

LIFT conference opens in Seoul

Free Korean event will feature Bruce Sterling and Jake Song on Sept. 12

GENEVA, Switzerland, August 25, 2007 – The LIFT conference today announced the final lineup of speakers for its first Asian event. Bruce Sterling (writer who initiated the cyberpunk movement), Jake Song (CEO of XL games, former lead programmer of Lineage), Adam Greenfield (User Experience researcher, author of the reference book « Everware ») and Korean architect Yoo Suk Yeonwill discuss Spaces: From Real to Digital, how technological developments in both the physical worlds and virtual environments are reshaping our buildings, our games, and soon our web browsers.



This free event will happen at the Yurim Art Hall in the heart of the Gangnam district on September 12, 2007. Registration is free and can be done online at <http://www.liftconference.com/lift-evening-seoul/register>

A first step to a bigger event

This first event is organized in anticipation of the arrival of the LIFT conference in Seoul in June 2008. The organizers decided to create a smaller event first in order to start building a community in Korea.

The main LIFT Korea conference will welcome more than 600 participants in Seoul in June 2008. The event will be an adaptation of the traditional LIFT concept, featuring keynote presentations, workshops and open stage talks, offering a unique mix of networking and inspiration to participants.

A successful European event coming to Korea

Korea is the first step in LIFT's international strategy. Offering an exciting mix of world-class technological infrastructure and social innovation, it is an ideal country to attract foreigners looking for the next big trends, and to create bridges between Asia and the rest of the world. Traditionally mixing 60% locals and 40% foreigners, LIFT will develop in a series of conferences happening every 3 months in different continents (Europe, Asia, South America and Africa) to constantly identify innovative ideas and promote them around the world.

LIFT Korea will be organized as a joint effort between the team that has successfully run the event the past two years in Europe and Jaewoong Lee, CEO of Daum.

What is LIFT

LIFT is a place where new trends are identified, discussed and created. It gathers half a thousand doers and thinkers from around the globe with the intention of building bridges across continents, professions and domains.

LIFT leads a new generation of conferences exploring the social implications of **technologies** in our **society** in a unique and tested format maximizing **creativity** and **networking**. It is a three-day experience built upon:

- keynote speeches and panels with world renowned experts (past speakers include Bruce Sterling, Cory Doctorow, Jeffrey Huang, Robert Scoble, Adam Greenfield, Régine Debatty and Jaewoong Lee)
- Artistic activities offered to facilitate networking and innovative thinking, allowing attendees to play and create to keep their mind fresh and meet others.
- Workshops and open stage talks, proposed and selected by LIFT participants

The latest edition of LIFT in Geneva attracted more than 550 participants (Global 500 companies, entrepreneurs, investors, students, researchers, artists, NGOs) from 30 countries. A program of 36 keynote speeches, 16 workshops and 4 panels covered diverse topics like web 2.0, mobile technologies, robots, economic and social trends. LIFT was covered extensively by Swiss media as well as international media like the BBC, the Associated Press, the Guardian, and Europe 1.

Links

LIFT conference:

<http://liftconference.com>

Seoul event registrations:

<http://www.liftconference.com/lift-evening-seoul/register>

Speakers information:

Bruce Sterling: http://en.wikipedia.org/wiki/Bruce_Sterling

Jake Song: http://en.wikipedia.org/wiki/Jake_Song

Adam Greenfield: http://en.wikipedia.org/wiki/Adam_Greenfield

Yoo Suk Yeon: <http://www.liftconference.com/person/yoo-suk-yeon>

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