Physicians

Original Concept Vadim Grigorian

Created by

Amsterdam Worldwide

Creative Director

Richard Gorodecky

Art Director

Jake Noakes

Editor

Stephen Armstrong

Account Manager

KaMing Kho

Production Editor

Mia Aimaro Ogden

Writer

Maruxa Ruiz del Árbol

Proofreader

Julia Gorodecky

Production by

Booxs.nl

Illustrations

Katie Scott

www.katie-scott.com

Publishers

Amsterdam Worldwide/Pernod Ricard Holding

Project Leaders

David Experton (Creativity and Best Practices Manager)
Maël Dano (Junior Creativity & Luxury Specialist)

Pernod Ricard Holding

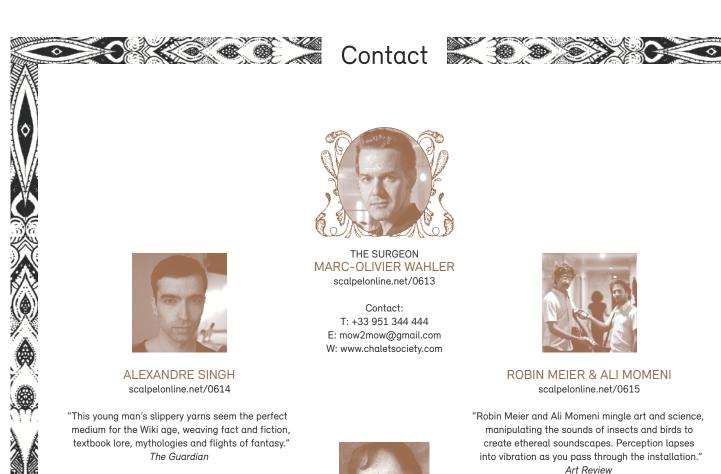
Thierry Billot (Managing Director, Brands)

Martin Riley (Chief Marketing Officer)

Emmanuelle Benoist (Sales & Marketing Intranet Manager)

The contents of *Scalpel* are protected by copyright in all countries. Nothing may be reproduced without the prior consent of the publishers.

1/9 PHOTOGRAPHY



Contact: T: +33 645 315 940 E: alexandresingh@me.com W: www.galerieartconcept.com

TREND: EARTH BOUND HEROES



GEORGE WIDENER scalpelonline.net/0616



"American contemporary collectors who admire outsider artists such as Henry Darger and Martín Ramírez are beginning to discover Mr Widener. The artist's work Megalopolis 789, which evokes both a Roman naval

battle and a calendar, recently sold for \$50,000." The Wall Street Journal

> Contact: Ricco/Maresca Gallery T: +1 212 627 4819 E: info@riccomaresca.com W: www.riccomaresca.com

TREND: EARTH BOUND HEROES



Contact: Robin Meier

T: +33 679 374 168

E: demonoamono@gmail.com

W: www.robinmeier.net

www.alimomeni.net

TREND: ANGELS OF GRACE

EVA KOTÁTKOVÁ scalpelonline.net/0618

"There's dangerous art that threatens ideas of society and dangerous art that could crush your head if you stood in the wrong place. Up-andcoming Italian artist Sassolino's work is both kinds of dangerous." Men's Vogue

ARCANGELO SASSOLINO

scalpelonline.net/0617

Contact: Galleria Galica T: +39 0258 430 760 E: mail@galica.it W: www.arcangelosassolino.it

TREND: DREAMERS IN MARBLE HALLS

"Eva illuminates the obvious by withholding meaning. She finds the menace that lurks in the everyday utterance of people who keep things from each other. It's worth seeing her to discover an artist from Eastern Europe who is trying to illuminate an incomprehensible world through allusion. ArtSlant

> Contact: Hunt Kastner (Gallery) T: +420 222 969 887 E: info@huntkastner.com W: www.huntkastner.com







Technology

ELINDA GALIANO — born in Kassel, Germany, to Spanish parents, and now in Madrid — is co-founder of Campus Party, Europe and Latin America's largest technology festival. Dubbed "Las Vegas for geeks", this is a seven-day, 24-hour show — where thousands of young hackers, developers and gamers camp out with laptops — with the stated aim of "bringing together the best talent in technology to innovate for a better tomorrow". Co-chaired by Al Gore, Tim Berners-Lee and Vint Cerf, Campus Party's Silicon Valley launch is imminent.

For Scalpel, Galiano picked LUIS IVÁN CUENDE, the teenage hacker and Open Source Software champion from Asturias, Spain. Named the 'best teen hacker in Europe' by Wharton business school, he has recently founded the Asturix Incubator, which supports free software launch projects for young people aged 12 to 18.

She also picked EQUIPO24, a start-up from Córdoba that created SocialBro last year. The app measures Twitter metrics for brands, and is already used by Coca-Cola, IBM and PayPal. SocialBro now has almost 200,000 users, and the equipo24 team is working on its next launch.

She headed further east for SERGEY PRONIN, cofounder of a Russian technology start-up called Empatika that creates apps and analyses data.

They created App in the Air – a full-service airport guide and traveller chat/review network – but have also run online campaigns defending free speech.

In Dublin, she found MIKE TESAR, one of the sharpest minds in the world of mobile payments, whose tech is tipped as the future of commerce and banking. He has worked on Ezetop, and is now developing PayMins, which allows BitTorrent-style media sharing to be paid for from your phone.

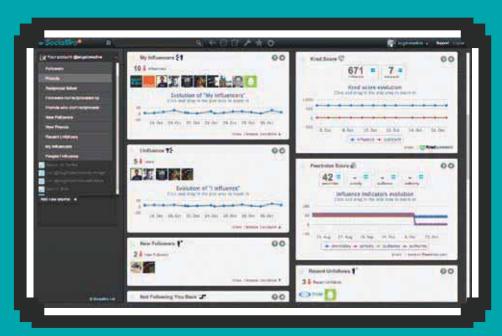
Finally, Galiano offered up a London talent: MATHEW MUNRO, co-founder of Pollarize.me, a winner at the 2012 Startup Weekend London. His app lets users send out a simple A/B question — this or that? — to friends across social networks, allowing them to use the wisdom of the crowd to make decisions.



"Just a year ago, the CEO of Linux International, Jon 'maddog' Hall, handed over 15 minutes of his keynote presentation to the 15-year-old Luis Iván Cuende. Luis is considered the best hacker in Europe — his new project, holadesk, combines your internet, mobile and social network in one desktop accessible from anywhere." BG

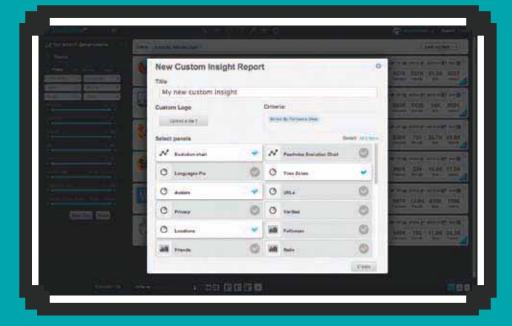
equipo24 Technology





"equipo24 is part of the vibrant Spanish start-up scene. They do client work, but SocialBro is their triumph — expanding into 76 countries and helping hundreds of brands from deciding the best time of day to Tweet to spotting key influencers online. For the next phase, they're working on connecting smaller companies and brands with big audiences. If an event is tweeted, SocialBro helps you find the most interesting people at that event and puts you in touch with them. 140,000 users." BG



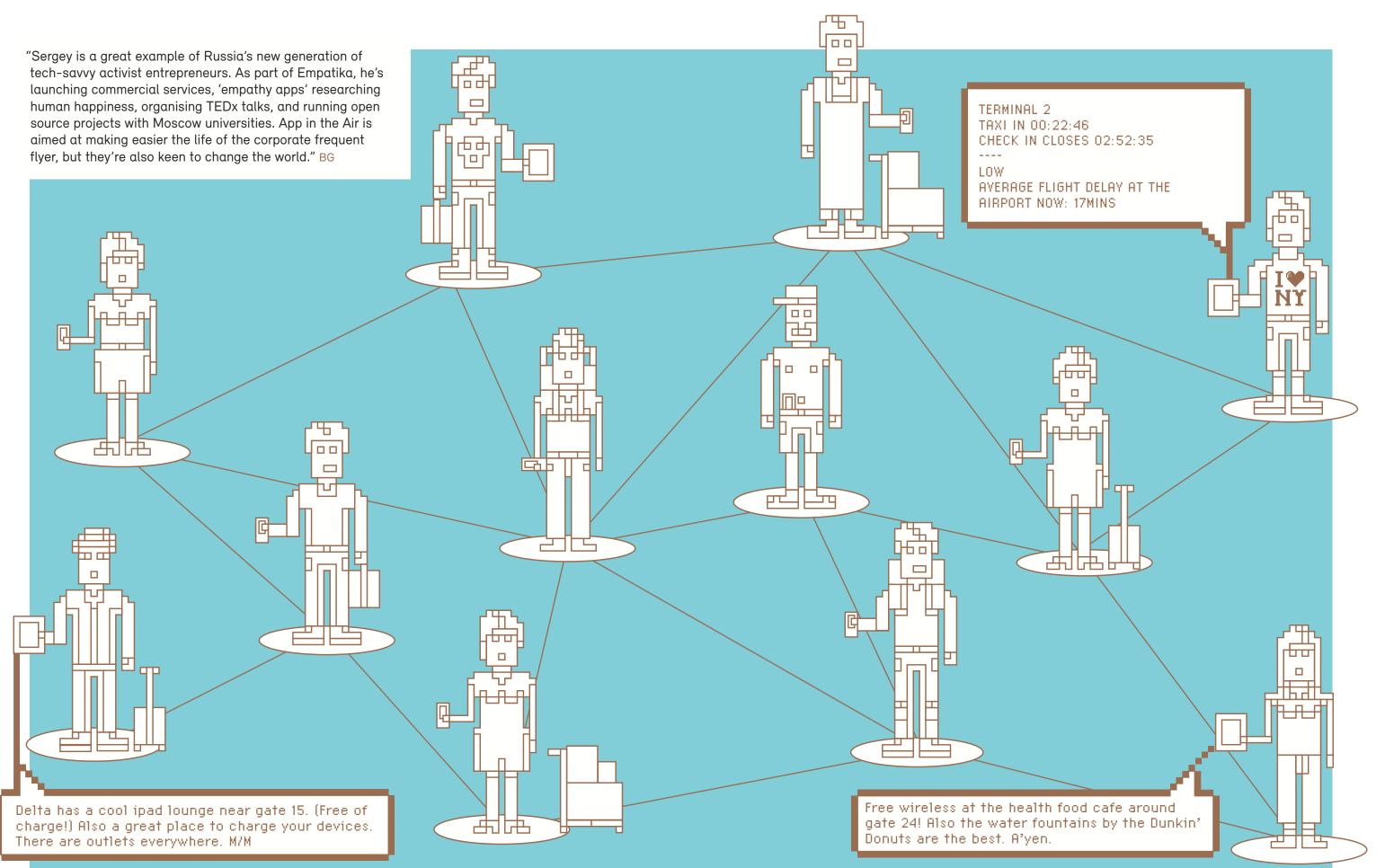






64

Sergey Pronin Technology



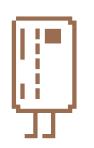
Mike Tesar Technology

69

"Mobile commerce is a sector with so many possibilities. The popularisation of smartphones and tablets, and the use of secure payment and models such as PayMins, mean a boost for its wider implantation." BG

ACCESS

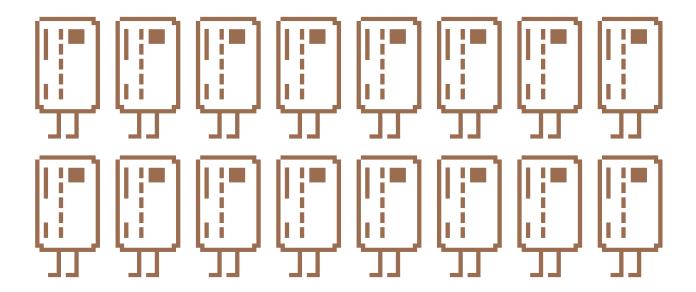
CREDIT CARD PENETRATION



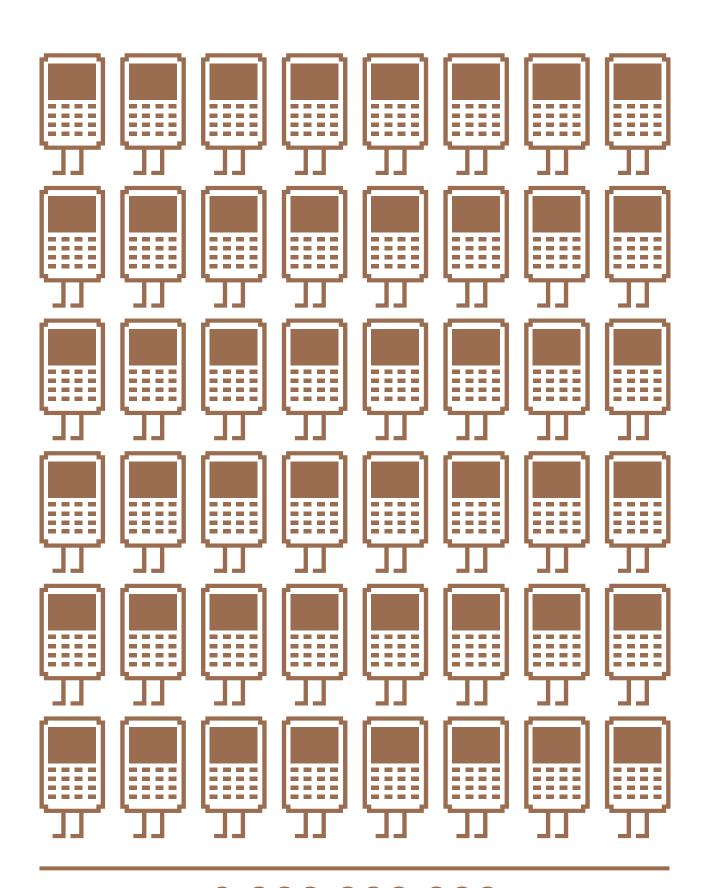
VS



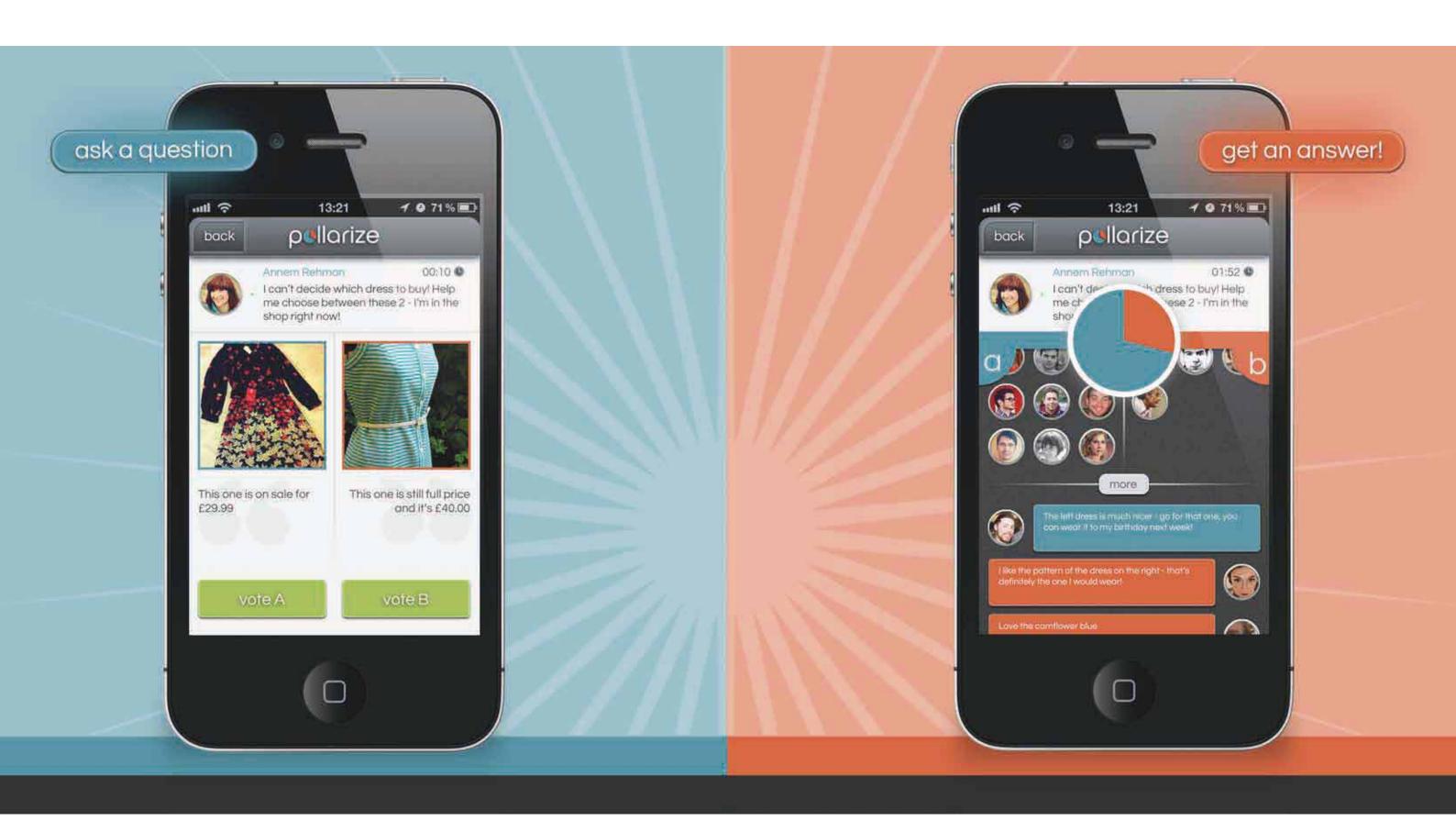
MOBILE PENETRATION

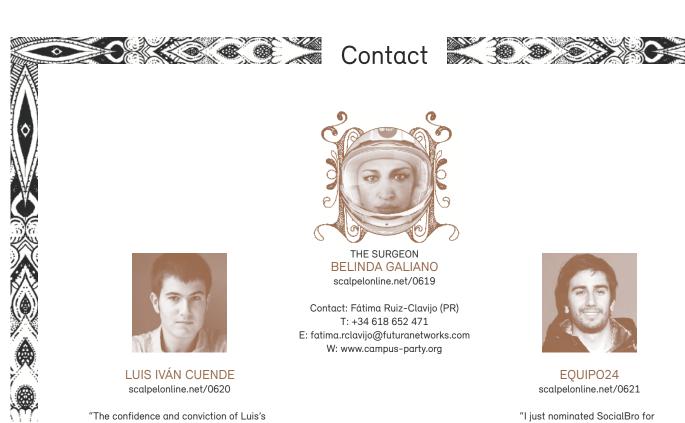


2 000 000 000



6 000 000 000







"The confidence and conviction of Luis's arguments make anyone forget the teen's age one of the leaders of the free software world." El Telégrafo

> Contact: T: +34 671 356 863 E: me@luisivan.net W: www.luisivan.net

TREND: ANGELS OF GRACE



SERGEY PRONIN scalpelonline.net/0622



"Empatika created a whole bunch of great applications designed to make your day better (easier, faster, cooler). The latest, App in the Air, is amazing. Enjoy!" In2up.com

> Contact: Bayram Annakov (CEO) T: +7 926 550 5500 E: bayram.annakov@empatika.com W: www.empatika.com



EOUIPO24

scalpelonline.net/0621

"I just nominated SocialBro for

Breakout Startup of the Year." Pete Cashmore, Mashable.com

Contact: Javier Burón (CEO)

T: +44 7445 355 8155

E: javierburon@socialbro.com

W: www.socialbro.com

MATHEW MUNRO scalpelonline.net/0624

"We've seen similar polling applications in the past, but the rapid prototyping of Pollarize.me, within a single weekend, impressed us all. It was a decisive product, well presented and perfectly formed for presentation." Thenextweb.com

> Contact: T: +44 797 448 1073 E: mat@pollarize.me W: www.pollarize.me



MIKE TESAR scalpelonline.net/0623

"PayMins allows anyone, from bedroom DJs to enterprising film-makers, to start making money right away - it's the future of microculture payments." TechCrunch.com

> Contact: T: +353 1443 3100 E: info@paymins.com W: www.paymins.com

TREND: ANGELS OF GRACE



