonfiction.fr. Frédéric has a doctorate in Sociology.

David ROSE is an inventor, social entrepreneur, educator, and thought leader in the world of "enchanted objects". Through his products, talks, classes, and writing, he champions novel approaches to human-computer interfaces that are calmer, simpler, more personal and embedded. His work has been featured at the MoMA, USA Today, Martha Stewart, NY Times, Time, Newsweek.

David is currently CEO at Vitality, a company that is reinventing medication packaging. David also co-founded Ambient Devices, which pioneered glanceable technology: embedding internet information in everyday objects.

Rose received his BA in Physics from St. Olaf College, studied Interactive Cinema at the MIT Media Lab, and has a Masters from Harvard University.

Douglas THOMAS is a professor at the Annenberg School for Communication and Journalism at the University of Southern California. During his time at USC, he has focused his research on radical cultures of learning at the intersections of technology and culture, beginning with the underground worlds of computer hackers and virus writers.

He is the author or editor of five books, including his most recent work "A New Culture of Learning: Cultivating the Imagination for a World of Constant Change" (with co-author John Seely Brown). His research focuses on the transformation of learning, knowledge, education and global civic engagement in the digital age. He is founding editor of Games & Culture: A Journal of Interactive Media, a quarterly international journal.

thank you

We would like to recognize a number of people for their inspirational perspectives, enchanting narratives, optimistic outlooks, and their trust that, collectively, humanity can not only meet its challenges but prosper and thrive. My colleagues at Orange, especially Mrs. Séverine Legrix De La Salle, Armelle Pasco and Jean-Pierre DiCostanzo, were instrumental in making the conference part of the overall Hello Demain phenomenon (conference and expo) that brought so many people in contact with the future. I want to also congratulate Pierre Loutette on his inspirational talk about the Hopeful Crowd, and our conference host Christine Albanel who, among other things, brought us to the amazing venue of Quai Branly. That this could happen at all was the direct result of encouragement from Jeremie Dutray and Elie Girard, who gave us the green light.

For those of us fortunate enough to explore the vision of the Enchanted City, meaning of course Paris, we are deeply indebted to the hard work and visionary curation of our friends at *Cap Digital*, led by Henri Verdier and his team at *Futur en Seine*.

Finally, to our faculty from France, including Professor Bruno Latour and Frederic Martel, our speakers from the US, Finland, and the UK we express as always our admiration and appreciation. And, of course, to the entire Orange Institute team for raising the bar and helping us see further.

Georges Nahon
President of Orange Institute

Orange Institute
the Journey Continues...
Join the Conversation

nov 2011
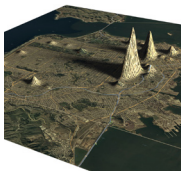
Israel
Innovation as Destiny

Learning from the phenomenal startup culture of Israel how innovation patterns are etched into a national asset.

apr 2012

Silicon Valley 1

Recognitions: Finding New Patterns in the Digital Domain

As the Web becomes increasingly visual & user contributions to its organization escalate, issues of reputation & even how we ask for information are rapidly changing. Adding to this complexity is how scalability is increasingly a matter of finding & decoding patterns.
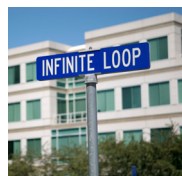
oct 2012

Silicon Valley 2

Scalable Change: Organizing for Disruption
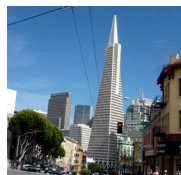
As digital assets gain in market power, organizational learning and success increasingly comes from intangible value materialized into concrete offerings.

space is limited,
apply now to join the community!

To reserve your seat, **contact us**

▶ phone: +33 1 44 44 04 17
▶ email: orange.institute@orange-ftgroup.com