



TED: Connections & Consequences

Jan Chipchase

NOKIA

please turn off your cell phones

please turn off your cell phones
disconnect

please turn off your cell phones
disconnect

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please turn off your cell phones
disconnect

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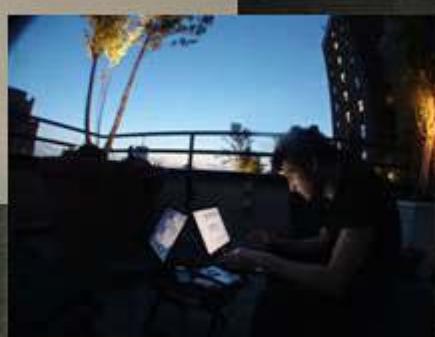
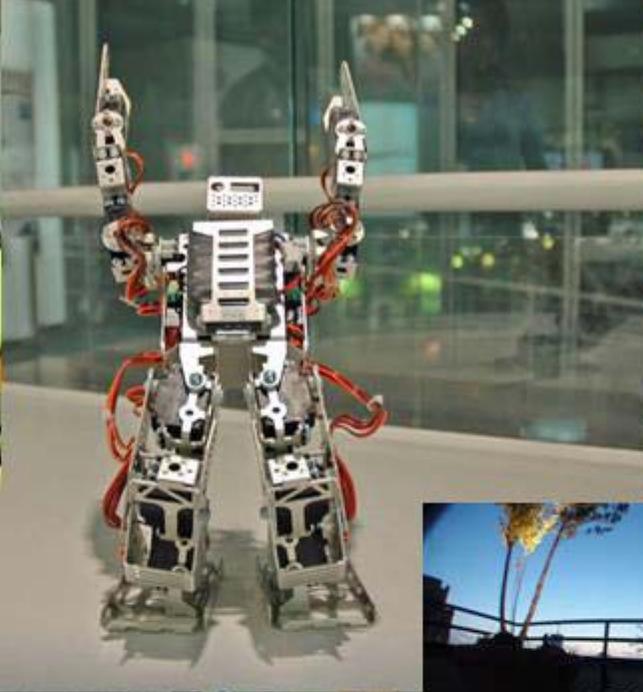
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please turn off your cell phones
disconnect

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planet earth 6.3 billion

3.0 billion connected

what do people carry?



owned



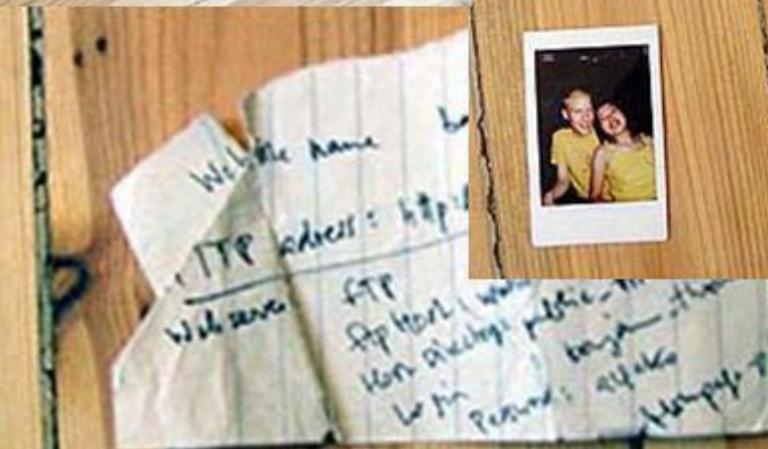
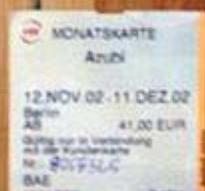
considered



carried



used





what do people carry?

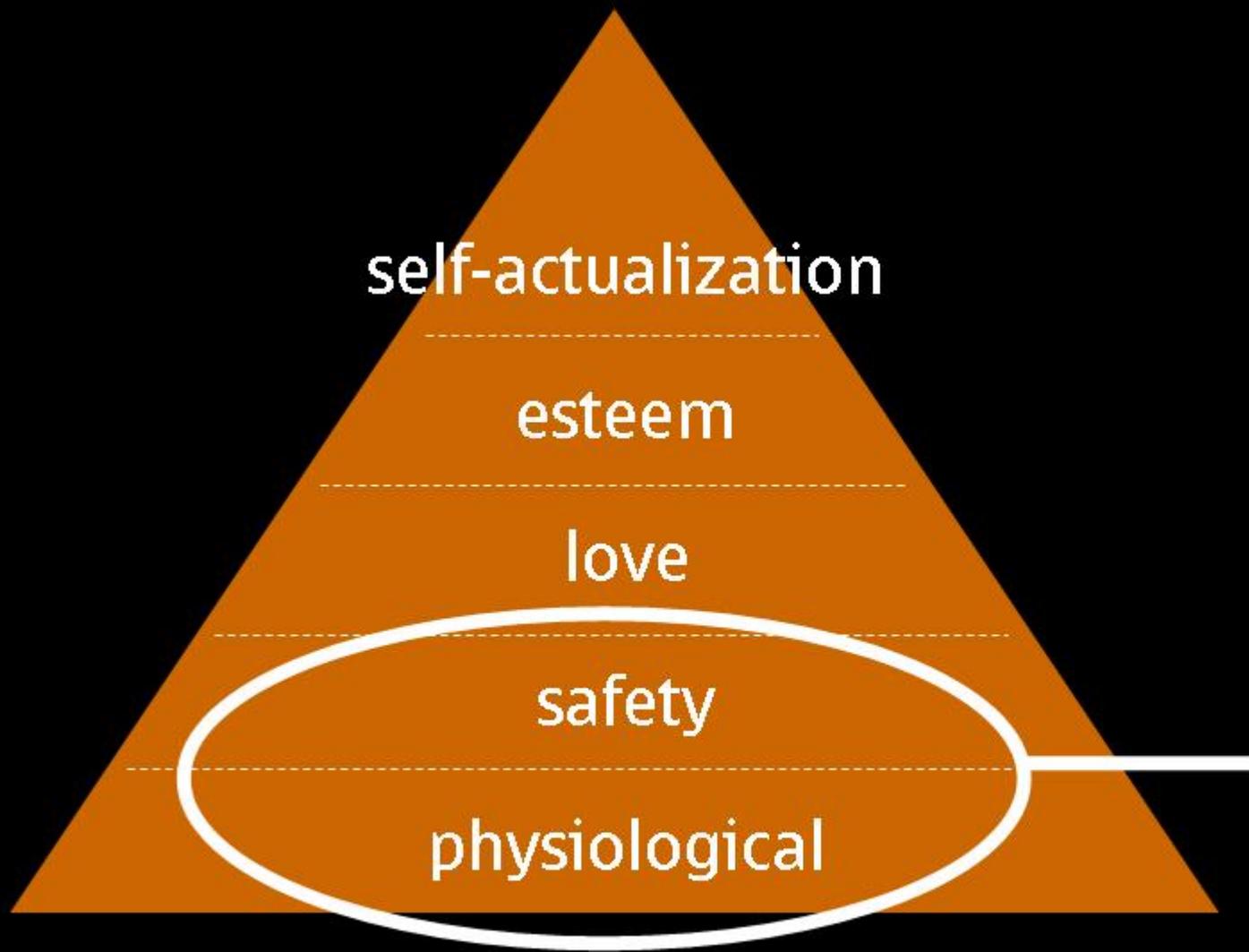
what do people carry?

keys, money & mobile phone

why keys, money & mobile phone?



survival



keys
money &
mobile phone

Maslow's Hierarchy of Needs

transcend space & time

transcend space & time
personal, convenient

survival

depends on being carried **but**

survival

depends on being carried **but**

survival

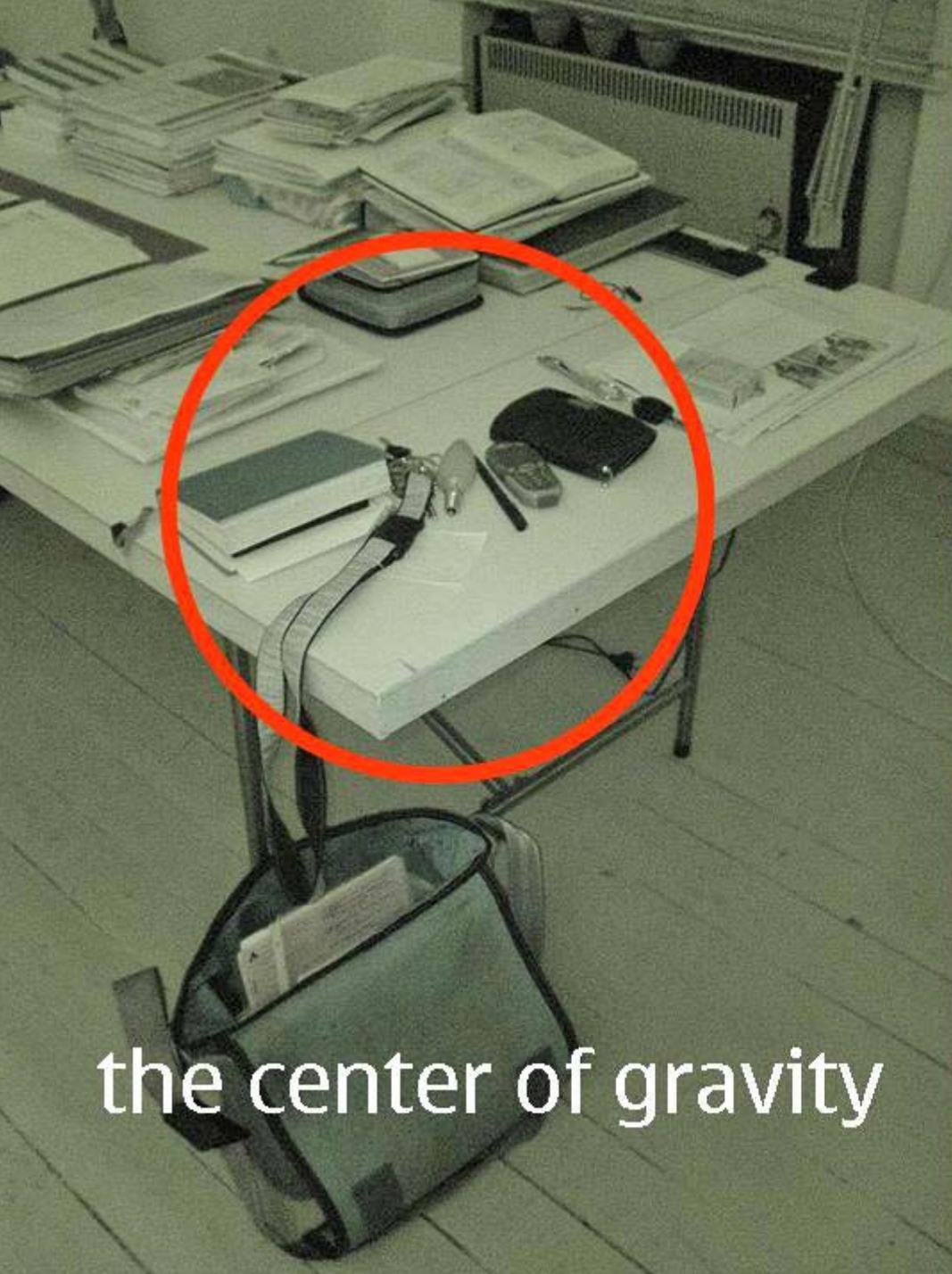
depends on being carried **but**

humans forget

humans forget

strategies to remember...

the point of reflection



the center of gravity



guaranteed to never forget anything...

...have nothing to remember

the art of delegation

6.3 billion

799 million illiterate

Source: Unesco Institute for Statistics, 2004





SEDIA DISINI





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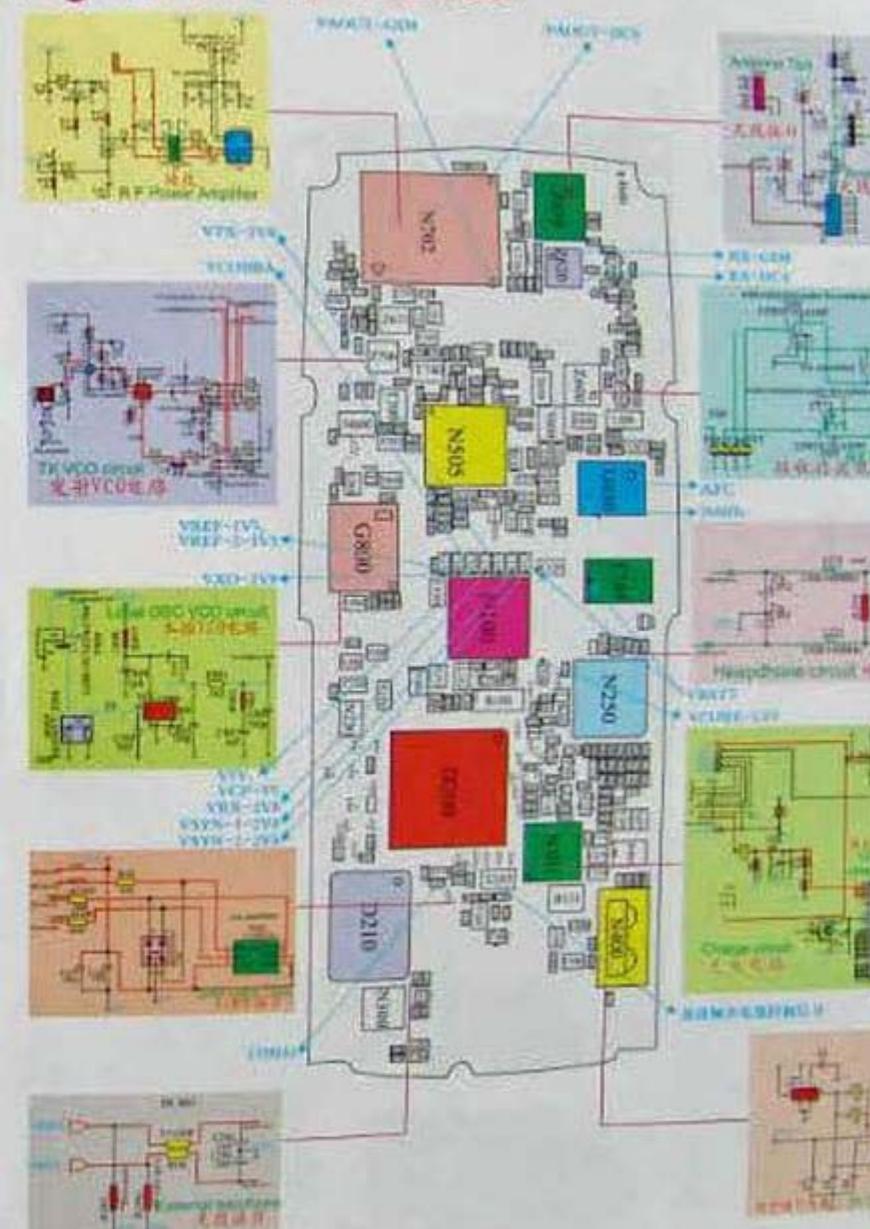
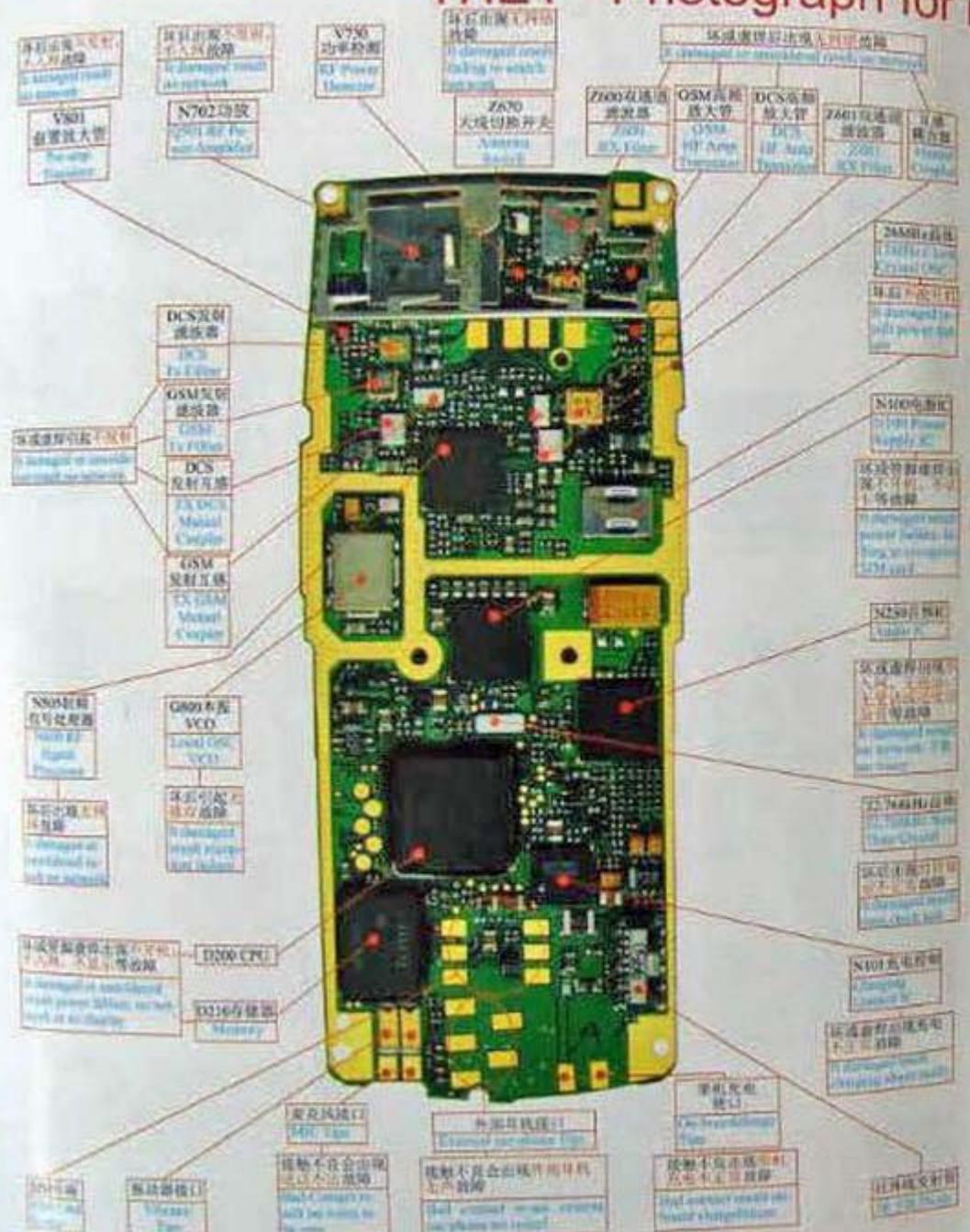


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connections & consequences

immediacy of ideas



immediacy of ideas, objects



A close-up photograph of a person's arm and hand at a street coffee stall. The person is wearing two Livestrong wristbands, one purple and one orange. They are pouring coffee from a metal spout into several clear plastic glasses on a wooden tray. The background is slightly blurred, showing the stall's equipment and a white plastic bag.

immediacy of ideas, objects

street innovation

A close-up photograph of a person's arm and hand pouring coffee into several glasses on a wooden tray at a street stall. The person is wearing a dark shirt and an orange apron. Two purple wristbands with the text "LIVESTRONG" are visible on their wrist. The background is slightly blurred, showing more of the stall and some equipment.

immediacy of ideas, objects

street innovation

conversations & our ability to listen



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