

WE ARE Pi

A NATION UNITED, IDEAS UNITED

The Dutch National Ballet, Rutger Hauer and Amsterdam's creative community come together over ideas worth doing for TEDxAmsterdam.

November 7th 2011: The Netherlands' most creative minds from ballet, film, photography, interactive, design and communications have joined forces with [WE ARE Pi](#) to bring to life a series of 'living brains' for the "Human Nature" themed [TEDxAmsterdam](#) event on 25th November. The TEDxAmsterdam '*Ideas United*' project launches online with a behind the scenes two-part documentary charting the creation of the 'living brains' that will open and close the TEDxAmsterdam event on 25 November.

For the 2011 TEDxAmsterdam event, speakers and the audience will enter the theme 'Human Nature' to find out what it means to be human in a society that is increasingly dominated by technology and economical issues. The TEDx Talks, hosted at Amsterdam's Stadsschouwburg theatre, will be broadcast live on TV and watched by thousands at over 30 simulcast locations set-up by TED supporters across the country.

TEDxAmsterdam Experience Director Marian Spier approached WE ARE Pi to develop a creative campaign that encompassed the theme, Human Nature. Tasked with the mission to unite a nation of TEDxAmsterdam fans, WE ARE Pi created a multi-channel communication platform titled *Ideas United*. The ambition was to put the two-key TED messages 'Ideas Worth Spreading' and 'Ideas Worth Doing' to the test. To do this, WE ARE Pi assembled a 100 strong team with some of the nation's best creative talent to make 'living brains' with the added challenge to get everyone to donate their time and resources for free.

The building blocks of the campaign are simple: people come to TEDx to fill their brains with ideas, so let's celebrate TEDxAmsterdam by making brains from people. The initial result is a 'living brain' formed by 48 dancers from [The Dutch National Ballet](#) and Nova Dance College, which was choreographed, rehearsed and filmed in one-day in preparation for the TEDxAmsterdam event.

Marian Spier says, "TEDxAmsterdam is very happy to be working with this great mix of Amsterdam's best creative talent. Seeing this great idea come to life with Rutger Hauer and The Dutch National Ballet, the outcome is better than we ever imagined."

WE ARE Pi strategic partner Alex Bennett-Grant explains "TEDxAmsterdam didn't come to us for an advertising campaign, they came to us with a brief to unite the nation over ideas worth doing. We decided to make every aspect of the project reflect that challenge, from the concept of making brains from humans, to the epic collaboration needed to pull it all off."

The other living brains will be interactive, created as collaboration between everyone attending the conference in every location across the nation. The campaign will also extend into the TEDxAmsterdam 2011 visual identity with print, a magazine and video and apparel.

For further information please contact:
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NOTES TO EDITORS//

About the production:

The production process started with a question from WE ARE Pi to dance2film, whom have a strong history of dance film production - "Is a human brain made from people possible, has it ever been done before, and can you help us make it happen?" After giving a positive yes, dance2film in turn approached Het Nationale Ballet and choreographer Ernst Meisner for their support. Meanwhile, WE ARE Pi gained the support of commercial film production company 328 Stories and director/photographers Bill Tanaka. This unique collaboration ensured a firm foundation to attempt a new Idea Worth Doing.

The dancers came together for the first time to rehearse what Ernst had crafted in his mind, which will go on to be the opening performance for TEDxAmsterdam on the 25th November.

The Directors documented the choreography using a two-camera set-up, one from above with a crane and the other from the side with a dolly, capturing everything that happened within a marked performance space. The challenging balance between a first time rehearsal and film shoot was made possible with constant dialogue and adjusting between Ernst, dance2film, Bill Tanaka, and D.O.P Wouter Westendorp.

Dressed in their regular training clothes, Ernst directed and physically maneuvered the dancers, getting them into the formation of the human brain. Despite the initial hesitation to do something that no one but the choreographer could visualize, the brain organically formed itself. Trust, willingness and professionalism paved the way for both Ernst and the dancers to achieve the final product much quicker than planned. A 12-hour shoot was planned with the achievement coming together in just 8-hours. The result is a beautiful and fluid process that brilliantly illustrates a living human brain.

About TEDxAmsterdam:

TED is a non-profit organization devoted to Ideas Worth Spreading. It started out in 1984 in California as a conference bringing together people from three worlds: Technology, Entertainment and Design. Since then the scope of 'TEDTalks' have become ever broader. The annual TED-conference brings together the world's most fascinating thinkers and doers of our time – for instance Bono, Bill Gates en Jamie Oliver – who are challenged to give the talk of their lives in 18 minutes or less. All these TEDtalks are available online at ted.com. TEDxAmsterdam is an independently organized event under TED-license. And has as first independent TED-organization committed to Ideas Worth Doing to realize shared ideas.

About WE ARE Pi:

WE ARE Pi is a full service creative communications agency based in Amsterdam. The agency seeks to move beyond traditional advertising and embrace strategies that breed long ideas and foster-shared value between brands and their fans. www.wearepi.com

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CREDIT LIST//

CAMPAIGN LEAD.

CREATIVE AGENCY WE ARE Pi
STRATEGIC PARTNER Alex Bennett-Grant
CREATIVE PARTNER Hobson Chant
PRODUCTION PARTNER Jamie Kim

TEDX FILM.

DIRECTOR Bill Tanaka
CO-DIRECTOR dance2film
CHOREOGRAPHER Ernst Meisner
PRODUCTION COMPANY 328 Stories
D.O.P. Wouter Westendorp
DANCERS Het Nationale Ballet & Nova Dance College
EDITOR Will Judge
LOCATION Dansmakers Amsterdam
FOCUS PULLER Niels Roosendaal
GRIP Antoine Petit
GAFFER Frank van Hekken
ELECTRICIAN Tessa van den Beukel
SOUND Gaby de Haan
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MAKE-UP Marelva de Bruin
MAKE-UP Sara Meerman
MAKE-UP Thomas Terstal
PRODUCTIE ASST. Dario van Houwelingen
PRODUCTIE ASST. Martijn Willemen
PRODUCTIE ASST. Ruben van Duijn
CATERING Dolce Vita
LOCATION BUS LocDep
EQUIPMENT Camera Rentals
LIGHTS Lux&Co

TITLES Crabsalad

POST PRODUCTION Glassworks
SOUND DESIGN Kaisersound
MUSIC/ORIGINAL SCORE Pigeon Horse Sex Tennis

SONG.

COMPOSER Pigeon Horse Sex Tennis
VO Rutger Hauer
CHOIR Gillian Cowie, the British School, and children of Amsterdam

PRINT.

PHOTOGRAPHERS Bill Tanaka
CO-DIRECTOR dance2film
CHOREOGRAPHER Ernst Meisner
PRODUCTION COMPANY 328 Stories
LOCATION Dansmakers Amsterdam
DESIGN Crabsalad

THUMB BRAIN.

PRODUCTION COMPANY Media Monks
LOGISTICS TEDxAmsterdam

DATA BRAIN.

PRODUCTION COMPANY Media Monks

LIVE PERFORMANCE.

PRODUCTION Live Solutions
BROADCAST Feller Media
DIRECTOR dance2film
CHOREOGRAPHER Ernst Meisner
MAKE-UP Marelva de Bruin
MAKE-UP Sara Meerman
MAKE-UP Thomas Terstal
DANCERS Het Nationale Ballet & Nova Dance College
TITLES Crabsalad

EVENT/TEDTALK BUMPERS.

DESIGN & PRODUCTION Crabsalad
SOUND DESIGN Toolbox

CAMPAIGN VISUAL IDENTITY.

DESIGN Crabsalad

T-SHIRTS.

DESIGN Crabsalad