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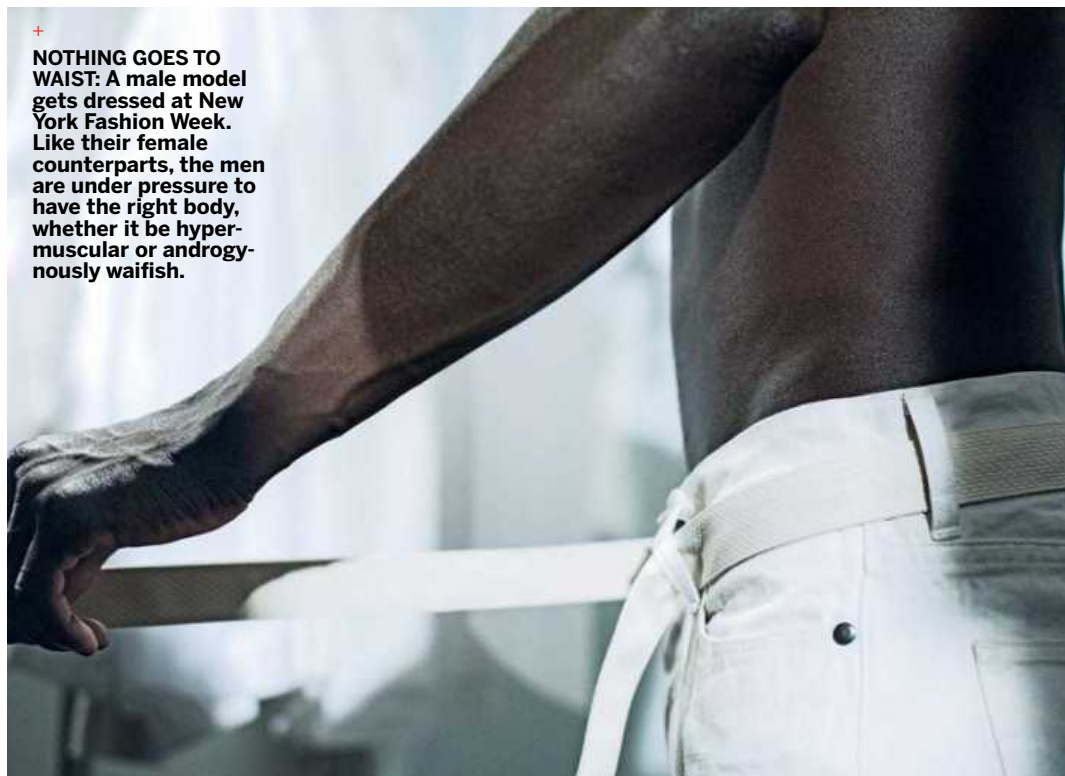
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Newsweek

JUNE 17, 2016 / VOL. 166 / NO. 23



+
NOTHING GOES TO WAIST: A male model gets dressed at New York Fashion Week. Like their female counterparts, the men are under pressure to have the right body, whether it be hyper-muscular or androgynously waifish.

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PUBLISHED BY
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BIG SHOTS

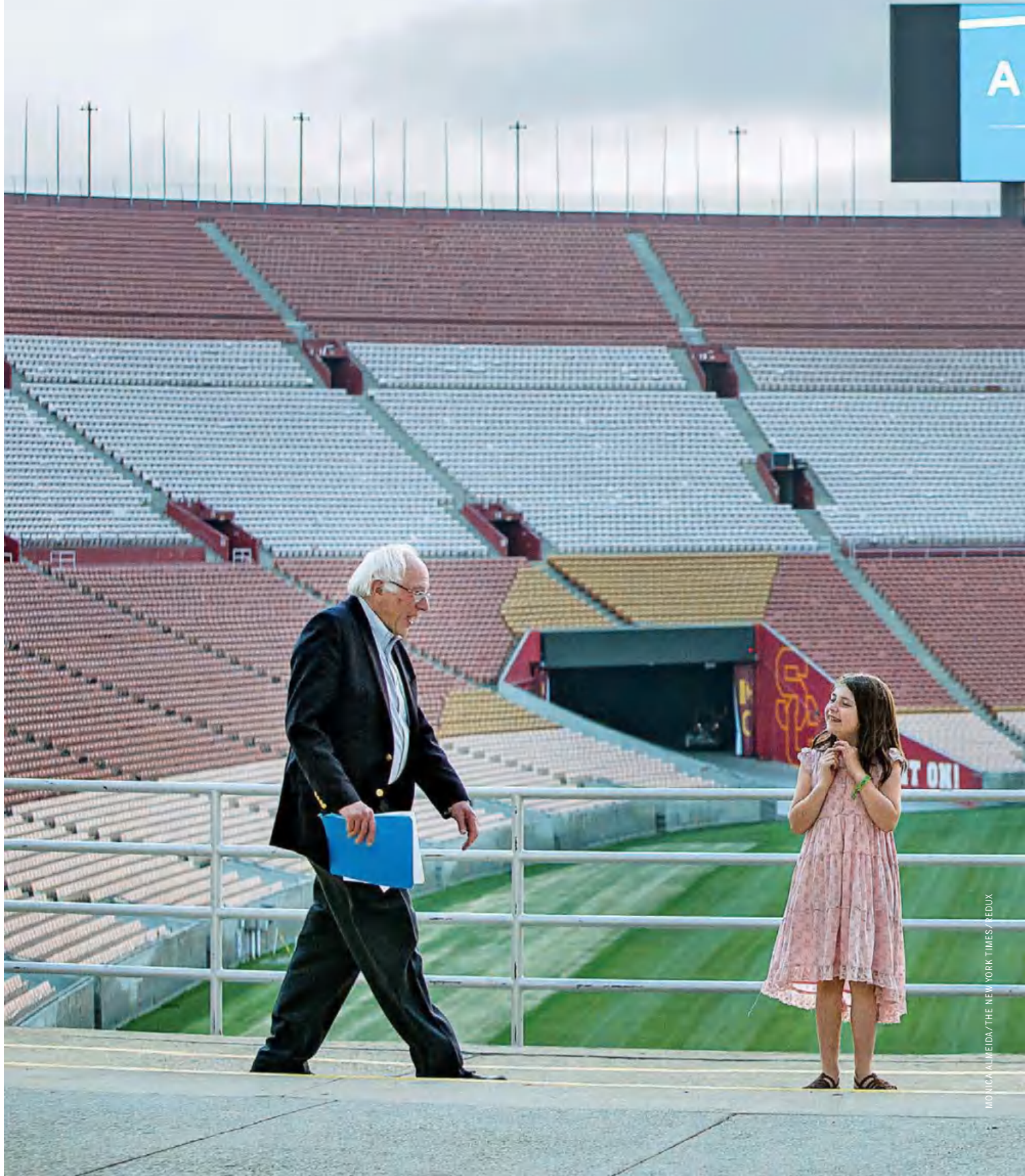
USA

Heavy-weight

New York City—
A man places a candle
under a mural of
Muhammad Ali on
June 4. A three-time
world heavyweight
champion, Ali died
June 3 at the age of
74 after a long battle
with Parkinson's
disease. Ali made
headlines outside the
sports pages when
he refused to serve in
the Army during the
Vietnam War, earning
a conviction for draft
evasion and a three-
year suspension from
boxing. He was also a
vocal civil rights ad-
vocate. Born Cassius
Clay, he converted to
Islam in 1964 and re-
jected his "slave name,"
adopting the name
Muhammad Ali.



JEWEL SAMAD





FUTURE TO BELIEVE IN
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USA

Won't Back Down

Los Angeles—Ella and Dylan Driscoll, the grandchildren of Senator Bernie Sanders, greet the Democratic presidential candidate before a campaign rally at the Los Angeles Memorial Coliseum on June 4, three days before the California primary, where Hillary Clinton was expected to clinch the nomination. Despite the near statistical impossibility of his winning the nomination and calls from within the party for him to drop out to avoid damaging Clinton's chances of winning the White House, Sanders vowed to keep campaigning until the Democratic National Convention in July.



MONICA ALMEIDA





FRANCE

In Seine!

Juvisy-sur-Orge, France—French rescue workers help residents evacuate on June 3 after the banks of the Seine overflowed following days of almost nonstop rain. At least four people died, hundreds of towns and villages were flooded, and many were without power. Recovery may cost millions of euros, French Prime Minister Manuel Valls said. The flooding came as France was grappling with disruptions and fuel shortages from workers on strike over labor reforms and just a week before the Euro 2016 football championship starts in stadiums across the country.



CHRISTIAN HARTMANN



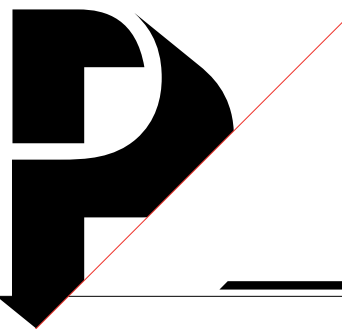
**BRAZIL**

The Road to Rio

Rio de Janeiro—Popole Misenga, a refugee who fled the Democratic Republic of the Congo in 2013 and sought asylum in Brazil, jogs near his home on May 27 as he trains for the Olympic judo competition. Misenga is one of 10 athletes on the first team of refugees to compete under the five-ring Olympic flag. Last year, International Olympic Committee President Thomas Bach announced that refugees would be invited to participate at the games for the first time.



FELIPE DANA



P A G E O N E

VIDEO

ZIKA

POLITICS

LGBT

SPORTS

HEALTH

THE BUGS FROM BRAZIL

Experts say the Olympics should be postponed or moved because of Zika

IN AUGUST, Rio de Janeiro will host roughly 10,000 Olympic athletes and more than a million spectators, including 500,000 from abroad. A significant number of them will become infected with Zika. The question is: How serious will the consequences be?

With Brazil in the midst of a Zika outbreak that the World Health Organization (WHO) says has infected up to 1.5 million people, more than 200 health experts wrote an open letter in May calling for the games to be postponed or relocated—options that would be extraordinarily challenging only two months before the opening ceremony is slated to commence but not impossible.

International Olympic Committee Director General Christophe De Kepper was upbeat about Rio at an IOC-WHO meeting in May, saying, “We are fully confident that the measures taken by Brazil will provide safe conditions.”

The WHO says the virus will spread regardless of whether the games go ahead and has not recommended a change of venue or cancellation, raising concerns it is sacrificing health to commercialism. “There is an opportunity to post-

pone,” says professor Arthur Caplan, a bioethics expert and the head of the NYU Langone Medical Center’s Division of Medical Ethics. “It would be expensive and difficult, but it seems to me to be morally required because of these risks.”

Caplan warns that the IOC could be liable. “The IOC is setting itself up, and so are the athletic federations, for a pretty hefty lawsuit if something goes wrong, since the WHO has immunity from lawsuits as an agency of the United Nations,” he says.

Most people who contract Zika, which is spread by mosquitoes, recover with no lasting effects. But some pregnant women who contracted the virus have had babies with microcephaly, and some people develop the potentially devastating disease Guillain-Barré syndrome.

The IOC has advised national Olympic committees to follow WHO guidance. The WHO recommends insect repellent, light-colored clothing from head to toe and safe sex during a visit and for at least four weeks afterward. (After it became clear that Zika could also be spread by sexual contact, the IOC said it would distribute 450,000

BY
PAMELA FALK
@PamelaFalk



PILAR OLIVARES/REUTERS

+
HOST BUSTERS:
Municipal workers
get ready to spray
insecticides at
Rio's Sambadrome,
home of the Olymp-
ics archery compe-
tition, hoping to kill
Zika-bearing pests.

Olympic condoms.) Pregnant women are also advised not to travel to Zika-infected areas.

The Zika crisis comes amid trying times for Brazil: The crime rate is high, President Dilma Rousseff has just been suspended from office pending impeachment, and the real has plummeted because of the country's prolonged economic slump. Rio Mayor Eduardo Paes, speaking to reporters in May, played down the Zika threat but said no one should expect the city to be "first world."

No teams have canceled, but several athletes have, including golfers Marc Leishman of Australia and Vijay Singh of Fiji. Experts question why the burden is on athletes to decide. "Saying the athletes can choose is disingenuous—they rely on their coaches and authorities to tell them if it is safe," says Caplan.

Cameron Myler, a four-time Olympic luger and former member of the U.S. Olympic Committee, is a lawyer and an NYU School of Continuing and Professional Studies professor of sports management who dismisses the suggestion that the IOC would be liable: "Athletes have been provided information about the risks of the virus, so if they choose to travel to Rio and participate in the games, they will be assuming those risks."

Although the U.S. swim team opted not to train in Puerto Rico because of U.S. government warnings about Zika, the swimmers still plan to attend the games: "We are all taking the necessary precautions to make sure that athlete safety is the primary responsibility and priority," says Scott Leightman, the USA Swimming communications director.

University of Ottawa professor Amir Attaran, one of the health experts who drafted the open letter in May, says swimmers might be safer than visitors. "I am much less concerned about the athletes than the tourists," he says. "They are going to be visiting crowded neighborhoods, some of which will be slums where the disease is stratospherically high, and they are going to get infected."

In an article in the *Harvard Public Health Review* that documented how the Zika outbreak is flourishing, Attaran said Rio has the most suspected Zika cases in Brazil, 26,000, and a rate of 195 per 100,000. He examined a similar mosquito-borne disease, dengue fever, to learn from historic patterns how the relatively

new Zika virus might behave: "Since this year, when Rio began its intensified efforts against mosquitos, dengue has gone up, not down," he concluded. He said dengue was an excellent proxy for learning about Zika since it is transmitted by the same mosquito species—the *Aedes aegypti*. "In the first quarter of 2016, there is 600 percent more dengue cases than in the first quarter of 2015," he said. "So all the promises that 'we've controlled it in Rio' are false."

Brazilian Health Minister Ricardo Barros went to Geneva in late May to speak with the IOC and the WHO; he presented data that the virus-carrying *A. aegypti* mosquito is less common during the cooler and drier months of the Brazilian winter. But that is disputed in the *International Journal of Infectious Diseases* by a dozen public health experts, who concluded that Zika transmission in Brazil can occur all months of the year.

"The point is not whether you as an individual are lucky [enough to avoid getting Zika]. The point is that you are moving in a half-million tourists to this event who are then going to all corners of the world," Attaran says. He warns that judgments on whether to proceed with the games seem to be based on money, not public health. "What you are basically saying is, 'Let's bring on the Olympics

PREGNANT PAUSE: Many experts still say Zika is only a real concern for pregnant women, although there is now a warning against unprotected sex for four weeks after visiting Brazil.



of brain damage for commercial opportunity. We don't care if there are going to be brain-damaged kids; there's business to be done," he says.

WHO'S IN CHARGE?

Dr. Margaret Chan, WHO director-general since 2006, has much experience with outbreaks, but as director of health of Hong Kong, she was criticized for underestimating avian flu and SARS, as she has been for WHO's slow response to Ebola.

Once again, Chan is trying to calm anxiety, but some experts question the WHO's independence. In late May, WHO directors voted to reduce restrictions on the influence private sector companies—read: Olympic sponsors—can have on the organization. Bill Jeffery, the executive director of the Centre for Health Science and Law in Ottawa, Ontario, says although the rules are designed to apply to technical cooperation rather than in developing standards and guidance on health issues, the change is “vulnerable to exposing the WHO to commercial influence if loosely applied by WHO staff.” He likens it to “inviting foxes into the chicken coop.”

Questions have also been raised about the WHO's relationship with the IOC—in particular, a memorandum of understanding between them in effect from 2010 to 2015 that was not made public. Under a subsequent agreement, the WHO provides public health advice to Brazil and the IOC.

Asked about possible conflicts of interest, Nyka Alexander, a media officer in the WHO Department of Communications, says, “It is quite the opposite.”

Chan's comments on Zika have ranged from flippant to frightening. After initially expressing doubts about a link between Zika and microcephaly, in January she said Zika “went from a mild threat to one of alarming proportions” and that it qualified as a global health emergency. Three months later, when I ran into her at the U.N. headquarters, Chan remarked with a laugh, “If you're not pregnant, don't worry about Zika.”

Even if organizers and sponsors are persuaded that it's not worth the risk of going ahead with the games in Rio, is it realistic to make a switch?

Some have floated the idea of splitting up the games into different sports in pre-existing Olympic stadiums in London, Beijing, Athens or Sydney, noting that many more people watch the games on television than in person, and for them it would make little difference to have multiple venues. But Jay Kriegel, former president and



executive director of the New York City bid for the Olympics, says the games have to be in one place for logistical reasons. “In the old days, you might have been able to say, ‘Let's wrap it up and go to Los Angeles because they are the most prepared and have all these facilities.’” Today, he says, it's not just the sponsors and ticket sales and airfares that have been paid for. Security in 2016 is key, he says, and organizers would never be able to make arrangements in such short time. He cites the threat of terrorism and years of discussions with the security services of all participating countries.

Former U.S. Olympic Committee Executive Director Harvey Schiller says moving the games would be very difficult. He rules out Tokyo, saying the 2020 venue is not ready, and London, which has converted its Olympic sites since the 2012 Games. “The only city that may have the capacity would be Beijing,” he says, adding that even that would be time-consuming

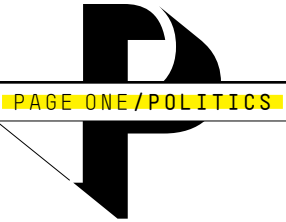
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“YOU ARE SAYING... 'WE DON'T CARE IF THERE ARE GOING TO BE BRAIN-DAMAGED KIDS; THERE'S BUSINESS TO BE DONE.'”

and expensive. Beijing hosted the 2008 Summer Games and is due to host the 2022 Winter Games. He favors sticking with Rio.

Caplan worries that concerns about expense are outweighing other issues. “We keep finding out that [Zika] isn't behaving like we expect,” he says. “First, we thought it was just women, then it turned out it was men, then it turned out you could get it into the blood supply, then it turned out that there were neurological things going on that were different from just being born with a small head—so it is clear we don't really understand it well.”

Chan said something rather similar at a press conference in March: “The more we know, the worse things look.” **N**





TRUST US. WE'RE POLITICIANS

Voters don't seem to care about whether candidates tell the truth—and that may not be so bad

LESLIE RZEZNIK was excited to vote for Hillary Clinton in the 2008 Democratic primary, hoping to see America elect its first female president. But this year, when her state's primary came, the 54-year-old of Canton, Michigan, chose Clinton's opponent, Vermont Senator Bernie Sanders. A key reason among many for her: "I don't feel like she's the same candidate she was in 2008," Rzeznik says. "I really don't trust Hillary."

I just don't trust her. This has become a familiar refrain for Democratic voters this election cycle. Just 19 percent of respondents to an April NBC/*Wall Street Journal* poll described Hillary Clinton as "honest and trustworthy." And Donald Trump? More than 70 percent of voters in an April AP/GFK poll said the word "honest" describes him only slightly or not at all.

And yet, barring some shocker between now and July, American voters will choose either the scandal-plagued and supposedly prevaricating Clinton or the blustering and often buffoonish Trump to be their next president. "I look at a lot of polling data," says Karlyn Bowman, a public opinion analyst and senior fellow at the American Enterprise Institute. "It's amazing that anyone would vote for these two people."

At one time, questions about integrity could sink a presidential candidate, even if they were unfair. Al Gore's claim in a 1999 CNN interview that he "took the initiative in creating the internet" fed perceptions of him as a serial exaggera-

tor. John Kerry couldn't shake the "flip-flopper" label in 2004. And Mitt Romney's support for universal health care in Massachusetts torpedoed his credibility as a true conservative in 2012. Today, we still say we care about trust: February YouGov poll that ranked Clinton and Trump worst on trust asked voters what they wanted in a candidate. For Republicans, trust tied with "has policy proposals I agree with." For Democrats, trust came in third but only 2 points behind "has the experience to be president."

But at the ballot box, honesty doesn't seem to matter as much. This is partly a function of some broad changes in the American electorate and partly a coincidence, in that these two candidates are overcoming their glaring trust problems. With voters more polarized than ever before, and with their trust in the government and other institutions at a nadir, many have begun to rank trust lower on their list of desired political attributes. Or perhaps they've set it aside altogether. At the same time, both of these two very different candidates have managed to convince voters of this: You don't have to trust me, but you should still pick me.

This is a huge change.

THE POLAR(IZED) EXPRESS

Whether they know it or not, American voters have for years been moving further and further away from valuing trustworthiness in their

BY
WINSTON ROSS
@winston_ross



HELLO, MUDDER:
Trump has a distinctive way of overcoming his high negatives among voters: He loudly and frequently smears all his opponents.

leaders, thanks to changes in our politics and the way we think.

The first issue is polarization: Voters committed to one political party or another tend to view their tribe as honest and righteous and the opposition as liars and wrong. Confirming the obvious, a 2014 Pew Research study found that Republicans and Democrats are more divided along ideological lines today than at any point in the last 20 years. A *Washington Post* poll found that among Republicans, 60 percent considered Trump “honest and trustworthy,” but among American voters overall, 59 percent say the opposite. “True-blue and true-red partisans are happy with the present situation,” says Stanford University political scientist Morris Fiorina. “But the less partisan portion of the electorate is less than thrilled.”

But polarization alone doesn’t explain why

—
“IT’S AMAZING THAT ANYONE WOULD VOTE FOR THESE TWO PEOPLE.”

voters would choose two candidates who are so poorly trusted. Perhaps because Americans are increasingly overworked, stressed, checked-out or distracted by Facebook, they are relying on heuristics—mental shortcuts—to simplify the processing of information, wrote Yale University professor of psychology Dan Kahneman in a July 2013 study on how voters think. This kind of fast, associative reasoning explains, for example, why people tend to overestimate the danger of a terrorist attack, rather than more common and more threatening dangers, like car accidents.

Heuristics are problematic because they tend to reinforce existing bias, Kahan found. Gun control opponents staunchly believe more restrictions wouldn't have any impact on gun deaths, for example. When voters do some homework, he added, they tend to look for evidence that reinforces their already held ideologies. Conservatives who took a test measuring cognitive abilities in 2005 did no better or worse than liberals who took the same test, Kahan reported. In fact, those who scored highest on the test were the *most* likely to let their ideology motivate their thinking. Being smarter, in other words, doesn't make us more likely to rely on credible information.

Mental processing known as "post-decision dissonance" also helps us feel more satisfied with the choices we've made. In politics, "once voters put their support behind one candidate, they may start viewing that candidate as more trustworthy and alternatives as deceitful, lying scoundrels willing to say or do anything to win," Matt Motyl, a political psychology professor at the University of Illinois at Chicago, tells *Newsweek*. We choose quickly, then look for ways to justify that decision, even if it means rejecting plainly observable facts.

Clinton's Benghazi scandal might be baseless, but millions of Americans seem to think there's a reason to be outraged. Trump's proposal for a wall at the Mexican border may be unrealistic, but the idea has propelled him toward the White House. And after we've made a choice, the loyalty only grows: A 2001 study in the journal *Political Psychology* showed that for no discernible reason voters became more enamored with candidates not only after voting for them but also after they won an election.

So we think less and vote more predictably, according to whatever club we've joined. But Americans also don't care about trust because, to some degree, it isn't really there anymore. Overall, trust in government is at or near historical lows. When a *Washington Post*/ABC News poll asked Americans in September if "most people in politics" can or can't be trusted, 72 percent of respondents checked "can't."

"Americans have always associated politics with corruption," Bowman says. "We would prefer our politicians to be honest rather than not honest, but maybe we've defined *honesty* and *trustworthiness* down." Trust numbers for

THE TRUST BELT: Democrats rank "trustworthy" only third on the list of qualities they look for in a presidential candidate.



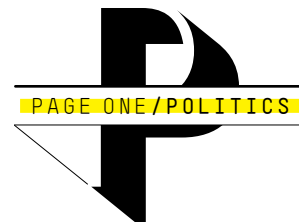
other institutions have dropped precipitously as well, from organized religions to big business to schools. This has impacted our political choices; we simply shrug and choose our candidates based on other factors.

Clinton and Trump have done their best to encourage that phenomenon. Both candidates have found a way to overcome voters' distrust of them in different ways.

Clinton's big problem is baggage—the stench left behind after decades of scandals dating back to the 1990s, be they legitimate or trumped up. So her approach in 2016 is to try to convince voters that scandal-mongering Republicans are to blame—the *attacks* are causing the public perception, not her actions. “Read behavioral science, read psychology,” Clinton told MSNBC's Rachel Maddow in February. “Even when all the attacks prove to be unfounded, untrue, it leaves a residue.”

Trump's tactic is markedly different. He just calls everyone else out and gives them negative nicknames, from “Lyin’ Ted Cruz” to “Crooked Hillary.” He tweeted in April that Clinton is “perhaps the most dishonest person to have ever run for the presidency.” Whether he's wrong or not doesn't much matter, and his supporters either agree with him or they don't care if he's being honest. “To the extent that people are using Trump as a way of venting about their general unhappiness, trust is irrelevant,” Fiorina says. “They're just trying to send a message that they're tired of being taken for granted and screwed by both sides.” Or as Shapiro puts it, “Trust matters, but in the context of this competition between these two candidates, it matters less.”

It may simply be coincidence, then, that 2016's front-runners are Trump and Clinton, and that we've picked them because we care more about other traits than trust. Georgetown University linguistics professor Deborah Tannen argues that trust still matters, and that voters find Clinton inauthentic, though perhaps unfairly. If they didn't, she says, Sanders wouldn't be nearly as competitive as he is. “If it wasn't for this ‘I don't trust her, I don't like her’ she would have totally galloped over Sanders,” Tannen tells *Newsweek*. “Even he didn't expect to be a serious candidate.” While Sanders is more trusted, Democrats believe Clinton is more electable and better prepared to be commander in chief. An ABC poll in January (when Clinton's overall lead against Sanders was much higher nationally) found Clinton with an 18-point edge on handling the economy, up 21



percent on managing health care and 29 points on immigration issues.

General elections tend to involve personal characteristics less than other measures too. Voters often pick their president not based on who that person is but on “issue proximity,” i.e., “how the economy has been very recently,” notes Ariel Malka, a psychology professor at Yeshiva University.

“Trustworthiness sounds so important, but voters can be forgiven for not necessarily prioritizing honesty and trustworthiness over how strong a leader someone is, how competent they are,” he says. “A voter might assume they're all kind of dishonest and sellouts, in a way, but that they're under institutional constraints that prevent them from lying about everything.”

So what happens in November if Americans are forced to choose between two candidates they don't trust or even like very much?

TRUMP TWEETED THAT CLINTON IS “PERHAPS THE MOST DISHONEST PERSON TO HAVE EVER RUN FOR THE PRESIDENCY.”

They may stay home. “This might portend a low-turnout, cranky general election, based on which candidate voters dislike the most,” says Will Friedman, president of the nonpartisan research firm Public Agenda. Rzeznik is certain she'll vote in November, and if Clinton is the Democratic nominee, it'll be for her. “I think she's as dishonest as the next politician,” Rzeznik says with a sigh. “She's a weather vane, blown into one direction and following it. But given a choice between her and a Republican, I would definitely choose her.” As will staunch conservatives probably choose Trump. In a race to the bottom, the next president will be the one we hate less. ■

LOCKED IN KENYA'S CLOSET

For gay Ugandan refugees in Nairobi, life is on hold and lived in secret

ONE BUSTLING AFTERNOON in Nairobi, three gay men from Uganda were walking home from a sexual health center when they were stopped by a police officer. Nelson, 25, was carrying a purse. In it, the police officer discovered pamphlets about gay rights, as well as condoms and lubricants that he'd received at the center.

To the officer, "that was the evidence that we were gay and we had come to destroy Kenya with our habits," Nelson recalls. (The names of all refugees in this story have been changed for their protection.) He says police took the three of them to jail, placing them in a cell with straight prisoners and announcing that "these are gay people—you don't know what they will do."

The inmates immediately began questioning, then slapping, the gay Ugandans. This continued until Nelson managed to persuade them that the police officer was lying in an attempt to extort a bribe. The three gay Ugandans spent the night in that cell, until representatives from the sexual health clinic arrived in the morning and persuaded the police to let them go. Upon leaving the jail, Nelson says one officer threatened him: "We know where you stay."

He probably did. For months, nearly two dozen gay, lesbian and transgender Ugandans had been living in a large house on the outskirts of Nairobi in an area called Rongai. Long after a court struck down Uganda's infamous anti-gay law—dubbed the "Kill the Gays" bill for a death penalty provision in an early draft—LGBT people in Uganda were still being disowned by their



families, jailed by police, even killed. Hundreds fled Uganda—mostly to Kenya.

Kato, 28, says life used to be better in Uganda. "Kampala is the center of fun in East Africa," he says, speaking of his hometown. "We had out

BY
JACOB KUSHNER
[@JacobKushner](https://twitter.com/JacobKushner)

IN THE SHADOWS:
An HIV-positive, gay refugee from Uganda stands outside the house he shared with dozens of other LGBT refugees on the outskirts of Nairobi.

+



places. Places that were gay-friendly.” He says the owner of one popular club would regularly pay off the police so they wouldn’t raid the place.

Since the refugees in Nairobi don’t go clubbing, they cobbled together the money to buy a DVD player and a small TV. “It’s better than going out to dance and getting arrested,” Kato says. On the floor near the door of the apartment rests a tall stack of ripped DVDs and CDs with songs and music videos by popular Ugandan recording artists. “The music reminds you of home,” he says.

But home changed for him when his family discovered his secret. One day, a woman was flipping through the phone of Kato’s boyfriend when she discovered nude photos of the couple. The woman was friends with Kato’s sister and forwarded the images to her.

“It was a Friday,” Kato recalls of the night he was outed to his family. “We were out. My sister called me. I stepped outside. She just shot straight to the point—she just asked me if I’m gay. Before I could respond, the phone cut off. I tried calling her back, but she didn’t answer.”

She hasn’t spoken to him since. The only member of Kato’s family who did was his younger brother, who warned Kato the family was planning an intervention. Kato stopped showing up at the computer shop where he was employed, out of fear that they might find him there. He persuaded his kid brother to snag his passport from the house. With that in hand, he left for Kenya.

I ask Kato if he ever thinks of returning to Uganda. He says he’s afraid to. Besides, he’s focused on his future—in America or Europe—not his past. “When family turns their back on you, it’s like a whole chapter has been closed.”

The LGBT refugees living in Nairobi are just 500 or so among nearly 600,000 refugees in Kenya. Last year, LGBT refugees in Nairobi received a disproportionately large number of slots allocated for resettlement, but it was still only 75. Those who remain wait.

Two dozen of them used to live at the Rongai house, a sort of safe haven for Kenya’s LGBT refugees. On several occasions, residents say, police came to the house threatening to deport them. Authorities were not their only worry. One evening last year, a transgender refugee and two gay men were walking to buy food when they were attacked by women in the neighborhood, who accused the gay refugees of “stealing our men.” One afternoon last December, a Kenyan man came to the gate of the Rongai house with a warning: Neighbors were plotting to attack the gay refugees that night. The refugees didn’t wait. They fled, scattering to different apartments across the city.

Many of these refugees grew up in urban, middle-class families and loathe living in a hot, squalid refugee camp, as Kenyan law requires of all refugees. They are city people, accustomed to partying at secret gay clubs in Kampala. Nairobi too is a cosmopolitan city. One Ugandan refugee spoke fondly of dancing at many of the clubs that dot “Electric Avenue” in the city’s Westlands district.

Many of the gay refugees have smartphones, and they’re constantly sharing selfies. “People who hook up with Kenyans, they use Grindr or something,” another man tells me. “We did try using those apps. But Grindr became a risk. Very many people have been blackmailed.”

One 19-year-old refugee tells me he was once lured into a date over WhatsApp, only to discover that it was a ploy by a group of homophobic Kenyan men. When he showed up, three men beat him, stole his money and phone, and left him bleeding on the floor.

Some of these refugees have found a way out. One young lesbian from Kampala, Josephine, tells me she once tried to hang herself out of shame after she fell in love with a woman back in

**“GRINDR BECAME
A RISK. VERY MANY
PEOPLE HAVE BEEN
BLACKMAILED.”**

Uganda. Soon afterward, rumors of Josephine’s sexuality reached her father, who sent a mob of neighbors to beat her. She fled to Kenya. In January, Josephine resettled in Chicago. Other refugees from the Rongai house have made it to the Netherlands, as well as to other U.S. cities.

Kato says officials at the United Nations, which handles the initial stages of the asylum process, have advised the gay Ugandans to keep a low profile while they wait. “Initially, we didn’t think it would take that long,” he says. “Keeping a low profile just means keeping indoors.”

Kato has yet to receive the paperwork referring him to a foreign country’s embassy for resettlement, and he has no idea if or when he will. “Someone can keep a low profile for two months, three months,” he says. “But for two years you cannot be yourself? This is more like house arrest. Basically, our lives are on hold. When we are resettled, that’s when we can hit Play.” **N**

WHEN A GIANT ROAMED THE EARTH

Muhammad Ali was a colossus of sports and culture

ON THE MORNING of September 6, 1960, Cassius Clay was having breakfast with a few buddies inside the Olympic Village in Rome. The night before, Clay, 18, had defeated 25-year-old Ziggy Pietrzykowski of Poland in the light-heavyweight boxing gold medal match, igniting the flame of his magnificent pugilistic career. As Clay sat in the dining hall with a few members of the U.S. contingent, heavyweight world champion Floyd Patterson entered the room.

“Watch this,” Clay told his friends, and then, as recounted in *Rome 1960* by David Maraniss, he grabbed a knife and fork and leaped on the table. “I’m having you next!” the brash teenager bellowed at the heavyweight champ as everyone, including Patterson, burst into laughter. “I’m having you for dinner!”

Muhammad Ali, born Cassius Clay, died in Phoenix on June 3 at age 74 of respiratory illness and complications related to Parkinson’s disease. Some kings wear crowns. The Greatest simply wore a heavyweight championship belt.

Few athletes have been as dominant in their chosen sport: Ali was a three-time heavyweight champ whose career spanned three decades. He had a 55-2 record before losing three of his final four bouts, ill-advised fights he accepted long after he should have made his egress from the ring. Of those first two blemishes on his career record, though, losses to Joe Frazier and Ken Norton, Ali would find redemption by later beating each of

those men—twice. (He beat Patterson too, five years after he stood atop that table.)

Boxing was his occupation, but Ali was a colossus of culture. He was by far the most charismatic athlete of the 20th century: passionate and ebullient, articulate and garrulous, self-absorbed but self-aware. He was undaunted by the stature of his opponents or by the divisive racial years during which he entered his prime. At a time when leaders of the civil rights movement were marching peacefully, locking arms and singing “We Shall Overcome,” Ali was standing defiantly over the prone figures of boxers he’d dispatched and unapologetically proclaiming, “I am the Greatest of all time!”

He was introduced to America during those 1960 Summer Olympics, in the waning hours of the Eisenhower era, a time when athletic vainglory was intensely frowned upon, particularly if it emanated from a “Negro” athlete. Ali repeatedly declared that he was pretty—and he was. He said he was gonna “whup” whomever he fought—and he did. As early as 1964, before his first heavyweight title bout, versus Sonny Liston, he proclaimed himself “the Greatest.” And he was.

Outspoken and untamable, Ali rocked everyone who dared meet him inside the ring—he won his first 31 pro bouts before succumbing to Frazier in 1971—and anyone who dared to do so outside it. He was equally at ease releasing a



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THE POPULIST: Ali was a Pied Piper wherever he went, and even celebrities jockeyed to meet him, and were often starstruck when they did.

flurry of jabs with his fists or his tongue.

Listen to Ali, armed with only a high school diploma, in 1967, as he refused induction into the U.S. Army during the Vietnam War and went toe to toe with a group of white college students: "I'm not gonna help nobody get something my Negroes don't have. If I'm gonna die, I'm gonna die right now, right here, fightin' you. If I'm gonna die. You my enemy. My enemy's the white people, not the Viet Cong.... You my opposer when I want freedom. You my opposer when I want justice. You my opposer when I want equality. You won't even stand up for me in America for my religious beliefs, and you want me to go somewhere and fight, but you won't even stand up for me here at home."

(Ali was also, as an aside, the nation's first rap

HE WAS EQUALLY AT EASE RELEASING A FLURRY OF JABS WITH HIS FISTS OR HIS TONGUE.

star. Soon after turning pro by signing with a consortium of white millionaires from his hometown of Louisville, Kentucky, Ali explained, "They got the complexions and connections to give me good directions." He described his modus operandi in a couplet, "Float like a butterfly, sting like a bee,"



and later in his career branded his bouts with a flourish, e.g. “The Rumble in the Jungle” and “The Thrilla in Manila.” No one ever made boxing less grim or more poetic.)

In 1967, Ali was stripped of his heavyweight title and banned from boxing because of his refusal to be inducted into the armed services. He lost three years in the prime of his career when he decided not to fight for his country, a somewhat ironic happenstance, since seven years earlier, at the Olympics in Rome, he had done just that. And at those Olympics, when a reporter suggested to him that America was the land of intolerance, he replied, “Oh yeah, we’ve got some problems, but get this straight: It’s still the best country in the world.”

As a child of the 1970s, I worshipped Ali even though I was neither black nor much of a fighter. With his perfectly sculpted 6-foot-3 physique, that majestic countenance and those expressive eyes, he came across as more of a comic book superhero than a boxer to my friends and me (“the black Superman,” as a popular song of the time labeled him). In those ABC *Wide World of Sports* interviews with Howard Cosell, his verbal sparring partner, Ali was playful and mischievous and always entertaining. (Cosell: “You’re being extremely truculent.” Ali: “Whatever *truculent* means, if that’s good, then I’m that.”)

My friends and I never thought of Ali as white or black; we just thought of him as unbeatable. Then he lost. The first defeat came to Frazier in March of 1971, only his third fight back following the three-year hiatus, a 15-rounder at Madison Square Garden. Two years later, in San Diego, he lost again. Ali entered the ring wearing a rhinestone robe, a gift from Elvis Presley, and left with a broken jaw, a gift from Ken Norton. He fought the final two rounds of the bout with the fractured mandible.

Ali’s greatest moment in the ring was still ahead of him. He was 32 and no longer as quick or graceful as he had been when he stepped into the ring in Zaire against George Foreman, 25. A 6-foot-4 beast, Foreman was unbeaten (40-0) and in the previous two years had disposed of both Frazier and Norton in less than two rounds. The Greatest was finally the true underdog; he

had at last met someone bigger, stronger and younger than he. But not smarter.

In the Rumble in the Jungle, which began at 4 a.m. local time to accommodate pay-per-view American audiences, Ali introduced his “rope-a-dope” strategy, allowing Foreman to pin him against the ropes and exhaust himself throwing punch after punch after punch. Ali tucked himself into the ropes, protecting his face with his 8-ounce Everlast gloves as he patiently waited Foreman out in the simmering jungle heat and humidity.

“Maybe this could be the tactic of Ali,” said ringside announcer Bob Sheridan with 30 seconds remaining in the eighth round, “to let the man punch himself out.” Ten seconds later, Ali connected on “a sneaky right hand.” Eight seconds after that, Foreman was on the canvas.

There would be more fights, more purses and even one more colossal victory (versus Frazier in the Philippines), but Ali’s final opponent was Parkinson’s. He was diagnosed in 1984, and it slowly and cruelly robbed him of his physical abilities and later his ability to speak. In these last 32 years, though, Ali became, as *The New York Times* called him, a “secular saint,” an international ambassador of goodwill.

In Ali’s adopted home state of Arizona, where he resided for the last 20 years of his life, he partnered with a few local philanthropists to

“WHATEVER *TRUCULENT* MEANS, IF THAT’S GOOD, THEN I’M THAT.”

host an annual event, Fight Night, which has raised more than \$100 million for the fight against Parkinson’s. In Phoenix, the Muhammad Ali Parkinson Center is at the forefront in terms of research and therapy in battling the crippling neurological disease, for which there is no cure.

Ali’s legacy transcends every sport, every geopolitical border and every language. He was a creature immune to self-doubt and a fighter who seemed to embrace, or at least enthrall, every person he met. Immediately after knocking out Liston in February of 1964 to win his first heavyweight title, Ali stepped to a microphone in the ring and repeatedly declared, “I shook up the world!”

That he did. And a world that needed shaking is in his debt. **N**



Projected U.S. spending on **DVDs**, 2016

\$8.42
BILLION

\$6.62
BILLION

Projected U.S. spending on **VIDEO STREAMING**, 2016

TWO
NUMBERS

‘I Have a Stream’

AMERICANS SPEND BILLIONS ON DVDs, BUT ONLINE SERVICES ARE GROWING FAST

Long ago, before Netflix, Hulu and Amazon Prime, gadgets called VCRs roamed the earth. Do you remember? They were rectangular boxes that plugged into televisions, and if a videocassette (a smaller box with spools of film) was inserted into a slot in the player, a film would play on your set—that is, as long as whoever watched it last was kind enough to rewind. Most VCRs now sit on the dusty bottom shelves of thrift stores or are buried in garages, because someone figured out how to put movies onto shining, reflective discs called DVDs, and then we all

bought flat, rectangular boxes to play them.

Thanks to online streaming, DVD players may soon join VCRs on those dusty shelves. The amount of money consumers have been spending on DVDs has been declining steadily for the past 10 years. In 2016, consumers are expected to spend 7 and 10 percent less on DVD sales and rentals, respectively, than they did in 2015. It's kind of like when young people notice that their parents are acting like grandparents.

But just because Dad loses his keys more often than he used to doesn't

mean you should reserve a room in the retirement home. Americans are still projected to spend \$8.42 billion on DVD sales and rentals in 2016, versus \$6.62 billion on video-streaming services. Tech-savvy Americans who cut the cord long ago may have a hard time believing DVDs still reign supreme, but plenty of Americans haven't embraced on-demand streaming. For those who weren't weaned on the internet, the rapid progression of entertainment technology can be hard to grasp. But despite DVDs' lead, projected 2016 streaming revenue is up

22 percent just from 2015.

While that is less than the streaming industry saw in 2015—the first year growth slowed—it's mostly a testament to how staggering the growth was in the first place. The market for streaming video may have reached a saturation level, but it will continue to expand. At least for 2016, though, plenty of American families are still dropping those shining, reflective discs into their DVD players. Now, to figure out which of their TV's aux channels will play the movie...

SOURCE: STRATEGY ANALYTICS

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**TECH
WAITS
FOR
NO
MAN**





WHY THE WORLD
LOVES SILICON VALLEY...
AND FEARS IT

BY KEVIN MANEY

SILICON VALLEY IS THE NEW ROME. AS IN THE TIME OF CAESAR,

the world is grappling with an advanced city-state dominating much of the planet, injecting its technology and ethos everywhere it lands and funneling enormous wealth back home.

Peter Thiel—tech investor, avowed monopolist, proponent of skipping college—has many of us wringing our hands about Silicon Valley’s swelling wealth and influence. Thiel spent about \$10 million to secretly fund an ex-wrestler’s lawsuit against a salacious news-gossip website, allegedly as revenge, and that revelation set off panic about the ability of Silicon Valley and its billionaires to impose their will.

Thiel’s is just one of many stories with a similar theme. Facebook got accused of muting conservative news on the site, stirring still more worries about media control and censorship. Meanwhile, Facebook CEO Mark Zuckerberg made Thiel look like a cheap-skate when he paid \$30 million to buy and tear down four homes around his residence, just so nobody can see into his windows. Look around the U.S. and you find that Salesforce CEO Marc Benioff wielded the power to reverse an Indiana law that might have discriminated against the LGBT community, by threatening to abandon the state. The Donald Trump phenomenon has been largely fueled by voters angry that their jobs are getting reamed by technology.

Similar angst about California’s peninsula of geeks and Ghirardelli has resulted in backlash around the globe. The European Commission is freaking out about Google and Netflix, China is pushing back against Apple, and India recently stopped a Facebook plan to offer free internet because the government felt India might lose control over its wireless infrastructure. “There are certain rules necessary to operate so India doesn’t become a digital colony,” Sharad Sharma of Bangalore think tank iSpirt told journalists.

And yet the Silicon Valley Empire is just getting started. A new generation of technologies such as artificial intelligence, 3-D printing and blockchain are about to cross the chasm from prototype to mainstream and challenge everything you know about manufacturing, money, services, national sovereignty and much else in your life. If you think there’s been head-spinning change since 2007, when smartphones, social networks and cloud computing combined to usher in the current tech era,

the next 10 years could short-circuit your cortex.

Is all this good or bad? The answer is as complex as asking the same question about the Roman Empire two millennia ago. It’s nice for some; really sucks for others. We all hope it will be beneficial to humanity in the long run, but we might have to give it a couple of hundred years to really know.

GET USED TO THAT SUCKING SOUND

SILICON VALLEY loves to “disrupt” stuff, and it’s now disrupting the world. Famed tech analyst Mary Meeker this month released her annual data dump about the industry. If you pick it apart, you can see Silicon Valley’s ascendancy in the global economy.

For instance, Meeker listed the 20 most valuable tech companies in 2015. Twelve were American, seven were in China, and one was in Japan. None came out of Europe or India or anywhere else. The U.S. companies represented 76 percent of the total market cap and 87 percent of the revenue. Of the dozen companies based in the U.S., just one is not in Silicon Valley (Priceline, based in Connecticut).

Here’s a different way to see the tilt toward California: The number of internet users is growing faster in India than anywhere else in the world. Almost all of that growth is from people using mobile phones. The top three phone apps in India are owned by Facebook (Facebook, WhatsApp and Facebook Messenger), so no wonder India was worried about even more encroachment by the company. Also, almost all of India’s mobile phones run on either Google’s Android or Apple’s iOS operating system. That means a significant proportion of India’s most dynamic industry is sending money to Silicon Valley. That kind of thing is happening in every country except, like, North Korea.

In recent years, the payments going to Silicon Valley have been lurching into businesses that used to be non-digital and local. Uber shows how that works. It takes a 20 percent cut of the fare for every ride. In France, say, 100 percent of money spent on taxis used to stay in France. If Uber wins a significant chunk of France’s taxi industry, 20 percent of that money will leave France. Now imagine that happening in industry after industry, country after country.

(Speaking of money cascading into Uber from abroad, the Saudis just pumped \$3.5 billion into the company. They apparently could not find promising tech startups in their own country to invest in.)

Alphabet, Google’s parent, controls 12 percent of all money spent globally on media advertising, according to *Adweek*. No company has ever controlled 12 percent of global ad spending! And there’s no question Google is sucking serious money out of countries. In 2015, Google got 54 percent of its \$75 billion in revenue from overseas.

In the macro picture, tech is one of the few economic sectors growing in any meaningful way any-



DON'T LIKE THAT: The three biggest apps in India belong to Facebook, but India shot down the company's offer of free Wi-Fi, perhaps fearing it would lose control of its wireless infrastructure.

where in the world. Meecker's stats show that global growth of gross domestic product has been below average for six of the past eight years. So if global growth is stagnant and technology is hot, that means most other segments are *really* crappy. Since most of the money being made in technology is by companies based in Silicon Valley, it seems that it is driving a lot of the world's economic dynamism—and most of the world is paying Silicon Valley for it.

On the campaign trail, Trump keeps saying America is losing. But he's wrong: America is clearly winning in technology, big time. The problem is that a lot of America is not Silicon Valley, which is but a short stretch just south of San Francisco. Even within the United States, Silicon Valley is playing Rome, and the rest of us could wind up like Judea.

ANGST ABOUT CALIFORNIA'S PENINSULA OF GEEKS AND GHIRARDELLI HAS RESULTED IN BACKLASH AROUND THE GLOBE.

GEOGRAPHY IS DYNASTY

WE HAVE TWO Americas now: Atoms America and Bits America. Atoms America is manufacturing, retail, services, restaurants—old-school business you can see and touch. And it is in trouble. In May, job growth in the U.S. was the slowest in more than five years, according to federal data. Some 10,000 manufacturing jobs disappeared. For years now, middle-class wages have stagnated. A vast swath of people are seeing their jobs automated away by software. Trump's supporters tell pollsters they feel resentful and powerless. Voting for Trump is fighting back.

On the other side of this divide is Bits America. These are people who write code, analyze data, sell apps, invest in startups. The top talent in Bits America entertain bidding wars for their services. There are pockets of Bits America all over the country and high concentrations in places such as Boston, New York, Washington, D.C., and Seattle—each home to significant tech companies. Still, nothing in the Bits universe rivals Silicon Valley—land of peach-fuzz billionaires, rocketing housing prices and highways filled with Teslas, with Stanford University operating like the region's power plant for talent.

More money gets invested in more companies there. In the first quarter of this year, California



+ **UBER HEX: French cab drivers tried to shut down Paris to protest the arrival of Uber, just one of many tech companies steadily sucking money out of Europe and into Silicon Valley.**

companies—almost all in Silicon Valley—got \$396 million in venture funding, nearly three times more than second-place New York (\$149 million) and four times more than third-place Massachusetts (\$90 million). And wealth created in that valley tends to stay home. Even when companies go public, it's not making people rich across the country. Look at the top 40 owners of Facebook stock. Almost all of them live in Silicon Valley. (Thiel, No. 7, owns 2.5 percent, worth more than \$2 billion.)

When smart people from all over the world want to build a technology company, they go to Silicon Valley. The Collison brothers grew up in a small village in Ireland. Clearly brilliant, Patrick Collison left Ireland to go to MIT, and John Collison attended Harvard University. In 2010, the brothers started digital payments company Stripe and in 2011 got \$2 million in funding from three Silicon Valley venture investors: Sequoia Capital, Andreessen Horowitz and... Thiel. Stripe is now worth more than \$5 billion. It's not based in Ireland or Boston. It's in San Francisco.

Silicon Valley's momentum is not slowing. I talk to a lot of Bay Area investors. Ten or 15 years ago, they were flying to China and India, looking for promising investments, and some set up branches around the U.S. Now many think they don't need to go beyond a 50-mile circle around Palo Alto. Most of the talent of any consequence is there already or will go there.

For his book *The New Geography of Jobs*, Enrico Moretti, an economics professor at the University of

California, Berkeley, crunched data and found that, counterintuitively in this connected age, geography matters a great deal in the tech industry. "In innovation, a company's success depends on more than just the quality of its workers—it also depends on the entire ecosystem around it," Moretti wrote. "It makes it harder to delocalize innovation than traditional manufacturing." An industry like steel or shoes can move to where labor and resources are cheaper. Tech industries need to coalesce in a few places, and Silicon Valley is the most powerful magnet of them all.

TAKE IT ALL APART

IN 2015, the media ogled "unicorns"—private tech companies valued at more than \$1 billion. Private valuations got a little crazy. The word *bubble* surfaced. Meeker popped all that bubble babble. "There are pockets of internet company overvaluation," she said last year. "But there are also pockets of undervaluation. Very few companies will win. Those that do can win big."

We describe it another way in *Play Bigger*, the new book I co-wrote with three Silicon Valley startup advisers. Our highly networked age has created an environment where one company tends to develop and then dominate a new category of business (as Facebook, Airbnb, VMware and many others have

done) and win big over time. Silicon Valley is the best region in the world at generating these category kings, and new ones will become the most valuable companies of the next generation.

It's probable that the coming category kings will dwarf our Facebooks and Googles. Artificial intelligence is a game-changing technology, much like cloud-based apps over the past five years. It will be the basis for inventions we can hardly imagine now. (How about an AI-driven tiny drone that learns to buzz around and keep an eye on a building, replacing security guards? It's coming!) And 3-D printing will get good enough so that a company like Nike will no longer make shoes in Asia and ship them back to the U.S. Instead, it will "print" them in a network of thousands of small factories peppered throughout cities and towns—so you can pick up your ready-made sneakers locally. Blockchain—the complex technology behind bitcoin—is only beginning to remake the financial industry. Virtual reality will get good enough to reinvent stuff like tourism, sports and doctor's office visits. Biotech, robotics—an incredible array of technology is ready to burst upon us.

The impact will be dramatic. Hemant Taneja of Global Catalyst Partners says we're heading into a "global application rewrite." We are about to take apart every product and service in the world and put it back together with data, AI and all this other new stuff.

Sure, some of the companies that take advantage will come from places that are not Silicon Valley. Much-ballyhooed virtual reality startup Magic Leap is in Florida. Some important financial tech based on blockchain is coming from New York. But Silicon Valley hosts the majority of companies beginning to drive the global application rewrite. As Meeker said, the few that dominate new businesses will win big over time, all over the world, making it harder than ever for other places to catch up.

So let's go back to whether this is good or bad.

If you pick up your mobile phone, you'll see a lot on there that you used to pay for and now comes free or cheap. You have a camera and a flashlight, both of which you used to buy. News is free—no need to buy a newspaper. International calls are cheap on Skype. Music—free or cheap on Spotify.

That device is just one example of the impact of technology and globalization. It's increasingly making more things cheap or free, in many ways lowering our cost of living. That works on physical goods too—tech and global manufacturing are why you can buy nice clothes at H&M for way less than similar items cost 20 years ago. Technology will only accelerate this trend. Mike Maples, partner at tech investment company Floodgate, tells me we're heading into an age of abundance, when we'll have access to much more for much less than ever before. We'll live better lives on less money. Which seems quite good.

TECH IS ONE OF THE FEW ECONOMIC SECTORS GROWING IN ANY MEANINGFUL WAY ANYWHERE IN THE WORLD.

However, as Moretti's data shows that same dynamic crushes the middle class by killing jobs and shrinking salaries. If more stuff is free or cheap, fewer people can earn money making and selling things. Instead, when something gets reduced to a cloud-based app, relatively few people can make it and sell it around the planet—and rake in all the money. Consider maps. Lots of companies used to print them, and lots of stores sold them. Today, there's one consumer map company that matters globally: Google, based in Mountain View, California. Google gets all the map money, and most of those map jobs are gone.

For much of the world outside of Silicon Valley, the bad is starting to feel worse than the good. We love our phones and apps and cheap things, but we don't like feeling economically marginalized. A move like Thiel's against Gawker adds to the sense that an elite few have all the leverage. Books like Martin Ford's *Rise of the Robots* suggest that technology will replace most of our jobs. Trump has tapped into middle-class anxiety about the future. So has Bernie Sanders, although someone should tell him he's fighting yesterday's war—the easy capitalist villains going forward aren't going to be on Wall Street but up and down California's 101. (Sanders this month drew 4,000 to a rally in Palo Alto, where housing prices and income inequality are leaving non-millionaires behind.)

If you put all the current trends together, it seems obvious Silicon Valley will become the most powerful place on earth at the expense of just about everywhere else on earth. The one thing that might derail the Silicon Valley express would be something like the Russian Revolution, in which the workers rise up against the autocracy. That doesn't seem imminent, but it's a possibility Silicon Valley needs to embrace and counter, or at best it's going to wind up fending off escalating attacks from governments, activists and the frustrated masses. The industry's nightmare would be getting regulated like electricity and telecommunications—industries that once invented cutting-edge technologies but turned into sleepy bureaucracies under government rule.

For decades, tech's movers and shakers have focused almost solely on developing innovations and building companies. In this next chapter, they must make certain the rest of the world prospers too, or somewhere down the line Peter Thiel might find himself fiddling while things get hot all around him. ■



THE THIN SINS

IT'S NOT
JUST FEMALE
MODELS
WHO ARE
SUBJECTED
TO SEXUAL
EXPLOITATION
AND
PRESSURE
TO LOSE
WEIGHT

BY
EDWARD SIDDONS





THE CASTING DIRECTOR, a Dutch man in his 50s with a large paunch, looked at me, his eyes darting around my body. “Take off your top and show me your torso,” he said. I was exhausted after 14 hours of castings, and so I did what I was told and removed my undershirt to reveal my rather pallid chest. After a quick glance, the casting director returned to his seat in the adjacent room and muttered to his stylist, “He’s beautiful, but he’s fat.” Sound travels easily in a hard-floored warehouse; I had moved to the changing room, but I heard his words clearly. I felt humiliated.

I had walked the catwalk twice at Paris Fashion Week, worked with a range of talented photographers and stylists, and was part of a world filled with staggeringly beautiful people. But this wasn’t the first time I had been called overweight, despite my jutting rib cage and hips. At a fitting for a Japanese menswear show in Paris in the summer of 2014, a group of elderly women from the designer’s team gathered behind me to laugh and lightly slap my buttocks as the material stretched to cover my rear. On another shoot, a stylist who had started drinking vodka at 9 a.m. told me I was “handsome” but needed to “stop being lazy and do some fucking crunches.” I didn’t like any of it—and I certainly didn’t like being called “beautiful” but “fat.” I decided then, that summer, to quit modeling.

When most people think of exploitation in modeling, they think of young women and girls walking the catwalk with alarmingly protruding hips and angular shoulders, or they remember the lurid tales of celebrity photographers manipulating or coercing young women into sex acts. Muscle-bound male models with perfect cheekbones and fat paychecks? They do not seem like obvious victims. But as I found during my short career as a male model, men and boys are increasingly at risk in the odd, unregulated workplace that is the fashion world. Being a man does not make you safe: Male models are often subject to sexual harassment but rarely report it. And, like their female counterparts, they are

under intense pressure to have just the right kind of body. Recent menswear trends have polarized male catwalk modeling, encouraging either extreme muscularity or waifish androgyny. Want to look like that? It will likely make you sick.

And there’s another factor that makes male models more vulnerable today: Emerging East Asian economies have created a demand for designer clothes and consequently for models. Growing numbers of young models, both men and women, are heading to Asia, far from their families and support networks, and working in poorly regulated conditions that leave them at risk of being overworked and underpaid. It turns out that being really, really, really good-looking—as Ben Stiller’s male model character Derek Zoolander describes himself—will not guarantee you wealth, health or security.

Sam Thomas, founder of the U.K.-based charity Men Get Eating Disorders Too, is highly critical of recent shifts in the fashion industry. “There has certainly been a trend in which some male models are getting younger and definitely

**MALE MODELS
ARE OFTEN
SUBJECT
TO SEXUAL
HARASSMENT
BUT RARELY
REPORT IT.**



+
LIT MAJOR:
Siddons was in
Paris, in his third
year of studies at
Oxford, when he
was lured into the
fashion world.

“HE’S
BEAUTIFUL,
BUT
HE’S FAT.”

skinnier,” says Thomas. The industry seems “particularly polarized right now,” he says, with hypermuscular looks becoming increasingly popular at the same time as demand has surged for waifish male models.

Sara Ziff, founder of the Model Alliance, a New York City nonprofit labor organization advocating for greater protection of models, says male models face a uniquely difficult situation. “I definitely think that men have just as many labor-related concerns as women, if not more,” says Ziff, a longtime model. “The industry urgently needs reform. It’s an industry that has escaped any real regulation for decades.”

The models and insiders I spoke with for this story were often hesitant to talk for fear of reprisals, and many requested anonymity. Their insights reveal an industry struggling to safeguard some of its youngest employees—many of whom have very little employment protection, are ill-informed of their rights and suffer from a culture of silence that protects the abusers within the industry who are considered too powerful to confront.

At the age of 20, I fell for that world. It seemed to me like easy money and a shortcut to joining a glamorous elite. But after a year of dabbling in the industry, I realized it was making me miserable. Sure, I had become part of a rarefied world cordoned off from the public—and I’d be lying if I said I hadn’t enjoyed that—but to remain part of that elite I was expected to work unpaid to gain a degree of celebrity that never came. I had to cope with relentless pressure to keep my weight down, and my agency bookers expected me to attend castings for up to 17 hours a day in the run-up to fashion week. And there was this: The money turned out to be lousy. While a male model might earn a few thousand dollars for a major show and maybe in the tens of thousands for an international campaign, many magazine shoots are unpaid, and small shows often pay only a few hundred. I felt exploited, as did many of my peers, and yet all of us felt we couldn’t speak out because getting a reputation as being “difficult” or “demanding” could kill your fledgling career. So we kept posing and we kept quiet.

BOYS ON FILM

BECAME A MODEL IN

2013, when I was in my third year of studying English and French literature at Oxford University. I had moved to Paris as part of my studies, and my teenage interest in fashion was reborn. I had always been excited by the pace of the industry and found the processes behind designing and creating these garments fascinating. But I had never considered working as a model.

Three days after arriving in Paris in September 2013, I headed out to a gay club, exhausted (from the move) and a little drunk (from the vodka). A guy across the room with stubble and chiseled cheekbones caught my attention; when I ventured out into the street for a cigarette, he followed. He asked for a light and then asked if I was a model. I told him it was a terrible pickup line. He told me he was a casting director and invited me to his studio a few days later, took some photos and added me to his database.

The following weekend, we shot a series of portraits. A few weeks later, he cast me in a music video. And a few months later, he sent me to one of Paris’s most prestigious modeling agencies. Its verdict? That I was “unsuitable.”

A chance encounter with another casting director in early 2014 led to an invitation to visit a modeling agency. I posed for a few Polaroids,



+ **NAKED AMBITIONS:** Many models complain of inappropriate touching and sexual advances by photographers, bookers, editors and designers.

wrote down my measurements and awaited the decision. The booker—a kind, freckled man in his 30s—looked me up and down as I stood by the window of his fifth-floor studio, whispering to his assistant. “You could do with some exercise,” he said finally, as though I was an out-of-season racehorse, “but we’d love you to come on board.”

In spite of my reservations, I felt a flood of nervous euphoria. I couldn’t help but be seduced by the idea that I would be paid mountains of cash to lounge around and have my face splashed across billboards. And then I began working, and reality hit: To be a model is to accept that you are a product as well as a person. You are also a target for sexual predators.

At first, I was relatively oblivious to the extent of the sexual harassment and abuse in the industry. Serious propositions and sexual advances are often framed as jokes, allowing the powerful figures who make them—photographers, editors and casting directors—to dismiss them as such should they be declined. In September 2013, while I was shooting a music video, a fashion consultant in his 60s spent the day making inappropriate comments and asking if what was “down there” was as “intoxicating” as my “handsome face.” I ignored him and moved away when

he repeatedly brushed against me. As he slid past me, he stroked his hand across my lower back and slapped my backside.

A few weeks later, an editor offered to shoot me for the cover of his magazine, with the caveat that I pose naked and join him for a “romantic” dinner that evening. I said I wasn’t interested, but he messaged me regularly throughout the year. His messages became increasingly graphic, including sending me links to porn videos and images of another model whose career he claimed to have launched. In June 2014, a photographer tried to make me commit to orgies while on a shoot, with the promise of getting me “exposure.” He also convinced me and the other male model I was shooting with to strip down to our underwear in the middle of the Bois de Vincennes, a wooded area southeast of Paris.

At times, these powerful men behave with a remarkable sense of impunity: While I was conducting research for this article, one powerful fashion designer, high on cocaine, repeatedly sent me unsolicited naked videos when I attempted to arrange an interview.

In some ways, I got off lightly. Matthew, a

HE ASKED IF I WAS A MODEL. I TOLD HIM IT WAS A TERRIBLE PICKUP LINE.



FOOD SCORN: The male models are routinely told to diet more, work out more, eat less.

British model, signed up with his first agency while he settled into life in Paris (a few months later, he joined Elite, the world's leading agency). He soon found himself in the studio of a photographer who overstepped the mark.

"It was horrible," says Matthew, which is his real first name. He has now quit modeling and is a student living in London. "He made me take all my clothes off, including my underwear. His rationale was that he needed to get me over the phase of being awkward and make me more comfortable in my own body."

Exposing the photographer was impossible, Matthew says. "I couldn't complain because he was part of my agency." The man was one of the bookers working at the agency; he freelanced as a photographer on the side.

"In fashion, it is always older people controlling younger," says René Habermacher, a Swiss-born photographer who works regularly for Japanese *Vogue* and other leading titles. Ziff, of the Model Alliance, says she has heard about countless situations that mirrored Matthew's story. "I don't think I've ever spoken with a male model about the Model Alliance without them talking about sexual harassment," she says.

Their age makes many models particularly

vulnerable. "When starting out, models tend to be very young," says Ziff, whose modeling career started at 14. "Their careers are short-lived and tenuous for the most part. If you know that you have a shelf life of maybe five years, you're much less likely to stick your neck out or complain, especially since it is so competitive."

'UNDERAGE AND UNDERFED'

HAVE FOUND IT HARD

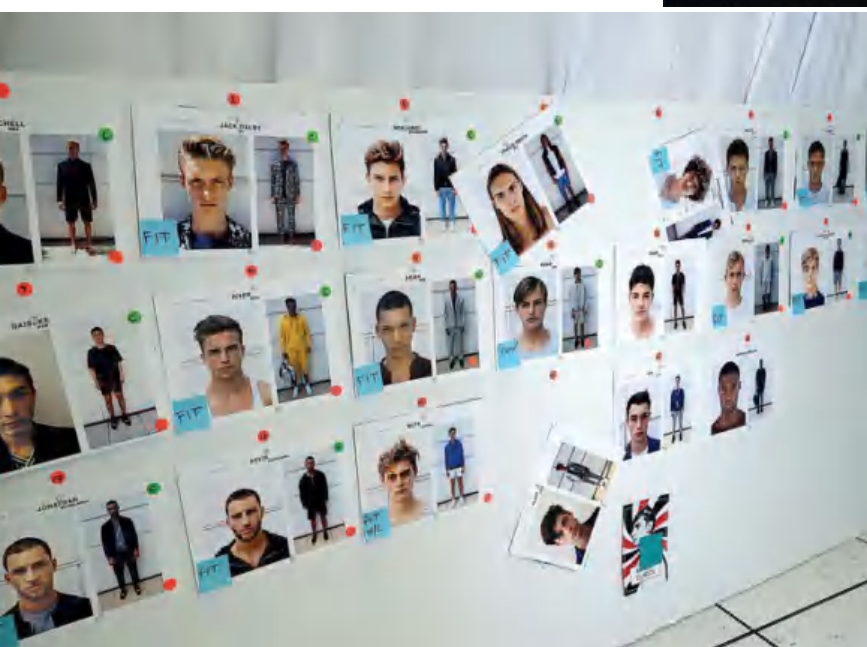
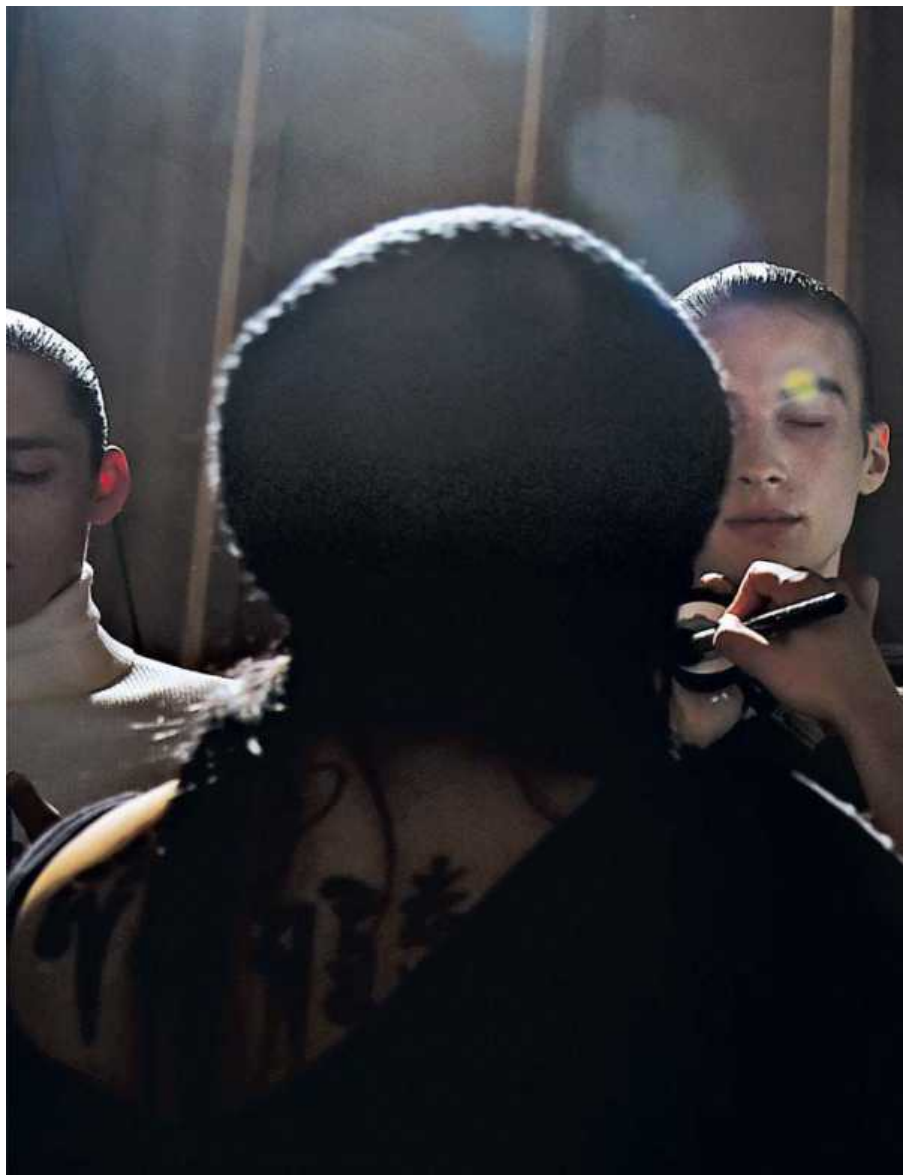
to stick to my decision to quit modeling. I still take jobs now and then. I miss the excitement. Also, as a recent graduate, I could do with the cash. On certain jobs, I have been shocked by how young many of the models are. At my last show, the Andrea Crews collection shown in Paris in January 2016, I shared a cigarette with a boy backstage whose tousled hair, slender body, boyish features and full lips combined to make him look delicate and androgynous. "How old are you?" I asked him. "Fifteen," he said, looking nervous. "I don't really know what I'm doing here."

Critics and commentators have long criticized

the use of very young male models in the fashion industry, but the current trend for models with boyish or androgynous looks has intensified that criticism. The androgynous look pushes male models to lose muscle mass and women to lose their natural curves. One model, Jack—that's a pseudonym—says that has increased competition between men and women for the same shows. (At Gucci's menswear show in January 2015, for example, boyish female models walked alongside waifish men.)

In stark contrast to the androgynous male models on the catwalks in Asia are the muscle-bound male models typified by the perfectly sculpted British model David Gandy. But beneath those hypermuscular builds are often serious health problems. "The big, muscular guys are no better off," says a British photographer, whose work is regularly featured in American *Vogue* and *GQ France* and who requested anonymity. "Men who are that big, who go to the gym that often and have 2 percent body fat—they are starving themselves too." Researchers and mental health experts have coined the term *bigorexia* to describe muscle dysmorphia, a distorted perception of the body as too weak and lacking muscle that fuels obsessive workouts even among the most toned men and bodybuilders.

The pressure to lose weight is common among male models. In December 2013, Jack, who had trained as a dancer and had muscular legs, was told by his agents to lose 3 kilograms (about 6.5 pounds) from his legs for a Saint Laurent fitting. "It was a huge pressure." He prioritized reaching his target weight over his health. "It pushed me



SLIDING SCALE: The passion for thin, androgynous male models has led to competition between men and women for the same gigs, and Gucci used women in a recent menswear show.

towards an eating disorder. All the guilt, constantly—it was like pre-bulimia."

Almost every one of the 15 insiders who agreed to speak to *Newsweek* said Saint Laurent's recently departed creative director, Hedi Slimane, spearheaded the rise of the ultra-skinny male model. Karl Lagerfeld, creative director of Chanel and one of fashion's most powerful designers, wrote in *The Telegraph* in 2004 that "Slimane's fashions, modelled by very, very slim boys, required me to lose at least six of my 16 stone."

Slimane defended his preference for super-skinny young men in an interview with Yahoo Style last year, explaining that he was bullied as a teenager for not having a traditionally

FROM LEFT: BEN GABBE/GETTY; ILVA S. SAVENOK/GETTY



DEMAND HAS SURGED FOR WAIFISH MALE MODELS.

masculine build: “I was precisely just like any of these guys I photograph or that walk my shows. Jackets were always a little too big for me. Many in high school, or in my family, were attempting to make me feel I was half a man because I was lean.” Slimane says later in the interview that there was a derogatory and homophobic undertone to the idea that skinny was “queer.”

For many fashion insiders, the reasons for his casting choices are hardly relevant; what matters is the impact Slimane had on models—and even men outside the fashion world. The British photographer who worked for American *Vogue* is highly critical of the male body type promoted by the designer. “Hedi idolizes emaciated boys,” he says. Slimane created an aesthetic that he sums up as “underage and underfed.” Saint Laurent

and Slimane declined repeated requests for comment when approached by *Newsweek*.

THIN IN JAPAN

NOWHERE HAS SUPER skinny become more prevalent than in East Asia. Japan has long been a major player in the fashion world, but the rise of China and South Korea has cemented the importance of East Asia. But Asia doesn't just present new opportunities; it also brings new threats. The market is known in the fashion world for its preference for ultra-skinny male models. “In Japan, you have a strong desire for younger, sweet-looking male models, and to the extent that you must represent the market, they're simply smaller sized,” says Valerie Steele, an American fashion historian, curator and director of the Museum at the Fashion Institute of Technology in New York City. Combined with culture shock, long work hours and isolation from their families and friends, young male models often enter these new markets unaware of their labor rights and the dangers they might face.

In the summer of 2014, Habermacher joked that I should head to East Asia if I wanted my career to really take off. “They'd love you over there,” the photographer told me, “and the pay is crazy: You can make up to 10,000, maybe 20,000, [euros] a month if you're busy, but you can be shooting back-to-back for up to 16 or 18 hours a day.” But Habermacher was not actually recommending I make the move because he knew what I would have to do to succeed in Asia. “They like small boys over there, I mean really small,” he said. “You'd have to lose about 10 kilos to really make it.”

The idea of starting a new, thrilling life in Tokyo, Seoul or Shanghai was tempting. Losing 15 percent of my body weight was not. Shedding 10 kilograms (about 22 pounds) would have sent my body mass index (BMI), a scale using height and weight measurements to judge whether somebody is overweight or underweight, down to 16.9, a level the World Health Organization defines as “severely malnourished.”

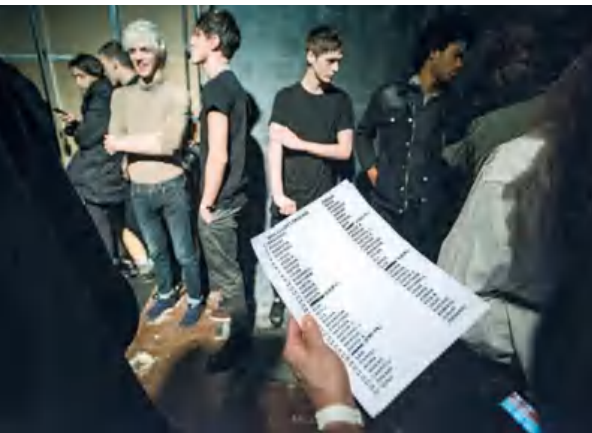
But I was tempted, in spite of my concerns over my health. Asia offers male models financial opportunities that seem ever scarcer in saturated Western markets and in an industry where men earn far less than their female counterparts. According to a *Forbes* report, from June 2012 to June 2013, the top 10 highest-earning female models made a combined \$83.3 million;

from September 2012 to September 2013, the top 10 men made \$8 million. The best-paid female model, Gisele Bündchen, made \$42 million between June 2012 and June 2013; Sean O'Pry, the highest-earning man, made \$1.5 million in the year ending in September 2013.

There's a gender gap lower down in the market too, with salary data company PayScale reporting that female models can expect an average yearly income of \$41,300, compared with the *Forbes* estimate of male earnings around \$28,000 in recent years, approximately \$2,000 short of the New York living wage as calculated by the Massachusetts Institute of Technology.

One model from Models 1, Europe's largest agency, took up his booker's offer of a summer in the Far East. He agreed to speak to *Newsweek* on the condition of anonymity. "I came because I wanted to make some money before starting university," says the model, a 19-year-old British student. Yet in retrospect, he says, specifics were missing from his conversation with his booker. "Money was not discussed," he says.

He signed a contract to head to Tokyo in the winter of 2015 with little knowledge of the small print. He felt honored to be offered the opportunity and assumed the terms and conditions would be reasonable and lucrative. But when he showed his mother the contract, she was appalled at the conditions he had agreed to. "She basically said that I'm going to come back with nothing and that, at best, I'll break even."



His travel and accommodations were to be covered by the agency, but under the terms of the contract the money had to be paid back. He would start receiving payment for jobs only after this debt was cleared. Until then, he would have to live on an allowance of about \$87 a week, an amount he could not survive on, so he needed his mother to supplement.

Certain clauses felt particularly exploitative, he says. If he did not book enough jobs, he would have been sent home at his own expense, owing his agency a four-figure sum. If he breached any other terms, including cutting his hair without permission, getting a suntan or putting on any weight, he could have faced the same forfeit.

But the model decided to go regardless, thinking that the experience of living abroad would be worthwhile and that there was always a chance of getting his big break. "I just feel so lucky," he says, talking via FaceTime from his small Tokyo apartment.

TRUST US

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RANCE, SPAIN, ITALY

and Israel have all passed legislation within the past decade requiring all models working in those countries to possess a medical certificate that declares them fit to work. The French law stipulates that models' health must be "assessed in particular in terms of body mass index" but with a nod to more holistic methods of assessment, including body shape and well-being. An agency booker who fails to adhere to the law risks a fine of 75,000 euros (about \$83,623) and up to six months in prison. The law also requires agencies to signal when modeling photos have been retouched to alter body shape. Fines of up to 10,000 euros (about \$11,150) and one year in prison can await individuals "provoking people to excessive thinness by encouraging prolonged dietary restrictions that could expose them to a danger of death or directly impair their health."

In the fashion world, these laws have few fans—even among the models. The three male models interviewed for this story all expressed support for the idea of limiting the weight pressures they faced but questioned the accuracy of the BMI scale as a measure. Industry insiders also attacked the inaccuracy of the BMI when applied to those under 25 and the idea that it might penalize models afflicted by eating disorders. And then there's this: The majority of the countries in the world where models work have no legislation protecting these young people.

The fashion industry is so sprawling and decentralized that many industry insiders believe that the only way it can protect its young is if it decides to take on that responsibility itself. Many powerful figures in the industry say they are already acting responsibly. Storm Models, a leading agency, says it abides by minimum BMI rules. "Ultimately,



FAT CHANCE: France now requires models to have a health certificate that includes a BMI measurement, but many in the industry say that's a faulty metric.



HE ASKED IF
WHAT WAS
“DOWN THERE”
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we’re just a supply chain,” says Cat Trathen, head of the men’s division at Storm. “We only provide what our clients are asking for.” She says that any potential problems lie with the editors and brands booking the models she represents. And she was adamant that she and her team already do their utmost to safeguard the models signed to their agency: “We do not have and we have never had one model—male or female—on this board who is underweight.” Trathen says it’s not in the economic interests of an agency to promote models who are too thin: “A model who’s underweight is going to be ill. Ultimately, they’re a commodity, and you have to look after them. If someone is ill or too thin, they’re not going to work because they’re not going to look their best or have the energy to model.”

One prominent casting director, Noah Shelley of AM Casting, says he bears some responsibility for the pressure to be skinny. “If we were to sit down and round table and say there’s

blame to be had, then I would definitely deserve some,” says Shelley. “Nonetheless, I don’t feel on a daily basis that I’m responsible for unhealthy body ideals, but I’m not naïve enough to suggest that couldn’t be happening without my intention, and I have to take responsibility for that.”

Yet Sebastien Meunier, creative director of the Paris-based cult fashion house Ann Demeulemeester, denies that designers are doing anything wrong. “We are not doing anything shocking: We’re making clothes that are perfectly decent and acceptable,” he tells *Newsweek*. “At the end of the day, [models] are adults. There’s no problem here.”

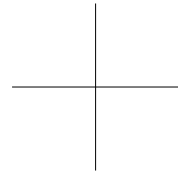
Steele, of the Fashion Institute of Technology in New York, believes the industry is unlikely to self-regulate in a meaningful way. “Everyone says they’re not the ones at fault, that they’re just following orders,” she says. “I suspect there’s a lot of blame to be shared. The casting directors and designers and members of the audience want to see thin, white, young models. They’re all at fault.” ■



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READ ALL ABOUT IT: "It's not just some weird, exotic experiment," Blendle co-founder Klöpping says of the startup. "It's a tangible solution, and so far it's proved a successful one."



NEW WORLD



DRUGS

— INNOVATION —

SECURITY

BRAIN

ENVIRONMENT

BUSINESS

GOOD SCIENCE

IN FOR A PENNY

Could micropayment platforms like Holland's Blendle help save journalism?

WHAT SPOTIFY AND TIDAL did for music, a Dutch startup wants to do for journalism. Blendle, founded four years ago by two journalists, has set out to combat a “toxic mix”—the rising popularity of ad-blocking software and the steady decline in sales of newspapers and magazines. “There is a problem in the industry with how you make money with quality journalism,” says co-founder Alexander Klöpping. “It’s getting harder and harder for publishers. Music has its own platform. Video has its own platform. So we thought, Why hasn’t it happened for journalism?”

The solution they propose—micropayments—is not new, but the implementation is. Other micropayment platforms, like Topsy and Flattr, are not designed for paywalled sites and rely on readers voluntarily paying for content that is free. Blendle works by charging users a few cents to read individual articles from dozens of partner publications, including *The New York Times*, *The Economist* and *Newsweek*. Publishers receive 70 percent of the revenue and can test micropayments without having to invest in a custom platform.

The system has its pitfalls. There have been complaints of a limited catalog (not every *Times* article will be on Blendle), as well as having to pay for articles individually rather than having unfettered access for a fixed fee. Klöpping says refunds are offered for articles that users feel were not worth the money. Meanwhile, the number of publications signing up is “snowballing.”

The most recent figures released by Blendle come from January 2016 and show a rise in paying users from 300,000 to 650,000 since May 2015. These readers come mostly from the Netherlands and Germany, before the U.S. launch in May. The U.S. market will be a challenge. According to Rick Edmonds, media business analyst at the Poynter Institute, micropayments can alleviate some of journalism’s woes but can’t solve everything. “It’s one of a number of solutions that will contribute, along with things like events, sponsored content and crowdfunding,” he says. “It’s leading the pack in terms of micropayments, but publications shouldn’t make it the cornerstone for their success. Not yet anyway.” **N**

ANDREW HARRER/BLOOMBERG/GETTY

BY
**ANTHONY
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DISRUPTIVE

THE GENESIS IPO

The most exciting companies don't shake up existing industries. They create new ones

DISRUPTION is so last decade. Creation is the thing now. That may seem like semantics, yet in all kinds of businesses, creating and dominating a new category is the winning strategy. Geoffrey Moore's *Crossing the Chasm* revolutionized how we think about new products. Clayton Christensen's *The Innovator's Dilemma* taught us about disrupting an aging market. But now, as my co-authors and I describe in our book *Play Bigger*, great enduring businesses are about creating a market and changing how customers think.

The most exciting companies give us new ways of living, thinking or doing business, solving a problem we didn't know we had—or a problem we didn't pay attention to because we never imagined there was another way. Before Uber, we hailed a cab by standing perilously close to traffic with an arm in the air. After Uber, that seemed dumb.

These companies are not making products or services that just incrementally improve on what ever came before. They don't sell us better. The most exciting companies sell us different. They introduce the world to a new category of product or service—like Clarence Birdseye creating frozen food a century ago or Uber defining on-demand transportation today. Such companies make what came before seem outdated, clunky or costly.

Disruption has been a holy word in tech, like maybe you should genuflect when someone says it. But disruption is a byproduct, not a goal. Elvis Presley didn't set out to disrupt jazz. He set out to



BY
KEVIN MANEY
 @kmaney

create rock 'n' roll—a sound that came from his soul. Rock was different from jazz, not better. But over time, as young audiences embraced rock, they left behind big band jazz and crooners. The byproduct of Elvis's creation was disruption.

A term for the companies that create, develop and dominate new categories is *category kings*. From time to time—you know, like in all of 2015—the technology industry gets caught up in hype about soaring valuations of startups. But like disruption, valuations are an outcome, not a strategy. A billion-dollar valuation of a company that is not a category king is likely to be fleeting. A billion-dollar valuation of a category king is often a bargain, in good economies or bad. Think of Amazon.com, Salesforce.com, Facebook, Google.

While working on our new book, my co-authors and I analyzed data on U.S. venture capital-backed tech startups from 2000 to 2015 and found that category kings earned 76 percent of the market capitalization of their market categories. Eddie Yoon, a principal at the Cambridge Group, analyzed the top 20 of *Fortune's* 2010 list of fastest-growing companies and found they received an average of \$3.40 in incremental market capitalization for every dollar of revenue growth. But half of those 20 were category creators, Yoon determined, and those 10 companies got \$5.60 in incremental market cap for every dollar of revenue growth. “Wall Street exponentially rewards the category creation companies,” he wrote.

Why? The ubiquity of networks, cheap cloud-based distribution and lightning-fast word-of-mouth through social media is intensifying a winner-take-all economy—especially when we're talking about digital products and services. Since networks give everyone access to the perceived best in any category, the vast majority choose it and leave the second- or third-best behind.

Once a company wins a position as category king, a gap widens between the leader and the rest. The leader, for example, increasingly has the best data. In today's world, data is power. Also, the best employees want to work for the category king. The best partners want to sign deals with the category king. Outside developers want to develop for the category king. The best investors want to put in their money, and the best investment bankers want to work on the initial public offering. As a category king pulls far ahead economically, it has the wherewithal to make acquisitions that vault it even further into the lead. The economic power of a category king builds and builds.

A category king strategy is important and effective when the economy is roaring, and perhaps even more powerful when downturns cripple runner-up competitors. Some of the great category

kings have been built during some of the “worst” times—Google in the early 2000s, right after the dot-com crash; Airbnb in 2008, as financial markets melted; Birds Eye amid the Great Depression.

Airbnb, Tesla, Snapchat and Twitter are recent category kings in consumer-facing markets. The enterprise technology space is full of category kings too. Salesforce.com developed the cloud-based sales automation category. VMware defined and dominated a category of computer virtualization. Workday, NetSuite and Slack are among the new category kings of business services.

Most category kings are once-in-a-founder's-lifetime achievements. A rare few have proved to be master creators of category kings. One of the best of all time, as you might imagine, was Steve Jobs, especially during his second go-round at Apple. He led the creation of three important new categories: digital music (with the iPod and iTunes), smartphones (iPhone) and tablets (iPad).

Elon Musk made Tesla the category king of electric cars and SpaceX the category king of pri-

THE MOST EXCITING COMPANIES SELL US DIFFERENT.

ate spaceflight, incredibly doing that for both companies at the same time. Jeff Bezos started out making Amazon.com the category king of online retail, and he repeated that success with e-book readers (Kindle) and cloud-based computing services (Amazon Web Services). A lesser-known but no less prolific creator of category kings is Seattle entrepreneur Rich Barton. He had a hand in founding Expedia, Zillow and Glassdoor.

While our connected age has revved up category king economics, category kings aren't just a connected-age phenomenon. When Chrysler introduced the minivan in 1983, it created—then dominated for three decades—a new category of vehicle. Bob Pittman's MTV and Ted Turner's CNN were once category kings. Boeing created the category of the jet airliner with its 707 in 1958.

So forget about that whole unicorn thing. Roll your eyes at all those self-defined disruptors. To find the next great companies, look for creators. Find yourself an Elvis. **N**

Adapted from **KEVIN MANEY'S** new book, *Play Bigger: How Pirates, Dreamers, and Innovators Create and Dominate Markets*, co-authored with Al Ramadan, Dave Peterson and Christopher Lochhead. Available June 14.

IT'S GOOD TO BE KING: A category king, such as Brian Chesky's Airbnb, didn't improve an existing service; it created a new service and then dominated that new market.





THE OD KILLER

Jack Fishman invented a drug that reverses opioid overdoses, but he lost his stepson to heroin use anyway

ANYTIME HER phone would ring at odd hours, Julie Stampler's stomach would drop. Her brother Jonathan had struggled for years with drug use, and she lived in constant fear of what news might be coming next. One night in late October 2003, the phone rang at 10:30, minutes after she'd put her kids to bed, and she steeled herself. Jonathan, then 32, had been dumped unceremoniously on the doorstep of Hialeah Hospital, 10 miles from downtown Miami. It wasn't far from her home, but the doctor on the phone said, "If you want to see him, you should hurry." She rushed over, but her brother was already in a coma.

Over the years, Julie's mother, Joy Fishman, had taken a "tough love" approach with her son, forcing him into drug rehab at 17, then cutting ties with him when he refused to change. When Jonathan was about 23, Joy briefly re-entered his life—she waited with him 24 hours to get emergency treatment at Jackson Memorial Hospital in Miami as he went into withdrawal. Joy was so incensed afterward—to her, it seemed that drug addicts were treated as the bottom of the triage barrel—that she called Channel 7News in Miami. She still remembers what her son told a reporter at the time: "If I don't stop using heroin, I'm going to die." Later, Jonathan was in and out of rehab. He told his sister he only snorted heroin, but in the late 1990s he was arrested for stealing needles and contracted hepatitis C—a sign of intravenous drug use. Then, in 1998, he

cleaned up again and worked for the next few years as a drug counselor.

No one knows exactly what happened to him on that night in 2003, but his family slowly pieced a plausible story together: Jonathan told his girlfriend he was going to get high one last time. He injected what was probably a combination of drugs—heroin, cocaine, fentanyl, baby formula, no one knows for sure—inside his dealer's house. When he stopped breathing, someone drove him to the hospital, but no one rang the bell outside the emergency room, and by the time doctors saw Jonathan it was too late. After nearly a week, Joy was asked if she wanted to remove her son from life support. Overnight, as she weighed the difficult decision, Jonathan died.

Joy felt as if her life was tinged with a tragic irony: Her husband, Jack, had helped to discover naloxone—a lifesaving heroin-overdose antidote. "If there was naloxone available, Jonathan would still be alive," she says. But at the time of Jonathan's death, Jack could not have legally purchased or administered the drug he was the first to synthesize.

In 1961, Jack Fishman, a research assistant at Memorial Sloan Kettering Cancer Research Center, picked up a second job at a private narcotics lab run by Mozes Lewenstein in the borough of Queens in New York. Harold Blumberg, a colleague of his boss, proposed a small structural change to oxymorphone, a morphine derivative,

BY
**PETER ANDREY
SMITH**
[@petersm_th](https://twitter.com/petersm_th)



LIFESAVER:
Dr. Marc Lasher demonstrates how to position an overdose patient who is vomiting during a workshop on administering CPR and naloxone in Modesto, California.

to create an opioid antagonist—a compound that aggressively outcompetes morphine, heroin and other opioids in sticking to the brain’s receptors. On a molecular level, opioid receptors function like cups waiting to catch endorphins; naloxone filled up those cups, effectively displacing other opioids and reversing their effects. Jack synthesized the drug, which they called naloxone.

Naloxone had very few side effects, and within a decade the U.S. Food and Drug Administration had approved it for use in reversing the effects of narcotics. If, for example, a doctor put someone too far under with an opioid, naloxone could bring back the patient. Intravenously administered naloxone emerged as an antidote for heroin overdoses, and it became the standard of care in emergency medicine. In 1983, the World Health Organization placed naloxone on its list of essential medicines—a clear acknowledgement that the antidote was a safe, effective tool for treating the acute respiratory failure that comes with toxic doses of any opioid.

But for decades, drug users who needed naloxone couldn’t get it. Despite the fact that most overdoses are witnessed by friends or family, most drug users refuse to call emergency ser-

—
“IF I DON’T STOP USING HEROIN, I’M GOING TO DIE.”

vices for fear of arrest. Moreover, federal law requires a prescription, and that meant it could legally be dispensed only by a properly licensed practitioner. In 2001, New Mexico initiated a state program that allowed citizens without medical training to administer naloxone without the fear of legal repercussions. By 2003, harm reduction programs in cities such as Chicago and San Francisco also began distributing take-home naloxone, but it was still mostly unavailable across much of the U.S., including Miami.

By then, Jack had become the president of Ivax Pharmaceuticals, and he had let the patent on naloxone lapse. He’d also married Joy Stamper, who had two children from a previous marriage—Julie and Jonathan. Joy recalls when Jonathan overdosed in 2003, Jack felt heartsick, helpless and incompetent.



Nearly a decade later, Joy was interviewed for a 2012 *New York Times* story about how her luxury Manhattan building had become a bastion for Republican presidential campaign fundraising; Jack was featured as one of the Democratic hold-outs. A parenthetical in the story mentioned that her husband invented naloxone. Ethan Nadelmann, executive director of the Drug Policy Alliance, read the story and called to ask if he could meet the man who invented the antidote. In the years since Jonathan's overdose, naloxone had become increasingly available, especially in easier-to-administer intranasal formulations, in part because of the DPA's work. In November 2013, Nadelmann arranged a meeting with the Fishman-Stamplers (along with two other families who had lost children to overdoses) and Dr. Sharon Stancliff, of the Harm Reduction Coalition. Stancliff distributed salmon-pink kits containing a naloxone nasal spray. It wasn't FDA-approved, but Joy recognized its impact immediately. It was simple to use and, she says, "if you see somebody who you may think is having an overdose, it doesn't matter if they're not. The drug can't hurt them. If you administer it, it can't do anything bad if they're not OD-ing. It's a harmless drug."

In 2013, the year Jack died, the Centers for Disease Control and Prevention reported more people died from overdoses than from car crashes. Public health officials, at least on the federal level, seemed to recognize the severity of the issue—and a potential solution: In 2014, the FDA approved Evzio, a portable injection kit with a fixed dose of naloxone specifically intended for laypeople; the agency also approved a nasally administered form of naloxone, known as Narcan, in late 2015.

Meanwhile, the Fishman-Stampler family began advocating for policy changes at the local level. In 2014, one of Jack's sons, Neil Fishman, a lawyer, successfully pushed for a law in Maine, his home state, that expanded the availability of naloxone for first responders and the family members of those at risk of overdosing. This past February, Joy traveled from South

Florida to Tallahassee to speak to a room full of legislators in support of the Miami-Dade Infectious Disease Elimination Act (IDEA). The bill would allow the University of Miami to establish a pilot program to exchange clean needles and syringes for used ones. In 2013, when the bill was introduced, Florida led the nation in new HIV infections, according to data from the state Department of Health; today, Miami-Dade County still has one of the highest rates of new infections in the country, and there isn't a single needle exchange in the entire state.

The bill has died in the Florida legislature three years in a row. Dr. Hansel Tookes, a resident physician at Jackson Memorial Hospital who helped draft IDEA, hoped Joy's testimony might give proponents of the bill some of the leverage they'd been missing. "Who doesn't listen when a mom tells the story of the loss of a child that's completely preventable?" asks Tookes. "Had her son been in

FLORIDA LEADS THE NATION IN NEW HIV INFECTIONS AND HAS NO NEEDLE EXCHANGE.

San Francisco, he and his friends would have had naloxone with them and could have reversed the overdose." Joy didn't bother to prepare a speech; she just spoke from the heart. "When my son died, I was pretty much alone," she told legislators. "Now it's a vast club, and now it's time that we all rally and get together and clean this up."

The Florida legislature passed the needle exchange bill, and it was signed into law on March 23. It was a modest victory—part of the gradual shift away from what Joy calls a "junkie" mentality, the idea that drug users are worthless and at fault for their condition, and toward a medical, therapeutic approach to treating addiction. It's happening across the country: A study published in *Drug and Alcohol Dependence* found that in less than five years—from 2010 and 2015—the number of states adopting laws that allow drug users to purchase naloxone at pharmacies went from four to 43. Joy has set up a private foundation through the DPA in her husband's memory to fund overdose prevention, including the purchase of naloxone kits for recently released prisoners and, if all goes well, drug users at Florida's first needle exchange. And she now keeps the antidote her late husband invented in her handbag, always ready to save someone's life. **N**

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ALGORITHMS DON'T EAT DOUGHNUTS

The security industry is ridding itself of guns, guards and gates in favor of biometrics and Big Data.

ON THE MORNING of August 10, 1999, Buford Oneal Furrow Jr. walked into the North Valley Jewish Community Center in Granada Hills, a suburb of Los Angeles, and opened fire with a semi-automatic weapon. The 37-year-old white supremacist wounded a receptionist, a camp counselor and three boys before fatally gunning down a mailman he encountered nearby.

Nearly two decades later, and following numerous mass shootings across America, part of the

legacy of that day can be found in the Bais Yaakov School for Girls 20 miles away. Located in affluent West Hollywood, opposite BuzzFeed's glass-fronted offices and a popular Mexican restaurant, Bais Yaakov provides an Orthodox Jewish education to approximately 300 students in grades nine to 12. But the three-floor gray building looks more like a modern fortress than a place of learning.

Bais Yaakov has multiple surveillance cameras visible around its perimeter. A 10-foot-tall green

BY
JOE JACKSON
@JoeJackson



+ PASSED OVER:
The Tel Aviv airport tested a biometrics screening system to move passengers through lines more quickly and do a better job of flagging suspect travelers.

metal fence protects the rear. Inside, an automatic lockdown system disables all doors with the press of a button as an audio-visual alert system relays instant warnings to staff and students in the form of flashing lights and announcements. The most sophisticated technology controls entry to the school: an in-motion biometric recognition system—featured in the latest *Mission: Impossible* movie—that verifies identities. As staff and students walk up demarcated lanes in front of its external doors, a camera reads both their facial features and body language. If the man, woman or child standing at the entrance is authenticated from a database of about 400 registered people, green lights flick on, buzzers sound and the doors open.

“[Granada Hills] freaked a lot of people out,” says Adam Cohen, the volunteer facility manager, whose four daughters have all attended the school (one is still a student there) and whose two nieces were working at the Jewish community center when it was attacked in 1999. “You’ve got all kinds of crazy people out there. They’re going to go to the easier site first. So if you make yourself look vulnerable, you’re going to attract attention.” In 2009, Cohen helped enlist Bais Yaakov, which already used fingerprint entry software, as the test site for FST Biometrics, an Israeli company developing the new entry system. A \$100,000 Department of Homeland Security “site hardening” grant—given to a few hundred U.S. nonprofit grantees every year for the past decade or so—helped pay for it and other measures. Bais Yaakov is now among the most secure schools in the nation, according to safety experts. But it’s not alone in ramping up protection at considerable expense. The U.S. security industry, from gadgets and manpower to software and consultancy, has evolved and expanded in recent decades amid rising fears of particular threats, like mass shooters, and the promises of new technology spawned by the digital and internet revolution.

In 2013, the industry totaled \$388 billion—with 82 percent of that spent by the private sector—according to a 2014 report. That’s bigger than education services (\$308 billion) and arts, entertainment and recreation, including gaming (\$280 billion). Electronic security products—ranging from alarms to metal detectors to card readers—are at the forefront of this growth. The Freedonia Group, a market research firm, estimates the market for these products will grow to \$16.2 billion by 2019.

FST Biometrics, founded by Aharon Zeevi



Farkash, a former head of Israeli military intelligence, has rolled out its entry system in a range of places, including New York City condo towers and health clubs, the Israel Diamond Exchange in Tel Aviv and a Dutch museum using it to provide personalized tours—visitors enroll and then pass through interactive checkpoints that tailor the experience to each person. The company claims its technology makes life easier, by eliminating the need for keys, fobs and access cards, and faster, by processing the information while people are in motion, and is less intrusive and more hygienic than finger print technology.

Yaron Zussman, FST Biometrics America’s CEO, says it can meet the expected growth in security products and systems, twinned with

“IF YOU MAKE YOURSELF
LOOK VULNERABLE,
YOU’RE GOING TO
ATTRACT ATTENTION.”

people’s desire for ease and comfort, by using “more passive and convenient” tools like in-motion recognition. The system suits an array of scenarios: from hospitals, where hands-free hygiene is crucial, to immigration control, where speed and efficiency could get airport lines moving again. One third party has even outfitted a Ferrari with the technology, and Zussman believes it will eventually become commonplace in cars to prevent theft or perhaps drunken driving. “It’s not that far-fetched. I think in the future you’ll be starting your car based on biometrics.”

Innovation in security is increasingly centered on smartphones and wearable devices. HID Global currently manufactures access control cards (and the current U.S. green card) that let people open doors to places like offices and hotel rooms. In a new strategic collaboration with chip-maker NXP Semiconductors, HID will expand

this technology so it works with more smartphones, as well as wearables like Apple Watches and Android Wear. Meanwhile, the company also recently announced a new cloud-based platform to share data from government-issued IDs like driver's licenses, passports and Social Security cards securely on smartphones and other tablets. As many as 4 billion people will have smart devices by 2020, connecting to 25 billion "intelligent things" and consuming 50 trillion gigabytes of data, HID estimates. "The migration of your ID onto your phone is the last frontier—it's pretty much the last thing that you can't leave the house without," said Rob Haslam, managing director of its government identity business.

Because of concerns about privacy, HID's platform will allow people to limit the amount of information shared, depending on the scenario. For example, a police officer doing a traffic stop would be able to see more data than a liquor store worker verifying your age—but in either case, all you'd need to do is send it from your smartphone. The company is looking to pilot the technology with a state motor vehicle department or similar U.S. agency, but has yet to finalize an arrangement. In the meantime, it's pushing ahead with several overseas projects, including putting Nigeria's entire vehicle ownership system—comprising at least 50 million cars—onto a smartphone-accessible database. "We think we're on the verge of a new era," says Haslam.

A key challenge across the industry is how to store and utilize the vast amounts of information generated by security systems. Closed-circuit TV or alert networks gather troves of information, much of which is ultimately benign. But when something does happen, law enforcement and others need to be able to find a morsel of evidence within that data mountain. These are the issues at the core of current debates in police departments over rolling out body cameras: how much footage should be stored and for how long; whether it should be kept on cloud-based servers (as the New York Police Department has opted for) or on physical devices; which officers should have access to it, when and how; and so on.

Numerous companies have sprung up trying to meet these kinds of challenges. Last year,

Qognify, which helps protect environments where any security lapses could be ruinously dangerous expensive and damaging—like airports and Olympic Games—released software called "suspect search" that indexes video to make it easily searchable. The system uses video analytics to assign every individual on screen a unique digital signature, which is stored in a database that can be searched. Using a tool like this, investigators can save hours or days of scouring footage for suspects. "[It] can be used in hindsight, a day later when someone is reporting something or very close to real time," says Illy Gruber, vice president of marketing at Qognify. It's already been rolled out in numerous airports, medical centers and city surveillance networks globally, though all such

+ SNAP JUDGMENTS:
The new generation of biometric scanners can eliminate the need for fobs, keys and ID cards, and even arrange personalized tours of a museum.





worries. Gruber notes that Qognify's video search tool creates a database of avatars generated from footage, rather than storing actual images of people. Similarly, FST Biometrics doesn't save its users' images, instead translating them into an algorithm. FST Biometrics's Zussman also stresses their technology allows—rather than denies—access, and nothing more. “We’re not a blacklist,” he says. “We’re never going to be all over the streets for facial recognition.... That’s not our market.”

The shift to digital security that uses tools like biometric verification and mobile credentialing also heightens fears around protecting the data

**“IN THE FUTURE,
YOU’LL BE STARTING
YOUR CAR BASED
ON BIOMETRICS.”**

clients have asked for anonymity, Gruber says.

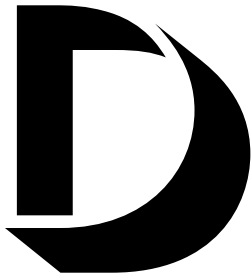
The security industry traditionally revolved around the three G's: guns, guards and gates. Technology is reshaping that landscape, building on these foundations and undoubtedly creating new issues along the way. Lee Tien, senior staff attorney at the Electronic Frontier Foundation, a nonprofit focused on civil liberties in the digital world, says he is concerned about the “collect-it-all, Big Data mentality” of the industry. “Frequently, users may not have consented to or even know their data is being collected, much less know what’s actually being done with their data once it’s collected,” he adds. “*Big Data* often means data being used for something different than its original intended purpose.”

Security companies appear aware of these

sets integral to their use. Tien warns putting terabytes of sensitive data together in one place for any purpose creates a huge target for malicious attackers looking to score the next breach. Security industry professionals insist they are constantly updating their own protection protocols, and that their systems pass the highest data assurance tests, in which external parties evaluate their ability to withstand attempted hacks.

In enrolling in such systems, users do put a somewhat blind faith in the operator's ability to secure it. But this isn't all that new; the same thing happens—and has happened for years—when people give their information to retailers and government agencies and plug it into their cellphones. And numerous examples, from the 2013 hack of retailer Target—which exposed 40 million customers' financial data—to warnings by the California Department of Motor Vehicles in 2014 of a possible breach of its credit card processing services, show even the biggest, best-known entities can struggle with the task. ■





DOWNTIME

CUISINE

—BOOKS—

FASHION

KORAN

MUSIC

STYLE

PINING FOR THE TSAR

Svetlana Alexievich’s powerful oral history *Secondhand Time* offers a unique window into the fall of the Soviet Union

+ **EVERYBODY’S A CRITIC:** Censors blocked Alexievich’s first book for two years, complaining that the war she described was horrible and that she did not have any heroes.

FOR THE PAST 35 years, Svetlana Alexievich has traversed the former Soviet Union, Dictaphone in hand, recording thousands of interviews with ordinary people—from construction workers in Siberia to helicopter pilots in Ukraine. Alexievich’s methods have earned her comparisons to American historians Studs Terkel and Howard Zinn, but her accomplishments are in a category of their own: In 2015, the 68-year-old journalist became the first primarily nonfiction writer to win the Nobel Prize in literature since Winston Churchill did it in 1953.

So far, her output consists of five books she calls *The History of the Red Man*. The latest installment, *Secondhand Time: The Last of the Soviets*, covers the breakup of the USSR and the chaotic transition that ensued. It took Alexievich, who was born in Ukraine but lived most of her life in Belarus, 10 years to finish. The book, which was originally

published in Russian in 2013, has been translated into English and was released in the U.S. and the U.K. in May. It’s being hailed as Alexievich’s masterpiece—not only for what it says about the fall of the Soviet Union but for what it suggests about the future of Russia and its former satellites.

One of the book’s most revelatory moments comes during an interview with a Kremlin official who preferred to remain anonymous, for obvious reasons. Russia, he notes, has “a tsarist mentality.... Whether it’s a general secretary or a president, either way it has to be a tsar.” It is a point of view Alexievich regrettably admits she shares, and the reason, she says, that Russia has failed to embrace democracy. Yet she doesn’t demonize Russian President Vladimir Putin; for her, the country’s problem is a collective one. “Putin symbolizes the feelings and sentiments of pretty much the majority of Russian citizens,”

BY
TOBIAS GREY

ISOLDE OHLBAUM/LAIF/REDUX



Alexievich tells *Newsweek*. “It looks like people in Putin’s immediate circle who are oriented toward an anti-Western, Slavophile rhetoric... and who used to be on the margins of political thought...are moving closer to the president.”

Some, such as the right-wing Russian political scientist Aleksandr Dugin, advocate a return to totalitarian values, and as *Secondhand Time* unfolds, the specter of Josef Stalin wafts in and out of it like Banquo’s ghost. Many members of Russia’s older generation whom Alexievich interviewed yearn for the days when the dictator ruled the Soviet Union with absolute power. One extraordinary conversation with an 87-year-old veteran of World War II leaves Alexievich bewildered (she occasionally inserts her feelings between brackets). Though the man’s wife died in one of Stalin’s gulags, he tells Alexievich his joy was unabated when the Communist Party readmitted him after a long period of “rehabilitation.” “You have to understand!” the veteran exclaims. “You can only judge us according to the laws of religion. Faith! Our faith will make you jealous!”

Alexievich’s faith in Russia’s future dissolved during the 1990s. “The question was posed: What kind of country should we have—a strong country or a worthy one where people can live decently?” she said in her speech after receiving the Nobel Prize. “We chose the former—a strong country. Once again, we are living in an era of power. Russians are fighting Ukrainians—their brothers. My father is Belarusian, my mother is Ukrainian. That’s the way it is for many people.”

Secondhand Time is full of horrifying examples of the interethnic violence that erupted throughout the former USSR after its breakup. Once-friendly neighbors in places like Tajikistan, Abkhazia and Baku turned on each other, committing rape and murder with impunity. “It shows that our politicians cannot respond to the challenges of the times,” says Alexievich. “They do not know how to react to events and political transformations. The only thing they could offer is violence and killing people.”

Alexievich has experienced discrimination of her own in Belarus, where she says her books are not allowed to be published. She also says that Belarus’s president, Alexander Lukashenko,

originally congratulated her on her Nobel Prize but renounced that two days later. “He started talking about me as a slanderer of Russia and [saying] that books like mine don’t inspire people,” she says.

Yet Alexievich was excited to receive a letter of congratulations from Mikhail Gorbachev, the former Soviet premier and architect of the Soviet political reform movement perestroika. Alexievich credits his program for creating a climate of openness that allowed for the publication of her first book, *War’s Unwomanly Face*, which tells the story of female soldiers who fought for the Red Army between 1941 and 1945. The book, published in 1983, was held up by the censors for two years with an admonishment: “Your war is terrifying. Why don’t you have any heroes?” (Random House is planning to release the book in a new English-language translation next year.)

In her return letter to Gorbachev, Alexievich says she thanked him for his reforms. “I think that Gorbachev is one of the greatest politicians and people of the 20th century,” she says. In *Secondhand Time*, a rather different picture emerges of the former general secretary of the Communist Party. He is a generally unpopular figure, though one who above all remains misunderstood. “Gorbachev is no pygmy; he’s no toy in the hands of circumstance, and he’s not a CIA agent...but who is he?” wonders that anonymous Kremlin official.

Looking back on that era, Alexievich says she does not think Gorbachev wanted to destroy socialism but rather to improve it, and that this desire was shared by most of the people in the Soviet Union. “I traveled a lot around the country, and I talked to thousands of people,” she says,

THE SPECTER OF JOSEF STALIN WAFTS IN AND OUT OF THE BOOK LIKE BANQUO’S GHOST.

“and the feeling I got from them was that nobody had wanted the country to become capitalist.”

Stylistically, *Secondhand Time*, like her other books, produces a mosaic of overlapping voices, both complementary and dissenting. In his introductory Nobel speech, Sara Danius, permanent secretary of the Swedish Academy,





INTERNECINE:
Secondhand Time
tells many horrific
stories of ethnic
violence following
the breakup of
the Soviet Union,
including the civil
war in Tajikistan.

noted that Alexievich “removes everything superfluous to the core. She adds nothing: She subtracts. We are told people’s names, their ages and what they do, little apart from that.”

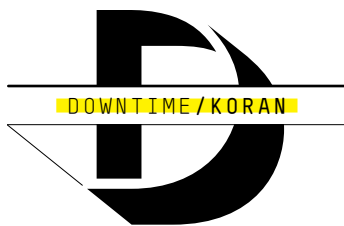
Alexievich says she never prepares questions for her interviews and is quite happy to let her subjects ramble on. “Of course, there is a lot that needs to be discarded or cleaned up afterward,” she says. Many of her subjects have become her friends, and the interviews—or “conversations,” as she prefers to call them—often continue over several years. “I understood early on that every man and woman I talk to is more than just the subject of my research, be it World War II, the war in Afghanistan or Chernobyl.”

While Alexievich’s books contain accounts of tragedy, they are also leavened by a typically

Russian gallows humor. “*Democracy!* That’s a funny word in Russia,” says one Russian. “‘Putin the democrat’ is our shortest joke.”

The books are also deepened by extraordinary stories of love and perseverance. Among them: Maria Voiteshonok, a 57-year-old writer whose parents had died when she was young, explains how her illiterate aunt spent six months asking strangers to write to orphanages in Siberia before finally managing to locate and rescue her.

Equally moving stories unfold not only in *Secondhand Time* but in her other works. “What I try to deal with is...the kind of history that is normally omitted by historians who look into major events,” she says. “For me, what is important and interesting is the way history has been reflected in people’s everyday lives.” ■



AU KORAN

Sadow Birk's fearlessly political art takes on the holy book of Islam

IT IS AUDACIOUS for any artist to treat as his subject the sacred texts of a faith to which he does not subscribe. It is especially so if you're an atheistic Southern California surfer who decided he would create an illustrated version of the Koran, despite the long-standing Islamic tradition of not depicting the human form. But that is precisely what Sadow Birk set out to do. And did. His *American Qur'an*, recently published, is an unbeliever's tribute to the message of Muhammad.

A few years ago, it occurred to Birk—who lives in Long Beach, California—that Americans knew very little about Islam, even while many of his countrymen bore so much enmity toward it. His search for the perfect break had taken him to Muslim countries like Indonesia and Morocco, and left him with the awareness that Islam wasn't the religion depicted on Fox News. He knew he wanted to say so with his art, but he didn't know how. Then came a 2004 surfing excursion to Ireland and, while there, a visit to the Chester Beatty Library in Dublin, where a number of illustrated Korans were on exhibit. There, in a Catholic country, Birk realized what his Islamic project would be.

Published this fall after nine years of toil, *The American Qur'an* is Birk's take on what he calls "the most important book in the world" in the past two decades. Though he readily concedes that he is "not an Islamic scholar," Birk worked from nearly a dozen translations of the Koran, transcribing each of its 114 suras, or chapters, by hand. The text is in English, the font borrowed

from both Islamic tradition and the famed graffiti culture of Los Angeles. Each page is illustrated with a scene from modern American life, fusing the words of Muhammad with contemporary tropes in a way that is unique and transgressive, especially considering the aniconism that marks Islamic art (Birk never depicts Muhammad in the book).

"I got sick of people telling me what Islam was," Birk said one recent afternoon during a presentation at the Asian Art Museum in San Francisco. In front of me sat several fashionable blondes, including Birk's gallerist. Next to me were several women in the hijab, listening as Birk—who looks well-kept and healthful, more Los Angeles than *La Bohème*—spoke about their faith. Worlds were colliding, in the famous words of George Costanza. But in a good way.

Birk says he studiously avoided Islamic scholarship while working on his *American Qur'an*. "I'm in the wilderness, and I receive this vision," he told me over a beer after his museum talk. And wherever the vision took him, he went. For example, for the sura concerning Noah's Ark, he drew a scene of Hurricane Katrina; another page shows the Oklahoma City bombing; yet another (Sura 44: "Smoke") has the World Trade Center aflame on 9/11. But there are everyday scenes too, of ordinary Americans, Muslim and not, going about their works and days. For example, a sura on the Resurrection shows a busy operating room; part of the story of Joseph shows an immigration raid near the Mexican border.

BY
**ALEXANDER
NAZARYAN**
@alexnazaryan





COVER VERSION:
Birk worked for nine years to produce his version of what he calls the most important book in the world.

Birk says he wanted to create a “Pan-American book” that represents all 50 states. So there are images of the Upper Big Branch mine explosion in West Virginia (Sura 18: “The Cave”) and of religious Jews in New York City (Sura 45: “Kneeling”). There’s even a NASCAR-style race. This is a holy book that is very much lowercase-catholic, challenging the notion of Islam as a foreign, inscrutable faith.

Most of Birk’s work has focused on wars both foreign and domestic, real and imagined. *In Smog and Thunder: The Great War of the Californias* (2000) was an installation “depicting an imaginary war between San Francisco and Los Angeles,” with paintings, maps and even a 45-minute mockumentary. The relentlessly referential Birk created war posters that harked back to patriotic World War II imagery (“Bomb the Bay!”); one painting is an obvious reference to Jacques-Louis David’s *Intervention of the Sabine Women*, thus tying the fate of California

to that of ancient Rome.

Birk can be accused of an algorithmic approach to art: the depredations of American life today filtered through the tropes of yesteryear, with his draftsmanship leaning on the vocabulary of painters past. Reviewing a show of his in 2002, *New York Times* art critic Ken Johnson warned that Birk “risks imprisonment by his own conceptual formula.” This critique ignores the fact that the formula is extremely effective and its results immensely pleasing to behold. In 2001, for example, Birk exhibited

HE HAS FOCUSED ON WARS REAL AND IMAGINED.

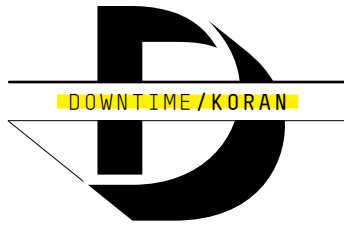
a series called *Incarcerated: Visions of California in the 21st Century*, for which he painted all 33 of the state’s prisons. The faux-bucolic paintings recall the dramatic landscapes of 19th-century naturalists like Albert Bierstadt, except the eye inevitably drifts away from fields and streams toward the barbed wire and guard towers of the Pelican Bay State Prison or the California Institution for

Women. The point is obvious, but the paintings are too pretty to be preachy. (He subsequently executed a project on the prisons of New York, which was the subject of Johnson’s tepid review.)

Birk was disgusted by the presidency of George W. Bush and its forays into Iraq and Afghanistan. In 2007, he exhibited *The Depravities of War*, 15 woodcuts he created at a studio in Hawaii. Recalling *The Miseries of War* by Jacques Callot and *The Disasters of War* by Francisco de Goya, the woodcuts depict the burning oilfields of Iraq, the humiliation of prisoners at Abu Ghraib and injured American veterans waiting for help outside a medical center.

“It would be fittingly ironic to say that more planning went into this project than into the invasion it chronicles,” Birk wrote, “but it was actually equally spontaneous.”

DURING HIS SAN FRANCISCO presentation, Birk showed a photograph of an exhibition of several of



DOWNTIME / KORAN

his suras from *The American Qur'an* at the PPOW Gallery in Manhattan. In the image, a group of Muslims have genuflected, praying on the gallery floor, a show of faith that also, more subtly, has turned into performance art.

Not that Birk has any self-serious illusions about his work, which is art about religion, not religious art. For example, he had his wife, Elyse Pignolet, a ceramic artist, fashion a mihrab, or prayer niche, in the shape of an ATM, thus honoring the notion of faith while subverting it. If this art is blasphemous, it is respectfully so. As Islamic scholar Zareena Grewal says in her introductory essay to *The American Qur'an*, "Birk's aesthetic sensibilities are simply too weird and too different" from that of many Muslims "for them to enjoy his work." Grewal wrote that reading *The American Qur'an* "is a thought-provoking and enjoyable experience, but not exactly a religious one."

When Birk first started to exhibit completed suras in 2009, some Muslims were skeptical, with a spokesman for a Los Angeles mosque

telling *The New York Times*, apparently without having seen the work, that Birk was "misrepresenting the Koran." Birk says that such concerns quickly subsided and that he's received many thanks from American Muslims, who have felt maligned as Donald Trump and Ted Cruz compete to out-demagogue each other. In *The American Qur'an*, Birk says, these modern adherents of Islam find affirmation and inspiration, a surprising and welcome guidepost for their faith.

After his presentation at the Asian Art Museum, Birk stayed behind to sign copies of *The American Qur'an*. Later, he and I walked to the SFJAZZ Center, where he and Pignolet created three murals paying homage to the history of jazz, with its sorrowful themes of oppression, migration and homeward longing. The experience of black Americans escaping the Jim Crow South was far from Birk's own. But that wasn't going to stop him. **N**

HE AVOIDED ISLAMIC SCHOLARSHIP WHILE WORKING ON HIS KORAN. "I'M IN THE WILDERNESS, AND I RECEIVE THIS VISION."



+ ALL-ENCOMPASSING: Birk mixed in images of Hurricane Katrina and the Oklahoma City bombing with everyday scenes of Americans, Muslim or not, living their lives.



TWO QUESTIONS WITH ANTHONY BOURDAIN

The celebrity chef talks about his iron stomach and what it's like to eat raw meat in Africa

WATCHING ANTHONY Bourdain eat can make you cringe, at least when he's doing it on CNN's *Parts Unknown*. Much of what he stuffs down his gullet is either unidentifiable or looks disconcertingly alive. At some point, even the most adventurous among us have to turn away and gag. So how come no one on the show seems to get sick?

Now in its seventh season, Bourdain's show continues to entertain with its focus on the gastronomically obscure and grotesque. *Newsweek* spoke with the celebrity chef about the show's lack of foodborne illnesses and what the rest of us can do to avoid getting the runs.

How do you avoid getting sick? Or do you edit those parts out?

In my 15 years in traveling around the world, I've missed three days due to stomach problems. The person on our crew most likely to get sick is the one who is sort of wary of street and local food. They always get sick from eating the breakfast buffet at the hotel. It's sitting there waiting for the dumb

American to come along and order it. The people eating that three-day-old Bolognese sauce, they're going to get on a plane; they're going to be halfway across the Pacific, before they get sick. Nobody cares. The guy selling street tacos under a naked lightbulb in the street—they're serving food to their neighbors. Poisoning neighbors is not a good business model. I eat what locals eat.

Where were you traveling when you got sick?

I think in every case it was a tribal situation in Africa, where the food

clearly was not wholesome; it was not fresh. They were very poor; they were doing the very best they can. They offered it to me in a communal situation, where everybody is eating out of one bowl with their bare hands, and everyone is looking at you. To be polite, you do what everybody else does, because to do otherwise would be incredibly rude.

When you're eating rotten meat in a situation where 20 or 30 people are all putting their fingers in a bowl and hygiene is not great and people are really poor, you have a

pretty good idea of what is coming. Pepto-Bismol ain't gonna help. You're looking at a long course of antibiotics. [But] you just gotta take one for the team. The first order of business when making a show like I do is to be a good guest and to be polite and be grateful for what little people have. [Getting sick] three times in 15 years is a really small price to pay for all the really awesome food that I've had and the kind of relationships I've been able to have with people, largely based on the fact that I don't put my nose in the air. **N**



THE CURATED LIFE

LET THE GOOD SMOKES ROLL

After half a century as Cuba's premier cigar brand, Cohiba continues to revolutionize the cigar-making world

HAVANA IS the destination of the moment. In the past couple of months, Barack Obama, the Rolling Stones and even the Kardashians have made pilgrimages to the Cuban capital—along with Karl Lagerfeld and the world's fashionistas attending Chanel's first Latin American show.

And so it was in the wake of such greatness that I found myself in Havana's former country club district in the humid heat of late May to deliver a speech on the lawns of El Laguito, a flamboyant building that cannot decide whether it wants to be a tropical Petit Trianon or a large, marble wedding cake. El Laguito is the Vatican of the cigar, housing the factory where Cohiba cigars are made.

I was speaking at an event celebrating the luxury marque's 50th anniversary, after the Swiss watch company Zenith announced it was making a watch as a tribute to the semicentennial of the world's most prestigious cigar brand. Since I have spent much of my working life visiting cigar and watch factories, Zenith asked me to say a few words about both. I made the point that the cigar and the watch appeared in Europe at roughly the same time in the late 15th and early 16th centuries, and have been a part of our lives ever since.

Cohiba may be 50, but its roots run deep into the past—at least as far back as October 1492. Flushed with success after the defeat of Granada's Saracens in Andalucía, King Ferdinand and Queen Isabella of Spain prepared to back a young Genoese mariner called Christopher Columbus in

his search for a western route to the riches of the East Indies. He was sent off with instructions to establish a deal for gold mining and spice trading with the relevant king upon his arrival.

Instead, he arrived at an island in the Bahamas, a picturesque place with naked inhabitants but not much in the way of gold or spices. In his journal, Columbus wrote that "the natives brought fruit, wooden spears, and certain dried leaves which gave off a distinctive fragrance." The Europeans ate the fruit, threw the leaves overboard and then—hearing of a large island farther along the coast called Colba, which Columbus renamed Cuba—set sail. Again, precious little gold, but Columbus was rewarded with the sight of local inhabitants puffing on what looked like trumpet-size bundles of burning leaves, the same ones he and his crew had discarded in the Bahamas. Rodrigo de Jerez, one of the Spanish crewmen who joined Columbus on the voyage, is thought to be the first European smoker; he remarked that the leaves were twisted like a paper musket, giving off a fragrant smoke. They called these smoldering bundles *tabacos* and the leaves were referred to as *cohiba*, *cojiba* or *cohoba*.

More than 470 years later, the bodyguard of Cuba's leader, Fidel Castro, began sharing cigars made by a local man named Eduardo Ribera with El Comandante himself; Castro loved them so much that a private production brand was established in 1966—seven years after the



BY
NICHOLAS FOULKES

Cuban revolution—to exclusively supply Castro and top officials with cigars. When casting about for a name that didn't have imperialist connotations, the old Taíno word was revived and put into service. The original Cohiba, a long, thin cigar called the Lancero with a twisted pigtail of tobacco at its head, was based on the cigar smoked by Castro's bodyguard. Castro decided to make this cigar an ambassador for the country, often sending Cohiba cigars as diplomatic gifts to statesmen abroad.

Much has changed in half a century. Castro, now 89, no longer smokes cigars, and Cohiba has become globally renowned as one of the better things that life has to offer. (The cigar became commercially available in 1982.) There is an irony to the fact that a state founded on revolutionary socialist ideals now makes one of the world's most recognizable status symbols, but anyone who sees Cohiba as a mere status-conferring luxury product is missing the point. As well as being the best cigar that

Cuba makes, a Cohiba is also a cultural object.

Cohiba tobacco grows in just five of the best plantations in the Vuelta Abajo, Cuba's legendary tobacco-growing region. Unlike the tobacco in other cigars, Cohiba tobacco undergoes an additional fermentation and matures for longer

THE ORIGINAL COHIBA, A LONG, THIN CIGAR WITH A TWISTED PIGTAIL OF TOBACCO AT ITS HEAD, WAS BASED ON THE CIGAR SMOKED BY CASTRO'S BODYGUARD.

before the best blenders and most dexterous rollers on the island make the famous cigars with their black-and-yellow band. And from the original cigar an entire world of cigars has sprung.

I tend to be wary of brand expansion because of the risk that quality will be compromised. But Cuba is, in so many ways, a country of surprises; even amid economic woes and the general global trend to reduce tobacco use, Cohiba has flourished. It is now made in dozens of shapes and sizes, showcasing innovations such as the reintroduction of *medio tiempo*, a rare type of tobacco that comes from the two upper leaves of the plant and had disappeared from cigar making. Cohiba has also proved itself adept at responding to smoking restrictions with the *medio siglo* (half-century), a sawn-off cigar that offers an espresso-like interpretation of the rounded Cohiba flavor, delivered in a shorter time, about 30 minutes.

Cohiba may be making cigars for the time-pressed smoker, but it has hardly abandoned the heights of exclusivity. Instead, it has ascended peaks unimaginable back in 1966. This past March, the first of 50 special humidors, containing 50 Cohiba 50th anniversary cigars, fetched more than \$350,000 at auction, equating to over \$7,000 a cigar. The only sadness is that these 50 Aniversario cigars are unlikely to be smoked but will probably remain intact as collectors' items.

Perhaps that is a good thing: At a time of change for the island, they will go down in history as proof that the revolution produced a cigar superior to those made during the period of dictators and imperialists. Maybe that's a better legacy than going up in smoke. **N**

PUFF THE MAGIC DRAG: Cohiba is still the king of smokes, but is bending with the times, and those with less time, offering a sawn-off cigar that burns in just 30 minutes.

+



To—the Do List



1 STRETCH OUT Private jet company Princejets has just launched what claims to be the world's first private flight calculator. Type in when and where you want to go and choose from the planes on offer.



2 FEAST

England's Wilderness Festival, from August 4 to 7, features music and talks—but it's all about the food. Take a seat at the banquet table and dine on dishes (from \$116) made by top chefs.

3 DECORATE

Hong Kong interior designer Stellar Works has released its new collection. Crafted from leather, wood and steel, the streamlined items include shelves, chairs and magazine racks.



4 WORK OUT

Xavier Athletica has created an exercise top (\$189) that optimizes body temperature through tiny pockets of air in the fabric. Keep warm, even in the coldest of gyms.

5

TOAST

Johnnie Walker has opened its first European whisky house, at Amsterdam's Schiphol airport. It offers tastings, exclusive products and a touch-screen blending table.



6

STAY

The new Katamama hotel in Bali (from \$529 a night), built with materials native to Indonesia, offers guests access to private pools and personal bar stations.



1. PRINCEJETS; 2. JUSTINE TRICKETT/WILDERNESS FESTIVAL; 3. STELLAR WORKS; 4. XAVIER ATHLETICA; 5. JOHNNIE WALKER; 6. KATAMAMA HOTEL

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