

UNFINISHED
FESTIVAL
25—28
MAY 2017
BUCHAREST



MASTER —
CREATIVITY,
— SHAPE
THE —
— WORLD.

Welcome to #UNFINISHED17, where Creativity meets Humanity

We hope you'll find the next four days inspiring and motivating.

We hope you'll meet people that compel you to tap into your creativity and use it as a force for change in your life, your community, and your world.

MAY 25 - INSPIRE

14.30

DALLES
LOBBY

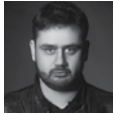


REGISTRATION

Badge pick-up

18.00

DALLES
MAINSTAGE



WELCOME TO #UNFINISHED17

Bogdan Nicolai
TV presenter, A-list

18.10

DALLES
MAINSTAGE



OPENING
KEYNOTE

MODERN LOVE: Vulnerability as Power

Daniel Jones
Modern Love Editor, The New York Times

From stories to lessons—the opening session will set the tone for the following four days by introducing the invisible line that links us all—love—and the complicated beauty of always “unfinished” human interactions.

18.40

DALLES
MAINSTAGE



1.1
CONVERSATION

THE NEW AGE OF CREATIVITY: Getting the Story Right

Ian Daly
Chief Strategy Officer, Tribeca Enterprises +
Contributing Editor, WIRED U.K.

Virgil Abloh
Architect, Designer, Off-White Founder +
Kanye West Creative Director

Technology is part of our daily life and artists from all backgrounds are using it to create new ways to make stories more immersive and attractive.

**session subject to change, please check the website for the latest information*

MAY 25 - INSPIRE

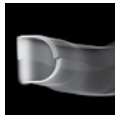
19.00 DALLEs
STAIRS



ELECTRIC BROTHER

Music + Networking

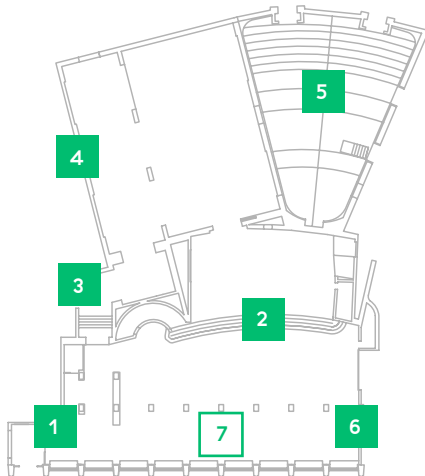
20.00 APOLLO111



UNFINISHED VIP DINNER

WETASTE by WeDine
DJ Set Ramon

Top speakers + VIP guests are invited to connect the dots and start the UNFINISHED network of like-minded individuals in a conceptual dining environment.



UNFINISHED MAP

- 1 DALLEs LOBBY
- 2 DALLEs STAIRS STAGE
- 3 DALLEs VR SPACE
- 4 DALLEs ART SPACE
- 5 DALLEs MAINSTAGE
- 6 MEDIA CORNER
- 7 WPP SPACE, 2nd floor

MAY 26 – EMPOWER

08.30 DALLEs LOBBY



REGISTRATION

Badge pick-up

09.00 DALLEs STAIRS STAGE



THE FUTURE IS CHOREOGRAPHY

Onika Simon
Innovation Director, Spokehub

INTERACTIVE
DAYBREAKER

If design is a dance between art and strategy, then innovation demands new styles and steps.

10.30 DALLEs STAIRS STAGE



DESIGN INNOVATION: Decoding the Language of Humanity

Emilian Cartis
Founder, Romanian Design Council

MASTER-
CLASS 1

An interactive session that will provide an engaging hands-on experience complemented by practical methods to showcase the first steps in the innovation process.

11.00 DALLEs ART SPACE

ARTIST
ROUNDTABLE

THE POWER OF ART

Moderated by Ramona Todoca
DROGA5 Senior Art Director +
UNFINISHED Creative Director

How does contemporary art contribute to our understanding of the world and how can art help us become more informed and engaged citizens?



VENTURI &
VASILJEVIC



PAVEL
BRAILA



COSMIN
HAIAS



LUCA
ZAMOC

MAY 26 – EMPOWER

12.30

THREE INTERACTIVE
LUNCH SESSIONS

WPP
SPACE



FROM WANT TO MUST: Unpacking the Secrets of Creativity

Laura Nedelschi
Creative Director, Kubis Interactive

Digital Creativity: That “No diamond ring” Relationship

DALLES
STAIRS
STAGE



Mihai Botarel
Co-Founder + Creative Director, RXM Creative

Creative Entrepreneurship

DALLES
ART
SPACE



Ioana Filip
Creative Director, McCann

Keeping Authenticity in a Global Agency

14.45

WPP
SPACE



PHOTOJOURNALISM: The Real Story of the Winners and their Message

Micha Bruinvels
Director of Contests, World Press Photo

*Explore the power of images to shift perceptions
in regards to world events*

WPP GUIDED
TOUR

15.30

DALLES
STAIRS
STAGE



PHOTOGRAPHY: A Force of Change

Enrico Bossan
Creative Director, Fabrica

*Understanding the art of photography is just as
much a personal journey within ourselves as it is
a professional craft.*

MASTER-
CLASS 2

17.30

DALLES
ART SPACE



UNFINISHED ART

*Meet some of the artists and find the stories
behind their art in a casual setting*

19.30

DALLES
STAIRS
STAGE

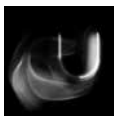


CONCERT + AFTERPARTY

GOLAN

MAY 27 – CONNECT

08.30 DALLES LOBBY



REGISTRATION + NETWORKING BREAKFAST

09.30 DALLES MAINSTAGE



LEADERSHIP KEYNOTE

LEADERSHIP: GETTING THINGS DONE

Radu Georgescu
Founding Partner, GECAD

Lessons learned and lived from one of the top Romanian entrepreneur and business leader

10.00 DALLES STAIRS STAGE



THE MEDIUM IS THE MESSAGE: Using VR to Galvanize Change

Sergiu Ardelean
Co-Founder, ARTIVIVE



Ian Daly
Chief Strategy Officer, Tribeca Enterprises + Contributing Editor, WIRED U.K.



Alexandru Berceanu
Deputy Director, CINETic

FUTURE FLASH

10.00 DALLES MAINSTAGE



INNOVATION CASE STUDY: How to transform a nightclub into a cultural experience



Mihai + Liviu Popescu,
Fratelli Co-Founders
In conversation with Cristian Leonte, PROTV

Discussing the ups and down of disrupting the F&B Industry in Romania.

FIRESIDE CHAT

13.00 DALLES STAIRS STAGE



NETWORKING LUNCH

MAY 27 – CONNECT

11.00

DALLES
STAIRS
STAGE

DALLES
ART
SPACE

DALLES
VPP
SPACE



INTERACTIVE LABS

Rob Fitzpatrick
Author, *The Mom Test* + Serial Entrepreneur
The Startup Toolkit



Max Stossel
Poet + Filmmaker + Advocate at Time Well Spent
Storytelling in the Attention Economy



**Jason Grullon +
Guillaume Vaslin-Reimann**
Co-Founders, VIRTUROCKS
Disrupting the Fashion Industry

14.00

DALLES
MAINSTAGE



THE NEW AGE OF ARCHITECTURE: Using the Power of Design for Impact

Moderated by **Oana Stanescu**
Founder, +pool, family



Virgil Abloh
Architect, Designer, Off-White Founder +
Kanye West Creative Director



Lucy Styles
Senior Architect, SANAA



Alexandria Algard
President, The National Association of
Norwegian Architects

In today's society, trained architects emerge as fashion, arts and infrastructure leaders. There are no more boundaries and the limits between professions are being challenged all for the sake of art and innovation.

CROSSFIRE
PLENARY

15.00

DALLES
MAINSTAGE



SUBCONSCIOUS BORDERS

Capucine Gros, Artist

The notion of humanity may go far until we first come to terms with our own geographical bias. This talk surveys a few projects seeking to fight the bias of our global consciousness and help better point our moral compass.

MEET THE
ARTIST

MAY 27 – CONNECT

15.30

DALLES
LOBBY



COFFEE BREAK

16.00

DALLES
MAINSTAGE



THE STORY BEHIND...

*Uncovering the creative journey
behind a memorable project.*



THE WPP PHOTO CONTEST

Micha Bruinvels

Director of Contests, World Press Photo



THE MAGAZINE

Enrico Bossan

Creative Director, Fabrica

THE URBAN SPACE

Alice Cabaret

Founder, The Street Society

SPARK
PRESENTATIONS

17.00

DALLES
MAINSTAGE



DATA VISUALISATION:
From Numbers to Narrative

Josh Begley, Data Artist + App Developer

Tracing the impact of government-led actions

BIG IDEA
KEYNOTE

18.30

DALLES
STAIRS
STAGE



CONCERT

NextEx

20.00

APOLLO 111

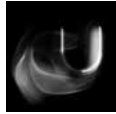


AFTERPARTY

DJ Rabbit King

MAY 28 – CHANGE

10.00 DALLEs
LOBBY



REGISTRATION

11.00 DALLEs
STAIRS
STAGE



ENTREPRENEURS BRUNCH: Entrepreneurship Has No Nationality

Stories of success and failure from international and local entrepreneurs.

Moderated by **Beatrice Cord**, UNFINISHED
Festival Director



**ANDREI
LASCUT**
Founder,
The Temple



**GUILLAUME
VASLIN**
Co-Founder,
VIRTUROCKS
DelCayo



ADRIAN OIANU
Founder, Oianu

12.30 DALLEs
STAIRS
STAGE



UNCONFERENCE-STYLE LAB: Changing Bucharest One Space at a Time

Alice Cabaret
Founder, The Street Society

Supported by **Oana Stanescu**

A creative, interactive session where participants will be given the tools to invent and develop innovative urban concepts to transform the Dalles Garden.

16.00 DALLEs
MAINSTAGE



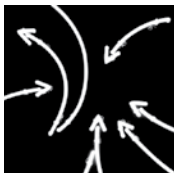
THE MODERN WORLD AS A STORY OF COMPUTERS

Alvy Ray Smith
Co-Founder, PIXAR
Introduced by **George Buhnici**, PROTV

Creativity is the answer for the question of how technology can positively impact humanity

UNFINISHED ART + VR

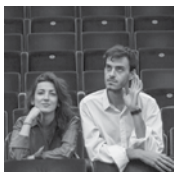
Presenting projects that open your mind and compel you to question your role in the world.



ALFREDO JAAR

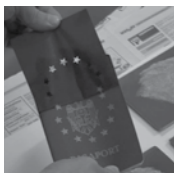
[Kindness] of [Strangers],
2017

In Memoriam, 2017



VENTURI & VASILJEVIC

96 Hours, 2017



PAVEL BRAILA

Welcome to the EU, 2006

Eurolines Catering or
Homesick Cuisine, 2006



OANA VAINER

Heraldik des Selbst



COSMIN HAIAS

Satin Pillow

100yearsong

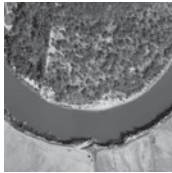


CAPUCINE GROS

Approximately 199, 2012–

The Geography of Love,
2017

UNFINISHED ART + VR



JOSH BEGLEY

Best of Luck with the Wall, 2016

The News Is Breaking (Every New York Times Front Page Since 1852), 2017



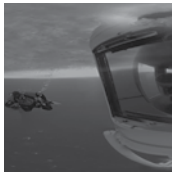
JAN ROTHUIZEN

Refugee Republic



FELIX & PAUL

Nomads [VR]



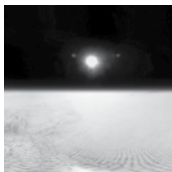
THE NEW YORK TIMES

Under The Cracked Sky [VR]



THE NEW YORK TIMES

Fight For Falluja [VR]



KONCEPT VR

Edge of Space [VR]

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