

# GLASSNATURE

CONFERENCE  
TUESDAY OCTOBER 9, 2012  
BARCELONA

RESERVE YOUR SEAT AT  
[GLASSNATURE.EVENTBRITE.ES](http://GLASSNATURE.EVENTBRITE.ES)

ORGANIZED BY





**IT'S NOT FANCINESS.  
IT'S CREATIVITY  
WITH A PURPOSE.**



**WWW.OHBCN.ES**

**GLASSNATURE**

CONFERENCE

OCTOBER 9, 2012

MUSEU BLAU, BARCELONA

ORGANIZES

**oh!BCN**  
2012

**nat** museu de  
ciències naturals  
de Barcelona

PEOPLE WHO CHANGE THE WORLD ARE EASY TO SPOT BECAUSE THEY DARE TO TRY, NO MATTER HOW CRAZY THEIR IDEA MAY SEEM.

THIS YEAR'S OH!BCN CONFERENCE SPEAKERS BELIEVE AND DEMONSTRATE THAT PLANTS CAN SENSE, TALK A WHOLE TOWN INTO PLANTING EDIBLE LANDSCAPES AND SPEND THEIR TIME GIVING AWAY FORBIDDEN PLANTS THAT HEAL.

THEY COME TO BARCELONA TO SHARE THEIR KNOWLEDGE, THEIR CREATIVITY AND THEIR PASSION WITH YOU.

THIS YEAR WE CHALLENGE YOU. STOP ACTING NORMAL. GROCERY SHOPPING PRICES RISE? GROW YOUR FOOD. MEDICINES TOO EXPENSIVE? PLANT YOUR OWN REMEDIES. CHEMICALS AND PRESERVATIVES EVERYWHERE? LEARN HOW TO PRESERVE FOOD IN GLASS.

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# CONFERENCE

## PROGRAM

TUESDAY OCTOBER 9, 2012

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MORNING PASS: 35 EUROS*	10:00H	INTRODUCTION BY BÁRBARA BARRERA
STUDENTS: 20 EUROS	10:15H	THE INTERNET OF PLANTS <b>STEFANO MANCUSO</b> , PLANT NEUROBIOLOGIST. PLANTS CAN SENSE AND INTERACT WITH TECHNOLOGY.
*10% DISCOUNT	11:30H	GASTONOMIC BREAK IN COLLABORATION WITH <b>FOOD CULTURA</b>
FRIENDS OF THE MUSEU BLAU	12:00H	STEVIA AND THE FOOD WE TRAMPLE ON <b>JOSEP PÁMIÉS</b> , FOUNDER OF THE DOLÇA REVOLUCIÓ. (THE SWEET REVOLUTION) FORBIDDEN PLANTS? A TRIP ALONG THE BOUNDRIES BETWEEN THE ALLOWED AND THE REASONABLE.
FRIENDS OF THE JARDÍN BOTÁNICO	13:00H	FOOD INDEPENDENCE <b>PAM WARHURST</b> , FOUNDER OF INCREDIBLE EDIBLE TODMORDEN A BRITISH COMMUNITY FINDS UNITY PLANTING EDIBLE LANDSCAPES
ADI-FAD MEMBERS	14:00H	FOOD DESIGN EXPERIENCE <b>FOOD CULTURA</b> PRESENTS "SILVESTRE", THE RESULTS OF A RESEARCH PROCESS THAT REDISCOVERS ANCIENT RECIPES BASED ON UNDERWOOD PLANTS. A TASTING IN GLASS SUPPORTS DESIGNED AND PRODUCED FOR THE EVENT BY <b>QUIM I TXELL</b> .
AFTERNOON PASS: 20 EUROS	15:30H	THEMATIC WORKSHOPS GROUP CONVERSATIONS. TALK WITH THE SPEAKERS OR WITH THE MEMBERS OF OH!BCN TEAM: <b>LUIZ PONTUAL</b>   FLOWERS FROM THE AMAZON AND MEDICINE FROM THE FOREST <b>COMGLASS, 40PLUMAS, MÓNICA UZ, MUN MUNTADAS AND PILAR ALDANA</b>   GLASS ART AND DESIGN <b>NATUREZA</b>   PLANTS AND NATURAL ESSENCES <b>ALESSANDRO RANCATI</b>   OH!BCN AND CREATIVE INNOVATIONS: A HOW TO GUIDE
	18:30H	END OF DAY

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INSTALLATION DESIGNED AND PRODUCED BY 40PLUMAS, MUN MUNTADAS, MONIKA ÚZ Y GAUZAK  
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# NEED ADSL? PLUG INTO A PLANT.



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STEFANO MANCUSO

THE INTERNET OF PLANTS

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CONFERENCE, MUSEU BLAU, BARCELONA

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## THE INTERNET OF PLANTS

### STEFANO MANCUSO

Plants are living organisms, representatives of a form of intelligence yet to be known.

They create energy, generate data networks, inspire plantoid robots that do not waste energy. They could even be intelligent sensors in a Smart City and communicate to us via mobile phones.

Stefano Mancuso, plant neurobiologist director of the International Laboratory of Plant Neurobiology and lecturer at TED will speak of the vitality and of the many uses and services that vegetables can offer.

Your view about plants change dramatically.

## ADDITIONAL INFORMATION

[www.lin.v.org](http://www.lin.v.org)

[www.ted.com/speakers/stefano\\_mancuso.html](http://www.ted.com/speakers/stefano_mancuso.html)

## PARADIGMS\*

Crucial and Sustainable

## TRENDS

Sustainable design

Green technology

New environmental sensibilities

\*Paradigms by Future Concept Lab

[www.trendsgymnasium.com](http://www.trendsgymnasium.com)

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# GROW AND SHARE FORBIDDEN PLANTS



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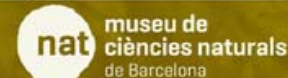
JOSEP PÀMIES

THE STEVIA AND THE FOOD WE TRAMPLE ON

OCTOBER 9, 2012

MUSEU BLAU, BARCELONA

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## THE STEVIA AND THE FOOD WE TRAMPLE ON

JOSEP PÀMIES

Stevia, known as "the sweet plant", acts as a regulator of sugar level in blood. It has a great sweetening power and medicinal properties. It is the symbol of the Dolça Revolució led by catalan farmer Josep Pàmies.

He will talk about this and other plants, which are within our reach and that we wrongly call "weeds".

Pàmies engages in a careful production of vegetables for human consumption under traditional methods and with respect for the environment.

Listening to him is learning to be more independent.

## ADDITIONAL INFORMATION

[www.dolcarevolucio.cat](http://www.dolcarevolucio.cat)  
[joseppamies.wordpress.com](http://joseppamies.wordpress.com)

## PARADIGMS\*

Crucial and Sustainable  
Trust and Sharing

## TRENDS

Natural medicine  
Local culture and traditions  
New leaderships  
Participative democracy  
Sustainable farming

\*Paradigms by Future Concept Lab  
[www.trendsgymnasium.com](http://www.trendsgymnasium.com)

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# IF YOU EAT, YOU'RE IN.



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PAM WARHURST

INCREDIBLE EDIBLE TODMORDEN

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## FOOD INDEPENDENCE

### PAM WARHURST

Maybe you ever think of planting peppers in the park, turn a plot into an orange or a roundabout into a garden of thyme.

Why not? In the north of England, this is a reality.

Pam Warhurst is the founder of Incredible Edible Todmorden, a neighborhood movement in the town of Todmorden that found unity planting edible landscapes..

They grow in more than 70 public spaces and engage residents in the care and the enjoyment of the harvest.

Learn from this experience because maybe we can soon replicate it in Barcelona.

## ADDITIONAL INFORMATION

[www.incredible-edible-todmorden.co.uk](http://www.incredible-edible-todmorden.co.uk)  
[www.ted.com/speakers/pam\\_warhurst.html](http://www.ted.com/speakers/pam_warhurst.html)

### PARADIGMS\*

Trust and Sharing  
Unique and Universal

### TRENDS

De-globalization  
Universal unicity  
Urban farming  
Association and collaboration  
New social responsibility

\*Paradigms by Future Concept Lab  
[www.trendsgymnasium.com](http://www.trendsgymnasium.com)

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# THE FOREST ON A PLATE



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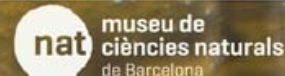
FOOD CULTURA + QUIM I TXELL

FOOD DESIGN EXPERIENCE - CONFERENCE

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## SILVESTRE A FOOD DESIGN EXPERIENCE

### FOOD CULTURA QUIM I TXELL

"Silvestre" is a culinary event based on Catalan wild plants.

We do not eat or know more than half of edible plants and fruits. Simply, they were not "domesticated" by humans or that wisdom has been lost

Many of them were used in the kitchen during the Middle Ages, but later, with the discovery of America and explorations to others continents their use was discontinued.

The idea of "Silvestre" is to put under scrutiny the abundance of food in nature and how man, little by little, has been disconnecting from it, reaching, in many cases, to starve.

The dishes will be served on supports designed and produced by Quim i Txell, a couple of young artists and designers specializing in glass objects.

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## ADDITIONAL INFORMATION

[www.foodcultura.org](http://www.foodcultura.org)  
[hwww.quimitxell.com](http://hwww.quimitxell.com)

### PARADIGMS\*

Unique and Universal  
Quick and Deep

### TRENDS

Local ancient culture  
Food design  
Design and craftsmanship

\*Paradigms by Future Concept Lab  
[www.trendsgymnasium.com](http://www.trendsgymnasium.com)



## THEMATIC MEETINGS

Your opportunity to sit vis á vis with the speakers or with some of the members of the oh! BCN team to clear up doubts, exchange contacts, generate leads and keep learning.

Seating is limited and preference will be given to people with the recommended profile.

There are up to three hours available. We recommend that you prepare topics and questions to make the best of your time.

The new speakers that join the afternoon session will speak from 15:30 h to 16:30 h for all the audience before moving to the group sessions.

Groups of up to 20 people.

Choose your preference in the registration form, we will try to meet your expectations.

## STEFANO MANCUSO

Stefano is available to contact members of the scientific community.

## PAM WARHURST

Join Pam to keep talking about Incredible Edible Todmorden or to join her network.

## CHRISTINE BERTIN

The Barcelona coordinator of the Dulce Revolución is available for information on how to obtain the plants and how to join the association.

## LUIZ PONTUAL

A plastic artist living in Barcelona and in the Amazon, he works with local knowledge, plants and flowers, particularly by tailoring the method of dr. Bach to the flowers of the Amazon.

He is available to talk to people who want to learn more about the

relationship between plants and culture, with an emphasis on the mystical and transcendent. His discourse reinforces and complements the presentation of Pàmies.

## QUIM I TXELL, 40 PLUMAS PILAR ALDANA, MONIKA ÚZ MUN MUNTADAS

Learn from the authors the techniques and the design process of the pieces that make up the oh!BCN installation.

These meetings are intended for design professionals, interior designers, architects, editors interested in glass design.

## ELISABETTA PASINI FUTURE CONCEPT LAB

Know the Consum-Authors, the protagonists of change, and apply the paradigms of the future: the 4P of societizing and the TrendsGymnasium website are the tools you need.

## NATUREZA M<sup>A</sup> BEATRIZ SPALTRO

Maria Beatriz will talk about the design process that was followed to produce the scents for the conference. She will also introduce the innovating services she offers in the design of fragrances, natural personal care and wellness products. The meetings are designed for people who produce soaps and natural cosmetics from home and are interested in certifying their production.

## ALESSANDRO RANCATI

Alessandro explains how to use oh!BCN to generate creative innovation by joining the network of people that give life to this laboratory.

For people and businesses interested in learning the principles of design management, design thinking and codesign.

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