

## Participant Biographies

### GENERATION ELSEWHERE: ART IN THE AGE OF DISTRACTION

#### ***Technology, the Brain, and Audience Expectation: Vying for Attention in "Generation Elsewhere"***

*Monday, October 17, 2016, 4:00 – 6:30 pm*

*The Phillips Collection, 1600 21st St NW, Washington, DC*

This debate is the first of four that comprise Generation Elsewhere: Art in the Age of Distraction, which investigates the impact of 21st-century technologies on artists, arts organizations, and arts audiences. Thought leaders in neuroscience, technology, gamification, and the arts debate how digital technologies are changing the brain and altering audience expectations. Baroness Susan Greenfield, internationally esteemed research scientist and author, launches the event with a discussion of technology-driven “mind change.”



**Susan Greenfield** is a **research scientist, author, and broadcaster** based in Oxford.

She has held research fellowships in the Department of Physiology Oxford, the College de France Paris, and NYU Medical Center New York. She has since been awarded 32 Honorary Degrees from British and foreign universities. In 2000 she was elected to an Honorary Fellowship of the Royal College of Physicians.

Further international recognition of her work has included the ‘Golden Plate Award’ (2003) from the Academy of Achievement, Washington, the L’Ordre National de la Légion d’Honneur (2003), from the French Government, and the 2010 Australian Medical Research Society Medal. She has recently held a Visiting Professorship at the Medical School, University of Melbourne, Australia for the month of November 2014, 2015, and now 2016. She currently holds a Senior Research Fellowship at Oxford University, Lincoln College and is founder and CEO of a biotech company ([www.neuro-bio.com](http://www.neuro-bio.com)) that is developing a novel anti-Alzheimer drug based on her research exploring novel brain mechanisms linked to neurodegeneration.

*The debate will feature:*



**Gabe Zichermann is the world's foremost expert and public speaker on the subject of gamification,** user engagement and behavioral design. His highly-anticipated forthcoming book - *Gamification by Design 2* (2015) - updates the definitive reference guide on the use of game mechanics in non-game contexts. Zichermann is also the author of *The Gamification Revolution* (McGraw Hill, 2013), *Gamification by Design* (2011) and *Game-Based Marketing* (2010), as well as the Founder and Editor-in-Chief of the industry's primary publication, *Gamification.co*.

In addition, Gabe co-designed live-event gamification platform *livecube* (*livecube.co*) and co-founded strategy/design consultancy *Dopamine* (*dopa.mn*) where he works with leading brands to drive customer and employee engagement. Zichermann's talks, workshops, books and courses have inspired an entire generation of marketers, customer loyalty experts, HR professionals, strategists and product designers to make the world a more fun and engaging place.



**As Senior Advisor for Innovation to the Chairman at the National Endowment for the Arts, Bill** is responsible for exploring, examining and identifying innovative and emerging practices, programs and endeavors in the arts. Mr. O'Brien helped organize two convenings of the nation's leading artists, scientists and technologists in partnership with the National Science Foundation: *Re/research: Art, Science and Information Technology* and *Symbiotic Art & Science* and co-organized a summit investigating *New Media Systems* with the National Science Foundation and the National Endowment for the Humanities. In 2013 Bill co-organized a complex-system working group investigation into *The Nature of Creativity in the Brain* in partnership with the Santa Fe Institute. Bill currently serves as the

NEA's Project Director for the *Creative Forces: NEA Military Healing Arts Network*, a collaboration between the NEA and the Department of Defense to investigate the impact of Creative Arts Therapies to heal military service members at DoD treatment facilities and veterans at Veteran Administration healthcare facilities across the US. He also serves as the Agency's co-Project Director for an upcoming study of the National Academies of Sciences, Engineering, and Medicine focusing on "Integration of Education in the Sciences, Engineering, and Medicine with the Humanities and Arts at the Undergraduate and Graduate Levels that is being co-funded by the National Endowment for Humanities and the Mellon Foundation. Bill previously served the agency as Senior Advisor for Program Innovation to the Senior Deputy Chairman, Deputy Chairman of Grants and Awards, and as the Director of Theater and Musical Theatre. Before joining the Endowment, he was the Producing Director and Managing Director for Deaf West Theater, where he received Tony and a Drama Desk nominations and multiple TheatreLA Ovation Awards, Los Angeles Drama Critic Circle Awards and Backstage Garland Awards for Producing, Acting and Sound Design. In 2004 he produced the Tony-honored Deaf West Theatre Production of *Big River: The Adventures of Huckleberry Finn*. His advocacy efforts on behalf of the Individuals with Disabilities in Education Act of the U.S.

Department of Education helped garner Deaf West Theatre the Secretary of Health and Human Services Highest Recognition Award in 2005 for “bridging the gap between the deaf and hearing worlds through theatre.” Bill also has appeared in numerous theatrical and television productions, including an ensemble role on all seven seasons as Kenny (Marlee Matlin's voice/interpreter) on NBC's The West Wing.



Born and raised in Japan, **Eiko Otake** is a New York-based **movement artist, performer, and choreographer** who for over 40 years, has worked as Eiko & Koma. Always performing original choreography, Eiko collaborated with Koma in designing and handcrafting all aspects of their works including sets, costumes, media, and sound. Eiko & Koma presented many works in theaters, outdoor sites and museum galleries, including *Breath and Naked*, both of which were month-long "living" installations. The first was performed at the Whitney Museum (1998) and the latter at Walker Art Center (2010). They performed *The Caravan Project* at the MoMA in 2013.

Eiko & Koma were honored with two “Bessies,” double Guggenheim fellowships (1984), and the first United States Artists Fellowship (2006). They are the first collaborative pair to share a MacArthur Fellowship (1996), and the first Asian choreographers to receive the Samuel H. Scripps American Dance Festival Award (2004) as well as the Dance Magazine Award (2006). In its inaugural year (2012), Eiko and Koma individually received Doris Duke Artist Awards.

In 2014, Eiko started a solo project: *A Body in Places*. This project started with *A Body in a Station*, which she performed at the Philadelphia Amtrak Station (October 2014) and New York City's Fulton Street Subway Station (June 2015). The project also includes the photo and video exhibition, *A Body in Fukushima*, in which she placed her body in desolate, irradiated landscapes.



**Klaus Ottmann** is **Deputy Director for Curatorial and Academic Affairs** at The Phillips Collection in Washington, D.C. and the publisher and editor of *Spring Publications*. At the Phillips, he has curated the exhibitions *Karel Appel: A Gesture of Color*; *Hiroshi Sugimoto: Conceptual Forms and Mathematical Models*; *Angels, Demons, and Savages: Pollock, Ossorio, Dubuffet*; and *Per Kirkeby: Paintings and Sculpture*; and oversaw the installation of the Phillips's new permanent installation, a *Wax Room* created by Wolfgang Laib. Dr. Ottmann has curated more than 50 international exhibitions, including *Jennifer Bartlett: History of the Universe. Works 1970–2011*; *Still Points of the Turning World: SITE Santa Fe's Sixth International Biennial*; *Life, Love, and Death: The Work of James Lee Byars*; *Wolfgang Laib: A Retrospective*; and *Strange Attractors: The Spectacle of Chaos*. His publications include *Yves Klein by Himself: His Life and Thought*, *The Genius Decision: The Extraordinary and*

*the Postmodern Condition*, and *The Essential Mark Rothko*. In 2006, he translated and edited Yves Klein's complete writings, *Overcoming the Problematics of Art: The Writings of Yves Klein*, and in 2010 he translated F.W.J. Schelling's *Philosophy and Religion (1804)*.

Dr. Ottmann received a M.A. in philosophy from the Freie Universität Berlin, Germany, and a Ph.D. in philosophy from the Division of Media and Communications at the European Graduate School in Saas-Fee, Switzerland.

*The debate will be moderated by:*



**Brett Egan** leads the DeVos Institute's team of consultants and teachers in projects on six continents, supporting organizations and executives in every arts industry on a range of short-and long-term concerns, including strategic planning, artistic planning, marketing, human resource development, and fundraising. These projects include multiyear capacity building initiatives in partnership with the Ford Foundation and Bloomberg Philanthropies; regional training intensives in Grand Rapids, San Jose, Portland, and Baltimore; a one-year initiative serving 15 spoken word organizations in partnership with Youth Speaks; a three-year fellowship for arts leaders from around the world; and long-term consultancies with private clients. Under Mr. Egan's leadership, the DeVos Institute has delivered multiyear, first-of-their-kind training programs in Ireland, Croatia, Trinidad and Tobago, Vietnam, and the United Kingdom in partnership with governments and local arts leadership.

From September 2011 until December 2012, Mr. Egan served concurrently as Interim CEO of the Royal Opera House Muscat (Oman), working with local leadership to open this first-of-its-kind institution on the Arabian Peninsula. From 2006 to 2009, Mr. Egan served as Executive Director of the New York-based modern dance company, Shen Wei Dance Arts, a resident company at the John F. Kennedy Center for the Performing Arts and a principal contributor to the 2008 Olympic Opening Ceremonies in Beijing. Mr. Egan is the co-author, with DeVos Institute Chairman Michael M. Kaiser, of *The Cycle: A Practical Approach to Managing Arts Organizations* (University Press of New England, 2013). Mr. Egan graduated magna cum laude from Harvard University with a degree in Cultural and Performance Theory.