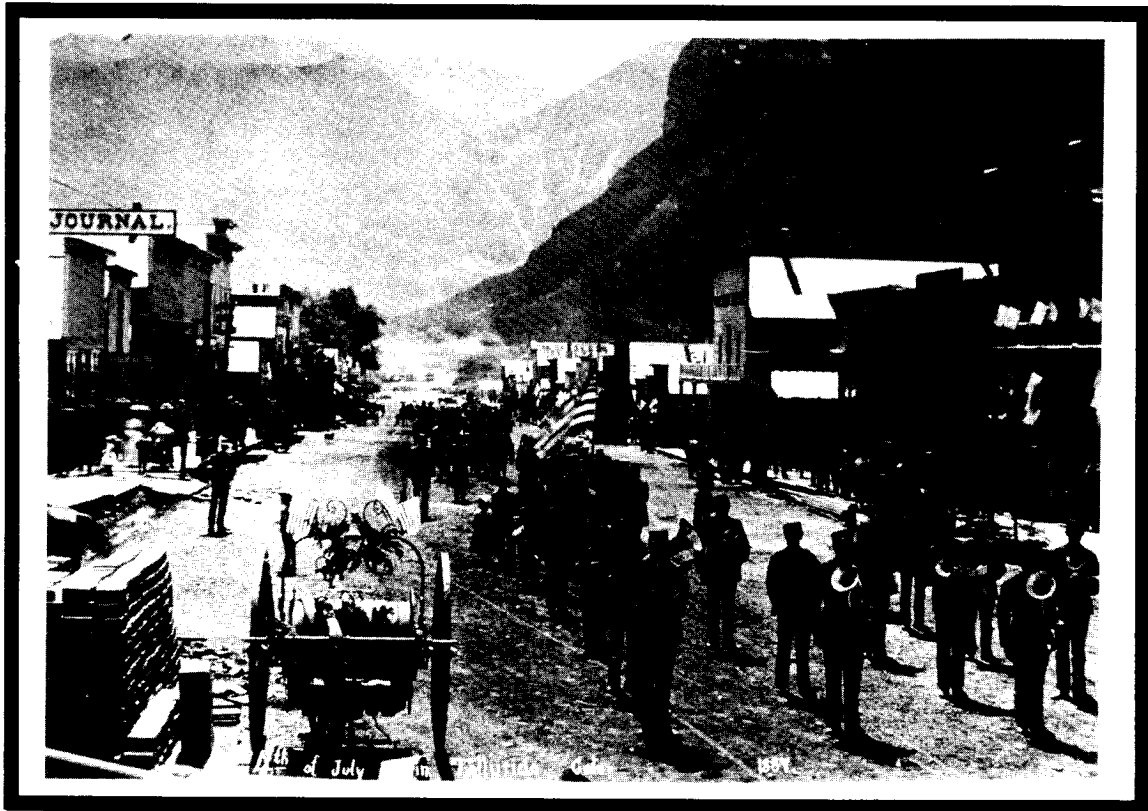


THE TELLURIDE INSTITUTE AND THE BELLWETHER FOUNDATION  
PRESENT

# THE TELLURIDE IDEAS FESTIVAL 1985

## REINVENTING WORK

August 16 - 19 Telluride, Colorado



The Telluride Ideas Festival invites you to join this gathering of leading thinkers, policy makers and others engaged in the process of reinventing work: four days of original presentations, panel discussions, public forums and special events.

Today's revolution in information technology is forcing all of us — nations, organizations, families and individuals — to reassess and redefine our work lives. As we shift from an industrial to an information society, a new work force is emerging: more educated, entrepreneurial, and increasingly female. Some of us are making our home our workplace. Multiple careers are transforming education into lifelong learning. We have only begun to understand the implications of substituting robots and computers for human tasks. Today's new global economy is impelling us towards an historic and massive redistribution of labor and production. All of these considerations raise new social, economic and ecological challenges which will be discussed at the Telluride Ideas Festival.

The Telluride Ideas Festival will also present associated music and new theater performances, film and video screenings, a "Works in Progress" arts exhibition, and surprise events.

Programs will take place at the historic Sheridan Opera House, as well as other scenic indoor and outdoor locations around Telluride.

# The Telluride Ideas Festival

Dear Friends,

This is your opportunity to join an international group of the people who are making our future, at a unique festival co-founded by social forecaster John Naisbitt.

It is your chance to listen to, meet and talk with John Naisbitt, Senator Albert Gore, Jr., D.-Tenn., energy analysts Amory and L. Hunter Lovins, Shirley Williams who is a major force in the revitalization of British politics, and others likewise engaged in the exciting tasks of speculation, conjecture, analysis and action.

The central jumping off point for the deliberations of the First Telluride Ideas Festival is the idea of "Reinventing Work." This notion cuts a lateral slice through many disciplines.

The program will be varied. There will be debates, performances, lectures, panel discussions, lots of give and take. We will all be, as advised by Ezra Pound, making it new, so we can't know exactly what to expect. What we do anticipate, given the ingredients, is that the procedures will be characterized by dense information, debate, irreverence, passion and delight.

Telluride is a place which facilitates the extraordinary. A tiny town first built by miners, it lies tucked into a magnificent cul de sac box canyon, and is hugged all round by mountains of great power and beauty. The town is full of charm and rough edges, an unreconstructed genuine community, and it hums with the energy of a powerfully activated campus on special occasions, as during the now internationally enjoyed, appreciated and respected Telluride Film Festival.

In the early 19th century 70% of the work force in the USA was employed in agricultural production, now the figure is 3% and still declining. There is speculation that if the Information Revolution takes the same course as the Industrial Revolution, which it appears to be doing, then within a couple of generations 10% of the work force may be adequate for all agricultural and industrial production.

It would seem that we all address enormous shifts in what it is to be human. In view of this, what choices can we make?

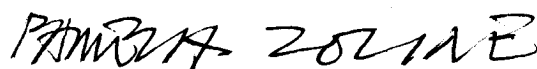
At the Telluride Ideas Festival a powerful group of thinkers, makers, scientists, entrepreneurs, artists, teachers and prophets will bring us reports hot from the cutting edge.

There will be lots of art - music, visual, literary at the Telluride Ideas Festival. This is partly because we like art, and partly because we believe that often the early insights into the nature of the multiplex unfolding present, and some of the strategies for living it, happen in art. The ideas, the people, the art and the mountains add up to a heady and substantial meal for the mind.

This is your opportunity to share in the power and optimism that come from working at the very edge of change. Great and accelerating change is one constant in modern life. This is a chance to participate in the shaping of that change towards a better world, to increase the domain within which we act rather than simply are acted upon.

This is a chance to move away from the abstract and mass produced, to "high touch" dialogue with people, up close, intimate energized. This is the first annual Telluride Ideas Festival. It promises to become a very important part of our intellectual landscape. We invite you to be there at the beginning.

Pamela Zoline  
President, Telluride Institute.



P.O. Box 1770 • Telluride, CO 81435 • (303)728-3173

## PRESENTERS/PERFORMERS

### PATRICIA ABURDENE

Social analyst, journalist, President of Search for Common Ground, and co-author of *Re-inventing the Corporation*.

### THOMAS DISCH

Poet and novelist, author of *The Businessman, A Tale of Terror*, and currently creator of a computer interactive fiction work, *Amnesia*.

### DOUG GREENE

Entrepreneur, and Chairman of the Board of New Hope Communications.

### ALAN KAY

Computer systems designer, former research scientist at Xerox PARC and chief scientist at Atari, and currently, Fellow at Apple Computer.

### JOHN LIFTON

"Professional generalist", artist and designer, land planner, composer, and computer scientist.

### AMORY LOVINS

Energy analyst and physicist, author of *Soft Energy Paths*, co-author of *Brittle Power*, and co-director of the Rocky Mountain Institute.

### L. HUNTER LOVINS

Energy analyst, lawyer, political scientist, and forester, co-author of *Brittle Power*, and co-director of the Rocky Mountain Institute.

### ROBERT MANN

Composer, teacher, and founder and first violinist with the Juilliard String Quartet.

### PAMELA ZOLINE

Artist, writer, deep ecologist, president of the Telluride Institute, and creator of *The False and True Occult* and *Monkeys, Typewriters, Shakespeare*.

### THE TELLURIDE INSTITUTE

The Telluride Institute is a non-profit research and educational foundation committed to the winning of the Information Revolution for humane purposes.

### JOHN NAISBITT

Chairman of the Naisbitt Group, social analyst, author of *Megatrends*, and co-author of *Re-inventing the Corporation*.

### AMULYA REDDY

International energy and economics researcher and consultant, professor at the Indian Institute of Science, Bangalore, and lecturer at Princeton University.

### LUCY ROWAN

Actress, and executive administrator of the Naumburg Foundation.

### ALICE SARGENT

Management consultant, lecturer on women and work, and author of *The Androgynous Manager* and *Beyond Sex Roles*.

### HARLEY SHAIKEN

Research associate in the Program in Science, Technology and Society at M.I.T., and author of *Work Transformed: Automation and Labor in the Computer Age*.

### D. WAYNE SILBY

President of the Calvert Social Investment Fund, and partner in Groupware Systems, a computer mediated communications firm.

### AARON STERN

Pianist, composer, educator, and former Dean of the Chicago Conservatory of Music.

### SHIRLEY WILLIAMS

British politician, founder and president of the Social Democratic Party, former Secretary of State for education and science, and author of *Politics for People*.

### THE BELLWETHER FOUNDATION

A private foundation dedicated to the support and encouragement of innovative social and cultural programs.

## REGISTRATION

### Registration Fee: \$375

Includes admission to Reinventing Work presentations, evening performances, special film and video screenings at the Sheridan Opera House; the Information Feast; the West Meadows picnic and outdoor presentations; "Works in Progress" art exhibition opening party; use of the Resource Center facilities; membership in the Telluride Institute; and an autographed pre-publication copy of *Re-inventing the Corporation* by John Naisbitt and Patricia Aburdene.

Note: An income tax deduction is allowed for expenses for education (including registration fees, travel, meals and lodging) taken to maintain and improve your professional skills. Membership in the Telluride Institute is tax deductible.

**A number of partial scholarships are available.**

**Write; or call 303-728-3173.**

**Important: Seating in the historic Sheridan Opera House is limited to the first 175 to register.**

## TRAVEL AND ACCOMMODATIONS

Telluride is located in Southwestern Colorado and is accessible by air via Denver, Grand Junction, Durango, or Montrose airports. Shuttle service and rental cars are available.

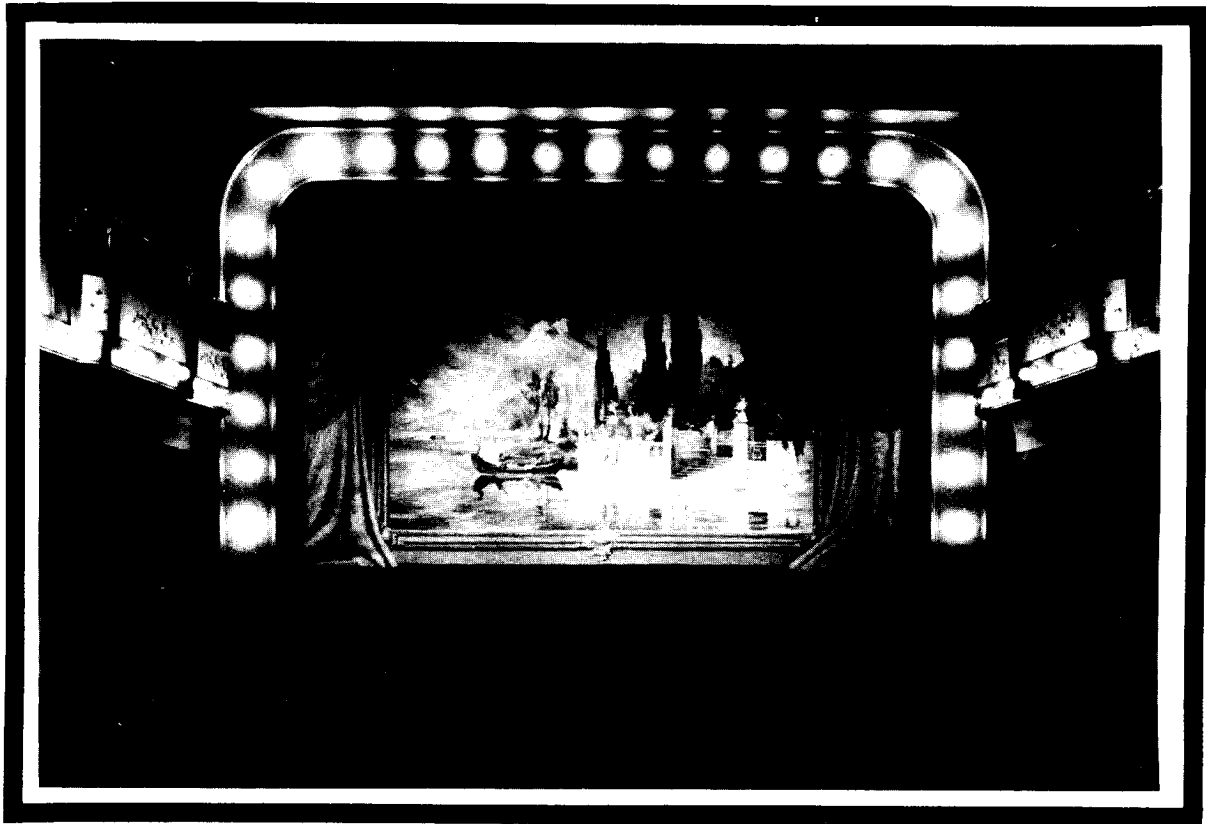
**FOR TRAVEL AND ACCOMMODATIONS CONTACT CENTRAL RESERVATIONS: 1-800-525-3455. In Colorado: 728-4431**

**FOR FURTHER INFORMATION ON THE TELLURIDE IDEAS FESTIVAL CONTACT 1-303-728-3173**

## FAMILIES

Telluride is a mountain resort community, located in a valley of impressive natural beauty. Hiking trails begin a few blocks from the beginning of town. In August the high country is carpeted with wildflowers and is easily accessible by horse and jeep tours. In addition there is fishing, swimming, tennis and browsing in this historically preserved Victorian town.

Children of participants between the ages of 5 and 17 may join "Camp Telluride" for four days of hiking, camping, riding, fishing and excursions for \$125. Day rates are available.



## REGISTRATION CARD

To register for the 1985 Telluride Ideas Festival: Reinventing Work, August 16 - 19, please complete this form and return it with your check for \$375 (payable to The Telluride Ideas Festival) to: **The Telluride Ideas Festival, P.O. Box 1770, Telluride, CO 81435.**

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE \_\_\_\_\_

COMPANY ORGANIZATION \_\_\_\_\_

**Important: Register today. Seating in the historic Sheridan Opera House is limited to the first 175 to register.**

Please duplicate for additional registrations.