

“THE CHANGE MY LIFE CASE”



Changing My Life, 1st TRY
May 6th, 2007

I chose a place full of people I thought I could learn a bunch of things from.
People that could show me points of view I don't even imagine.
People that did and do beautiful things and that understand the real meaning of Beauty.



The screenshot shows the website for 'THE NEW YORKER CONFERENCE / 2012 : stories from the near future'. The header features the title in large, bold letters, with 'CONFERENCE' in orange and '2012' in white. Below the title, the dates '[MAY 06 + 07 / 2007 > NEW YORK CITY]' are displayed in orange. A navigation bar includes links for 'HOME', 'VIDEO', and 'PARTICIPANTS', with 'PARTICIPANTS' highlighted in orange. The main content area is divided into two columns. The left column lists participants with orange right-pointing chevrons: ANTHONY ATALA, KEN AULETTA, SAFI R. BAHCALL, DAN BARBER, YVES BÉHAR, CORY A. BOOKER, BILL BUFORD, DAVID BYRNE, MARIANNE CUSATO, DAVID DENBY, BARRY DILLER, HENRY FINDER, MALCOLM GLADWELL, PAUL GOLDBERGER, WILL GOLDFARB, ZAHA HADID, JONATHAN HAIDT, THIERRY HERNANDEZ, ARIANNA HUFFINGTON, ISSA, YOUNGHEE JUNG, and DANIEL LEVITIN. The right column contains introductory text and biographies. The text 'BELOW IS A PARTIAL LIST OF NEW YORKER CONFERENCE PARTICIPANTS. THE PROGRAM IS STILL IN FORMATION, AND UPDATES TO THIS LIST WILL BE ADDED REGULARLY. PLEASE NOTE THAT ALL CONTENT IS SUBJECT TO CHANGE.' is in orange. The biography for Anthony Atala is in white, and the biography for Ken Auletta is in orange. The biography for Safi R. Bahcall is partially visible at the bottom.

THE NEW YORKER CONFERENCE / 2012 : *stories from the near future* [MAY 06 + 07 / 2007 > NEW YORK CITY]

HOME VIDEO PARTICIPANTS

▷ ANTHONY ATALA
▷ KEN AULETTA
▷ SAFI R. BAHCALL
▷ DAN BARBER
▷ YVES BÉHAR
▷ CORY A. BOOKER
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Anthony Atala is the W. H. Boyce Professor and director of the Wake Forest Institute for Regenerative Medicine and the chair of the Department of Urology at the Wake Forest University School of Medicine. His current work focusses on growing new human cells, tissues, and organs to repair or replace those damaged by age, cancer, trauma, or abnormal development. He is the editor for several medical journals, including *Stem Cells and Development*, and is the recipient of the congressionally funded Christopher Columbus Foundation Award.

Ken Auletta has written the Annals of Communications column for *The New Yorker* since 1992. He is the author of ten books, including the national best-sellers "Three Blind Mice: How the TV Networks Lost Their Way" and "Greed And Glory On Wall Street: The Fall of The House of Lehman." His most recent book, "Media Man: Ted Turner's Improbable Empire," grew out of a 2001 *New Yorker* article that received a National Magazine Award.

Safi R. Bahcall is the president and C.E.O. of Synta Pharmaceuticals, a publicly traded biotechnology company that develops novel drugs for the treatment of cancer and other diseases. Before founding Synta, he was a consultant at

Well, what I did is just try to tell all that people
what I'm looking for and see what happens.

The idea

I decided to join the Conference on March, then I spent 2 months thinking about it: I was so glad to go there, learn new things, meet so smart people... But 2 weeks before leaving I suddenly thought that the Conference could have been the chance to try to change my life or at least to find new ideas about what to do with it. And during the last nights before leaving I started to build up a website, did **business cards**, **stickers** and **t-shirts** to wear at the Conference and around the city.



ts_1



ts_2



ts_3

back


front



stk_bc

I only brought that t-shirts with me to be sure to win against my shyness. =D

I made a videoclip involving persons I care about and that care about me.
I asked them to claim for my life changing just telling whatever they think about me.
The videoclip became the front page of the **website**.



The question

After the videoclip there's the **homepage** with a simple form with a simple question.
This is the way people interested in changing my life can contact me directly.

http://www.canyouchangemylife.com/canyou.html

dalai lama

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CAN YOU CHANGE MY LIFE?

YES! ☒

NO! ☐

HOW? Bringing you with me in Tibet!

NAME: Tenzin Gyatso

JOB: Dalai Lama

E-MAIL: dalai_lama@gmail.cc

WHY?

THE TALK OF THE CHANGING! **WANT TO CHANGE YOUR LIFE?**

Completato

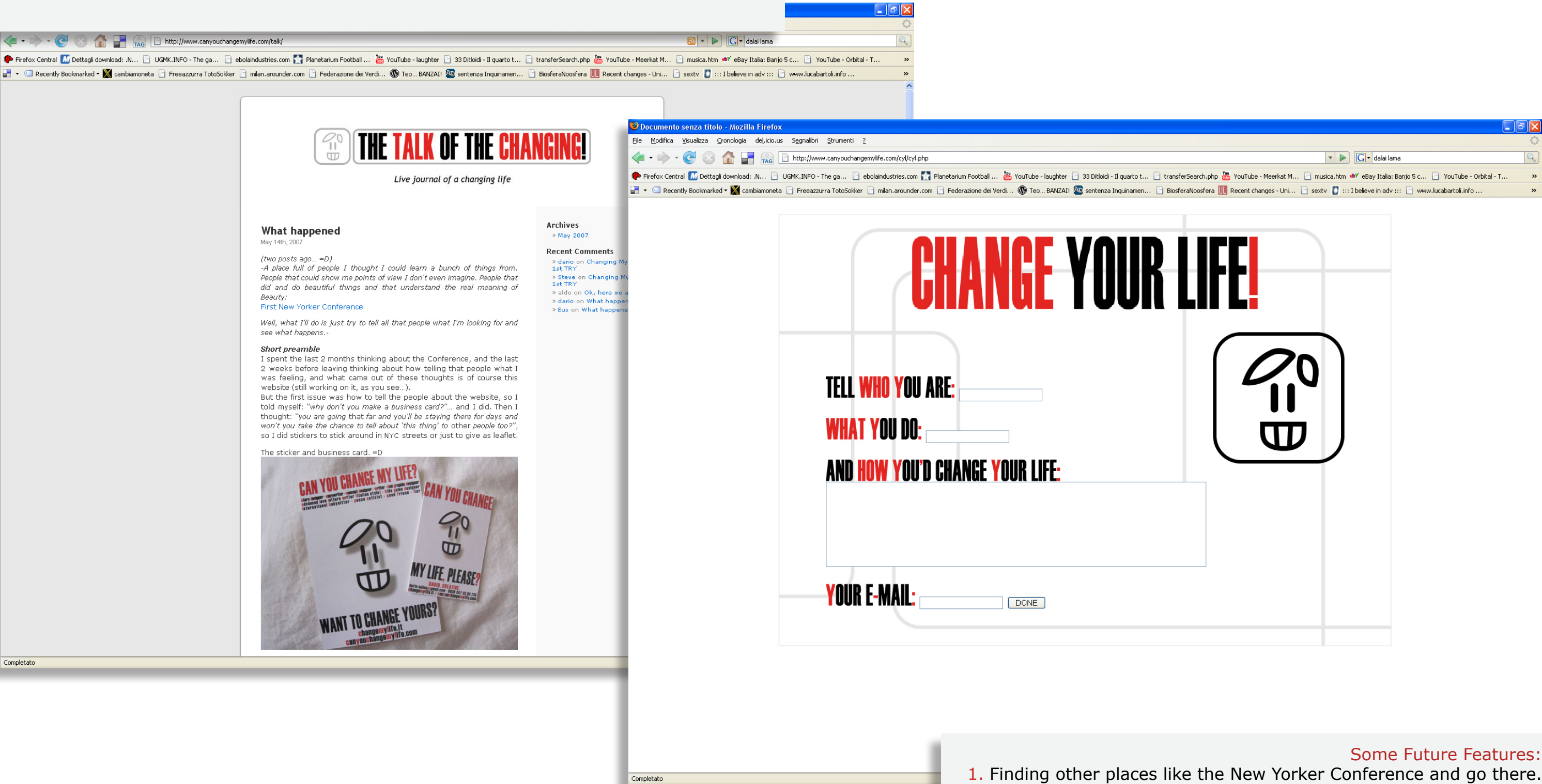
yes, it still continues...

Features

Then the website splits in two parts:

The **Talk of the Canging** - a kind of blog where I report the news about the 'project' and of course a place where people can discuss the matter of Changing.

And the **Change Your Life** part - where people wanting to change can show themselves and take the chance to find somebody that could change their lives. These persons will be the parts of a **Lives-to-change list** where visitors can know about them and contact them.



- Some Future Features:
1. Finding other places like the New Yorker Conference and go there.
 2. Giving "Can You Change My Life?" t-shirts around the world.

Well, my 'show' at the Conference has been a little succes in a way. I met a lot of people and everybody was amazed by my being there: they could hardly believe I travelled all that kms only for that. I met the Vice President of the New Yorker and he invited me for the next year Conference, then I visited the magazine building in Times Square and he gave me an I-Pod. And after visiting the website he told me to keep in touch.



Two girls from an adv agency asked if I would like to work in NYC.
An experienced creative advisor working for companies
around the world wrote me he's interested in working with me.
And somebody asked me if I was selling the t-shirts... well, not yet!

$$= \square$$

By the way...

I still haven't spread the website, because I want it to be complete, and I'm working on it.
But I did some little test and the answers are a lot and enthusiast... more that I could even imagine.
I think there's a lot of people out there burning with the desire of changing...
they just need to understand that to make their lives change... they just have to change them.
That's what I'm doing, being an evidence of it. =D

