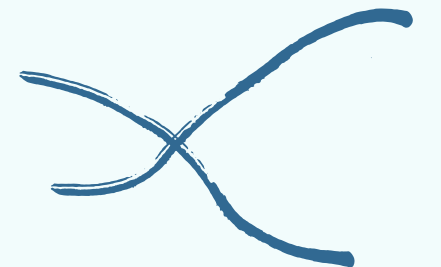


Curiosity  
Society



Have you ever wondered what would happen, if all the geniuses, the artists, the scientists, the smartest, most creative people in the world decided to actually change it? Where, where could they even do such a thing?

They'd need a place free from politics and bureaucracy, distractions, greed—a secret place where they could build whatever they were crazy enough to imagine.



CHILD INVENTOR, FROM THE MOVIE TOMORROWLAND



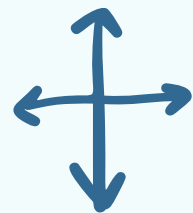
# Dear Changemakers,

We are living in a time of massive change. Every part of our society is going through an operating system reboot. It is a time for redefining the human experience. An exhilarating opportunity to ask the questions that will shape the future.

What happens when a futures systems designer and an investor-operator of new ventures decide to build a new way to bring audacity to life?

The Epic Decade and ImagineCo have formed a partnership to launch the Curiosity Society. Building upon the past 14 years of hosting Salons and forming extraordinary VIP networks for collaboration, we are thrilled to be charting the next chapter of this inspired story.

**It is our sincere delight to utilize this overview as the beginning of a dialogue and an invitation to the adventure.**

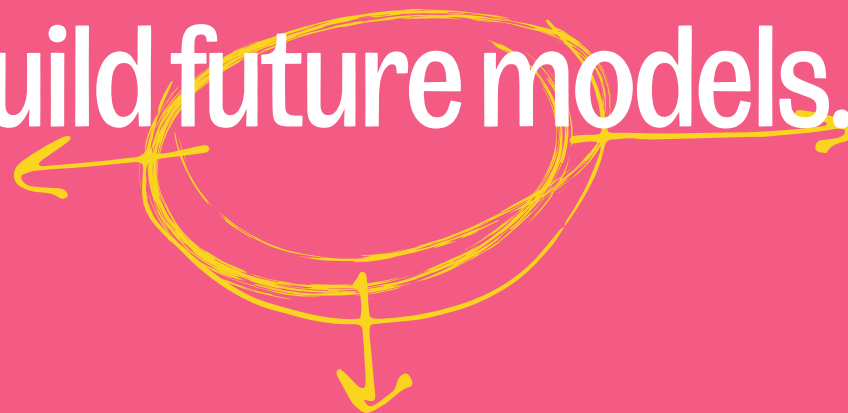


Curiosity is an endangered species. Yet, we need questions now more than ever. Changing existing situations into preferred ones is an audacious act of the imagination. It all begins with better questions.



**Seth Goldenberg**  
Co-Founder, Curiosity Society

Curiosity Society is an imagination community  
galvanizing a cooperative inquiry into the century ahead.  
We identify, develop, and celebrate the questions  
shaping the human experience and invent labs that  
design + build future models.





## HOW DO WE BEGIN

# Curiosity Society launches with the 50 for 2050 Imagination Salon

**We will organize, challenge, and articulate  
the 50 most essential questions shaping our  
world in the year 2050.**

Imagination Salons are unique 3-day gatherings of global leaders to tackle some of the world's biggest challenges. They are highly curated, rigorously prepared moments in time. Convergence points for meaningful work, catalysts to accelerate new endeavors. Salons focus on codifying better questions, digging deeper and earlier upstream in the problem framing process. They are not conferences, they are confluences.





**OCT 7-9**  
**2025**

**50FOR2050**

Imagi—  
nation  
Salon

**THE SHED AT**  
**HUDSON YARDS**  
NEW YORK CITY



# Hudson Yards Is Our Imagination Salon Campus



## OUR VIP FIELD TRIP **MERCADO LITTLE SPAIN**

Chef José Andrés' love letter to Spain – a food hall collaboration with Ferran and Albert Adria, the founders of El Bulli.



## OUR FAMILY MEAL **PEAK RESTAURANT**

Peak Restaurant is home of the highest observation tower in the Western Hemisphere.



## OUR THEATRICAL STAGE **HUDSON YARDS**

Hudson Yards is the most ambitious real estate project in U.S. history, punctuated by the Vessel by Thomas Heatherwick.



## OUR HOMEBASE **TISCH SKYLIGHTS**

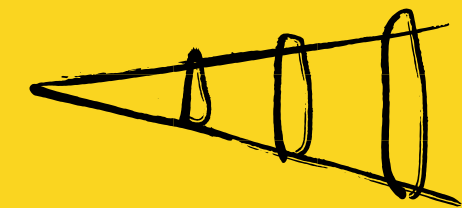
The Shed produces and welcomes innovative art and ideas across all forms of creativity. Join us for three days on the top floor of The Shed.



THE METHOD TO OUR MAGIC

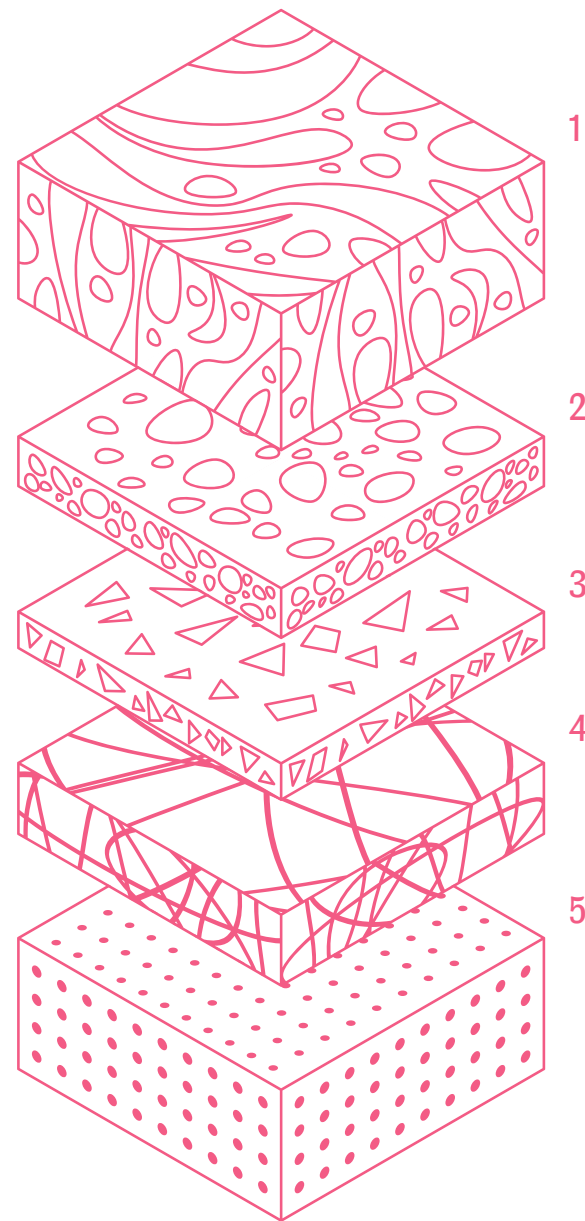


**Imagination Salons time travel.  
We will leap 6 months in 60 hours.**



**WHY WE DO WHAT WE DO**

# Guiding Principles



## 1. Openness

readiness mindset to embrace  
uncertainty or change

## 2. Curiosity

practice of deep inquiry, questioning and  
the power of awe to shift our world view

## 3. Imagination

capacity to experience and  
invent new ideas

## 4. Generational Time

time horizons, falling back in love with  
the potential of the future

## 5. Fourth Places

conditions for collaboratively  
imagining the future together



HOW WE DO WHAT WE DO

# Experience Design




A woman with curly hair, wearing a brown dress and sunglasses, is speaking and gesturing with her hands. In the background, a large red banner reads "Biennale Sessions".




## Extraordinary Talent

Featured voices of the Curiosity Society Community such as MacArthur “Genius” Fellows, Nobel Laureates, and Business Titans bring their experience to collaborate on audacious ideas.



A group of people are gathered around a wall covered in colorful sticky notes. One person is pointing at a note, while others look on. The notes contain various ideas and diagrams.



## Radical Collaboration

Hands-on co-creation with experts from a diverse field of subject matters as they pull up their sleeves and do the work necessary to explore and imagine our future.



A tall, modern building with a unique, angular design and a glass facade. The building is surrounded by a cityscape.



## Theaters of Awe

Unprecedented spaces to foster an environment where perspectives are shifted and radical collaboration is possible.




A woman with curly hair, wearing a dark top and a light scarf, is performing on stage. She is holding a microphone and singing. There are small red objects on the stage in front of her.




## Celebrating Audacity

A future worth celebrating comes to life as a micro-festival of joy: musical entertainment, food as unexpected art, keynote speakers, and cultural performances.



The Curiosity Society logo is displayed on a light blue background. To the right, there is a stylized graphic of a fan or a set of radiating lines.



## Tools for the Century Ahead

Extraordinary documentation packaged as a 50 for 2050 IP toolkit for continued exploration of inquiries combined with an attendee look-book to maintain connections post salon.

10



**WHO WE ARE DOING IT WITH**

# The Imagination Salon is led by an extraordinary team of curators and provocateurs.



CURATOR | COGNITION

**GRACE KAY MATELICH**

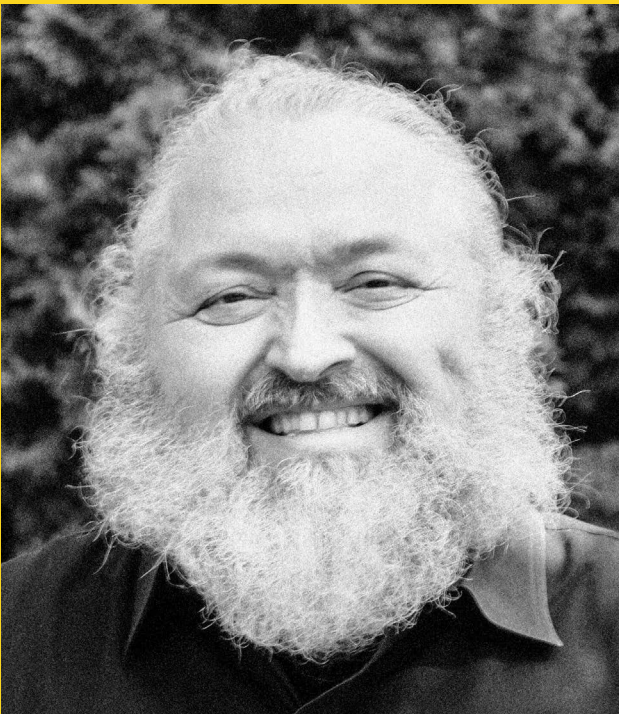
advancing AI ethics, mental health, and systems design



CURATOR | FLOURISHING

**DR. ALEX JADAD**

championing public health, an early adopter of living labs challenging the definition of flourishing



CURATOR | EXHIBITION

**BRUCE MAU**

pioneering design thinking, modeling massive change across global communities



CURATOR | BELONGING

**BETSY LEVY PALUCK**

changing society through psychology, social norms, and group conflict; a MacArthur “Genius” Fellow



CURATOR | COMMUNITY

**TODD SPECTOR**

building businesses, cultures of openness, an architect of imagination systems, and a serial entrepreneur



CURATOR | CULTURE

**MORGWN RIMEL**

embracing emotional intelligence, curator of cultural experiences, and previous CEO of The School of Life



CURATOR | PERFORMANCE

**DENISE YOUNG**

caretaking human-centered organizations, designing inclusive communities, and previously Chief HR Officer of Apple



SALON AGENDA

Hour by Hour.

DAY 01OCTOBER 7TUESDAY

1:00-3:00 PM	Registration + Light Gathering The Shed: Tisch Skylights
3:00-3:30 PM	Kick Off + Context Setting
3:30-4:30 PM	Meet your Lifeboat
4:30-7:00 PM	Session 01 Belonging: Connection, Place, and Trust Tisch Skylights
7:00-10:00 PM	Dinner as an Experience of Belonging Tisch Skylights

DAY 02OCTOBER 8WEDNESDAY

9:00-9:15 AM	Reconvene The Shed: Tisch Skylights
9:15-11:30 AM	Session 02 Cognition: Perception, Process, Purpose Tisch Skylights
12:00-1:30 PM	Lunch Excursion Mercado Little Spain by José Andrés
2:15-4:45 PM	Session 03 Flourishing: Wellbeing, Adaptation, Potential Tisch Skylights
4:45-5:00 PM	Synthesis
5:00-6:00 PM	Access to the Vessel Hudson Yards
6:00-9:00 PM	Dinner as an Experience of Flourishing PEAK

DAY 03OCTOBER 9THURSDAY

9:00-9:15 AM	Reconvene The Shed: Tisch Skylights
9:15-11:45 PM	Session 04 Culture: Traditions, Narratives, Behavior Tisch Skylights
11:45-12:45 PM	Social Lunch
12:45-1:15 PM	Performative Activation
1:30-3:45 PM	Session 05 Aliveness: Vitality, Regeneration, Ecosystems Tisch Skylights
3:45-4:00 PM	Synthesis
4:00-7:00 PM	Free Time
7:00-11:00 PM	Gala Dinner as an Experience of Aliveness The Shed: Gallery 2

**PARTICIPATION IS EVERYTHING**

For more than a decade we have convened nearly 4,000 powerful voices such as:



**Andrea Ghez**  
Nobel Laureate from UCLA



**Michelle Kydd Lee**  
Chief Innovation Officer for CAA



**Roni Zeiger**  
Co-founder at Smart Patients



**Nikkia Raveliac**  
Former Global Head of Insights for Brand, Reputation, and Emerging Experiences at Netflix



**Mehmood Khan**  
Vice Chairman of PepsiCo



**Lera Boroditsky**  
Cognitive Scientist at UCSD, formerly MIT & 10M+ viewed TED Talk



**Kimberly McLear**  
Founder, The Art of Civics Project who served as a Senior officer of the U.S. Coast Guard



**David Drake**  
Chief Editor Officer at Penguin Random House



**Ayesha Khanna**  
EO of ADDO AI, an artificial Intelligence incubator



**Beth Comstock**  
Author of Imagine it Forward + Former GE's Chief Innovation Officer



**James Orbinski**  
Founder of Institute of Global Health Research, Nobel Peace Prize Laureate



**Gabriela McLeod**  
Assistant VP for Diversity + Inclusion, Morgan Stanley



**Andrew Yang**  
Former Presidential Candidate + Founder of Humanity Forward



**Bruce Vaughn**  
Chief Creative Officer at Walt Disney Imagineering



**Nina Tassler**  
Former Chairwoman of CBS



**Steve Cannon**  
CEO of Mercedes-Benz



**Komal Ahmad**  
Founder & CEO of Copia



**Ronald P. O'Hanley**  
CEO of State Street Corporation



**Michele Dix**  
Previously SVP at Oprah Winfrey Network



**Chuck Townsend**  
Former Chairman of Condé Nast



**Kurt Graves**  
Chairman, President & CEO at Intarcia Therapeutics



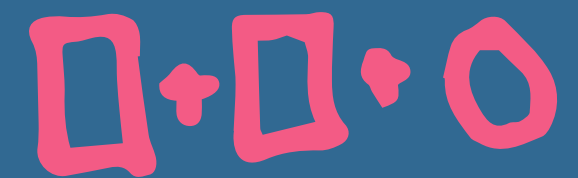
A group of people in a meeting, overlaid with a blue tint. The image shows several individuals in a professional setting, engaged in discussion. A man in the foreground is looking towards a woman who is gesturing with her hand. Other people are visible in the background, some looking at documents. The overall tone is professional and collaborative.

“I think what the environment here allows us to do is to take more time, be more thoughtful, and expansive. And in so doing, bring in much more richness and robustness and quality of thought.

I think that’s what we’re all after.”

**DENISE YOUNG**  
FORMER WORLDWIDE CHIEF OF  
HUMAN RESOURCES AT APPLE





What is our unfair advantage for taking on this audacious vision?





## OUR UNFAIR ADVANTAGE

# We are the music makers; we are the dreamers of dreams.



**We are  
conveners**  
of extraordinary networks of impact



**We are  
thought leaders**  
publishing intellectual property



**We are  
investors**  
in ideas and businesses shaping the future



**We are  
venture builders**  
of innovative and resilient business models



OUR UNFAIR ADVANTAGE

We've been building to this moment:



TRUSTED BY





I have no special talents.  
I am only passionately curious.

**ALBERT EINSTEIN**

OUR INSPIRATION AND HONORARY CHAIRMAN

TO LEARN MORE GET IN TOUCH:

**Seth Goldenberg**

seth.goldenberg@curiosityand.company

Curiosity Society

10 Brown St

Providence, RI 02835

[curiosity-society.com](https://curiosity-society.com)



TAP HERE OR  
SCAN THE QR CODE  
TO CONFIRM  
YOUR SPOT