

HOUSE of BEAUTIFUL BUSINESS

Between the Two of Us

The gathering for the
life-centered economy

Program

Tangier, Morocco
May 2–5, 2024

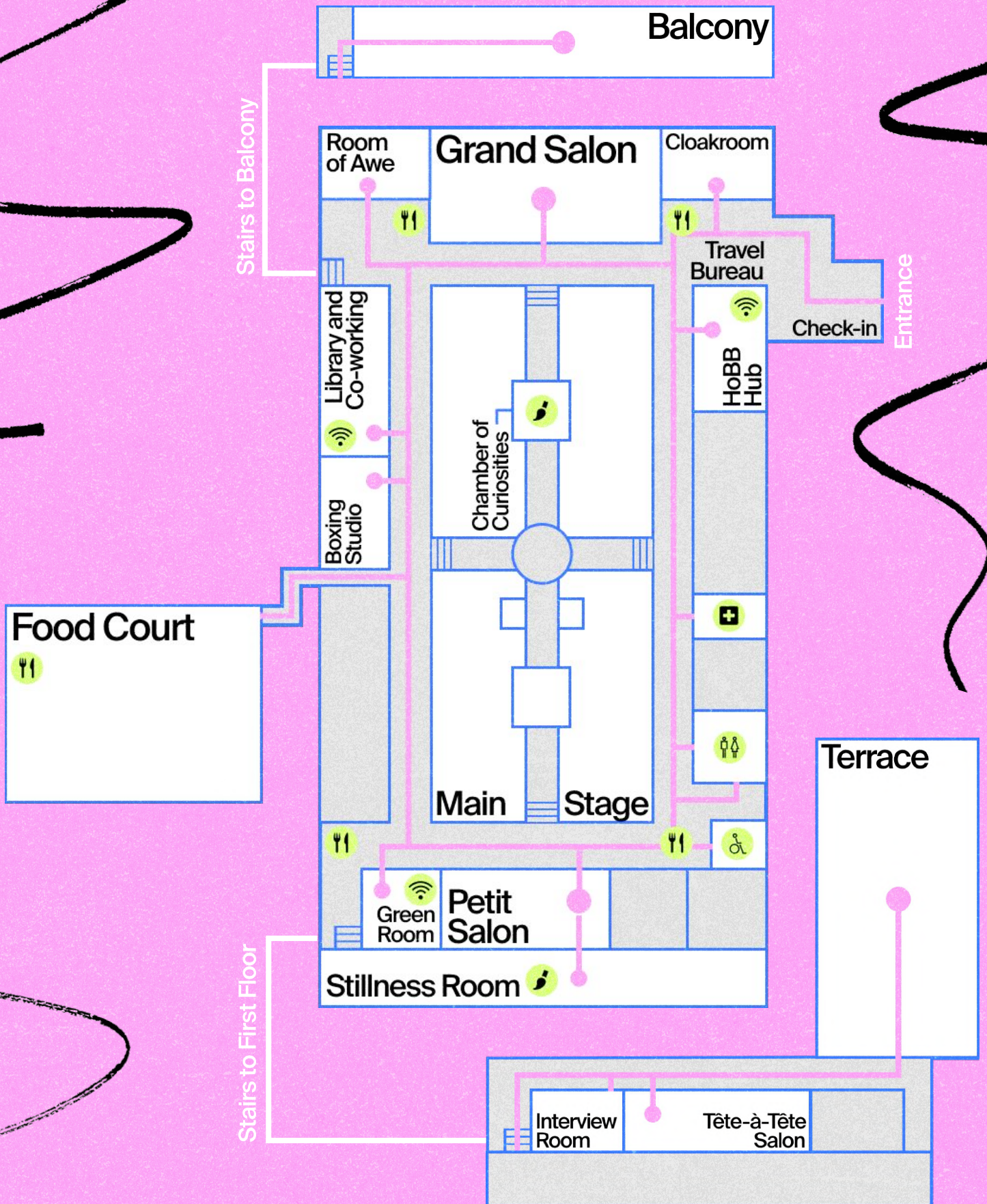
Introduction

Between the Two of Us will explore the dualities shaping today's polycrisis world: AI and human agency, growth and degrowth, extraction and regeneration, capitalism and wellbeing, algorithms and social justice, extended reality and expanded consciousness, the political in the personal, and the personal in the political.

We're in an in-between state: The old system is in agony, but new shores are in sight. The life-centered economy is within reach, an economy that honors all life around and inside us.

In Tangier, the city "between the two," we'll meet to write a new story at the poetic juncture of different worlds. Uniting more than 85 speakers and performers with 700 business leaders, scientists, artists, policy-makers, activists, and educators from across the globe, we'll host four days of immersion, inspiration, and ideation.





Map of Moulay Hafid Palace

HOUSE of BEAUTIFUL BUSINESS

Between the Two of Us

Day *Zero*

Thursday, May 2, 2024

Program

Tangier, Morocco
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Day Zero

Thursday, May 2, 2024

17:00 Welcome reception at Moulay Hafid Palace

19:30 Shuttles to dinners from Moulay Hafid Palace

20:00 **An Evening in *Tangier***

La Muralla

Tunes & Transaction

Rhythm meets Africa's fintech sector at this invigorating dinner set to electronic music in the kasbah.

Hosted by Yacine Faqir and Nameer Khan

Kiosk

Rethink Tangier

Savor finger food over fireside conversation with cultural entrepreneurs from Morocco and the diaspora.

Hosted by Hicham Bouzid, Zineb Seghrouchni, Think Tangier, and DAR Cultural Agency

Riad Sultan Theater

Stage & Verse

Join select speakers for some inspiring literary conversation, including readings from their favorite books and live music.

Hosted by Stephanie Igunbor and Tim Leberecht

With Loretta Chen, Bruno Giussani, Francesca Hogi, Manish Jain, Elaine Kasket, and Pelonomi Moiloa

Palais Zahia

Emerging Futures

Envision a fairer world where we resource and nurture visionary ecosystems in this thought-provoking dinner by the Joseph Rowntree Foundation.

Hosted by Sepi Noohi and Yoanna Okwesa

Day Zero

Thursday, May 2, 2024

20:00

An Evening in *Tangier*

Alma Kitchen & Coffee **Soulful Evening with a Creative Duet**

Enjoy a laid-back meal at Seif and Lamiae's hip restaurant and minimalist cultural space.

Hosted by Seif Kousmate and Lamiae Skalli

Saba's House

How to be a Stranger

Step into Tangier with curiosity.

Hosted by Michael Bungay Stanier

La Maison de Tanger

Jazz Lights & Delights

Enjoy local jazz at musician Alex Henry Foster's atmospheric riad.

Hosted by Tammy Lynn Gilmore

La Villa Ô Saveur

Powering Through

Learn about the latest renewable energy technologies in North Africa over great food and conversation.

Hosted by Loïc Jaeger Huber of Engie

HOUSE of BEAUTIFUL BUSINESS

Between the Two of Us

Day One

Friday, May 3, 2024

Program

Tangier, Morocco
May 2–5, 2024

Day One

Friday, May 3, 2024

8:00 Doors open at Palace

8:00–9:00 **Early-bird Sessions**

Terrace

Yoga and Tai Chi

With Tamara Tufani and Hakim Bouzidi

9:00–9:30 Coffee break

9:30–10:15

Session One | *Crossroads*

Where we're at: the world, Africa, Tangier, you and me

Hosted by Hanae Bezad, Till Grusche, and Tim Leberecht

Bayo Akomolafe, post-humanist philosopher and activist

Sophia Alj, tech entrepreneur

Younes Fakhar, musician and composer

Meryem Jazouli, dancer and choreographer

Mounir Laimoury, mayor of Tangier

Mathieu Lefevre, anti-polarization leader

Jamila Naboulsi, kickboxer

Taiye Selasi, writer, photographer, and producer

Cédric Thimon, saxophonist

10:15–10:30 Coffee break

Day One

Friday, May 3, 2024

10:30–12:00

Session Two | *Unheard*

Listening to voices that matter

Hosted by Nayeema Raza, producer and journalist

Sarah Ariche, singer and songwriter

Farida Bedwei, fintech entrepreneur

Younes Fakhar, musician and composer

Anand Giridharadhas, writer and political commentator

Geci Karuri-Sebina, futurist and urban planner

Matt Klein, digital anthropologist

Richard Mathenge, AI labor activist

Hannah Rose Thomas, artist

12:00–13:30

Lunch

12:00–13:30

Kickboxing Hour

Boxing Studio

With Jamila Naboulsi

13:30–15:00

Session Three | *What Moves Us*

Stories, chess, and football

Hosted by Ebru Koksak, football executive and investor,

and Doreen Lorenzo, innovation and design expert

Hicham El Amrani, football executive

Hind Ennaira, gnawa musician

Fri Forjindam, experience designer and vibe curator

Tunde Onakoya, chess master

Zineb Rechiche, finance leader and FIFA football agent

Taiye Selasi, writer, photographer, and producer

Warren Walker, saxophonist and composer

Marcelo Woloski, percussionist and composer

Day One

Friday, May 3, 2024

15:00–15:30

Coffee break

15:30–17:00

Session Four | *Source*

What does life-centered mean anyway?

Hosted by Hanae Beza

Elise Buckle, environmental policy expert

João da Silva, virtuoso violinist

Iskander Erzini Vernoit, climate expert

John Fullerton, regenerative economist

Evoléna de Wilde d'Estmael, fair commerce founder

Gaya Herrington, wellbeing economist, in conversation with

Bruno Giussani, curator of TED Countdown

Soraya Hosni Gonzales, agritech entrepreneur

17:00–17:30

Break

17:30–18:30

Break-out Sessions

Grand Salon

Polycrisis? Polyopportunity! | 90 min

Six ways into a more positive future

Hosted by Riel Miller, futures literacy pioneer

Ravi Chhatpar, human-centered designer

Manish Jain, unlearning expert

Karima Kadaoui, transformation facilitator

Geci Karuri-Sebina, futurist and urban planner

Matt Klein, digital anthropologist

Lex Paulson, collective intelligence scholar

Day One

Friday, May 3, 2024

17:30–18:30

Break-out Sessions

Balcony

Changing Narratives to Change the World

An interactive session on creating business impact from foresight

Hosted by the Foresight Academy with representation from Audi, Deutsche Telekom, E.ON, gravity, Hornbach, Infineon, and Siemens

Petit Salon

Regenerative Business

A workshop to appreciate what is all around us

With John Fullerton, regenerative economist

Main Stage

A Game of Chess

Learn from and then try to beat grand chess master Tunde Onakoya in a blitz, simultaneous, blindfolded, or beginner's game.

Tête-à-Tête Salon

The Life-Centered Economy: A Circle of Trust

How do we cultivate trust toward economic systems that prioritize life and well-being over profit margins?

Hosted by Elise Buckle, environmental policy expert

Evoléna de Wilde d'Estmael, fair commerce founder

Iskander Erzini Vernoit, climate expert

Soraya Hosni Gonzales, agritech entrepreneur

Sanjay Peters, sustainable infrastructure expert

18:30–20:00

Dinner

19:30–20:00

Live concert with The All of Us Collective

Day One

Friday, May 3, 2024

20:00-21:45

Session Five | Brokening

Healing and leading from the faultlines

Hosted by Mathieu Lefevre, anti-polarization leader

Bayo Akomolafe, post-humanist philosopher and activist

Kim Dabbs, belonging expert

Hind Ennaira, gnawa musician

Amy Elizabeth Fox, leadership strategist

Shani Lehrer, business mystic

Amal Mekouar, nonviolent communicator

Marcelo Woloski, percussionist and composer

21:45

Explore the Kasbah rooftops

HOUSE of BEAUTIFUL BUSINESS

Between the Two of Us

Day Two

Saturday, May 4, 2024

Program

Tangier, Morocco
May 2–5, 2024

Day *Two*

Saturday, May 4, 2024

8:00 Doors open at Palace

8:00–9:00 **Early-bird Sessions**

Terrace **Yoga and Tai Chi**
With Tamara Tufani and Hakim Bouzidi

Boxing Studio **Come as You Are**
A journey through music, movement, meditation, and art to arrive at a place where we can see and be seen as we are.
With Sonja Kresojevic, artist and social entrepreneur, and Mark Aanderud, conductor

Balcony **The Power of Brands, the Power to Change**
How can we use marketing to create positive social impact?
With Stefanie Kuhnhen-Stein, marketing leader

Library **Understanding by Drawing**
How can a thousand lines on paper help us get a better grasp on people and technology?
With Rupert Hofmann, foresight strategist and illustrator

Tête-à-Tête Salon **The Rebellion of the Confident Optimists**
In a world where optimism seems naive, we must express our hope creatively.
With Kristina Bonitz, creative advisor

Petit Salon **Imagine the Future**
An open conversation led by insights from *The Global 50*
Hosted by the Dubai Future Foundation
With Heba Chehade, foresight leader

Day *Two*

Saturday, May 4, 2024

9:00–9:30

Grand Salon

Open Mic Session

Your chance to give a talk on the main stage

9:00–9:30

Coffee break

9:30–10:30

Session Six | *Feminisms*

The many strands of knowing

Hosted by Hanae Beza

Sarah Ariche, singer and songwriter

Rokhaya Diallo, journalist, author, and filmmaker

Hind Ennaira, gnawa musician

Zainab Fasiki, illustrator and graphic novelist

Asmaa Guedira, hypergender activist

Minna Salami, author and social critic

Puno Selesho, spoken-word poet and entrepreneur

10:30–11:00

Coffee break

11:00–12:30

Session Seven | *AI, AI, AI, AI*

How can we break the pattern?

Hosted by Andrian Kreye, journalist and author

Sharzad Behzadian, mirror artist

João da Silva, virtuoso violinist

Wakanyi Hoffman, indigenous knowledge scholar

Suhair Khan, cultural entrepreneur

Pelonomi Moiloa, AI pioneer

Chanuki Seresinhe, aesthetic AI pioneer

Niels Van Quaquebeke, organizational behavior scholar

Warren Walker, saxophonist and composer

Day Two

Saturday, May 4, 2024

12:30–13:30

Lunch

12:00–13:30

Boxing Studio

Kickboxing Hour

With Jamila Naboulsi

13:30–14:30

Break-out Sessions

Balcony

The Kingmakers of Tech

The changing role and responsibility of venture capitalists

Hosted by Lydia Dishman, business journalist and editor

Sarah Drinkwater, venture capitalist

Omar El Hyani, investor

Hannah Leach, venture capitalist

Johannes Lenhard, venture capital ethnographer

Grand Salon

Community and Loneliness

How do we design for belonging?

Hosted by Ron Ivey, social trust expert

Kim Dabbs, belonging expert

Wakanyi Hoffman, indigenous knowledge scholar

Monika Jiang, loneliness expert

Pelonomi Moiloa, AI pioneer

Tête-à-Tête Salon

Divine Dialogues

Intimacy and spirituality in an era of abundance

Mark Aanderud, conductor

Sarah Ariche, singer and songwriter

Safaa Erruas, artist

Esther Blázquez Blanco, leadership advisor

João da Silva, virtuoso violinist

Emad Kiyaei, activist

Shani Lehrer, business mystic

Day *Two*

Saturday, May 4, 2024

13:30–14:30

Break-out Sessions

Petit Salon

The Citizens of the Feminine Economy

Past, present, and future

Hosted by SYPartners

Zarina Ateig, creative strategist

Younes Benmoumen, economist

Michele Hicks, actress

Rie Nørregaard, creative director

Surya Ramkumar, tech leader and writer

Bengi Turgan, community design leader

Boxing Studio

The Good Accelerator

Can AI be a catalyst for educational transformation in Africa?

Hosted by The Africa Coalition

Ravi Chhatpar, human-centered designer

Monti Kgengwenyane, education innovator

Navroop Sahdev, economist and tech futurist

Main Stage

Good Data

A conversation with data ethicists who've seen it all

With Amina Ben Amar and Paula Cipierre

14:30–15:00

Coffee break

15:00–16:15

Session Eight | *Between the Lines*

Peacemaking in divided times

Hosted by Bruno Giussani, curator of TED Countdown

Aziz Abu Sarah, peacemaker and entrepreneur

Sharon Dolev and Emad Kiyaei, nuclear disarmament activists

Younes Fakhar, musician and composer

Bel Trew, war reporter

Marcelo Woloski, percussionist and composer

Day *Two*

Saturday, May 4, 2024

16:15–16:30

Coffee break

16:30–18:30

Session Nine | *The Two of Us*

Embracing the other

Hosted by Francesca Hogi, love coach and matchmaker

Bilal Abantor, percussionist

Nabil Ayouch and Maryam Touzani, filmmakers

Ismael Belkhatat and Sophia Alj, tech entrepreneurs

Abdelkader Hadada, gnawa musician

Omar Oriaghlii Haddad, percussionist

Ron Ivey, social trust expert

Priya Parker, conflict facilitator and gathering expert,
in conversation with Tim Leberecht

Sara Sabry, astronaut

18:30

Shuttles to Cap Spartel from Moulay Hafid Palace

19:00

Sunset Dinner and Party

Cap Spartel

Live music and DJ

22:30

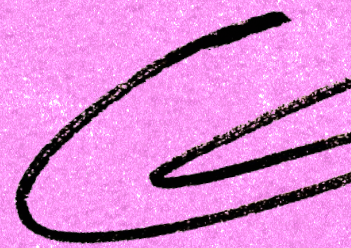
Shuttles back to city

HOUSE of BEAUTIFUL BUSINESS

Between the Two of Us

Day Three

Sunday, May 5, 2024



Program

Tangier, Morocco
May 2–5, 2024

Day Three

Sunday, May 5, 2024

9:00–11:00

*Cinémathèque
de Tanger*

Silent Seagazing

*“Anything becomes interesting if you look at it long enough.”
- Gustave Flaubert*

Watch the sea together, and then talk about it.

9:00–11:00

La Muralla

A Collective Regeneration within Liminal Space

Come sit with us in this liminal space a little longer—the space between where we were and where we are going.

Hosted by Neol

Kerem Alper, talent community pioneer

Fanny Eliaers, regenerative leadership guide

Karimah Hudda, regenerative leadership catalyst

Alice Katter, cultural and community strategist

Gabriela Néspoli, learning experience designer

Kriss Taylor, research and innovation leader

10:00–13:00

*Cinémathèque
de Tanger*

Movietime @ Rif

Movies, coffee, and conversations

Screenings of *The Blue Caftan* (120 min) by Maryam Touzani;

In Praise of Slowness (17 min) by Hicham Gardaf;

and *Between the Two of Us* (5 min) by Nouha Hamou Allal
and Tim Leberecht

The directors are present.

With special guest, actress Fatym Layachi

12:00–14:00

Farewell at Cinémathèque de Tanger

The End



HOUSE of BEAUTIFUL BUSINESS

Where we meet to write the future, *Between the Two of Us*

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