



**Sept. 23**

**Main Course @ IdeaFestival**  
6:30 PM - 9:30 PM  
Humana Building & Main Street  
(between 4th and 5th Streets)  
(Separate Registration Required)

**Sept. 24**

**Idea Kentucky Conference -  
Separate Registration Required**  
9:00 AM - 3:00 PM  
(Ali Center)

**Life, Liberty and the Pursuit  
of Happiness**  
10:30 AM - 4:00 PM  
(Speed Art Museum)

**IF Onsite Registration**  
4:00 PM - 6:00 PM  
(KICC)

**Streaming Events All  
Days**

**Life, Liberty and the Pursuit of  
Happiness**  
10:30 AM - 4:00 PM  
(Speed Art Museum)

**Hauck Installation**  
*Hauck Installation*  
9:00 AM - 5:00 PM  
(KICC)

**FutureLab**  
*FutureLab*  
9:00 AM - 5:00 PM  
(KICC)

**Filmmakers Studio (separate  
registration required)**  
*Michael Dougan, Soozie  
Eastman, Jason Epperson, Jack Epps  
Jr., Mindy Faber, Marc  
Gurevitch, Stuart Pollard, Mark  
Poole, Anna Richardson, Brad  
Riddell, Arthur Rouse, Mark  
Shepherd, Ed Smith, Filmmakers  
Studio*  
8:00 AM - 5:00 PM  
(KICC)

**Sept. 25**

**The Big Jam**  
*Suketu Bhavsar, Nickole  
Brown, Howard Dubrovsky, Sanford  
Goldberg, Wayne Hall, Jr., Philipp  
Kraemer, Everett McCorvey, Lopa  
Mehrotra, Brad Riddell, Mark  
Shepherd*

8:45 AM - 9:45 AM  
(KICC)

**\*Sold Out\***  
**Another Day in the Frontal  
Lobe**

*Katrina Firluk*  
10:00 AM - 11:00 AM  
(KICC)

Pass Required: \$15.00

**Creative Space (Lunch Event)**

*Mark Beasley*  
11:30 AM - 12:30 PM  
(KICC)

Pass Required: \$18.00

**Puzzled?**

*Will Shortz*  
1:00 PM - 2:00 PM  
(KICC)

Pass Required: \$20.00

**The Rise and Fall of  
Hyperpowers**

*Amy Chua*  
2:30 PM - 3:30 PM  
(KICC)

Pass Required: \$15.00

**IF Launch: Curry Stone Design  
Prize**

*Curry Stone Design Prize, Emiliano  
Gandolfi*  
4:00 PM - 5:00 PM  
(KICC)

Pass Required: Free

**Taste of Innovation**

5:30 PM - 7:30 PM  
(KICC)

Pass Required: \$20.00

**IF After Dark: At The Movies  
with screenwriter Jack Epps Jr.**

*Jack Epps Jr.*  
8:00 PM - 9:00 PM  
(KICC)

Pass Required: Free

**Sept. 26**

**Idling Technology: Solutions  
for "Greener" Air - FREE NO  
PASS REQUIRED**

*Robert Hupfer*  
7:30 AM - 8:30 AM  
(KICC)

**The Black Swan**

*Nassim Nicholas Taleb*  
8:45 AM - 9:45 AM  
(KICC)

Pass Required: \$20.00

**IF Kids (for students only)**

*IF Kids*  
9:30 AM - 1:15 PM  
(KICC)

**Studio Arne Quinze**

*Arne Quinze*  
10:00 AM - 11:00 AM  
(KICC)

Pass Required: Free

**The Science and Wonder of  
Magic**

*Teller*  
11:30 AM - 12:30 PM  
(KICC)

Pass Required: \$20.00

**Proust Was A Neuroscientist**

*Jonah Lehrer*  
1:00 PM - 2:00 PM  
(KICC)

Pass Required: \$15.00

**BIG: Designs on the Future City**

*Bjarke Ingels*  
1:00 PM - 2:00 PM  
(KICC)

Pass Required: \$15.00

**Surviving Rwanda**

*Immaculee Ilibagiza*  
2:30 PM - 3:30 PM  
(KICC)

Pass Required: \$15.00

**A Question of Freedom**

*Suketu Bhavsar, Nickole  
Brown, Sanford Goldberg, Lori  
Hartmann-Mahmud*  
4:00 PM - 5:00 PM  
(The Kentucky Center)

Pass Required: Free

**Ninjutsu: The Art of Success**

*Peter King*  
4:00 PM - 5:00 PM  
(KICC)

Pass Required: Free

**The "X Factor": Who's Buying  
What and Why \ GLI's  
technology network Awards  
Dinner**

*Bridget Brennan*  
5:30 PM - 8:30 PM  
(KICC)

Pass Required: \$65.00

**IF After Dark - Vova's World**

*Vova Galchenko*  
9:00 PM - 10:00 PM  
(KICC)

Pass Required: Free

**IF After Dark - Movies That  
Changed Your Life -  
CANCELLED**

9:30 PM - 10:30 PM  
( )

**Sept. 27**

**Serious Play**

*Jane McGonigal*  
8:45 AM - 9:45 AM  
(KICC)

Pass Required: \$15.00

**The World in your Pocket**

*John Gauntt*  
10:15 AM - 11:15 AM  
(KICC)

Pass Required: \$15.00

**The Physics of NASCAR**

*Diandra Leslie-Pelecky*  
10:15 AM - 11:15 AM  
(KICC)

Pass Required: \$15.00

**Who Helps Who...and Why? The  
Nature of Goodness (Lunch  
Event)**

*Lee Dugatkin*  
11:45 AM - 12:45 PM  
(KICC)

Pass Required: \$18.00

**Making a Difference 3.0 FREE  
NO PASS REQUIRED**

*Kenn Parks, Christophe Poizat*  
11:45 AM - 12:45 PM  
(KICC)

**The Space Colonization  
Imperative**

*J. Richard Gott*  
1:00 PM - 2:00 PM  
(KICC)

Pass Required: Free

**Where's The Big Idea?**

*Emiliano Gandolfi, Sanford  
Goldberg, Jacques Heim, Jane  
McGonigal*  
2:30 PM - 3:30 PM  
(KICC)

Pass Required: Free

**Mozart: An Exploration of  
Genius with the Kentucky  
Center**

*Richard Kogan*  
4:00 PM - 5:30 PM  
(The Kentucky Center)

\*Sold Out\*

**DIAVOLO DANCE THEATER**

8:00 PM - 9:30 PM  
(Brown Theatre)

Pass Required: \$30.00

**IF After Dark: Diavolo Post  
Performance Party**

9:45 PM - 12:00 AM  
(PRIME Lounge)