



*** PRESS RELEASE ***

TEDxBrixton introduces London to a Kaleidoscope of ideas

TEDxBrixton comes back with its biggest event yet

September 29, 2015

TEDxBrixton is coming back this year with a day of 15 diverse talks and over 500 guests to share Brixton's innovations, diversity and melting pot of culture with the rest of the world.

TEDxBrixton's theme for this year is 'Kaleidoscopes', which means 'observation of a beautiful form' in Greek and represents Brixton's identity as a mosaic of cultures, ideas and stories. In this event, pioneers across science, technology, medicine, sports, mental health and LGBT rights will inspire the audience and challenge them, giving them the opportunity to venture beyond what they know.

- Event Date: Saturday October 10th 2015
- Event Time: 12.30 am to 8pm
- Event Place: Brixton Recreation Centre, 27 Brixton Station Road, London SW9 8QQ

This year's incredible line-up of speakers includes:

- Professor of cognitive neuroscience **Roi Cohen Kadosh** will explore the topic of brain hacking, or how using non-invasive painless brain stimulation can improve cognitive abilities
- **Steadman Scott**, founder of charity sports association Afewee, will discuss the transformative power of sport

- Lifestyle writer **Isabelle O'Carroll** will share her insights on some of the mad things we do in the name of a crush
- **Rebecca Trevalyan**, co-founder of The Library of Things, will let the audience in on her experience of sharing items instead of wasting money on buying them
- Researcher **Lata Govada** will explain how crystals can help us cure diseases
- Pakistani trans activist **Sabah Choudrey** will explore 'Cultural Dysphoria', or the feeling of discomfort one experiences when there is a mismatch between their inner sense of self and their integration within a culture
- Filmmakers **Helen Wright** and **Hugh Williams** will look into how questions inspire us
- Poet, performer and playwright **Inua Ellams** will talk about how perceptions of masculinity have affected black men's mental health and will explore the latest shifts in this concept
- International DJ **Sam Hall** will speak of how radio can be a global voice of change
- Designer **Cludia Vardon** will talk about how her natural ability of synaesthesia informs and influences her design work
- Emotional intelligence coach **Kate Faragher** will hold a talk on the power of collaboration
- Digital industry creative **Alex Lambert** will discuss new technology, creative intelligence and virtual reality
- Digital media expert **Charlotte Knowles** will talk about her interactive film experience Coldharbour, showing the landscape, history, culture and heritage of Brixton
- Chair of the Brixton Pound **Binki Taylor** will look at Brixton's post gentrification environment and explore how individuals can shape society
- Poet, educator, musician and loop pedal artist **Pete Bearder (aka Pete the Temp)** will talk about the power of the spoken word in teaching

Designer and Brixton resident Robyn Parker will display her kaleidoscopic collage of crowd-sourced images representing what people would save from a fire

Although standard tickets are now sold out, it is possible to buy Patron tickets, costing £100, giving guests the chance to attend the exclusive Speakers' and Sponsors reception on October 8 2015, watch TEDxBrixton from the best seats in the house, get a free t-shirt plus receive special recognition as a valued TEDxBrixton supporter.

TEDxBrixton can also be watched via livestream, which last year was viewed by 4,000 all around the world including Taiwan, Nigeria, the United States and all over the United Kingdom. Attendees will also have the opportunity to see the latest high-tech gadgets first-hand at the event's Innovation Alley at POP Brixton.

TEDxBrixton is a self-organised event run by Stephanie Busari, a long-term resident of the area who was granted the licence to organise TEDxBrixton by the TED organisation.

Born in the summer of 2013 to bring the TED experience to this unique area of London, TEDxBrixton aims to share innovations and ideas coming out of the borough. TEDx is a program of local, self-organised events bringing people together to share a TED-like experience. The 'x' in TEDx stands for 'independently organised TED event'.

QUOTES:

Stephanie Busari said:

“I’m looking forward to hearing from all the incredibly inspiring thought leaders and pioneers speaking at TEDxBrixton this year. It’s our biggest event yet and I’m confident it will show everyone how Brixton isn’t just one of London’s most diverse, multicultural areas: it’s a centre for ideas at the forefront of innovation in the capital, an example of diversity and a great inspiration for all London boroughs.”

More information on the event will be available on our website www.tedxbrixon.com and updates will be shared on social media.

Follow TEDxBrixton on Twitter at [@TEDxBrixton](https://twitter.com/TEDxBrixton).

Like TEDxBrixton on Facebook at www.facebook.com/TEDxBrixton.

Join us on Instagram [instagram.com/tedxbrixon/](https://www.instagram.com/tedxbrixon/)

All press requests should be sent to Virginia Tarozzi,
TEDxBrixton Comms Lead, by emailing virginia@tedxbrixon.com

About TEDxBrixton

TEDxBrixton is an initiative of [Stephanie Busari](#), a long-term resident of the area who was granted the licence to organise TEDxBrixton by the [TED](#) organisation. TEDxBrixton is run by a small team of volunteers, all passionate about the power of ideas. The initiative’s mission is to put Brixton on the global map for positive reasons; to spotlight the change that is happening in the area and to make connections with like-minded people around the world.

About TEDx, x = independently organized event

In the spirit of ideas worth spreading, TEDx is a program of local, self-organized events that bring people together to share a TED-like experience. At a TEDx event, TED Talks video and live speakers combine to spark deep discussion and connection. These local, self-organized events are branded TEDx, where x = independently organized TED event. The TED Conference provides general guidance for the TEDx program, but individual TEDx events are self-organized. (Subject to certain rules and regulations.)

About TED

TED is a nonprofit organization devoted to Ideas Worth Spreading. Started as a four-day conference in California 30 years ago, TED has grown to support its mission with multiple initiatives. The two annual TED Conferences invite the world's leading thinkers and doers to speak for 18 minutes or less. Many of these talks are then made available, free, at TED.com. TED speakers have included Bill Gates, Jane Goodall, Elizabeth Gilbert, Sir Richard Branson, Nandan Nilekani, Philippe Starck, Ngozi Okonjo-Iweala, Sal Khan and Daniel Kahneman.

The annual TED Conference takes place each spring in Vancouver, British Columbia, along with the TEDActive simulcast event in nearby Whistler. The annual TEDGlobal conference will be held this October in Rio de Janeiro, Brazil. TED's media initiatives include TED.com, where new TED Talks are posted daily; the Open Translation Project, which provides subtitles and interactive transcripts as well as translations from volunteers worldwide; the educational initiative TED-Ed. TED has established the annual TED Prize, where exceptional individuals with a wish to change the world get help translating their wishes into action; TEDx, which supports individuals or groups in hosting local, self-organized TED-style events around the world, and the TED Fellows program, helping world-changing innovators from around the globe to amplify the impact of their remarkable projects and activities.

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