**BEAU LOTTO**

**Neuroscientist, Entrepreneur, and Author of *Deviate***

**INTRODUCTION**

THEY SAY SEEING IS BELIEVING – BUT IS IT?

OUR NEXT SPEAKER WILL LEAVE YOU IN DOUBT ABOUT THAT.

HE IS A NEUROSCIENTIST, WORLD-RENOWNED FOR HIS WORK IN THE SCIENCE OF PERCEPTION.

OUR PERCEPTIONS UNDERPIN THE ASSUMPTIONS AND BELIEFS THAT DRIVE OUR EVERY ACTION. ONCE WE UNDERSTAND HOW PERCEPTION WORKS, WE EXPAND POSSIBILITY.

CURRENTLY A PROFESSOR OF NEUROSCIENCE AT UNIVERSITY OF LONDON AS WELL AS A VISITING SCHOLAR AT NEW YORK UNIVERSITY, OUR SPEAKER IS ALSO AN ENTREPRENEUR. HE IS founder and CEO of two companies – Ripple, which holds several highly influential patents in Augmented Reality (AR), and Lab of Misfits, the world’s first neuro-design studio that UNITES SCIENCE, ART, AND DESIGN. LAB OF MISFITS HAS PUBLISHED MORE THAN 70 RESEARCH PAPERS AND WORKED WITH ORGANIZATIONS AS DIVERSE AS CIRQUE DU SOLEIL, L’OREAL, CHARLES KOCH INSTITUTE, BCW PUBLIC RELATIONS, AND THE LONDON SCIENCE MUSEUM.

HIS THREE MAINSTAGE TED TALKS HAVE OVER NINE MILLION VIEWS AND HE IS THE AUTHOR OF THREE BOOKS, THE MOST RECENT OF WHICH IS *DEVIATE: THE SCIENCE OF SEEING DIFFERENTLY*.

“LEARNING TO SEE THE WORLD DIFFERENTLY CHANGES EVERYTHING,” HE SAYS. HIS GOAL TODAY IS TO HELP US DO JUST THAT.

PLEASE WELCOME, DR. BEAU LOTTO.

(9/20)