

TEDxRochester provides 'ultimate brain spa'

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To learn more

To watch TED talks online, go to TED.com. For past TEDxRochester talks, organized by year, go to: TEDxRochester.org/2009; TEDxRochester.org/2010; or TEDxRochester.org/2011.

The fourth annual TEDxRochester conference is set for Monday at Geva Theatre.

The all-day event, called “the ultimate brain spa” by fans, will feature live presentations, video broadcasts of speakers from around the world, performances by regional artists and hands-on demonstrations.

“Our main goal is to inspire the local community through sharing ideas,” said organizer Jennifer Indovina, who also will make a presentation about RocCity 2.0, an organization she founded.

“In terms of action after the event, we leave a lot of that up to the audience. However, there have been some spinoffs from past TEDx events that have resulted in companies being founded, galleries being opened and people starting” non-governmental organizations like RocCity 2.0, she said.

No seats are available for TEDxRochester. About 300 tickets were available for free, but audience members had to apply in advance and agree to stay for the entire event, which will also include a healthy dose of socializing and networking.

TEDx is a local version of TED, which stands for technology, entertainment and design, a non-profit organization that holds annual conferences in California and another in Edinburgh, Scotland. The presentations delivered at those conferences, and others from local gatherings like TEDxRochester, can be viewed online at TED.com.

A TED talk by former Vice President Al Gore in 2005 formed the basis of the documentary An Inconvenient Truth.

TEDxRochester will include 16 presenters, including doctors, artists, scientists, scholars, artists and psychologists, who will deliver talks between two and 18 minutes. All the presentations will be recorded and posted online.

One presenter will talk about the perception that development in Rochester revolves around automobile-dependent transportation systems and how that has affected economic growth and urban life. A doctor will talk about his effort to set up radiology services in underdeveloped places and have doctors in the United States review the images through an Internet connection. And another presenter will explain how a boyhood experience changed his life.

TEDxRochester is organized under a license to Tony Karakashian. A separate TEDxFlourCity, licensed to William Monteith, held an inaugural conference on June 9. Organizers of the two events plan to help each other out, but will continue to operate separate conferences.