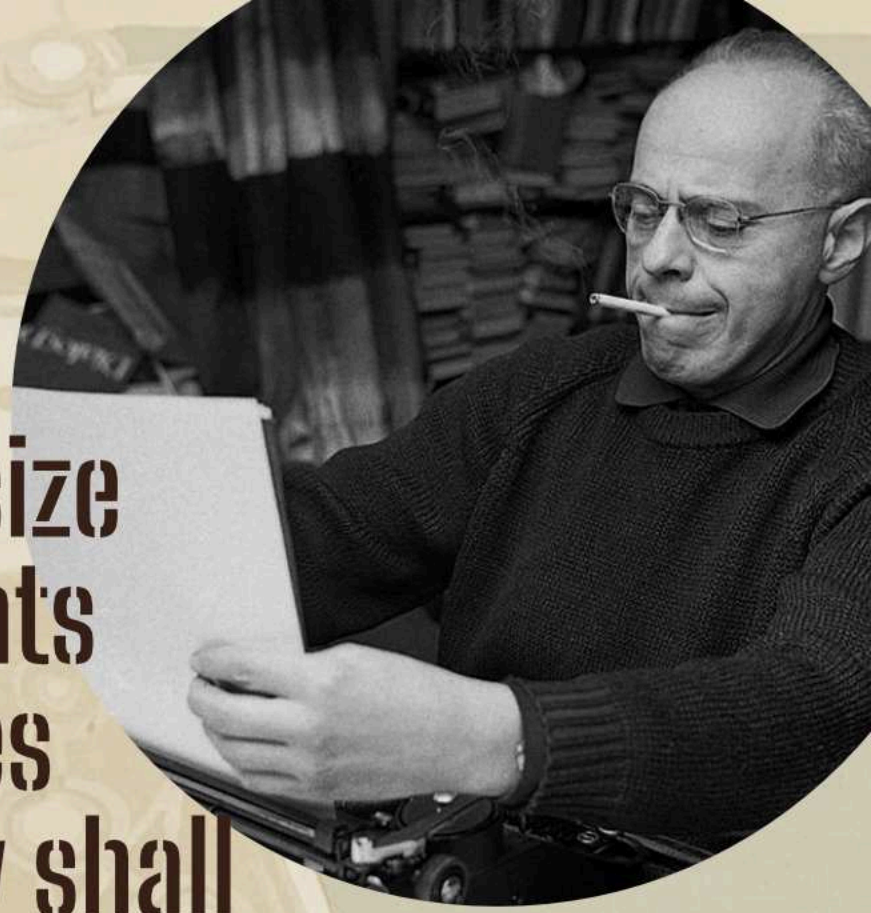
THE
WORLD STAGE

What the Machine Flattens Out

MAN vs MACHINE
ASPIRE ANNUAL CONFERENCE

THE
FUTURE OF...
CREATIVITY
Alexandre Desplat, Cardinal José Tolentino de Mendonça,
Darren Walker, George Clooney, Giuseppe Tornatore,
Kennedy Yanko, Lee Daniels, Lorenzo Mieli, Maggie Gyllenhall,
Marc Quinn, Meredith Whittaker, Rajendra Roy, Shannon Murphy
With
Emily Maitlis
FINCH & PARTNERS
CAA
@thefutureof_symposium

'In the end, people will shrink to the size of mindless servants of the iron geniuses and, perhaps, they shall worship them as divine...'



Stanisław Lem
Dialogues, 1957

MAN vs MACHINE

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Relative Priority given to Stakeholders

ASPIRE Sustainability Index,
Fons Trompenaars 2012

Made in Kraków

PEOPLE
PLACE
POSSIBILITIES

Wally Ollins, ASPIRE 2013

Branding is about belonging

—

And being seen to belong.

What's **authentic** about you?

Twórcze napięcie

—

Creative Tension

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Czym się różni wróbel?

MAN VS MACHINE

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Tym, że ma jedną nóżkę bardziej

(zwłaszcza lewą)