



YOUNG VISIONARY WINS A RED BULL MEDIA HOUSE PRODUCTION DEAL AT THE INAUGURAL RED BULL FUTUR/IO ACADEMY

Lisbon – 26 March, 2019 – Cristian-Alexandru Ioan from Romania had a bold vision for the future, and now that vision will become reality in the form of a new content production with Red Bull Media House. Christian Alexandru’s presentation was the winner at Red Bull Futur/io in Lisbon, Portugal 21-24 March.

The three day event included workshops, keynotes and discussions on future scenarios, storytelling, and exponential technologies. Of over 1,000 applications submitted worldwide Christian-Alexandru was one of only 22 aspiring visionaries and participants selected to attend and present ideas with hopes of winning the grand prize.

The competition invited creative minds and storytellers from around the globe to share their ideas of a desirable future in the form of a 60 second video, judged in the categories of Creative Storytelling, Inspiring Visions and Desirable Futures. Cristian-Alexandru’s project, ‘We All Share The Same Dreams, But’, envisioned a future built on equality, where people’s feelings are directly transferrable to energy. Developing his vision throughout the three-day academy, Cristian-Alexandru titled his final concept ‘Human Emotions as a New Renewable Energy Source’, exploring his idea in detail.

Many of the finalists from the academy are already making steps to make their visions a reality, with Manuel Tschurtschenthaler from Italy planning to develop prototypes in the near future that will provide individualised education paired with lifelong learning and Jeff Dolan from the USA registering a new business based on his idea of nanotechnology to help save lives. Infineon, technology partner of Red Bull Futur/io and smart, e-mobility partner of the project, have also already identified a number of projects they will monitor closely with the goal of developing in the near future.

While Cristian-Alexandru took home the grand prize, all participants were able to work on their ideas at length with fellow thought leaders from around the world and attend workshops on topics like technology in films, artificial intelligence, VR/AR, storytelling and idea visualization. Fast establishing itself as a creative and tech startup hub, the city of Lisbon was at the heart of the event, with workshops, gatherings and presentations taking place in inspirational settings including the famous Art Deco Cineteatro Capitólio and Second Home, a creative workspace in the Mercado da Ribeira.

Mentors and speakers included Jarod Neece, senior film programmer for SXSW; Martin Wezowski, chief designer & futurist for SAP; Alexander Mankowsky, futurist for Daimler AG; and Elena Malakhatka, PhD researcher at KTH Royal Institute of Technology. Many new friendships and mentorships were forged to allow many of the ideas presented to steadily make their way from dream to reality.

Winner of Red Bull Futur/io, Cristian-Alexandru, commented following the awards ceremony:

“I feel like I’m already half way to the moon and now I really need to reach the moon. This opportunity is giving me the pathway towards it. I began by thinking of human connections. I then tried to take the idea of human technology and how human interconnected activities can actually become energy stations and I truly believe this is do-able.”

Martin Wezowski reflected on the academy:

“Something that came to my mind during the three days while looking at the projects was their focus on action; contributions that actually create desirable futures. With the power of imagination comes the power of shaping and we saw imaginations coming together at Red Bull Futur/io. With the award now presented, and the ideas out there, we will see the power of shaping in action.”

Harald Neidhardt, Curator of Futur/io Institute added:

“We are overwhelmed by the variety of ideas and diversity of creative ways that the winners presented their concepts of desirable futures. But mostly, we are inspired by the amazing talent of the 22 winners and will stay in touch and hope that many of the ideas come to fruition. We are very proud of each and every participant of the class of 2019.”

For more information please visit [Red Bull Futur/io](#).

For the full list of jury members, click [here](#).

For images from the event, view [here](#).

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About Red Bull Futur/io

Red Bull Futur/io is hosted in partnership with [Futur/io](#), an education and research institute focused on exponential technologies and desirable futures, offering executive trainings, curating bespoke ideation experiences, and conducting future scenario research – all to support inspired leadership in exponential times.

Red Bull Futur/io Partners

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Red Bull Futur/io is in partnership with [Infineon](#), a world leader in designing, developing, manufacturing and marketing a broad range of semiconductors and system solutions. Combining entrepreneurial success with responsible action, at Infineon we make the world easier, safer and greener. Barely visible, semiconductors have become an indispensable part of our daily lives. We are playing a key role in shaping a better future – with microelectronics that link the digital and the real world. Our semiconductors enable smarter ways of living and mobility, efficient energy management, the secure capture and transfer of data.