

## Upcoming Lift France 2010 Conference in Marseilles



### Putting the "e" in daily life!

The 2010 edition of the international Lift conference, organized by the Fondation Internet Nouvelle Génération (FING), is being held from July 5 – 7 in Marseilles. For the second year running, the now-legendary think-tank will be setting up shop in the city of Marseilles to reflect on how our society is changing and to better prepare the future.

#### > 3 days to reflect on 1 year

Digital technologies change our world and will probably continue to do so for many years to come, as the sector's healthy state -despite the recent crisis- shows. Since 2006, the international Lift conference has been providing participants with a unique opportunity to reflect on the effects innovation has on society and to better comprehend a new environment in which Web technologies are playing an increasingly major role.

#### > "I am he as you are he as you are me and we are all together"

Whether in our private or working lives, the Web is omnipresent. Lift France 2010 aims to examine every aspect of the subject in order to push back the frontiers, avoid the pitfalls and continue innovating. In 2009, more than 500 attendees gathered to hear influential speakers such as the Belgian entrepreneur Gunter Pauli, philosopher Dominique Pestre, writer Bruce Sterling and government minister Nathalie Kosciusko-Morizet. This year again, a number of personalities will be taking part in the Marseilles conference, including Alma Whitten, Engineering Lead for Privacy at Google, Amit Zoran from the MIT Media Lab in Cambridge, Massachusetts and Jan Blom, Research Leader at Nokia.

#### > Get ready to brainstorm!

The event is also an opportunity to meet others and exchange ideas, with each person sharing his or her experiences. In addition to the four major conference themes ("Web Squared", "Fab Labs", "People Hacks" and "Privacy Revisited, Protect and Project"), a first day is devoted to workshops with practical, creative and forward-looking themes, organized by the Marseilles Provence Chamber of Commerce and Industry. Participants also may extend this first day into the evening by attending the Mobile Monday at the Théâtre de la Criée. As a partner of Lift 2010 and Mobile Monday, and to coincide with this exceptional event, Provence Promotion will be inviting a number of prospective international clients, thus providing an opportunity to share and exchange on a subject –the Web- that is today ubiquitous and a sector in which Provence is one of the rising stars.

### Find out more:

The Lift conference home page: <http://liftconference.com/fr/lift-france-10>

The Lift 2010 program: <http://liftconference.com/fr/lift-france-10/program>

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