

# New campaign: 04 August, 2016

Singularity University launches new 'question the future' campaign

04 AUGUST 2016, AMSTERDAM

## SUMMARY

*Ideas Company WE ARE Pi has teamed up once again with Singularity University to create a series of thought provoking communications. Part one of the campaign launches in the run-up to the SingularityU Summit, which is being held this September in Amsterdam. Additional pieces of the same style will be released periodically until the day of the Summit.*

**S**ingularity University is a benefit corporation whose purpose is to empower leaders, companies, brands and governments to build a global community committed to understanding and utilising cutting-edge technologies.

Ahead of the Summit organised by SingularityU The Netherlands, WE ARE Pi was tasked with creating a series of communications that bring to life the questions that will be posed at this year's summit. Simplicity is key in WE ARE Pi's creation of the ads, following the idea that complex questions require simplified explanations. These questions range from: what will we want to do with our free time once robots help us, how will we organise ourselves considering digital possibilities, how will we feed the planet's growing population, and who will own the rights to DNA.

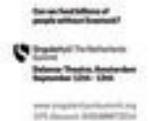
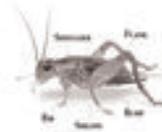
According to Diederick Croese, cofounder of SingularityU The Netherlands: "Europe has contributed greatly to humanity's progress. We want Europeans to positively and openly consider what is currently possible or will be possible in the near future to spark global solutions improving the lives of many. It's our mission to build active communities of doers starting with the awareness on the potential impact of technological developments on society, including our organisations. WE ARE Pi helps us to bring that message across in an unconventional way. We can solve it together."

WE ARE Pi founding partner, Patrick Garvey said: "Having spent five years building a global Ideas Company and Pi Society, with partners such as TED Conferences and Habitat For Humanity, we have found the perfect partners in Singularity University. We are always looking for new ways to collaborate with and inspire future focused businesses, as well as ourselves. We love what Singularity University is all about, share the same values, and together we hope to take our ideas to the next level for greater long term positive impact." The Summit will be held on September 12-13th 2016 in Amsterdam, giving the European audience a

chance to get a bit closer to the magic and to answering mankind's grandest challenges. Singularity University and WE ARE Pi's partnership, which began with positioning the brand in Silicon Valley, will help to expand the philosophy in Europe and bring it to brand thought leaders in a meaningful way.



IMAGES





## SPOKESPEOPLE



**Alex Bennett Grant**

Managing Director

[wearepiams](#)



**Patrick Garvey**

Managing Partner

[wearepiams](#)

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## ABOUT WE ARE PI

WE ARE Pi, an ideas company born to provide a modern alternative for thought leaders building the brands of tomorrow, including: Coca-Cola, Wrangler, Lego, Under Armour, Kipling and TED Conferences.

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