

Media Advisory for immediate release 10/02/2011

Why go “BACK TO BASICS?”

Answer this question at fastBREAK on Friday 25th February

*Produced by Vibewire Youth Inc. and the Power House Museum,
fastBREAK is a power breakfast of insights, innovation and inspiration - it's food for thought.*

Following previous year's success, the 2011 fastBREAK monthly series of rapid-fire interactive talks has returned into the Powerhouse Museum's best-kept secret, the Boiler Room Mezzanine. With a focus on intergenerational exchange and dialogue, fastBREAK is a unique opportunity for conversations outside the ordinary – an opportunity for emerging young masterminds from a range of disciplines to be heard and to brush shoulders with decision-makers from corporate and non-profit organisations.

At each monthly fastBREAK session five sharp young industry leaders from various sectors tackle big questions and topics with five-minute responses. These young professionals embody a diverse range of fresh perspectives from within the creative industries, including technology, design, media, science and education. To date, the sold-out fastBREAK series has showcased ideas from some of Sydney's most dynamic young talent, from entrepreneurs to scientists, and politicians to artists.

Therefore, fastBREAK is an innovative way to jump-start your day with a cerebral breakfast. Served on the **last Friday of each month from 7:45am to 9am**, fastBREAK mixes creativity and entrepreneurship into every recipe on the fastBREAK menu. Each event hosts five savvy young creative thinkers who transform five minutes into an idea delicacy using the top-notch ingredients of creativity, commercialisation, collaboration, connections and conversation. Kicking off on **Friday 25th of February**, the series' premiere stirs up the theme “BACK TO BASICS?”

With the globe struggling to resurface from a financial crisis, calling for longer work hours, increased screen time, and less interpersonal relations, we find ourselves searching for more meaningful connections. Perhaps a return to simpler lifestyles lies in the near future as individuals turn to recycling, growing, sharing, reflection, and emphasis on family and community.

Addressing such sentiments in poignant dialogues, five established professionals inspired by their experiences will speak to an audience of young thinkers who crave innovation and creative social change. Featured speakers this month include:

- **Benja Harney** – Founder of *Paperform*, is a self-taught Paper Engineer living and working in Sydney, Australia. Through his business, *Paperform*, Benja has been dedicated to engineering high-end pop-up books and crisp paper constructions professionally for 6 years now spanning a variety of applications: fine art, advertising, magazine illustration, fashion and packaging. Paper is his passion and a medium that inspires and challenges him every time he sits down at his cutting mat. Over the course of his career Benja has been privileged to apply his skills for a diverse range of clients: Christmas windows for Hermès, bespoke pop-up books for French director Jean-Pierre Jeunet, packaging for Japanese architect Shigeru Ban, MAC Cosmetics RAFW events and posters for the Parklife Festival and cultural powerhouse, The Sydney Opera House.
- **Charles Prouse** – CEO of NASCA, is a former manager for Indigenous Employment Program with the Federal Government in Sydney. Charles has worked with Aboriginal groups across Australia for the last 12 years and has been involved in the delivery of Federal Environmental Management and Employment Programs for Aboriginal communities. Charles brings broad experience in Community Capacity Building and Governance and is proud to be part of assisting Aboriginal people with harnessing further opportunities - especially the young people.
He is also a board member for the Australian Indigenous Leadership Centre (AILC) and has significant networks with Indigenous community leaders across the country. Charles believes that “as Aboriginal people, we continue to build on the achievements of our elders. In the 21st Century, the time has come for Indigenous people to be on equal footing with our non-Indigenous brothers and sisters and to share in the social and economic benefits of our country”.
- **Danielle Lauren** is the Founder and Creative Director of the *11Eleven Project*, a global movement that empowers people to capture their lives using film, photography and music on 11/11/2011. The project aims to unite the planet, create a new global narrative and raise money for a variety of charities supporting the United Nations Millennium Development Goals.

Danielle's determination and early achievements can be seen in a variety of high profile national and international productions, i.e. 'The Vagina Monologues' 'Mad Men' and 'Australian Idol'. She has developed projects for The Sydney Opera House, Sony Music, BBC, ITV and other major Australian broadcasters. In the past few years she has balanced her high profile career with work in the not-for-profit sector. She is currently the Australian Ambassador for the 'Charter for Compassion', an initiative created by TED.com, and has consulted for 'Australians for United Nations High Commissioner for Refugees'. Other charitable work includes creating awareness and raising funds for the Nelson Mandela Foundation, WIZO, the NSW Rape Crisis Centre and the AIDS council.

Danielle's ultimate mission is to be able to use her skills and passion to contribute to the advancement of a positive global change and a better future for all.

- **Jude Lawrence** – Founder of *I Like to Party*, at 21 has always been an experience seeker. After achieving captain and Dux of his school Jude was keen to find a challenge. He set off to backpack around Europe for 9 months with a mate. By day they attended the ANZAC Day service at Gallipoli, ran with bulls in Spain, sand-boarded dunes in the Moroccan Desert and hitchhiked through the Latvian snow. By night they drank steins at *Oktoberfest* in Munich, danced at music festivals in Portugal and France and worked for a month promoting beach parties in the Greek Islands. Jude returned home unscathed with plans to study business at UNSW on a full scholarship while living on campus. Three weeks after his return he was diagnosed with Leukaemia. The next 9 months of chemo treatment would be a very different journey to the last. While still on therapy Jude began his university degree, taking courses in psychology, philosophy and religion. Jude had formed the company *I Like to Party* with his travel partner that now runs snowboard tours to Japan and New Zealand and SCUBA dive tours to Thailand. His current question is how exactly do *I Like to Party*?
- **Juliette Anich** is the Director of *The Clothing Exchange* (clothingexchange.com.au), a company which offers a clothing swapping service across Australia. *The Clothing Exchange* is a professional swapping service that promotes the simple notion of swapping instead of shopping for a better wardrobe. Juliette claims "Australians spend \$1.7 million a year on things they don't use - what a waste!! *The Clothing Exchange* provides a swapping service so that people don't have to purchasing something new, rather re-active existing clothing." The Clothing Exchange is the most successful clothes-swapping organisation in Australia. With her academic background in ethical consumer behaviour, Juliette has also taught sustainable consumption and consumer behaviour to undergraduate students at well-known Australian universities, such as RMIT in Melbourne, the University of Tasmania and the University of Newcastle.

fastBREAK outline

COST: \$10 (includes coffee, tea and delicious breakfast by Black Star Pastry)

BOOKINGS: <http://www.powerhousemuseum.com/bookings/fastbreak.php>

LOCATION: The Boiler Room, Powerhouse Museum, 500 Harris St, Ultimo

WHEN: Friday, February 25th, 2011, from 7:45am to 9:00am

TWEET: #fastbreak

fastBREAK is developed by Vibewire Youth Inc., a non-profit organisation that has been supporting young people to effectively shape their world through media, arts and entrepreneurial opportunities since 2000. The Powerhouse Museum engages with contemporary technologies to showcase Australian innovation in the creative industries, developments in science and ecologically sustainable technologies. Be a part of this leading edge conversation!

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