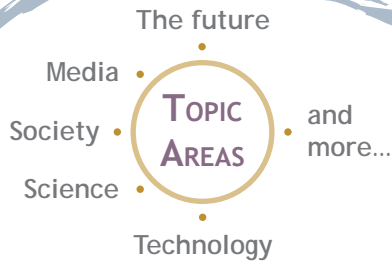


▼ Unique Experiences

BIO
••••



Steven Berlin Johnson

□ *Mapping the future—the impact of science, technology and media on modern life.* □

Best-selling author of six books on the intersection of science, technology and personal experience. Social critic and technologist, with a fine track record for seeing emerging trends and explaining why they're relevant to both personal life and business. Creator of three influential websites.

Author, *The Invention of Air* and *The Ghost Map*. Creator, hyperlocal media site *outside.in*.



The history of recent Homo sapiens should begin and end with: *We became city dwellers.*

Ahead of the Curve

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Highlights

Steven Johnson is the best-selling author of six books on **the intersection of science, technology and personal experience**. His writings have influenced everything from the way political campaigns use the Internet, to cutting-edge ideas in urban planning, to the battle against 21st-century terrorism.

Steven's most recent book *The Invention of Air* tells the story of Joseph Priestly, the Founding Fathers, and **how innovative ideas emerge and spread** in society and drive historical change. Like his award-winning previous book, *The Ghost Map*, *The Invention of Air* uses a surprising historical and biographical narrative to discuss ideas that have profoundly shaped our modern world.

Steven has also **co-created three influential web sites**: the pioneering online magazine *FEED*, the Webby-Award-winning community site, *Plastic.com*, and most recently the hyperlocal media site *outside.in*.

Both **social critic and technologist**, Steven has a genius for **mapping the future**—for predicting and explaining the real-world impact of cutting-edge developments in science, technology and media.

Steven is a contributing editor to *Wired* magazine. He lectures widely on technological, scientific, and cultural issues.

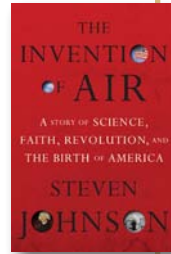
Steven has also written for *The New York Times*, *The Wall Street Journal*, *The Nation*, and many other periodicals. He's appeared on many high-profile television programs, including *The Charlie Rose Show*, *The Daily Show with Jon Stewart*, and *The NewsHour with Jim Lehrer*. He blogs at stevenberlinjohnson.com.

Steven is an articulate and animated, funny and thought-provoking speaker.

The Invention of Air

□ Innovation and the ways new ideas emerge and spread, and the environments that foster breakthrough thinking. □

Like *The Ghost Map*, *The Invention of Air* is a book of world-changing ideas wrapped around a compelling historical narrative. It is the story of Joseph Priestley—British scientist, protege of Benjamin Franklin, friend of Thomas Jefferson—an 18th century radical thinker who played pivotal roles in the discovery of oxygen, the founding of the Unitarian Church, and the intellectual development of the United States. He also discovered that plants create oxygen—that the air we breathe is not some given but manufactured by other organisms as part of a wider system—and thus he invented ecosystem science. And he was a kind of lost Founding Father—best friends with Franklin, a huge influence on Jefferson's eclectic Christianity, who helped to thoroughly integrate science into the Founding Fathers' worldviews.



• Credentials

- □ Author of three national bestsellers
- □ Former columnist, *Discover* magazine
- □ Contributing editor, *Wired* magazine
- □ Hearst New Media Professional-in-Residence, The Journalism School Columbia University, 2009
- □ Finalist for 2002 Helen Bernstein Award for Excellence in Journalism, *Emergence*
- □ Co-founder and editor-in-chief, *FEED*
- □ Named one of the "Fifty People Who Matter Most on the Internet," *Newsweek*

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