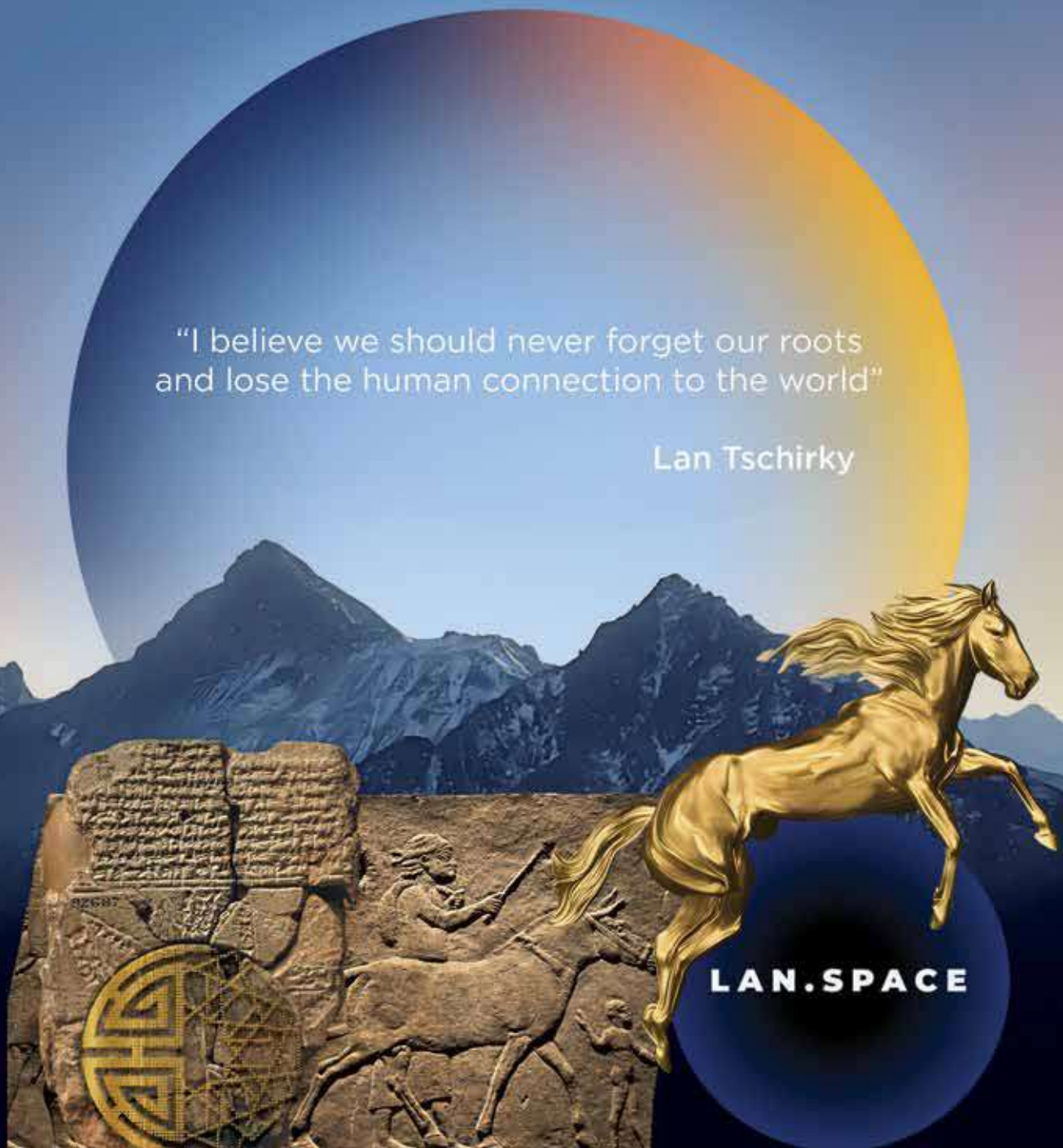


# LAN TO CAPITAL

## THE ROOTS OF HUMAN INVESTMENT

"I believe we should never forget our roots  
and lose the human connection to the world"

Lan Tschirky



**LAN.SPACE**

# EDITORIAL INTRO

**“As I navigate a crossroads of cultures, I’m inspired by Mesopotamia’s enduring lessons.”**

- Lan Tschirky

Mesopotamia, the cradle of civilization that flourished between the Tigris and Euphrates rivers, is a testament to humanity’s remarkable capacity for cultural exchange and scientific advancement. While the borders we have drawn across the globe often act as barriers to cultural interaction, Mesopotamia’s legacy reminds us of the power of cross-cultural exchange in driving human progress.

The Mesopotamian era, spanning from around 4500 BCE to 1900 BCE, witnessed an extraordinary fusion of ideas and practices from neighboring civilizations. This cultural exchange, facilitated by trade routes and diplomatic relations, fueled Mesopotamia’s remarkable achievements. Cuneiform, the world’s first writing system, emerged from this melting pot of cultures, enabling the Mesopotamians to record their history and spread their knowledge far and wide.

Mesopotamian civilization also made significant strides in science and technology. Their astronomical observations led to the development of accurate calendars and astrological predictions, while their mathematical advancements laid the foundation for modern arithmetic, geometry, and algebra. Mesopotamian engineers constructed sophisticated irrigation systems, transforming barren lands into fertile agricultural zones, and their architects designed monumental structures that continue to inspire awe today.

In contrast to the open borders that characterized Mesopotamia, our current world is fragmented by political boundaries that often hinder cultural exchange. These artificial barriers can limit the diffusion of ideas and stifle innovation. However, the spirit of Mesopotamian cultural exchange can serve as a guiding principle for fostering a more interconnected and knowledge-sharing global society.

The scientific advancements of Mesopotamia resonate in today’s world, particularly in artificial intelligence (AI), life longevity, investment decisions, and ecology. The Mesopotamians’ meticulous observations and their development of complex mathematical systems are akin to the data-driven approach employed in today’s world. Similarly, their ability to create and utilize complex systems harmoniously with other cultures and the planet should inspire us all. We may change the order of these slightly still, but at least we can break things into their chapters now.

Thanks!

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MOLECULES

# Weapon Grade Probiotics

By Dr. Kathleen McCaul Moura

## Interview with leading probiotic expert **Dr. Bo Dimitriov**



the Golden Book of Inventors, Dist. Prof. Baltadjieva holds patents for dozens of highly potent, resilient, and clinically significant probiotic strains. Her developments and clinical experiments are the “compass” for nutrition scientists worldwide. Her research is published by the U.S. Center for Biotechnology Information, the National Institutes of Health, and the U.S. National Library of Medicine. During the Cold War, Dist. Prof. Baltadjieva conducted over 10,000 clinical trials and holds the highest academic title in the science of nutrition worldwide.

She was the custodian of the world's leading genetic bank of strains of clinically significant microbes, each taking more than 100 years of collective academic work to bring to their medical potential. Since her death, this guardianship has been passed down to her nephew, Dr. Bo Dimitriov, who talks in this interview about the history of probiotic research in Bulgaria, the importance of probiotics to the history of the Communist Bloc and Cold War, as well as why almost all probiotic supplements we take for our health are not really probiotics at all.

**Interviewer:** Many people today know that our gut health is vital to our overall well-being, our mood, the way we age, and almost every part of our health. And we know that to have good gut health, we need to ingest a variety of good bacteria, which we can get from yogurt, kimchi, sauerkraut, and also from supplements. What I personally didn't know and found fascinating about your work is how you actually select the strains of bacteria that you use in your probiotic supplements - they are not just the accidental byproduct of fermented foods but the product of a huge amount of research.

Listen to your gut. It's an old saying but one that new scientific research has increasingly been proving to be absolutely accurate. The health of our gut microbiome affects almost every part of our body, brain, and some might even say soul - it's not simply needed for good digestion, but good mood, good bones, good skin, good thinking, good aging, and a good life.

Experts say that one of the best ways to ensure a healthy gut is to try and encourage a wide variety of intestinal bacteria, and it's this knowledge that has led to an explosion in probiotic health supplements over recent years. Whilst probiotics are a relatively new lifestyle fashion in the West, scientists in Bulgaria, a country where it is said yogurt first appeared as a food and whose history and culture are inextricably linked to microbe-rich yogurt, have been studying probiotics for more than a century.

Working behind the Iron Curtain meant their work was kept secret from the West, but it was critical for the strength of the USSR, and no expense was spared on research into medical uses of bacteria. Probiotic protocols were pivotal in the health of not only the Soviet army but also astronauts involved in the space race, as well as Chernobyl survivors battling radiation poisoning. The researcher who became known as the world's leading expert on probiotics was Dist. Prof. Maria A. Baltadjieva MD-PhD, who, for more than sixty years, managed Bulgaria's microbe selection, cultivation, and testing.

An internationally acclaimed scientist in eco-foods, clinical nutrition, lyophilizates and space-flight-food development, and featured in

**Bo:** It's taken 123 years of very hard work to create the extraordinary strains of microorganisms indigenous to Bulgaria. Selecting a microorganism from nature is a huge process. Microorganisms are like people. They have different personalities, different strengths, different weaknesses. And just like humans are all the same, but some of us are Olympic champions and some of us cannot tie our shoes, so it is with the microcosms of these invisible creatures. Let's give an example of lactobacillus bulgaricus, which is our champion and can have trillions of strains.

We have to select one of these trillions of strains based on its particularities - its genotype, phenotype, and morphological features. It's a huge process to find exactly the right microscopic Hercules that will best perform in our intestines and give us the most optimum health. Once a strain has been selected, that one healthy and capable individual strain, we start the process of cultivation, socialization, training, and research to find out exactly what the biological function of that strain is within a human body and, more particularly, the human gut.

Eventually, we would introduce this Hercules to another bacteria type with other qualities - for example, a microscopic Einstein. We then blend these two enormously talented beings together, trying to create a kind of marriage between them. We then put this blended high-strength strain to lengthy clinical trials on both animals and humans to determine whether this marriage has been successful. If their marriage has stood the clinical trials, it's time to begin building a family - adding additional microscopic members



ago, the homo sapiens moved from today's Africa to today's south-eastern Bulgaria to escape climate change, plagues, and famine, and settled there. Plenty of anthropological evidence shows the lactic acid bacteria of this area were essential to the survival of mankind as we know it today. Further back in time, this area happened to be a little warmer than the rest of the world, an Ice Age hot spot, which allowed microorganisms to thrive and come to their most potent form. It's a widely known scientifically-researched fact that the atmosphere, waters, and all forms of life on our planet were created by space-born microorganisms. Life on Earth was and is a cosmic event. I find it beautiful and romantic to imagine these microorganisms hanging on a beam of light in the vastness of cosmic emptiness, traveling towards a newborn planet whose geothermal, electromagnetic, and solar forces made its climate the perfect environment for the evolution of living microbial beings. Over billions of years of highly sophisticated organization, these ancient microbes clustered and evolved into macroorganisms and, ultimately, humans. Our bodies, inside and outside, consist of 90% non-human microbial cells, operating over 8 million genes, compared to 10% human ones with a mere 22,000 genes, virtually less than those of a banana.

The people who settled in Bulgaria investigated the life-sustaining and healing properties of nature from the earliest times. We have many different herbs and waters which are known to be beneficial for health. Documented research into Bulgarian native bacteria dates back over 200 years, with thousands of studies compiled by the Bulgarian Academy of Sciences, founded 155 years ago. However, the breakthrough came in 1903, when a Bulgarian military doctor in Geneva, Switzerland, isolated and administered the rod-shaped *Bacillus Bulgaricus* whilst preparing a cure for tuberculosis. This was the first administration of a probiotic in medical history to control the adverse side effects of the antibiotic (penicillin fungi) used to fight the disease.

During World War 1, Bulgaria became a natural laboratory for the Germans and then the Americans. *Bacillus Bulgaricus* was successfully used to fight the deadliest ever H1N1 (Spanish Flu) pandemic at the beginning of the last century. Soon after, the Rockefeller Foundation financed the building of a laboratory and extensive clinical research on the antiviral, antibacterial, and antiparasitic effects of this Bulgarian bacterium. In the 1930s, Germans took over the research once again, and after they lost World War 2, the Soviets designated Bulgaria as the center for the production of biopharmaceuticals and biomedical foods for the Warsaw Pact army, deep space flights, and mass radiological injuries management in light of the imminent threat of nuclear warfare.

Then the Iron Curtain fell, and all our research was classified and kept secret from the West for the next 50 years. There were some extremely important discoveries made in clinical nutrition over this time, maintaining the health and functionality of the army by using microorganisms and other micro-elements to keep millions and millions of conscripts, who lived in horrible conditions in overcrowded barracks where any virus would be a major problem, fit and well. The space race between the USA and the USSR, which was extremely intense in the 1960s-80s, also fuelled some huge advances in functional probiotic nutrition for cosmonauts in deep

space. Food is critically important for survival in deep space, where the radiation is so powerful and only a perfectly healthy body can survive such stress.

**Interviewer: It's so interesting that all this fascinating research was kept secret for so long because of the Iron Curtain. But I'd just like to know a little bit about how exactly the research worked in practice. Were the army conscripts fed yogurt with the microorganisms in it? Did astronauts take yogurt up to space? How exactly did the strains of microbes keep people healthy?**

**Bo:** The easiest way to supplement the microbiome is through food. And the main foods are yogurts, cheeses, and some dairies, in which bacteria live and can be ingested alive. So, for example, yogurt is a ferment in which bacteria thrive and which colonizes your gut once eaten. And it's these bacteria that digest our food. We don't digest. They digest for us. And their metabolites are infused into our blood and turned into fuel for our cells. This process is extremely important because, with proper digestion, there's a proper energy supply. And when the body has enough energy, it takes care of its own problems in an intricate process called epigenetic correction. In my research work, I focus on digestion so much because it's the most important thing, and that's how we live.

Moreover, 90% of our immune system is in the guts. Our hormones are secreted from there with neurotransmitters, dopamine, and serotonin are synthesized, which, via the vagus nerve, control our brain and our emotions, our feelings, and thoughts. They regulate respiration, digestion, behavior, and neurological functions. Gut feeling is not an accidental term. All this research into gut health fed into the nutritional plans for, for example, army conscripts and cosmonauts during the Cold War. It is important to explain here that soldiers, cosmonauts, and radiologically injured subjects were not given just yogurt; they were given biotherapeutic yogurt. Specifically, cultured strains make all the difference, and thus, yogurt can be food - good food, functional food, biotherapeutic food, and ultimately biomedicine.

Such biomedical yogurt (strain LB81, known as Yogurt Bulgaria) have extended the lifespan of the Japanese to No.1 in the world in 2018 and from another such biomedical yogurt in 1956, Dr. Ivan Bogdanov isolated *Antibioticum Bulgaricum* (Strain LB51), the first adverse side-effect-free antibiotic that targets specific pathogens only and does not disrupt gut microbiota as penicillins, macrolides, cephalosporins, fluoroquinolones, etc. do. Antibiotic from Probiotic or visa-versa! Possible only in Bulgaria.

**Interviewer: And it worked? The army and the cosmonauts stayed healthy because of their gut-healthy diet?**

**Bo:** Not only them! I think the most fascinating and convincing example of the power of microbe-rich nutrition in the Cold War is how it worked on patients who had been subjected to radiation poisoning. In the early 1970s, when the threat of nuclear warfare between the USSR and the USA was at its most frightening, research in Bulgaria into how microbes could treat radiation intensified. However, it was impossible to irradiate any animal to prove the efficacy of such biotreatment. And then, the Chernobyl nuclear



power plant exploded in 1986, which became the biggest "clinical trial" as hundreds of irradiated humans were successfully treated with probiotic-based biotherapeutic intervention.

**Interviewer: And what was that protocol? How did these patients ingest the strains of bacteria that had been selected by Bulgarian scientists over the years?**

**Bo:** By this time, it was not only yogurt. Of course, yogurt is the main source where the bacteria naturally exist in its full potency. But of course, you cannot ship yogurt around the world because if you ship a live ferment, bacteria mutate from place to place. Even from village to village in Bulgaria, it changes. That's how sensitive to the environment they are. That's why Bulgarian scientists have already mastered the process of lyophilization, which is freeze-drying. It's



a very intricate process. The difficulty is to not create lesions in the nucleus of the microorganisms or the microelements. You have to preserve them alive in the suspended animation state so they can be therapeutically viable for many years and, when ingested, exert their healing capabilities effectively.

**Interviewer: And the results were good?**

**Bo:** The results were remarkable, because there had been so much intense research which had been going on for decades. There were no budget constraints at that time - the army, the space race, radiation poisoning - these were some of the most pressing concerns for the USSR, and we were funded in Bulgaria accordingly. Science requires a lot of money. For instance, if a scientific department needed 1,000 doctors to work on a single strain, they got it. If they needed \$30-40 million machines and equipment that would properly execute the process, they got it. So there was no limitation in the budget, which is so important to understand how we got to such quality products.

**Interviewer: The history is fascinating, but how does all relate to probiotic supplements and our everyday health today?**

**Bo:** Today, we are suffering a major fallout of radioactive particles due to the nuclear weapons tests in space, underwater, and on the surface, notwithstanding the industrial radioactive leaks and meltdowns, such as Chernobyl and Fukushima Daiichi. Our radiation background has increased 300 times over the past 5-6 decades. We now have to evolve our survival faculties quickly to catch up with these man-made disasters. So, the same ingredients that were used

to counteract radiation poisoning are now extremely important for the whole of mankind because everybody is affected by the same radiotoxins (actinides) and heavy metals bioaccumulation. This research was published by the World Health Organization in its 2016 report, with not as much attention as it deserved. The WHO stated that "heavy metal poisoning and bioaccumulation and radionuclide are the major health problems of our civilization."

**Interviewer: That's fascinating as well as frightening.**

**Bo:** We've already been attacked by nuclear weapons, besides the ozone layers being destroyed, sun irradiation increasing, and UV factors in many places in the world as bad as if from a nuclear weapon. Because of all of this, today, we all need the kind of weapon-grade probiotics that Bulgaria developed over the course of the 20<sup>th</sup> century.

**Interviewer: I love that. Weapon-grade probiotics.**

**Bo:** It's a catchy phrase, but it's true. These probiotics were designed for military purposes, designed to counteract the radiation poisoning of personnel on the front lines in nuclear warfare. This is extremely important now to the world, for everyone, and that's what we have - a universal solution to a global health problem.

**Interviewer: And I know that it's not an accident that you are now involved in this work. Your aunt was known as the godmother of these bacterial strains, a famous research scientist in Bulgaria.**

**Bo:** My aunt, Dist. Prof. Maria A. Baltadjieva MD-PhD, was the world's leading expert in probiotics. In Bulgaria, she was called the godmother of probiotics. She spent 65 years of her life researching



with an unlimited budget, unlimited resources, and the powers of probiotics. She came to the point when she was virtually, literally speaking to the bacteria, communicating with the bacteria, commanding the bacteria. She said that every intelligent life form, including people, communicates and works together toward the common good, including bacteria. Through her work, we now have this extraordinary collection of weapon-grade strains, the product of 123 years of research and over 150,000 clinical studies, which I see myself as, in some way, the guardian of.

**Interviewer: And what are the plans for the future of these seven probiotic strains? I understand you have only recently begun to think about expanding your business.**

**Bo:** The first thing is that we have started raising capital for the expansion of our laboratory from currently 200m<sup>2</sup> to 4,000m<sup>2</sup> in the near future. We're also designing a marketing plan for how to get these probiotics to the world. But we're very careful not to expose the work in the wrong way. Today, everyone on Earth knows more than me about probiotics, but no one has them. Probiotics have legal, functional, and clinical definitions. The WHO construed the term probiotic as life microorganisms, which, when administered in adequate amounts, confer a health benefit to the host. There are three legal points here.

Firstly - life - the probiotic has to be alive. Most of the "probiotic products" out there don't have live microorganisms in them. Secondly, there needs to be an adequate amount - with over 100 trillion microorganisms in your guts undergoing thousands of mutations per second, what is the adequate amount? Certainly not in billions; it's in trillions of colony-forming units (CFU) per daily

dose. And thirdly, health benefits. Health benefit is not how you feel. It's what can be proven in clinical studies through scientific methods. So, it's actually very difficult to fulfill these three legal definitions of probiotics, let alone the functional and biological definitions of "probiotics."

Finally, the Earth contains over a trillion species of microbes, but less than one-tenth of which are known to science. A human can house 100 trillion microbes, creating a microbiome that serves an ecosystem of microbes. Out of the trillions of bacteria, fungi, archaea, viruses, parasites, and algae in the world, only seven bacterial species are confirmed by science as probiotics. All of them are lactic acid bacteria, and all live in Bulgaria in their full potency. There is also one probiotic fungus that naturally lives in Italy. It's a huge responsibility to be taking care of these strains, which can have such a positive effect on people's health, but we're very excited about the future. Nothing is more gratifying than knowingly serving the common good, making the Earth a better place, as intended in the beginning.

# Korea's Technology Power Couple

By Dr. Kathleen McCaul Moura

Company Clobio



**Korean Technology Company Clobio** came to fame during the COVID-19 pandemic for its innovative, highly functional sterilization products. These products are, however, just one part of the fascinating story of Korea's business-science duo **Ri Ki-Ho** and **Jin Young Park**. In this interview, Ri Ki-Ho explains a little about how the pair met and what led them to first search for a cure for cancer, among other ambitious projects.



Clobio is a Korean technology that has already won national and international renown for its innovative products, including the Vplus Guard sterilization line, developed during the COVID-19 pandemic. The liquid, spray, patch, and gate are all harmless to humans but kill viruses and germs within 10 seconds of use. This is just one of their expanding lines of functional cutting-edge health-driven technologies, which include Korean-government-funded functional salt and Fresh-lab, a simple but revolutionary pouch that helps food stay fresh for up to one month longer than normal without additives or preservatives. The pair behind Clobio, Ri Ki-Ho and Jin Young Park, are a renowned Korean science and business duo. The fascinating story of how they met and began to work together is one of contemporary Korean science's best-uncovered tales. Ri Ki-Ho tells his personal story to LantoCapital magazine here for the first time.

**Interviewer: Ri Ki, you now run a renowned Korean technology company and are responsible for some of the country's most fascinating technological developments in the last decades. Please tell me how this all started for you and a bit about your early life, your childhood, and where you studied.**

**Ri Ki:** I was born in Seoul in 1977. When I was young, I was a greedy boy who wanted to be very good at both studying and playing. When I was in my teens, I played the guitar because I was into music, and I

became deeply interested in philosophy, such as Goethe and Albert Camus, so I think I saw the world in a wider and deeper way than some of my friends at that time. I think this early reading really influenced me to want to do something meaningful. I went to Korea University and majored in business administration. I then went to the military and was part of the Korean Special Forces, which is the equivalent of the US Navy SEALs. To become a special forces member, you must complete a six-month training period. The weekly screening for six months results in 70% being eliminated. Only the final 30 percent can be special forces. I really learned from this the power of persistence, perseverance, and courage and that nothing is impossible.

As you know, Korea is divided into North and South Korea. When I was in the military, North Korea provoked South Korea in the West Sea, and there was an invasion called the Yeonpyeong Naval Battle. I carried out special tasks in preparation for North Korean infiltration or provocation, which was an experience I will never forget.

My first job after the military was at Citibank, but I didn't like it. I resigned after a year and moved to a major Korean construction company. I really enjoyed this. It was really interesting for me to design and organize a whole building and make a new space.



**Interviewer:** Please tell us how you then got into science and technology and, more importantly, how you met your partner, Jin Young Park.

**Ri Ki:** I met Jin Young through a senior colleague of ours. Jin Young had finished his research on anti-cancer drugs in the US and had returned to Korea. He hadn't had a good experience since coming home. He sincerely wanted to help people and find a cure for cancer, but he felt used by the big pharmaceutical companies. At our first meeting, we drank a lot and talked about each other's dreams. I asked Jin Young why he started researching anti-cancer drugs. He answered that he couldn't save the world, but it would be good to live and die, having been a little beneficial to others. This shocked me. At that time, I was young, and I think I was the person most frightened in the world of living and dying without a

trace. The conversation connected us somehow. We recognized something in each other and started a business together with the motto being 'Let's save the world.'

**Interviewer:** That's a big ambition, but you two really did in some way start to save the world. You began your business aiming to cure cancer, and you went some way to succeeding in this. Can you tell me a bit about this time?

**Ri Ki:** The cure began with some inspiration from a traditional Korean medical remedy that had been around for 400 years. It was not easy to convert into modern medicine, and we are still in the process of converting it to a pill, but right now, the treatment is available in liquid form. The mechanism of our medicine is homeostasis. Its aim is to return the body to its condition before cancer. In order to do so, the patient's immunity must be raised. Our treatment maximizes immunity by promoting the differentiation of NK cells or T cells, which are immune cells. That's why we were able to develop different treatments using the same technology, baldness, for example, and impotence.

**Interviewer:** This was an incredible achievement. Could you please tell me a little bit about how you treated one lady who had been in a coma for ten years after a car accident?

**Ri Ki:** The late Professor Kim Il-Kwang, chair professor at Beijing Chemical Industry University, was one of our most respected scientists. He had a daughter who had been brain-dead for ten years due to a car accident. He looked all over the world for a



cure and finally connected with us through a biotechnology scientist who was a mutual acquaintance. Professor Kim asked for the technical data on the medicine we had developed to cure cancer and studied it over one month. He decided that our drug's technology, which strengthens immune cells and improves blood vessels, would be effective in treating his daughter, and we started to treat her. After about two months, she was able to move and feel sensations for the first time.

A year later, she was able to move in a wheelchair. This was an absolutely amazing recovery to be part of. She had been lying in a hospital bed for ten years, only able to breathe, and after we treated her, she could move once more. Professor Kim was so grateful to us that he passed on much of the knowledge and skills he had developed over his life. This really helped us move forward with our new health technology projects, such as very successful treatments for baldness, atopic skin diseases, and impotence.

**Interviewer:** During the COVID-19 pandemic, your fantastic products to sterilize germs and viruses in under ten seconds came to international attention. However, political and business interests stopped these becoming more widely used. Could you tell me a bit more about this time, which I know was very frustrating?

**Ri Ki:** Our company, Clobio, was created through investment by Optimus Asset Management, the largest asset management company in Korea. While we were preparing to make Clobio a listed company, the Covid-19 pandemic began. Clobio, which had a line of highly effective sterilization products, became famous, attracting a lot of business attention.

This should have been good for our company, and we were excited - but the opposite happened. The political regime in Korea changed, and Optimus Asset Management began to be suppressed for political reasons. Investment in Clobio was stopped, and our dreams of becoming a listed company dashed just as the world needed our products most. This was a scandal not only for us but for the whole



of Korea - Optimus Asset Management was a company worth 700 million dollars.

**Interviewer:** It must have been a very difficult time for you, but Clobio did recover. Could you please tell me what happened after this, how you met Lan Tschirky, and how she helped you move forward with your work?

**Ri Ki:** When the dream of listing the company was thwarted, Clobio decided that we would sell our products ourselves. I met Lan whilst doing overseas sales. She was the type of person I'd never met before. She put more importance on relationships and people than money and was very passionate and honest. I realized that the combination of Clobio's skills and her connections would create a great synergy, and we started to do business together.

We have developed a new line of anti-virus products and are now working very hard on a revolutionary line of products that maintain food freshness for far longer than previously possible without additives or preservatives. We're in a very exciting place.



M E T A M O R P H O S I S

# Art can be better than Prozac

*The Power of Art for Wellness and Social Change*



## Interview with Elizabeth Markevitch

Looking at a painting can reduce cortisol by 60 percent, and there's growing research that shows that experiencing art can have a significant impact on our mental health and well-being. Renowned art entrepreneur Elizabeth Markevitch, founder of the streaming art platform ikonoTV, talks here about the relationship between art and wellness, how art can help combat climate change, and her mission to make art accessible to everyone.

**Interviewer:** I'm going to start simply. I know you're about to travel to WEF to speak at the Lan.Space event. What are you planning to talk about there?

**Elizabeth:** I'll be talking about the relationship between art and health.

**Interviewer:** Quite an unusual subject?

**Elizabeth:** Not as unusual as you might think. It's a growing field of

interest. At the latest COP28, each day was dedicated to a specific topic, and the day on health was largely led by the World Health Organisation (WHO). I spoke at this conference in a roundtable on 'Art, Climate and Health.' And it's really becoming a vibrant field of research. The WHO, during the COVID-19 pandemic, created a new department called the WHO Health and Art Lab, and they've teamed up with a Saudi family who invested in art to create the 'Jameel Arts and Health Lab.' It's been going two years now, and I've been lucky enough to be involved with it from the beginning - they played some of my slow art films at their launch at the Metropolitan Museum in New York, and you really saw the calming effects those films had on people.

**Interviewer:** I think it's something you are passionate about, the healing effect art can have on us.

**Elizabeth:** Yes. We all know that music can have an amazing emotional impact on us, and it's become widely accepted that



drawing and coloring can be used as a form of art therapy; when you take a coloring book, and you begin to draw, it calms you down. What we did not know, but what we are beginning to find out, is the calming effects of simply looking at a work of art. When you're looking at a work of art in a passive way, in a museum, for example, it has the same impact, and the impact is quite extraordinary. When you're looking at a painting, your cortisol level can drop a minimum of 60% instantly. If you look at paintings, it seems you don't need Prozac.

**Interviewer:** That's quite amazing. I imagine it must depend somewhat on the painting someone is looking at for the healing effect.

**Elizabeth:** Well, there is a question of what paintings people are looking at, but a more pressing problem is the fact that people don't look at a painting for more than 5 seconds.

**Interviewer:** A very brief amount of time!

**Elizabeth:** Exactly. 5 seconds. And then your cortisol goes up again because you go off to some other part of your life. And this is where the slow films I make with ikonoTV come on board. They can be really interesting when it comes to the calming effect of art because they use moving images, and moving images have this kind of mesmerizing effect on you, which keeps you in it, a bit like TV. Why do we watch TV from time to time? Because we say it relaxes us. And at the end of the day, it does because when you're watching TV, you're putting your frequencies at the alpha level. So you are, in fact, in a meditative state, so to say, in terms of the level of your frequencies. So, with our films, we keep you looking at the kind of painting that can really drop your cortisol levels far longer than the usual five seconds.

**Interviewer:** It's very interesting. I wonder if the reason people don't look at a piece of art for more than five seconds but can concentrate on slow art films is because of what has been called the attention economy. We have an enormous amount of things and screens and devices and software calling our attention all the time, and because of this, our ability to focus for long stretches of time has diminished. Reading a long Jane Austen novel is not an everyday activity these days, and in the same way, looking at art for a long time is not something many people do. Watching screens and TV, however, is part of our daily lives.

**Elizabeth:** And this is why I do what I do. I do what I do because I feel art can have as strong an emotional effect on people as music does. We were comparing music and art before, but it's a false comparison. The only thing you can really compare between the two is the real concert and the real museum show when you are facing a genuine work of art in the flesh, in the same room, surrounded by people. The invention of radio distributed music widely and made it accessible to an enormous amount of people who did not have access to it before. Then came record labels, which further expanded the mass market for music and created enormous revenues. We now have Spotify, which is a mix of radio and record labels, which has made music even more accessible in a way it has never been before. You can't compare this enormous, historic industry dedicated to the expansion of the experience of listening to music, which has become enormously ingrained in our emotional makeup, to that of the contemporary art world, which is an exclusive setting operating between mostly private gallery spaces and imperious seeming museums, which many people, who have no problem turning on the radio or selecting any song on Spotify, feel uncomfortable visiting. Because of this, art is not popular in the way that music is today.

**Interviewer:** Contemporary art does not have the same hold in contemporary society as popular music does.

**Elizabeth:** Yes, but not only contemporary art. Every art. I mean, show a Botticelli to anybody, to your neighbor. See what their reaction is.

**Speaker A:** It's quite a lot to think about. What comes to my mind right now is Caravaggio and his incredibly powerful religious paintings. There's a poem called Santa Maria del Popolo by Tom Gunn. He describes women praying in front of this Caravaggio painting and the deep connection they have with this painting. But if I try and think of music from this era in Italy, I can't think of much. And so, thinking of this, I'm just wondering whether music has always been much more accessible than art or if it has been a recent phenomenon.

**Elizabeth:** Music became super accessible since radio existed. That's it. Before radio, music was for the elites.

**Interviewer:** Perhaps in different ages, different forms of art speak to us more powerfully?

**Elizabeth:** You need in some way to get used to an art form. Whatever the art is, if you do not know it, you don't hear it, or you don't see it properly.

**Interviewer:** I think Ruskin actually said in the 19th century, in an essay comparing music and painting, that painting was the superior art because it required education and taste, whereas music could be enjoyed by anyone.

**Elizabeth:** This is where I disagree. You can look at a Caravaggio or a Botticelli or a Picasso or a Roscoe. You like it, or you don't like it,

but you don't need to know about it. Yes, knowing about it might make you appreciate it better, but you don't need education; these are great paintings that can speak to anyone on their own terms. And I think the mistake of the art world has been to send out the message not to go to a museum if you don't know anything about what is being shown there. But that's not fair, especially when we compare this to the access we have to music. We all collect music on our iPhones, but that doesn't make us musicologists. It makes us people who are just having pleasure. We have two parts of our brain, one for knowledge and one for pleasure. The art world, at least the museums and art historians, tend to tell us first, get the knowledge, and then you might find the pleasure. I want to do things the other way around. And this is why I do what I do. With all the slow art films on ikonoTV, I'm not asking anybody to know anything about it; I'm just asking them to dive into that world and enjoy. That's it.

**Interviewer:** Do you think that the curator has too much power in the art world today? Is that what has made it such a knowledge-driven industry?

**Elizabeth:** I think the art world has been damaged by the art market. Because the art market has a huge influence on the art world, museums and curators say what is considered art has a price tag. If an artwork doesn't have a price tag, meaning it has been at auction or has gallery representation, and we don't know exactly what is the price of this artist, then you aren't really an artist; you just have a nice hobby. This means you probably won't be able to support yourself as an artist but have to rely on friends and family, and we lose many potentially unique artists in this way.

**Interviewer:** I'd be really interested to hear you talk more about the commodification of art over the latter half of the 20th century.





We have to stop seeing art as just nice to have.

telling us into effective emotional content. I began working with COP in Paris through ikonoTV, putting a call-out to video artists for submissions on the topic of Climate Change. That first year, we had 60 artists. This year, we had over 1200 submissions. It shows how much artists have committed themselves to this topic since 2015. Climate Change is a subject that is essential to us all. And this year we chose 132 films which are, I think, really great.

**Interviewer: It seems that Climate Change and social activism are really important parts of art for you.**

**Elizabeth:** Climate for me is very important, and it's bringing me to the next step in what I want to do, which is to bring back the artist into the social debate. I want to bring back the artist into the middle of the village. We have to stop seeing art as just nice to have. Art is not a nice thing to have or a thing that is or is not to your taste. I think one of the problems with the art world today is that we put the artist in a bubble, whereas the artist should be with us in society, and they should help society. I hope in some way to work toward this with my new project, artists interviewing scientists.

**Elizabeth:** It has always been commodified. Look at the Medicis. They were paying millions to have their Michelangelo or Da Vinci or whoever was coming to paint for them. Art has always had a price tag. It became worse in the 20th century. That's probably the case, but also the museum world and the curators decided that they were in their own commodity system of success and acclaim. Public museums should be doing exhibitions because they are important to be done, not because they are going to be successful exhibitions. Today, they are trapped in the system of doing enormous blockbusters and spending millions on marketing. That's because of the art market. I'm claiming that we have to stop this segregation and look at art in a different, more accessible way. That's why I started ikonoTV, a digital platform where anyone can access art and experience in a way that they feel comfortable with.

**Interviewer: It's a great mission, and I really hope you succeed. I've had a look around at ikonoTV, and I love it. There's so much there. Where would you recommend someone coming to ikonoTV for the first time to get started?**

**Elizabeth:** Well, the thing is that, as you see, we do not put any wording, so to say, on the thumbnails. I wanted people to play

with their eyes and be attracted by the thumbnail. Because of this, we created several classification systems. I personally like the channels because they are dedicated to a topic, an institution, or an artist. For example, each year, we do a competition for COP, an open call, for our program that we call 'Art Speaks Out' - this is a particularly good channel to watch and shows video art on the topic of Climate Change.

**Interviewer: Tell me more about it.**

**Elizabeth:** 'Art Speaks Out' is shown during every COP. It's really special to me because I started in 2015 when the COP was in Paris. And it was probably the first year that the COP organizers were telling themselves that perhaps they should bring art into the picture. It was when I was also beginning to realize that climate change had a communication problem. The scientists, activists, and all these NGOs do not know how to talk to us. They are not storytellers. And because they are not storytellers, when they tell us the earth should not warm to more than 1.5 degrees, it doesn't talk to anybody. This 1.5 degrees, we can't grasp it. I was convinced that artists have a fantastic role to play in getting out the Climate Change message and helping translate what the scientists were



# The Ecuador Example



Dr. Kathleen McCaul Moura

*The global world is very important but our local world is also important - it is with the local that you preserve identity.*

Despite the oil contained within Ecuador's Amazon rainforest, the citizens of this under-resourced country have voted to maintain the natural environment instead of profiting from prospecting. Dr. Rosalia Arteaga, the first female Ecuadorian president, and environment advocate, talks to Lan Space magazine about the importance of educating citizens as part of efforts to protect the Amazon, as well as her unique new project in the heart of historical Quito, where literacy, education and the environment come together in a new eco-library and museum.

**Interviewer: Please tell us about your new project, a library and museum in the center of Ecuador's capital and your home, Quito.**

**Dr. Arteaga:** I am trying to refurbish an old house in the historical center of Quito. Quito is one of the cities declared by UNESCO as part of humanity's cultural heritage. Some years ago, we received an old house from the municipality of Quito to create a community project. We are refurbishing it to transform it into an eco-library and museum. It is ecological because I believe that talking about and learning about the environment is one of the most important issues to keep alive today. I was the general secretary of the Amazon Cooperation Treaty Organization from 2004 to 2007, and since then, I have been studying and engaging with the environment. I have many books on the environment, and I think it's a little selfish to keep them only for me.

We are especially keen on attracting kids, teenagers, and young people, many of whom live in the urban historical center of Quito. The historical center houses the headquarters of the government, the house of the president, and some ministries, but there are still a lot of people living there, with 97 schools in the center. Most of them are public schools with working-class students. They often don't know what to do with themselves after or before class or where to study in the afternoons. One of the main ideas behind the refurbishment of this house is to give these young people a place to go and study and read.

However, we need to raise a lot of money, and it's not easy in countries like Ecuador. But we are doing it. I hope that sometime towards the end of the year we can open the library and also a connected museum. In the museum, we are going to put art, ecological, and archaeological pieces, as well as shells and stones that I have collected throughout my life. It will be an immersive



museum where, with digital help, we can make the visitors feel that they are in the middle of the ocean or they are in the middle of the jungle.

By immersing the visitor in these natural scenes, we hope in some way to re-create and educate people on the richness of the Ecuadorian environment. In Ecuador, we have several biomes. It's a small country, but we have a fantastic amount of biodiversity. We have the coast bordering the Pacific Ocean. We have the Andean mountains, where Quito, the capital, is located. We also have the Amazon jungle and the Galapagos islands, which are part of Ecuador's territory. We have all these biomes to show and to be proud of, and we want to educate the kids on how to protect these biomes and to feel closer to them.

**Interviewer: It's a wonderful project. I'd like to ask you about setting up a library with books in this digital age. Mobile devices and social media have so much influence on young people, especially today. What do you think is the value of introducing them to the traditional book form today and the idea that they can go to a library and search out knowledge in a more physical, tangible way as opposed to using their phone?**

**Dr. Arteaga:** Today, we need basic human values more than ever. I talk a lot about values because I think we lose our humanity if we don't remember our human values. The idea of the museum





is to introduce young people to books but also to have plenty of programs with which to attract them. So we're using the digital world, of course, because we are going to have computers and the internet, and the young people will be involved with these things. But the important point is that it is not only digital but a combination of digital with traditional values. Another example of this is our school for leaders.

They are having classes in a long-distance way, using Zoom. But we also have classes in person. In both kinds of classes, we talk about values and ethics; we talk about the history of Ecuador and international affairs and how to preserve the values of our local people. The global world is very important, but our local world is also important - it is with the local world that you preserve your identity. Local is a very pertinent word when we talk about what we are trying to do with students, teachers, the museum, the eco-library, and all the other projects that we have.

**Interviewer: It sounds like you're trying to take the best from globalization and digitization and technology and marry it with the traditional local values of Ecuador and the unique landscape that you've got. I had no idea there was so much biodiversity in Ecuador. Are you worried about the future of this environment?**

**Dr. Arteaga:** Is there a future? I hope so. In recent months, we have had a consultation with the people about preserving the Yasuni National Park in the Amazon rainforest. It's one of the most biodiverse natural regions in the whole world - the Amazon jungle. But there is a lot of oil there. So, preserving this national park is a big cost for a country that needs to develop and needs the revenue that could come from oil exploration here. So it was really something when the Ecuadorian people said: don't touch the Yasuni. We prefer to maintain the oil inside the land than to exploit it.

But I hope we can attract revenue through our natural landscape. We are a unique country. The name for our country comes from the Ecuadorian line - we are right there in the middle of the world. And it makes us a very special place. We don't have four seasons. We have only one season. But we also have the Andean mountains, which give us the altitude. In Quito, we have spring weather almost all year. And, of course, many people don't realize that the Galapagos islands are a part of Ecuador, which is the most impressive natural laboratory in the world, so important for Darwin and the discovery of the selection of species and evolution. And this is our territory.

And then half of our territory is Amazonian. We have an enormous amount of richness and natural production that other countries don't have. Ecuador, for example, is one of the world's best destinations for bird watching. But in other senses, we are an underdeveloped country with corruption. We have problems of poverty, and we have also started to suffer narco guerrillas from Colombia. We are between Colombia and Peru, and this means we are in the middle of a lot of drug crime.

**Interviewer: You were general secretary to the Amazon Cooperation Treaty Organisation between 2004 and 2007, dealing with different countries that share the Amazon forest: Peru, Colombia, and Brazil. How was that experience?**

**Dr. Arteaga:** I was the general secretary of the Amazon Cooperation Treaty Organisation, and I used to live in Brazil, in Brasilia, the capital, which is the headquarters. It's a unique organization - the members are only Amazonian countries - the eight countries that share the Amazon basin. Brazil has the largest piece of the basin, of course, but what is interesting if you think of small countries like Guiana or Suriname is that all their territory is Amazonian

- 100 percent. For Ecuador, 50% of our territory is Amazonian, and so, of course, this means the forest is very important to us. The Amazon, as a whole, makes up 40% of the territory of South America. 40%. It's an enormous percentage of the continent. But it has not been taken care of. Governments mostly think about the Amazon in terms of resources to exploit and are not interested in creating an awareness of how important it is for our environment. Most of the Amazonian governments talk about how to colonize the Amazon. Imagine that. This is terrible for the flora and fauna but also for the Amazon locals. There are many people living in the Amazon, about 40 million people. And the policies of the different governments are different towards these people and the forest. The idea of the Amazon Cooperation Treaty Organisation was to create some guidelines for the Amazon. But it didn't have the support of every government, so in the end, every government did what they wanted. There are a lot of illegalities in the Amazon - most of the coca plantations that produce cocaine are in the Amazon. It is a big problem. And there is a lot of trafficking of exotic species and also mining and oil exploitation. I'm not against oil and mineral exploitation, but it has to be done with a lot of care. Probably the biggest problem in the Amazon, more even than mining and oil exploitation, is agriculture, cattle, and soy farms, which destroy the vegetation and the natural balance of the forest.

**Interview: You were working as general secretary to the Amazon Cooperation Treaty Organisation between 2004 and 2007 before President Bolsonaro relaxed laws in Brazil on protecting the Amazon. It's nearly 20 years since you first started there. Could you comment on whether you think the situation regarding Amazonian government protection of the forest has gotten better or worse?**

**Dr. Arteaga:** Worse. Unfortunately, it's got worse. The pandemic and global recessions have meant that populist governments in our countries are not paying any attention to protection - only how to get more money for themselves. It is a mystery how this can be, but it's true.

**Interviewer: It's terrible, but you see this phenomenon at COP28 now regarding the environmental agreements. We should be coming together at such a critical time, but in fact, relations between countries seem to be getting worse.**

**Dr. Arteaga:** I am very skeptical about what's happening in the COPs; it is a global event with many governments who have agendas. I think it would be better to pay more attention to local governments who can actually see and feel what's happening in their territories and act more directly. I think the future has to be with local governments. This could mean municipalities, governors, or provinces - any form of government that stays close to local people and feels their needs more acutely.

**Interviewer: To have people like you working in global politics but also working on the ground and building up communities feels very powerful. I wonder, with this local government philosophy in mind, whether you could comment on the upcoming World Economic Forum, one of the most globalized conferences in the world right now.**

**Dr. Arteaga:** There are a lot of expectations regarding WEF, but in the end, most people feel that only the rich are represented there. Of course, all leaders attend, including leaders of Amazonian countries. But in the end, there are simply more declarations that don't often lead to action. When you see today what's happening around the world - wars in Ukraine, in Israel against Hamas, you have to reflect that global governance has in some way broken down. The United Nations was created to avoid new wars, especially a global war. But in a certain way, we have a global war now because, economically, we are all affected by what is happening in Ukraine.

I think good community collaboration on local and global levels has a lot to do with education and how each person is responsible for his own conduct - his own care of the environment, for example. If we do not provide a good quality of education, how can young people be aware of their responsibilities as humans? I have been a teacher for almost 20 years. I started when I was 17. I put a lot of hope in education. With better education, we can do more. The work of governments is modulated because if you have a country of well-educated people, then they can impose important measures regarding the environment, for example, and people understand why these measures are being put in place.

**Interviewer: You're known as being the first female president of Ecuador. I'm really interested in knowing how much being a woman affected your political career and how much it possibly helped or didn't help.**

**Dr. Arteaga:** Mine were very special circumstances. I was president only for a few days. I lost the presidency because I was a woman, and I suffered a coup d'etat from Congress. They violated the constitution. More generally, however, I think I opened the road for other women to enter politics. And this is, for me, probably the biggest thing that I could do - I was not only the first female president but the first female minister of Education, Culture, and Sports in my country, as well as the first vice-president and the first female general secretary of the Amazon Cooperation Treaty Organisation. This makes me very proud, but it has also been a big responsibility because a lot of young politicians and researchers look up to me. I'm often asked how we can avoid the machismo that still exists everywhere in Latin American politics. The responsibility of being a female role model has made me particularly careful of corruption. A lot of politicians in Ecuador have become known for corruption, and it is a terrible blight on our country. I really try to press into my students at the school of leaders what a disease corruption is. I tell them I want them immunized against it.





# The Visionary Behind Dataeum

## *A Journey of Inspiration and Impact*

Stewart Rogers

Paris is traditionally known for its rich history, stunning architecture, vibrant arts scene, and culinary delights. The city is a haven for food lovers, from quaint bistros to Michelin-starred establishments. Recently, Paris has also become a hub for innovative startups aiming to revolutionize various industries.

After graduating, Pham embarked on an entrepreneurial journey, running various businesses across a decade, including several restaurants in the heart of Paris.

"You know how it is with entrepreneurs," Pham said. "We're always looking for ways to increase sales. I started looking into online solutions to make our shops more successful. Then, I noticed something. Our shops weren't showing up on maps or online directories. That got me thinking. Why not share this data to help businesses to be more visible and get that extra boost? It was one of those moments when I wanted to take a different path and do something meaningful for others. I felt I could do my part to change the world a little. That's how the idea for Dataeum came to life."

This lightbulb moment ignited his passion for bridging the digital divide for businesses, leading to the inception of Dataeum, a platform that can revolutionize how companies collect and utilize data. The concept was simple yet powerful - harness the power of crowdsourcing to gather accurate and up-to-date data about physical locations.

Passion is something that the startup world has in droves, but without values, being passionate about your project can often lead to a less-than-satisfactory result.

"Throughout my journey, significant influences and mentors have played crucial roles, many of whom were present early in my life within my family. Reflecting on it now, I realize their impact on shaping my business and personal values. My father played a fundamental role in imparting the essential working mindset, teaching me the importance of perseverance and the dedication required to be a hard worker. He emphasized the need to think differently, see the big picture, and strive to be the best in the field I chose to work in. On the other hand, my mother taught me invaluable values, emphasizing respect, the importance of helping others, and the significance of thoughtful collaboration."



Those values and influences are mirrored and consolidated by Lan Tschirky, the lead investor at Dataeum. Pham clearly remembers the day he met Tschirky and the impact her approach had on him versus other investors he had contacted.

"The way I crossed paths with Lan is quite unusual, but then again, nothing with Lan ever seems ordinary, and that's what makes our journey together so special," Pham said. "When our startup was in its early stages, and we were looking for funds to bring our ideas to life, Lan, being the incredible angel investor she is, responded with an unconventional proposition - come over to my house for a discussion. It struck me as a bit unusual, but I loved the idea."



That evening became magical as we bonded over fantastic food and engaging conversations. Since then, Lan has been an integral part of our incredible journey, and moments like these make our collaboration so enjoyable."

After that unique and special initial connection, Pham began to realize that Tschirky's values not only aligned with those his parents had taught him but that both his father's work ethic and his mother's focus on respect and collaboration were present within her.

"Lan embodies a blend of all these influences, a genuine person with an open heart, a diligent worker, and someone who remains receptive to opportunities," Pham said. "In essence, anyone can be a source of influence or mentorship if you open your mind and remain receptive. It's about unlocking the door to being influenced by diverse perspectives and experiences."

Moreover, Pham has taken these values into the design of Dataeum, placing a strong focus on collaboration and rewarding its users for their efforts, which is in stark contrast to the Silicon Valley behemoths that have made billions of dollars from harvesting user data for free, only to capitalize on it for personal gain.

"These values are the essence of Dataeum," Pham said. "Our mission is to extend a helping hand to small businesses, especially in undeveloped countries, and individuals by empowering them to collect valuable data and earn additional income for themselves and their families. It's the entire mindset that defines our startup, a commitment to positively impacting the world around us."

Dataeum's unique approach involved mobilizing a global community of users, or "collectors" as they are called, who would use the Dataeum app to validate and collect information about various points of interest. These could range from shops and restaurants to historical landmarks and public amenities.

The collectors were incentivized through a reward system, earning tokens for their contributions, which could be exchanged for various benefits. This gamified approach ensured high-quality data collection and fostered engagement and loyalty within the Dataeum community.

The data collected by Dataeum is then made available to businesses, researchers, and organizations through a user-friendly interface, enabling them to make informed decisions based on accurate and real-time information. But for Charly, Dataeum is more than just a business venture; it's a vehicle for positive change. He envisions a future where data is democratized, and every individual can contribute and benefit from the vast wealth of information surrounding us. "Data should be accessible to all, not just a privileged few," he emphasized. As with all entrepreneurial journeys, the path hasn't always been easy. But Pham treats the bumps on the road as lessons that can help strengthen both the solution and his team.

"One standout difficulty occurred during the COVID-19 lockdown," Pham said. "It posed a significant challenge for our small, early-stage startup, especially since data collection required physical



presence, and no one could go on the streets. During this time, 99% of the shop data became inaccurate, mainly with false information, such as incorrect opening hours. Despite the adversity, our team's perseverance, and hard work, we adapted by establishing communication channels and devising a creative solution, leveraging drivers and delivery personnel to collect data. Through this effort, we demonstrated the efficacy of our model, emphasizing the importance of on-the-ground data collection as the most accurate approach for maintaining up-to-date local data."

With lessons learned, solutions found, and the shared vision in mind backed by the values instilled in him from an early age and supported by Tschirky, who shares those same values, Pham and his team are tirelessly working towards expanding Dataeum's reach, forging partnerships, and exploring new avenues for growth. Their mission extends beyond commercial success; it's about making a tangible impact on businesses, communities, and society. Such a bold vision is admirable, but it can pressure the founders and the team to live up to their high standards.

"Being an entrepreneur goes beyond hard work; it demands sacrifice and a willingness to take risks," Pham said. "My foremost advice for emerging entrepreneurs is to introspect before embarking on this journey. Please know yourself, understand your fears, and learn to control them. Fear can manifest in various forms, from the fear of losing everything overnight to the fear of continuous work without breaks or vacations. Confronting fears of failure and the opinions of others is crucial. Conquering these fears is



essential, and if you're ready to make the necessary sacrifices, the entrepreneurial journey can become the most rewarding and exhilarating adventure you'll ever undertake."

Pham also advises budding leaders to let go of the past and focus on the present. A humble leader, he wants to create a global impact without worrying about whether he'll be remembered for having created it.

"I'm not preoccupied with how I'll be remembered," Pham said. "My focus is on the present, giving my best, and taking each step as it comes. While inspiring and helping others in the future brings me joy, my primary aspiration is to continually evolve into a better version of myself as I reflect on my journey. By staying true to this commitment, any positive influence on future generations will naturally follow."

Charly's passion and dedication were palpable as our conversation drew to a close. Reflecting on his relationship with Tschirky, Pham explained how Lan.Space can help others understand that a values-based approach to investing, combined with a personal touch, is more effective than the typical process and data-driven world of angel investing and VCs. He left me with thoughts on what Lan.Space means during a week where the focus is predominantly on more traditional ideas of financial returns.

"Lan.Space has consistently been at the forefront of innovative thinking," Pham said. "Discussing technology topics like Web3 and AI alongside wellness, diversity, and inclusion is a natural extension of Lan's visionary impact on the startups she has supported. At Davos and during the World Economic Forum, there's a unique opportunity to bring these forward-looking subjects into the spotlight, providing valuable exposure and fostering discussions that align with Lan's cutting-edge vision.Space."

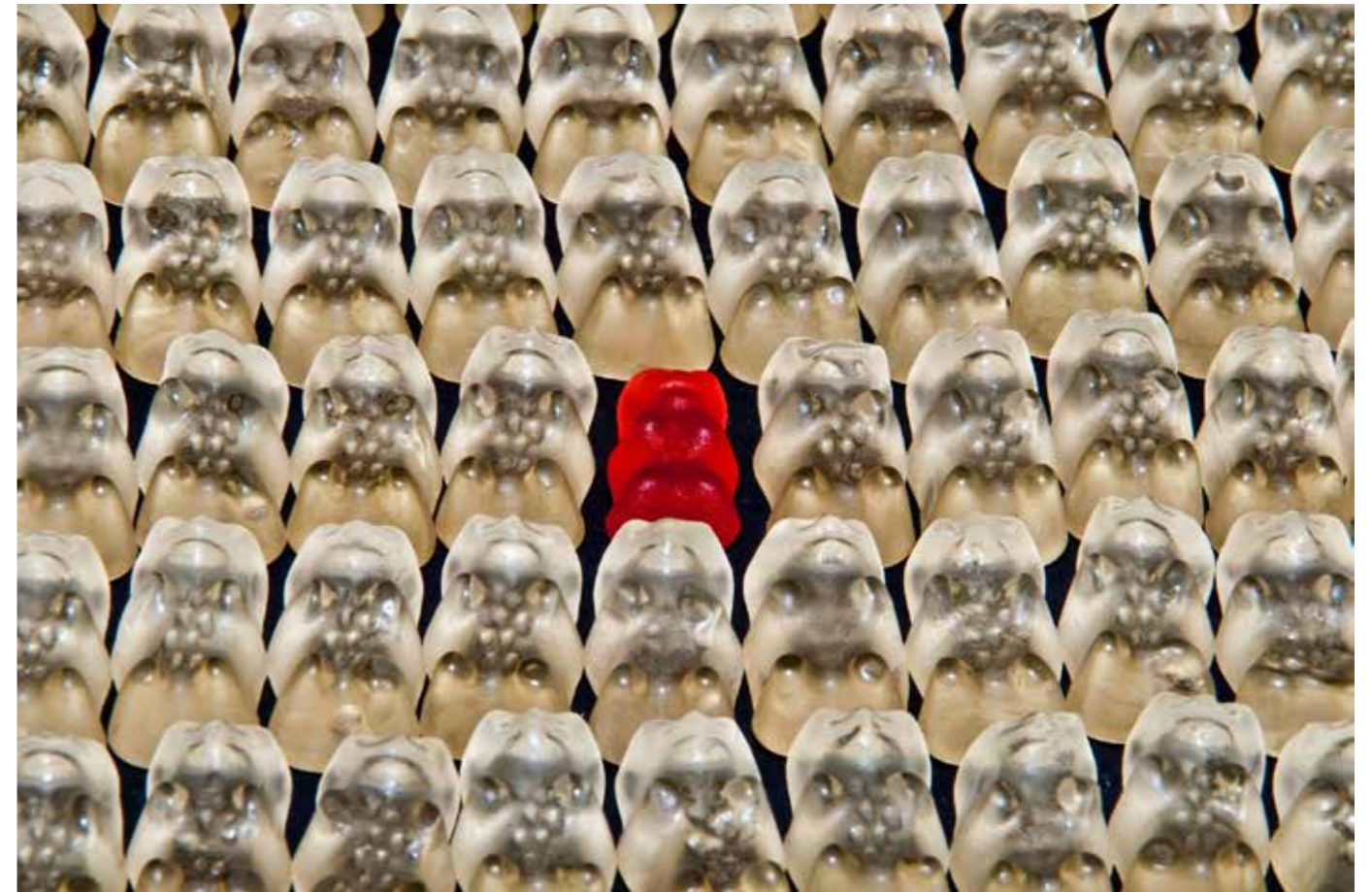
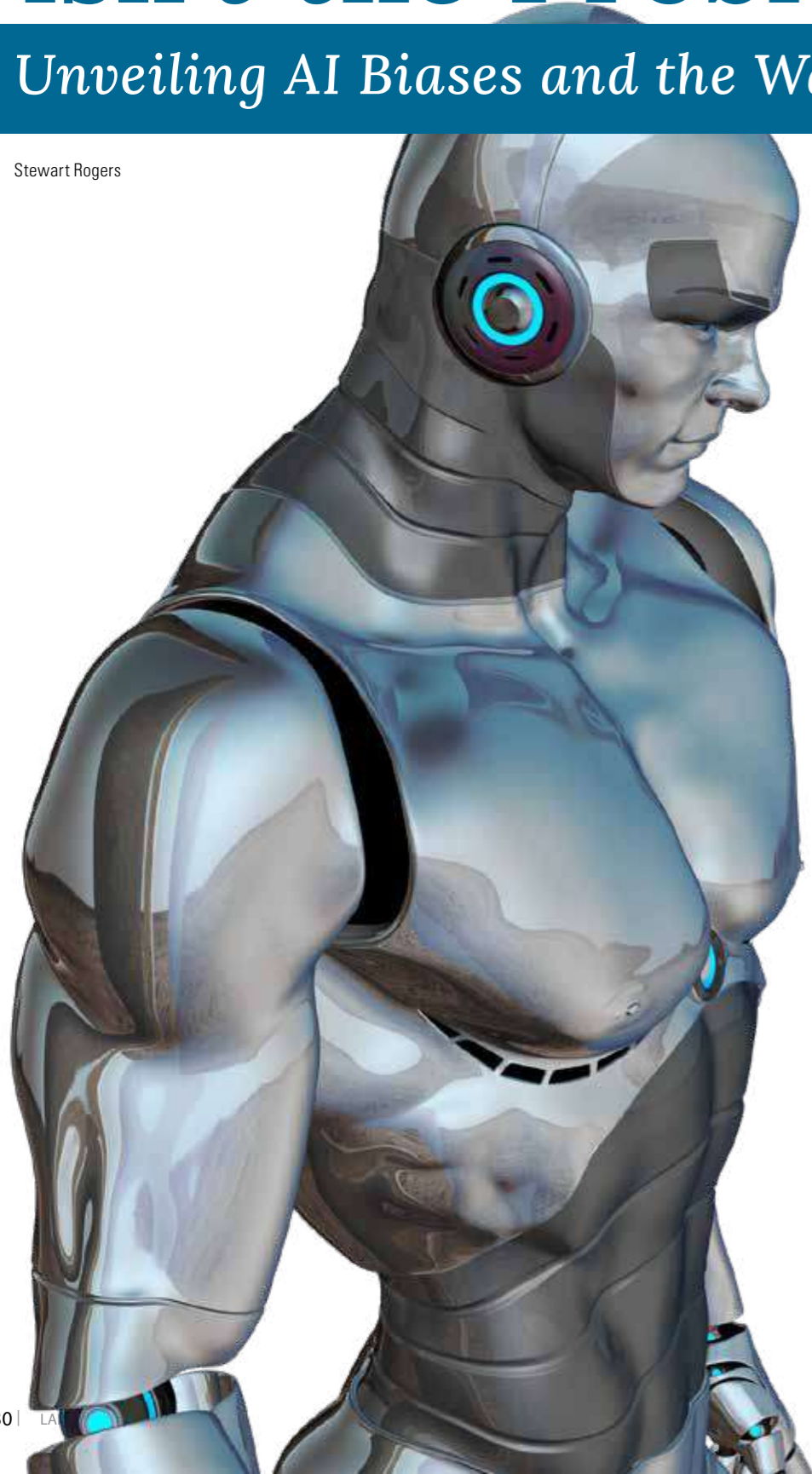


When Michael, my partner, and I arrived, Lan welcomed us in a manner that reflected her Vietnamese roots, which is something we share. She went above and beyond, treating us to a feast of five different Vietnamese dishes she had personally prepared.

# Artificial Intelligence isn't the Problem

*Unveiling AI Biases and the Way Forward*

Stewart Rogers



As artificial intelligence (AI) permeates our world, its impact extends from generating art to recommending which movie to watch next and from hiring decisions to healthcare treatments. However, this powerful technology has drawbacks, the most challenging of which is AI bias. And while you may not realize it, we all have a part to play in the future of "good AI."

In a recent conversation with Lan Tschirky, we agreed on a fundamental truth.

"While AI is not inherently flawed, the biases embedded within its data sources and development processes can significantly affect fairness and equality," Tschirky said.

Let's demystify AI and AI bias, their origins, and our shared responsibility to address them.

## AI: A SHORT HISTORY

Artificial intelligence (AI) has been around for centuries, with early ideas dating back to the works of philosophers like René Descartes and Alan Turing in the 17th and 20th centuries, respectively. However, it wasn't until the mid-20th century that AI research took a more concrete form.

The 1950s saw the birth of AI as a field of study, with the Dartmouth Summer Research Project on Artificial Intelligence in 1956 marking a pivotal moment. This conference brought together leading

scientists and mathematicians, including John McCarthy, Marvin Minsky, and Allen Newell, who laid the foundation for AI research.

The first significant setback for AI came in the early 1970s when it became apparent that the symbolic approach to AI was less practical than initially hoped. The complexity of real-world problems and computational power limitations led to a period of disillusionment and decreased funding for AI research. This period became known as the "AI Winter."

The AI Winter began to thaw in the 1980s with the emergence of machine learning, a subfield of AI that focuses on enabling computers to learn from data without being explicitly programmed. Machine learning algorithms, such as neural networks, achieved remarkable results in tasks like image recognition and natural language processing, paving the way for a resurgence of AI research.

The development of powerful computers and the availability of massive datasets further fueled the growth of AI in the 1990s and 2000s, leading to breakthroughs in fields like computer vision, speech recognition, and robotics. AI applications began to enter various industries, including healthcare, finance, and transportation.

"In the past ten years, we've seen an unparalleled surge in AI advancements, propelled by breakthroughs in machine learning, expansive data, and cloud infrastructure," Tschirky said. "Today's AI systems are achieving feats previously deemed uniquely human, from mastering intricate games and crafting imaginative prose to

autonomously navigating our roads."

AI is now used in many applications, from facial recognition software to medical diagnosis and personalized learning. As AI continues to develop, it is expected to have an even more significant impact on our lives, transforming how we work, live, and interact with the world around us.

## THE DATA PITFALL: A BREEDING GROUND FOR BIAS

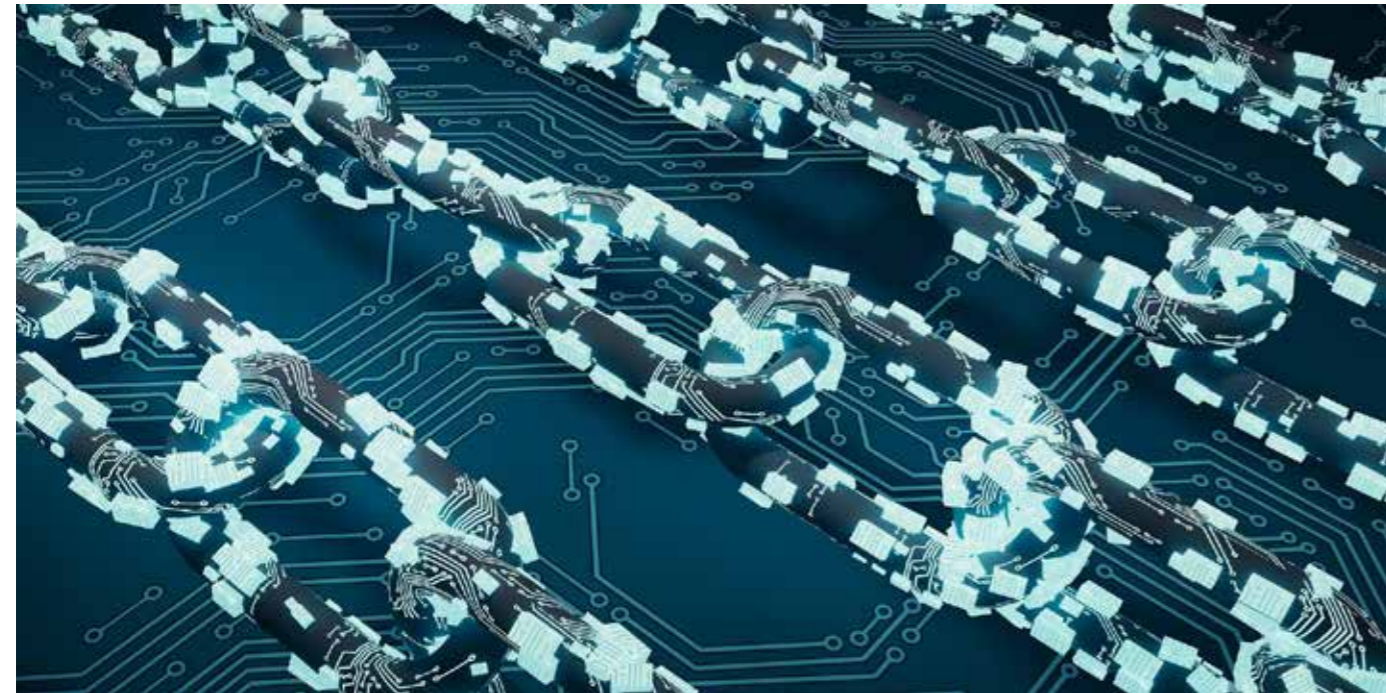
The foundation of any AI system rests on the data it consumes. AI models may inadvertently perpetuate discriminatory practices when this data is tainted with biases. Imagine predictive policing systems relying on historical crime data that may reflect biased policing practices, reinforcing existing prejudices. Similarly, healthcare systems may struggle to provide equitable care if data

## THE HUMAN FACTOR: BIAS IN THE DEVELOPMENT PROCESS

The decisions made during AI model development are crucial in shaping outcomes. If the primary goal of an AI model is profit maximization, devoid of societal considerations, the resulting decisions may favor financial gains at the expense of fairness.

"Furthermore, when selecting attributes for AI model training, we must be cautious; these choices can inadvertently amplify societal biases," Tschirky said. "Should historical data depict certain groups in an unfavorable light, the AI could inadvertently internalize and propagate these biases."

Acknowledging that these biases are not inherent to AI but reflect human biases embedded in the data and decisions made during model development is crucial. As such, addressing AI bias



collection is skewed, disadvantaging certain demographic groups. For example, the data required to determine someone's ancestry, collected through products such as 23andMe and MyHeritage, was predominantly populated from middle-class white families with \$200+ available for an "on a whim" purchase. While the amount of genomic data collected to determine your ancestry is insufficient for any serious medical solution, gathering such data is driven by a need for profit, which automatically rules out building genomic data from places such as Africa, India, or South America.

Furthermore, the techniques used to prepare data, such as preprocessing and labeling, can inadvertently amplify biases.

"Consider algorithms trained on biased hiring data; they can inadvertently sustain discriminatory hiring norms," Tschirky said.

demands introspection and responsibility from those shaping these technologies.

Identifying and mitigating bias in AI systems is a complex challenge. The subjective nature of fairness and the opaque nature of AI models complicates matters. The AI industry is attempting to solve many of these issues.

Adversarial training is a technique used to improve the accuracy of AI models by exposing them to adversarial examples. Adversarial examples are carefully crafted inputs designed to cause the AI model to make mistakes. By training the AI model on these examples, it becomes better at identifying and rejecting them, which can lead to improved overall accuracy.

Fairness-aware learning algorithms are a type of AI algorithm that is specifically designed to avoid discrimination. These algorithms consider the sensitive attributes of the data they are trained on, such as race, gender, or socioeconomic status, and try to ensure that the model's predictions are fair for all groups of people.

While adversarial training and fairness-aware learning algorithms offer promise, they are not silver bullets. Achieving unbiased AI requires a multifaceted approach encompassing interdisciplinary collaboration, ethical considerations, and engagement with diverse stakeholders.

The heart of addressing AI bias lies in the concept of fairness. However, defining fairness in the context of AI is a nuanced endeavor, with various definitions such as Equalized Odds, Demographic Parity, and Individual Fairness offering different perspectives. Navigating these definitions and establishing context-aware notions of fairness demands collaboration and continuous dialogue among researchers, policymakers, and affected communities.

## A COLLECTIVE CALL TO ACTION

Tackling AI bias is not the sole responsibility of technologists or policymakers; it requires a collective effort.

"Researchers have a pivotal role in championing the creation of transparent and equitable algorithms," Tschirky said. "Simultaneously, policymakers need to craft regulations that guide the conscientious deployment of AI. And it falls upon industry leaders to uphold the pillars of transparency, accountability, and inclusivity in all AI endeavors."

Consumers need to practice "conscious consumption," questioning the developers of AI products, researching whether they are likely to cause further bias issues, and then voting with their wallets to ensure only those who appear to be doing the right things are rewarded.

Together, through strategies emphasizing diverse representation, ongoing monitoring, and rigorous evaluation, we can pave the way for AI systems that uphold ethical standards and foster a more trusted and beneficial coexistence between humans and intelligent machines.

## EMBRACING AI FOR A FAIRER FUTURE

As AI continues to permeate our world, it's crucial to recognize that AI is not the problem; the biases embedded within its data sources and development processes can have profound implications for fairness and equality. We must collectively address these biases to ensure that AI serves as a force for good, not a tool for discrimination.

"As we navigate the future of AI, the roadmap is evident," Tschirky said. "Interdisciplinary collaboration is paramount, coupled with



embracing a spectrum of viewpoints and embedding ethical reflections at every juncture of AI evolution. Whether it's researchers, policymakers, industry mavens, or consumers, each has a pivotal part in sculpting an AI landscape that stands on pillars of fairness, transparency, and accountability."

By embracing these principles, we can harness the immense potential of AI to create a world where everyone has equal opportunities and access to its benefits. Let's work together to shape AI for a fairer future, where humans and intelligent machines can coexist harmoniously, empowering us all to reach our full potential.

# Blockchain Affects AI Profoundly



## Interview Dr. Kathleen Mccauley Moura

Co-founder and Executive Chairman of the Blockchain Research Institute, Don Tapscott, is one of the world's leading thinkers on the confluence of technology, business, and society. A multi-bestselling author, his various books explain blockchain and new technology simply and clearly. With over 5,000,000 books sold, his iconic book 'The Digital Economy' has just been published in a 20th-anniversary edition with a new foreword by Google CEO Eric Schmidt. In the run-up to WEF 24, Lan Space magazine was privileged to talk to Don about the new challenges Blockchain answers and presents today, as well as the way in which this technology interacts with Artificial Intelligence.

**Interviewer: You're one of the leading authorities in the world on the impact of technology on business and society. Right now, we all know the technology everybody is talking about is artificial intelligence - this is one of the main themes of WEF 2024. Your main research area is blockchain. Have you been doing much research into the relationship between artificial intelligence and blockchain and its impact on business and society?**

**Don:** Well, yes. Let me stand back a bit. The way that we are approaching this is that we're entering a new era, and we call it the Web3 era. This is inspired by Alex Tapscott's new book, Web3, charting the internet's next economic and cultural frontier. And the way that we view this is that there are four technologies coming together and that these are not separate, but they're all related, and each of them changes the other. The one that we've studied most is blockchain. Blockchain is going through some very big changes right now as we move from proprietary permissioned systems to using the public blockchain infrastructure that enables better integration, the creation and management of digital asset transactions, and so on.

And the way we think of that is that this is as 'Web3' if you like. The first web that came out, as Tim Berners Lee created it, was really a platform for the presentation of content. You went to websites, and you did it on a computer PC or a Mac laptop or something, and the web was a static medium for the presentation of information. Around 2002, technology evolved, and we started to see a second web where you could not only access the web, you could change the web, you could write to the web, and you could go onto Wikipedia and make an entry, you could create a community on Facebook and so on. And so the web really became a platform for computation, but also for collaboration. And then, with the rise of blockchain, we're seeing Web3, where, unlike the previous web, where you created all this value and content, but it was captured by a tiny handful of companies, you get to retain the value that you create.

This is an extraordinary thing, and it's the basis of prosperity and the protection of our basic rights and privacy, as well as the new business model for culture and many other things going forward. Now, the second big technology is AI. Machine learning, large language models, and so on. This is an overnight success story that began 60 years ago. And blockchain affects AI profoundly. AI will not be running on some giant central computer. It better not be because that would be terrifying. It needs to be decentralized and, in doing so, harness the computing resources of the whole world. But also, with AI, there are big questions about truth and the

provision of information. What is valid in a world where you can falsify not just information but you can falsify a video? Right now, I'm using AI to create videos of me, and all I do is enter the text into my AI. And I have this virtual Don Tapscott that looks exactly like me, giving a speech explaining all of the content of this text. Well, if I can do that for myself, I can probably do it for somebody else as well. And you can expect in the next year to see a video of Joe Biden admitting some horrific thing that he actually didn't do.

So, blockchain helps us know the validity of information and the provenance of where it came from. Blockchain intersects with AI in many other ways. I'll just mention one more, which is smart contracts. These are agreements between people and organizations that are programmable and that are made of software. The agreements essentially have a bank within them and a payment system, and they self-police. They enable the transformation of the metabolism of transactions and business and basically everything that we do in society, leading to big changes in how we orchestrate capability in the world to innovate, create goods and services, and so on. The third technology of this Web3 era is extended reality. But again, extended reality is affected by these other technologies and should be. Take blockchain, for example. The current model of the metaverse is a Mark Zuckerberg model, where you go to his metaverse, he sets all the rules, he harvests all the value that gets created, he captures your data, and it's kind of like going to Disneyland.

Now, there's nothing wrong with Disneyland. That's a fun thing to do. Take your kids, but don't think it's going to be some transformative human experience for the rest of your life. The metaverse needs to be decentralized on a blockchain. It needs to empower the creators of value to own that value, and so on. The final technology is the Internet of Things, billions and trillions of inert objects that become smart communicating devices. But again, these devices will be smart. They will learn. When a light bulb buys power from a decentralized power source and pays for it promptly, its





I'm very passionate that this is not something that should be done. It's something that must be done. Otherwise, Orwell had no idea how bad it could get.

**Interviewer:** You are a very sensible, considered advocate for blockchain technology, helping us move forward into the future. What would you say to people who criticize the coins that are built upon blockchain, primarily Bitcoin, which was begun as an alternative to orthodox capitalism but now seems to be becoming more and more part of the architecture of capitalism itself? For example, with ETFs. What would you say about that? Or what would you say are the potential pitfalls of blockchain? What should we be careful about?

**Don:** Well, there were a whole bunch of questions there. So, the first one is about the problems that have recently plagued the whole marketplace for digital assets. This is a big discussion, but if this really is a new paradigm of technology, which I think it is, these things always attract unscrupulous people. Criminals are the first to adopt exciting technologies. The automobile, the cell phone, the internet. Porn is still the main app on the internet today. But you can't throw out the baby with the bath water. And it's estimated that less than one-third of 1% of Bitcoin transactions have some nefarious purpose. 3% of cash is used for criminal or nefarious activities. So we're not going to ban cash, I hope, just because criminals use it.

The second thing is people confuse technology with the behavior of some bad actors. FTX, for example, is alleged to be an example of why this technology is horrible and even should be banned. Well, the problem with FTX had nothing to do with technology. It was good old-fashioned fraud. So again, let's be clear about what's going on. This is also the early days. It's kind of like the wild west. It's a place of recklessness and confusion and chaos and calamity. And our old regulatory infrastructure is not really fully equipped to deal with this. And sometimes we overreact. It's not just inadequate regulation; it's inappropriate regulation. For example, in the United States.

Why on earth would the SEC wait so long to enable ETFs for this technology? Because this is a new asset class. There's a whole set of issues about bad behavior. I could go on about that and talk about the regulatory problems if you want. I will say that in fairness to the regulators, it's tough because you want to get the pendulum swing right. You want to make sure that you protect investors and consumers and so on, on the other hand, but you don't want to crush innovation. Here's a little quiz for your readers. What's the most valuable business ever created in Canada? Anyone who knows Canada might guess. Maybe it was, you know, BlackBerry, or maybe it was Nortel or Shopify or RBC, the biggest bank in Canada, or an oil company? All of these answers would be wrong. The biggest business organization ever is Ethereum. It was created in Canada, but the regulatory environment drove it out of the country. All that innovation, all those jobs, all that tax revenue, and so on.

So getting this right is really important. Now, you were asking about Bitcoin, and I want to say something here because this technology enables the digitization of all assets. Now, normally,

people look at these platforms, and they think, well, the one that's being digitized is money.

Currencies, right? Cryptocurrencies. Well, it turns out currencies are one of a dozen types of assets that are being digitized. You can digitize anything. Art, music. It's called NFTs. Nonfungible tokens or tokens can be used to digitize a contract. You can digitize a synthetic, natural asset like a carbon credit or a real asset like a barrel of oil. And you think of tokens as a container, where you put the asset in the digital container. Or if it's something physical like a tree or a lake or a barrel of oil, then you can put all the data representing that into the container.

**Interviewer:** It's almost like going back to a barter economy. But digitized.

**Don:** Well, no, barter is one of the many ways that things can occur, but it's not a barter economy in my mind. It's more of a digital economy. Now, I coined that term in 1994 in my book "The Digital Economy - Promise and Peril in The Age of Networked Intelligence." So what is Bitcoin, you ask? Well, I don't really care about what the original motivation of the creators of bitcoin was. They wanted to bring down capitalism or something. I'm not sure that was the case, but it doesn't really matter to me. The question is, what is it now? Today, it has a value of, I don't even know! Let's look it up. \$1.7 trillion.

**Interviewer:** It's a lot.

**Don:** It's a lot now. I mean, it's less than the market cap of Apple, one company, but it's still a lot. And is it a currency? Well, currency is a unit of exchange. It's a medium for storing value. You can certainly store value. It's a record of account. But you don't walk into an automobile dealership and buy a car with a bitcoin. But it's closer to being a currency than anything else, I would say. But there's a lot of confusion about these digital assets. And again, I'm very excited about the book Web3 by Alex Tapscott because it clears all this up.

**Interviewer:** I have a last literary question for you. I have been thinking recently about Mary Shelley's Frankenstein, which could be called one of the first books on Artificial Intelligence. It was written at a time when Britain, at least, was going through enormous technological changes. This was when the term Luddite was coined, which described groups of men who were so worried about losing their jobs to the machines that were going into cotton mills that they started to attack them. Seeing the amount of terror and hysteria around technology made me realize that this wasn't the first time that we'd been standing on the precipice of a totally new technological age. Do you feel that the possible perils and pitfalls of what we're dealing with now are commensurate or equal to the kind of technological perils that people down the ages have dealt with, or are we really standing at the edge of something that's never been experienced before?

**Don:** No, it's the latter. We really are on the edge of something that's never been experienced. The upside is extraordinary, and the downside is terrifying. Now, this is a whole other topic, but I'm





convinced that we're going to need a new social contract for the digital age. When we went from the Agrarian age to the Industrial age, we figured out stuff. We figured out that people needed to be literate, and so we created the public education system and a law that you have to go to school. We figured out that people live in cities and created public safety nets. We figured out that you can't have one oil company owning all the oil and created anti-monopoly legislation. There are hundreds of decisions that we have made between government, business, and civil society. We've done none of that today.

So, we assume that we have a basic right to privacy. Well, that's being destroyed. What are we going to do about that? I don't think the solution is more government protection. We ought to own our own data in a self-sovereign identity. How do we solve the problem of the prosperity paradox, where, for the first time in modern history, the economy is growing, the middle class is shrinking, and there's wealth creation and declining prosperity? Well, people say you ought to redistribute wealth. Well, sure, maybe Elon Musk should pay some taxes, but that's not going to be adequate. We ought to redistribute wealth and change the way the economy works. I've discussed at length ways that that can be done. There's a fragmentation of public discourse. We've all ended up in our own little self-reinforcing echo chambers, and people can create false information and build entire movements and societies around that. In the US, we see the denial of not just science but the truth.

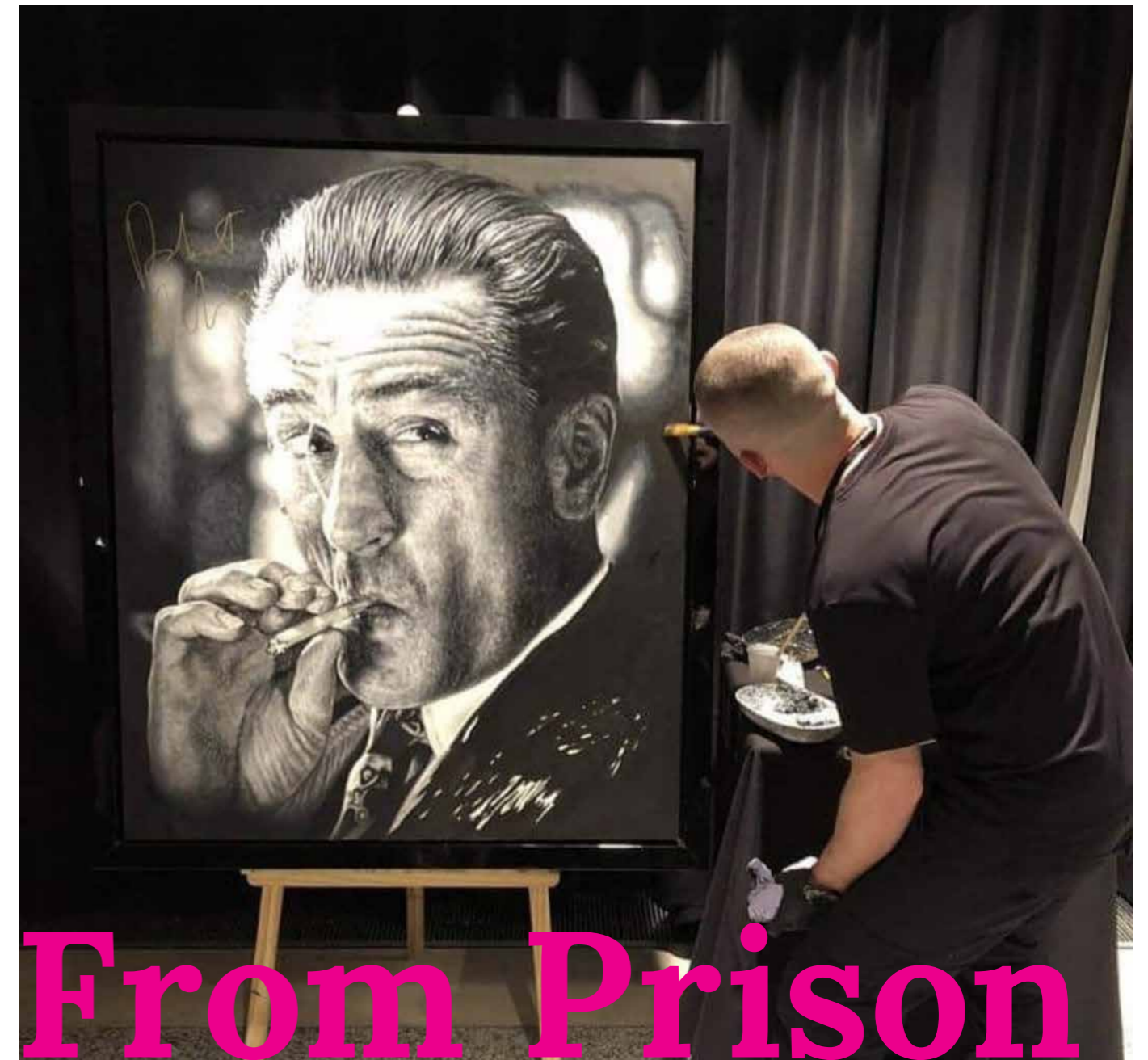
So, how are we going to solve these problems that have led to a complete breakdown or crisis of legitimacy for democracy in the United States? Donald Trump gets elected. That will be the end of democracy in the US, at least for the foreseeable future. Democracies had a pretty short run, anyway. If you look at the history of civilization, it's just a blip. So, these are just a handful of the examples of things that I don't think we figured out at all. You figure out you're going to create prosperity for your family

through a job? Well, in 48 of 50 states in the US, the number one job type for men is truck driver, and for women, it's cashier. Well, all of these are going to go away in the next decade. And it's not just blue-collar; it's radiologists and pharmacists and translators. How do we protect our human agency? Probably not in my lifetime, but in my kids for sure. AI. And AIs will look at humans like we look at a puppy. How do we ensure that these things don't take over? This is not crazy, hysterical fear-mongering. This is a real and present danger. So, this is my big passion right now: how do we build a new social contract for the digital age?





MUSE



# From Prison to Portrait

Stewart Rogers

**Glen Folan's** Inspiring Artistic Journey and the Transformative Power of Creativity



**Glen Folan has traversed an extraordinary path in art, garnering international acclaim for his profound and captivating paintings. His time in prison in 2008 served as a turning point, igniting a profound transformation within him that found its voice through art. The profound impact of his journey as an ex-offender is palpable in his work, shaping his artistic style and thematic explorations with depth and authenticity. It is a testament to the transformative power of creativity and resilience.**

Folan's artistic odyssey commenced with humble beginnings, where he honed his craft and developed a distinct style that would

eventually captivate audiences worldwide.

"My aunt Linda was my first influence in art," Folan said. "Growing up surrounded by her portrait work was astounding. As much as I loved art, I never thought that portraits were even possible from seeing her pencil work. I couldn't understand how they were so complete, and that scared me away from portraits, so I never even gave them a go. My second leading influencer was my art teacher in prison. He is the 'main man' who gave me the confidence to attempt my first portrait and taught me some of my first techniques." On his release, Folan vowed never to look back and embarked on an art career that would ultimately take him to new heights.

"It was a struggle at first, but thankfully, with Facebook being widely used then, I had the chance to share my work every time a piece was completed," Folan said. "This helped build fans and get my name out there in my local area for commission pieces, such as family portraits."

Those humble beginnings led to a serendipitous meeting that set Folan on a meteoric path - a meeting that was not what he had planned.

"The idea for celebrity figures, movie stars, and sports figures came from seeing a poster for an 'Evening with Evander Holyfield' in my hometown," Folan said. "I thought that if I bought a ticket and attended, I could get a painting of him signed, and I'd be famous! However, I didn't get to meet Holyfield that night. Instead, a meeting with Steven, the event's owner, made things come together. We have worked together since on many events, attaining signatures on my art and supporting charity auctions. As a bonus, I get to meet these stars and see their amazing reactions to my pieces. Many of these legends are now owners of my work, too."

Celebrity portraits have become a significant part of Folan's artistic canon, bridging the gap between high art and popular culture. Through his highly detailed and emotionally evocative portraits, Folan brings these larger-than-life figures closer to the viewers, allowing them to engage with their favorite celebrities on a more personal level.

Folan's celebrity portraits serve as visual tributes to these iconic figures and as cultural artifacts that document the influence and impact of celebrities in our society. By immortalizing these individuals through his art, Folan contributes to the collective memory of popular culture and reminds us of the enduring power of celebrity.

Throughout his career, Folan has collaborated with iconic figures such as Sylvester Stallone and Arnold Schwarzenegger, transcending traditional boundaries and infusing his canvases with the essence of celebrity personas. His "Rocky" piece, inventively created with crushed glass, led to meeting Lan Tschirky.

"I was showing 'Rocky' in Beverley Hills at a polo event, and Lan contacted me regarding purchasing the painting," Folan said. "This is where our relationship started. I remember speaking to her for the first time and seeing how much of an extraordinary human

she was. Lan mentioned the upcoming World Economic Forum the following month and asked if I would like to attend. This was when I met Lan in person for the first time. I had a fantastic week at her home, meeting many amazing and influential people. While there, I painted Lan a portrait as a gift as a thank you. It's rare you get to meet positive, real people like Lan in this world, but again, thanks to my art, I was lucky enough to do so and hope now a lifelong new family has been built."

Folan's ability to transform the world of celebrities into captivating artworks lies in his meticulous attention to detail and deep understanding of their personalities. He delves beyond the surface-level fame and explores the human experiences that shape these individuals. By studying their background stories, interviews, and public appearances, Folan can create portraits that reflect their physical features and the essence of their characters.

Folan's technique involves blending realism with elements of abstraction, capturing his subjects' external appearance and internal emotions. His portraits go beyond mere likeness; they reveal the vulnerabilities, strengths, and complexities beneath celebrity life's glamorous façade.

"The core values that drive me and keep me pushing forward is rather than with the negative aura and how I looked in my past," Folan said. "Being a positive influence in society and proving that life can be flipped and turned upside down is essential to my life. It's all down to dedication, passion, and the right people around you. I now attend young offender programs, working with them to tell my story and show how it's possible to turn your life around and put you on a different track."

Reflecting on his time in prison, he understands that it taught him the necessary lessons. While it can be challenging for many to let the past go, Folan's dedication to focusing on the road ahead keeps his passion burning.

"Prison was the main thing in my life I overcame," Folan said. "While incarcerated, I entered the Koestler Award competition for portraits. As much as portraits used to scare me, I painted one in prison of Eva Mendez and entered it for consideration. Out of over 8,000 entrants in the UK, three pieces were picked to be exhibited in a London gallery and auctioned off for charity, and mine was one of these pieces. I felt so proud. This was the main point in my time inside that I realized I was good enough to go forward and could make this my career when released."

One of the defining characteristics of Lan.Space during the World Economic Forum is the confluence of art, music, food, and other experiential elements, interwoven with talks and discussions around impact, investing, and collaboration.

"Lan.Space continues doing as it does yearly," Folan said. "Bringing creative people of all types together and giving people the opportunity to see positivity in many different creative ways. As much as passion and dedication always push you to go that one step further, it always seems to be people who offer you the following link in the chain and open the doors for your next steps/choices in your career."



Folan's journey from adversity to artistic triumph underscores the profound role of art in rehabilitation. His experiences have imbued his work with poignant narratives, offering a glimpse into the transformative power of creativity in overcoming challenges and adversities.

"More than anything, I'd like to be the proof that anything is possible," Folan said. "I don't believe people are born with skills. I believe everything in life is learned. With my love of art, I was good in school, but by going the wrong path, I left art behind. I had never painted a portrait until prison and never used oil paints either, and both these things are the central part of my brand right now. The only way to succeed in your career is to envision it, believe it's possible, and work hard to achieve it."

Folan's story reminds us of the transformative power of artistic expression. It encourages us to appreciate art not only for its visual appeal but also for its ability to convey powerful narratives and emotions. His artistic evolution exemplifies the indomitable spirit of human resilience and the capacity of art to transcend barriers, resonating with audiences on a deeply emotive level.

# Luio Zau



Stewart Rogers

## Artistry that Transcends Boundaries and Cultures



Luio Zau, the captivating persona of Portuguese maestro Luís Miguel Freire Estevinho, crafts abstract masterpieces that dance with vibrancy and surreal undertones. Recognized for his audacious palette, geometric intrigue, and whimsical flair, Zau's canvases radiate joy, liberation, and nostalgia. Many have likened his creations to enchanting spells, weaving magic and transformation into the viewer's realm.

The genesis of Zau's artistic odyssey traces back to his formative years, where the allure of sketch and hue beckoned him. Though academia led him down the path of architecture at the esteemed University of Porto, the siren call of artistry never waned. Choosing to chart a self-taught course, Zau delved into a tapestry of techniques and palettes, eventually etching his indelible mark on the canvas of contemporary art.

By the twilight of the 2000s, Zau's signature aesthetic was in full bloom, mesmerizing audiences and critics alike. His works, a symphony of innovation, found their home in prestigious galleries and museums, amassing a global clique of aficionados. Embracing the digital age, Zau's creations have graced myriad online showcases, further cementing his artistic legacy.

Yet, beyond the strokes and shades, Zau birthed "ZAUism" - a philosophy radiating creativity, optimism, and boundless imagination. In Zau's vision, each soul harbors the spirit of a ZAUist, beckoning them to unfurl their creative wings and revel in life's mosaic.

Lan Tschirky and Zau share a deep bond woven through art, collaboration, and mutual admiration. Lan proudly showcases several of Luio's masterpieces, each echoing his creative journey. For eight transformative months, Switzerland became a haven where their collaborative spirit flourished, exchanging ideas and refining techniques.





Zau's artistic horizons expanded further when Tschirky invited him to immerse himself in Vietnam's vibrant culture for three enriching months. This cultural sojourn enriched his art, reflecting the hues of Vietnam in his creations.

Their synergy peaked in 2022 at Lan.Space, where Zau mesmerized audiences with live painting sessions. Amidst an entranced crowd, the walls bore witness to the magic of creation in real time.

Through each stroke, their enduring artistic connection was etched deeper, uniting Tschirky and Zau in a shared narrative of creativity and inspiration.

Luio Zau stands as an emblem of artistic evolution, ceaselessly redefining the contours of imagination. Through his artistry, he beckons all to unearth their unique narrative and bask in the joy of creation.



# The Equestrian Pursuit



Stewart Rogers

Company Pololine

## Sebastian Amaya's Journey with Pololine



Polo, often regarded as the 'sport of kings,' encapsulates the essence of elegance, precision, and camaraderie. As hooves thunder across vast fields, the polo world is a symphony of tradition and innovation, capturing hearts globally. At the forefront of this vibrant tapestry is Sebastian Amaya and his team at Pololine TV, a beacon that brings the exhilarating sport to screens worldwide.

While many may consider polo somewhat elitist, that opinion is skin deep. As Lan Tschirky explained, the equestrian sports community is a nexus of influential figures from diverse backgrounds, offering unparalleled networking opportunities in a relaxed, genuine environment.

Beyond the thrill of competition, a spirit of camaraderie thrives, fostering lasting friendships and collaborations. Engaging in equestrian events provides a unique platform to forge meaningful connections that often transcend professional boundaries.

Additionally, interacting with horses nurtures empathy and resilience, contributing to personal growth and well-being. The equestrian world beckons with promises of enriching experiences and influential networking, making it a compelling realm for those seeking to broaden their horizons.

Amaya's journey from polo player to broadcaster has been transformative. Reflecting on pivotal moments, Sebastian recalls 2002, a year when the sands of change began to shift.

"In 2002, I was still playing professional polo, which is already challenging when you are not part of the elite best 10 of the world (like in every sport)," Amaya said. "I realized that I needed to use my knowledge and contacts to build up the business side of my career, and that's when I started to focus on the internet business

to make it work in the polo market."

Every visionary draws inspiration from mentors, shaping their ethos and approach. For Sebastian, three luminaries stand tall. His father, a stalwart in the equestrian realm, instilled the spirit of entrepreneurship, emphasizing the value of forging one's path.

"My father was a key influence," Amaya said. "As a polo professional and vet, he introduced me to the equestrian world and showed me that entrepreneurial vision is part of our genes. He showed me that even if you have been shown a particular path, it doesn't mean you can't try different ways and new things."

Those early lessons signaled a watershed moment for Pololine International in 2007. Under Amaya's astute guidance, it pivoted towards video production, aligning with the world's growing penchant for visual content. This foresight propelled the industry forward, reaffirming the adage that adaptability is the hallmark of success.

Other key players in Amaya's journey include Pablo Miguens, who provided Sebastian's maiden foray into the polo world, underscoring the significance of relationships. Lastly, the venerable Ali Albwardy, a titan in polo and business, has been a beacon of guidance for over two decades, embodying the essence of mentorship sans obligations.

"Miguens, a prominent businessman in Argentina, where I got my start in life, gave me my first job in the polo world and taught me how vital relations are. And Albwardy has been advising me whenever he can without any commitment. I have known him for more than 20 years."

Amaya's reflections on those who helped him are a mirror of the equestrian sports community, which is more than a gathering of enthusiasts; it's a vibrant ecosystem where influence, camaraderie, and personal growth converge.

That support network was emboldened by a serendipitous encounter with Lan Tschirky, who further enriches Sebastian's odyssey. Meeting at the Dubai Polo & Equestrian Club, Sebastian was captivated by Lan's dynamism.

"I have been impressed with the power Lan puts into all the different projects she develops," Amaya said. "I greatly admire her, and we'll keep helping each other in our environment." Their synergy epitomizes collaborative growth, a testament to mutual admiration and shared goals.

Central to Amaya's journey are intrinsic values that resonate personally and professionally. Engaging with influential humans capable of catalyzing global change, Sebastian envisions a world enriched by collective endeavors.

"Life is short," Amaya said. "We are here to enjoy it and try to improve the lives of the ones around us the best we can. Due to our work and market, we are in constant contact with influential people who can make a change for many people in the world; if we can help them to make this happen, we are closer each time

to our goal in life."

As with all things in this short life, the path was sometimes challenging. Navigating the technical intricacies of Pololine TV was a formidable task. An initial alliance with a third-party technical partner proved untenable.

"Although the workload was higher, building a technical platform in-house for Pololine TV was the best decision," Amaya said. "Not only did we own the technology, but clients such as Cowdray - the home of British polo, and The British Open Polo Championship, the premier polo tournament in Europe at 22-goal level - have signed multiyear agreements with us based on the quality of our solution."

Sebastian's ambition to conquer the US filming production market for polo beckons, underscoring his relentless pursuit of excellence and bringing everything the world of equestrian sports offers to a broader audience.

"I don't know if we are in a market that can change something on a global scale, but if we can help the less fortunate in some way, that would be great," Amaya said. "The equestrian sporting industry gathers highly influential people from all sectors, uniting them under something they love. Connecting with this community with the right attitude can lead to great things globally."

As the sun rises on the subsequent dawn of Amaya's illustrious journey, his legacy is envisioned through a singular prism: elevating polo. Emphasizing the power of focus, his legacy is intrinsically linked to polo's global ascent, inspiring future enthusiasts and innovators.

To budding entrepreneurs and changemakers, Amaya's advice is poignant.

"My humble advice would be not to be afraid; connections are everything in life, and if you dream it, nothing can stop you from



achieving it," Amaya said.

In encapsulating Sebastian Amaya's odyssey, the essence of Pololine TV resonates: a harmonious blend of tradition and innovation underpinned by passion, perseverance, and vision.

"We are in a relatively small world by focusing on polo, and that's not bad," Amaya said. "People often need to remember to focus on their niche; aiming to please everyone often leads to pleasing nobody. My legacy will be fulfilled if I can make the sport grow due to my work."

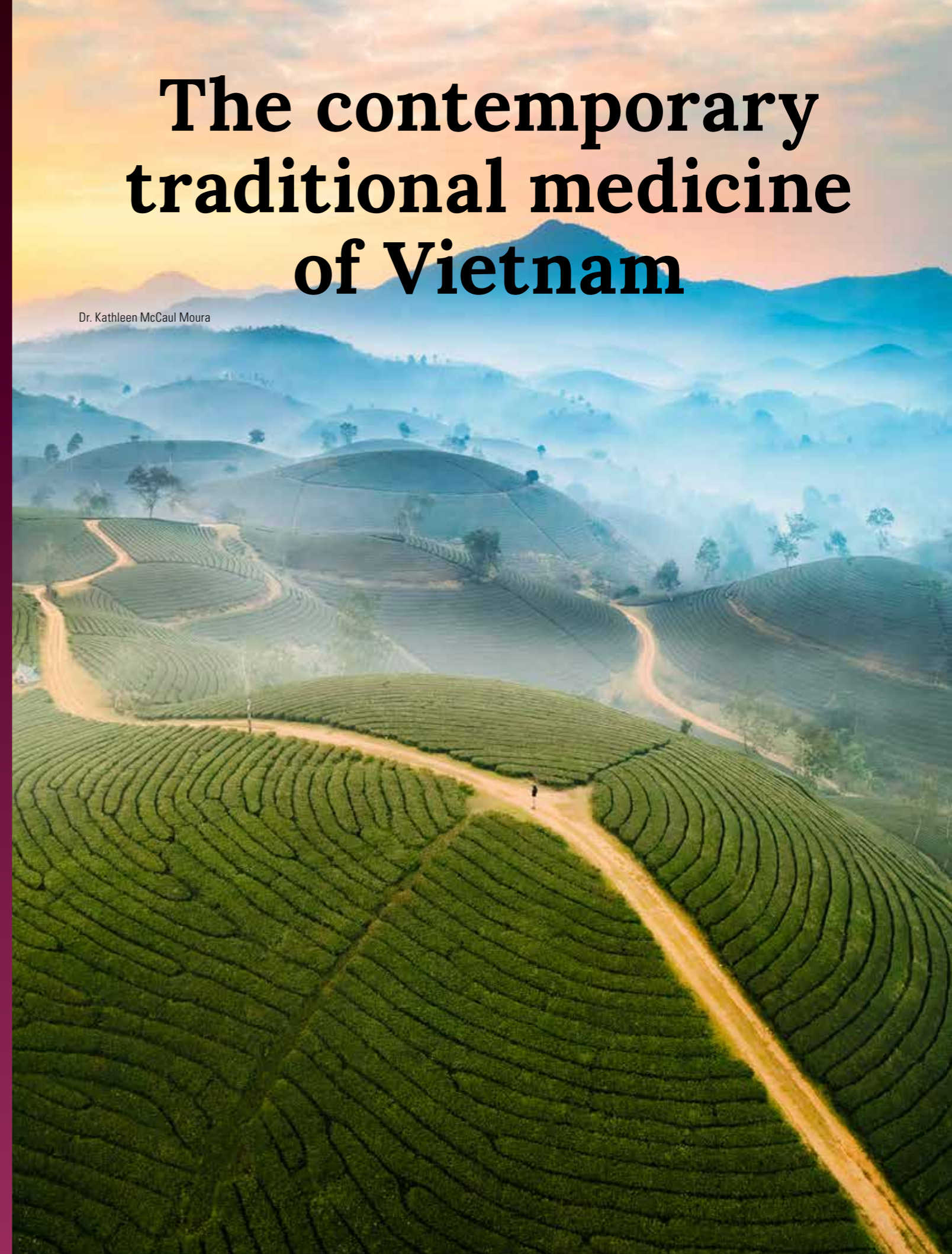




M A S T E R Y

# The contemporary traditional medicine of Vietnam

Dr. Kathleen McCaul Moura





Traditional Chinese Medicine - TCM for short - is one of the most famous and revered traditional medicine systems in the world, making increasing inroads into Western medical practice. Some experts say, however, that traditional Vietnamese medicine has become, in the last decades, a more powerful, more innovative, and better-quality alternative to TCM.

Dang Dinh Khanh is a typical resident of Hanoi, combining very modern and very traditional lifestyles together. He works remotely - from home - as a marketing consultant and has a wife and two sons. He lives, however, with his extended family and his parents in the old-fashioned Vietnamese way in the Ha Dong district, where many historic crumbling villas sit amongst brand-new shopping malls and residential towers. It's this combination of thousands of years of tradition, alongside new technology and research, that possibly saved Dang Dinh Khanh's life.

In 2020, when he was still a young man, just 27 years old, Khanh began to feel very sick. He describes how he was exhausted all the time but couldn't sleep at night and had very dark urine, the color of straw. He went to the University of Hanoi Hospital for tests, which showed he had liver disease.

"I couldn't sleep; my body ached, my face was white, but my eyes were yellow. I had blood fat and liver enzymes 5-10 times higher than other people," he said.

The university doctor treating Khanh put him on a one-month course

of medicine. Unfortunately, this had almost no effect on his liver, and his blood fat and enzymes stayed dangerously high. He was given another month of treatment, but once again, this had almost no effect on his liver. It was then that a friend of Khanh introduced him to the Vietnamese Traditional Medicine practitioner Dr. Quoc Chan. From a family of Vietnamese herbalists that go back three generations, Dr. Chan learned his trade from his grandfather and began treating patients whilst still a child. When Khanh arrived at the doctor's door, Chan was in his sixties and had been studying and practicing traditional medicine for decades, particularly renowned for treating liver and heart problems. At that time, he had recently created an innovative line of teas that made the traditional practice of brewing herbs on the stove for hours and hours more convenient for busy Hanoi citizens like Khanh. It was one of these teas that he gave to his new patient.

"It was such a relief to meet the doctor. His face, his eyes, they are unusual, kind. He listened to me, and he talked to me. I told him my symptoms, and he prescribed me a tea to take twice a day for two months. After I had finished the course, I went back to the hospital for tests. My test results, which had been up to 10 times higher than average, were now completely back to normal. I was so happy and relieved," said Khanh.

Herbal teas curing liver disease like this may sound improbable to most people, but Professor Ayo Walhberg from Copenhagen University, who spent years studying Vietnamese Traditional Medicine, is less surprised. Whilst he does not believe in miracle

cures, he saw for himself the power of herbal medicine in Vietnam and the innovative way practitioners in the country have developed their trade over the last decades, creating modern remedies that can have enormously positive effects on patients. For Walhberg, traditional Vietnamese medicine is a powerful alternative to the far more famous traditional Chinese medicine. This is partly due to the way in which the revolutionary leader and first president of the democratic state of Vietnam, Ho Chi Minh, supported the practice.

"I think a very important difference between Vietnamese Traditional Medicine and TCM, for example, is the relationship between traditional and Western medicine in each country. In China, the relationship is tense, and the divide between the two systems is clear. Chairman Mao summed up this attitude when he said that there was new medicine - Western medicine - and old traditional medicine. New medicine was better, he said, but when we don't have new medicine, we use old medicine.

In Vietnam, the two systems of medicine support one another to a far greater extent. Ho Chi Minh had members of his family who practiced traditional herbal medicine, and there are many stories of rebels fighting in the jungle and not being reliant on Western medicine but on herbs and plants. So, if you look at the rhetoric of Ho Chi Minh and the people around him, they always emphasized a combination of Western medicine and traditional medicine. This history is important. Vietnamese Traditional Medicine gained political clout and legitimization from its association with Ho Chi Minh, and this is very, very important in tracing how herbal medicine in Vietnam arrived in the strong place it is today."

Walhberg believes ongoing political support for herbalists has meant that the Vietnamese population today is far more at ease moving between two different systems of medicine than in many other countries and, perhaps more importantly, has allowed traditional herbal medicine to innovate and develop alongside high-tech pharmaceutical research to create an almost unique medical ecosystem. Walhberg cites particularly the example of Heantos, a renowned UN-backed addiction treatment developed in collaboration between the director of the National Institute of Chemistry, Tran Van Sung, and herbalist Tran Khuong Dan.

"That collaboration said a lot about the positive equality between Vietnamese herbal medicine and biomedicine because the two men met as equals, the chemist listening to the herbalist, wanting to know why there was a particular blend of 13 herbs boiled in the kitchen in a certain order. Then he explained that they would need to make the remedy into a capsule instead of a drink because it would have a longer shelf life. When a herbal brew is turned into a capsule, I don't see that as a colonization of traditional herbal medicine, I see that as a collaboration. It was trying to integrate aspects of them both. The herbalist did not feel he was being made to transport his herbal brew into a pill. He wanted to because he wanted to help as many people as possible. The foundations for research into Vietnamese medicine are completely different compared to many other countries and very strong. I definitely think that this equality has meant a much more powerful traditional medicine."

A further reason that Professor Walhberg cites for the power of traditional medicine in Vietnam, compared to other Asian countries, is the very high quality of the herbs and plants in the country.





"One of the questions that people sometimes ask about Vietnamese traditional medicine is, 'Isn't it just Chinese medicine?' The adamant answer is no. The herbs and plants that are being sourced locally might be inspired by Chinese medicine, but through the years, they have been adapted to suit the abundant lush flora of tropical Vietnam, where everything grows so well.

A further argument for the difference between Chinese and Vietnamese plants is the quality. In China, traditional medicine is produced on a massive industrial scale, and there are scandals, counterfeits, and all kinds of stories of bad quality products. The Vietnamese decided quite rightly that they could profit by doing things differently and claim that their plants are better quality and more organically nourished, and when they export, it is always bio-ecological quality."

Dr. Chan's teas perhaps feel like a strange miracle cure for liver patient Khanh and other devoted patients of the beloved Hanoi herbalist. These teas are, however, a product and culmination of centuries of herbal knowledge, combined with some of the highest quality plants in the world and a societal willingness to support, innovate, and combine Western and traditional medicine.

For centuries, herbal remedies were boiled for many hours on a stovetop. Busy modern Hanoi locals don't often have the time or space to continue this practice, however, which is why Dr. Chan started experimenting with easy-to-make teas. These teas began simply for families and friends. The first was a general supplement

to health, almost like a vitamin, but with far more powerful effects.

"Everyone told me they were feeling much better," said Doctor Chan, "that their immune system was stronger and they generally felt much healthier. So, I created another one to help with sleep. Again, the people I gave this tea to said it was amazing, the difference it made to their sleep. Over the last five years, I have created 12 different teas for weight loss, for beauty and youth, for blood pressure, for headaches, for bone health, and other complaints."

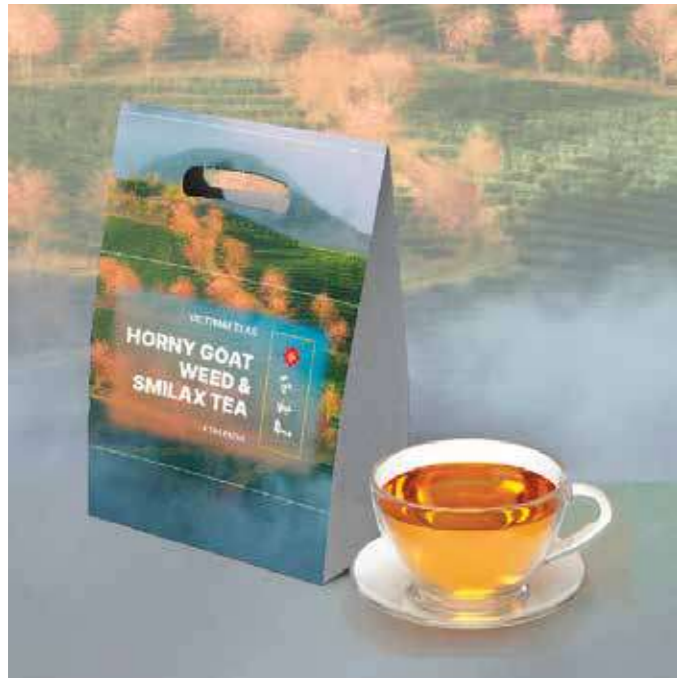
Doctor Chan now has a steady stream of patients coming to him for his renowned herbal teas. For Vietnamese writer Dang Than, a very old friend of the doctor, there is a second important aspect to Doctor Chan's teas, which have made them so incredibly popular in Hanoi today. They not only cure illness but actually taste very good indeed.

"Doctor Chan first opened his traditional Vietnamese pharmacy forty years ago and since then has devoted himself to creating innovative new remedies based on traditional remedies. He has an inpatient clinic here, and local people come to him first. People from this district sometimes come here daily. Many of my friends come here and keep coming again and again. He creates remedies for aging and beauty, but he also has been known to help cardio and liver patients as well as those with problems in the brain. His teas are exceptional in two aspects: they are not only highly effective, but they are, very importantly, delicious to drink."



Dr. Kathleen McCaul Moura

# Medical physician Lê Chân and his amazing tea bags



I have known the Oriental medical physician Lê Quốc Chân for over forty years, and it is my great pleasure to write something about him and his amazing teas. He is known as an extraordinary man in North Vietnam. He was born into a family with a tradition of studiousness with Confucian doctrines, medical and I Ching studies, and numerology. He was an excellent inheritor of his family's academic quintessence, bringing valuable knowledge to life, making important discoveries in medicine, and thus helping many people.

Since he was seven years old, physician Lê Quốc Chân was taught Oriental medicine by his grandfather. His grandfather was a reputable physician whose medicine brand, Lợi Toàn, was familiar to many people. As he grew up, the profession of making medicine to save people's lives left an imprint on the mind of physician Lê Quốc Chân.

Before opening his first Oriental medicine house, physician Lê Quốc Chân, who was eager to learn and read, studied in many different fields to improve his knowledge as a medical physician. Along with studying medicine, he studied for many years at the Vietnam National Academy of Music, majoring in symphony and contrabass. Scholarly music gave him great sensitivity and was extremely responsive to all aspects of humans: health, spirit, psychology, personality, and inclinations. He was a profound researcher of philosophy and religion. He has unique insights into Buddhism, Zen, Tantra, and a rare spiritual vision. In particular, he is a leading expert on I Ching, surprising many people, and this is also an extremely important foundation subject for people to understand Eastern philosophy, the law of all things; in particular, this subject is a source of knowledge throughout traditional Eastern medicine. In 2000, he graduated from the National Herbal Medicine course at Tuệ Tĩnh Institute of Traditional Medicine.

More than forty years ago, physician Lê Quốc Chân opened the first traditional medicine house, named Hồng Phúc Đường. Since



then, he has dedicated himself to deepening and expanding all dimensions of this wonderful field of study. In addition to coming up with specific remedies to treat many common and dangerous diseases (he is the one who created an Oriental medicine against COVID-19, which is extremely effective, easy to use, harmless, and has saved thousands of patients during the recent pandemic), he can also treat mental illnesses remotely, without having to use medication; and has dedicated research to create many unique remedies, such as beauty care for women and resistance-boosting medicine. These new remedies are prepared in topical and oral form, so they are very easy to use. Along with medicinal forms, he created medicines mixed with wine and tea. In all these methods, he has outstanding products.

His most popular products are his renowned herbal teas. The teas prepared by physician Lê Quốc Chân are unique in two characteristics: delicious to drink and very effective in healing. Here are some of his famous herbal teas:

• **BẢO XUÂN TEA**

Prolongs youth, balances hormones, and supports physiological strength.

• **INSOMNIA TEA**

For people who have difficulty sleeping and wake up in the middle of the night, it also reduces nervous breakdown.

• **STOMACH TEA**

Treats stomach ulcers, reflux, and dry vomiting.

• **OSTEOPOROSIS TEA**

Treats neck and shoulders, osteoarthritis, polyarthritis, and numbness.

• **LIVER COOLING TEA**

Detoxifies the liver, detoxifies alcoholic effects, and lowers liver enzymes.

• **FOUR SEASONS COLD RELIEF TEA**

Increases immune function and relieves colds.

• **VESTIBULAR TEA**

Treats insomnia, restless sleep, dizziness, tinnitus, and headaches.

He also has many other kinds of tea, like Sexuality tea, Diabetic tea, and Weight loss tea, which is increasingly needed these days.

Physician Lê Quốc Chân's career shows a path of continuous and diverse study, interdisciplinary research, rich practical experience, plus extraordinary creativity. More and more patients are using his medicine, both domestically and internationally. In addition to being very effective in treating diseases, he also brings people happiness in each medicine bag.





By Dr. Kathleen Mccaul

# Khalid Dahbi

## A Culinary Visionary Bridging Cultures and Creating Impact



The world of gastronomy is a melting pot of cultures, flavors, and experiences. In this realm, Khalid Dahbi stands out not just as a chef but as a global entrepreneur and philanthropist. With a passion for creating meaningful connections through food and business, Dahbi's journey is a testament to the transformative power of cultural exchange and collaboration. Let's delve into the life and work of this culinary visionary.

Dahbi is a Moroccan-British culinary virtuoso, enchanting gastronomes with his inventive dishes and profound reverence for Moroccan gastronomy. Born in Morocco and nurtured by the aromatic allure of his grandmother's traditional recipes, Dahbi's culinary odyssey began amid the colorful tapestry of local ingredients that adorned their kitchen.

Dahbi's path to culinary stardom began with a pivotal experience transcending borders. Travel opened up his eyes and mind.

"I was exposed to different cultures, perspectives, and business methods during this time," Dahbi said. "This experience ignited my passion for global entrepreneurship and opened my eyes to the endless possibilities of connecting with people worldwide. It was a transformative experience that inspired me to pursue a career that would allow me to bridge cultural gaps and create meaningful connections through business."

His culinary acumen flourished during his formative years, driven by an insatiable curiosity to reimagine Moroccan cuisine. After immersing himself in various culinary landscapes, Dahbi absorbed the wisdom of seasoned chefs while forging his distinct culinary identity.

But Dahbi doesn't attribute his success to travel and skill alone. He understands that surrounding himself with the right people and learning from everyone is as important as experience and the influences of travel.





"I have been fortunate to have several influential mentors throughout my journey, each of whom has significantly shaped my business and personal values," Dahbi said. "Lan Tschirky has undoubtedly stood out and is among the few who have been a guiding force in my career, providing invaluable advice, support, and wisdom. Their extensive experience and expertise have helped me navigate challenges and make decisive and informed decisions. They have also instilled in me the importance of integrity, perseverance, and continuous empowerment. Their mentorship has shaped my business strategies and influenced my values, emphasizing the significance of empathy, collaboration, and ethical leadership in our modern world."

Reflecting on the moment he met Tschirky and their shared love of gastronomy, Dahbi believes that food offers more than mere sustenance.

"I met Lan about five years ago through a friend who introduced her and her qualities in business," Dahbi said. "I was delighted that Lan shared a huge passion for food and the importance of bringing people together. The most significant power Lan and I share is our ability to conduct good business around good food. In simple terms, you are bound to connect with various entrepreneurs over an exemplary table of food and wine, and my advice is only to do business on a full stomach!"

Dahbi's culinary prowess transcends the confines of his restaurants; he is a fervent educator, hosting culinary workshops and championing

sustainable food practices. His advocacy underscores the imperative of ethically sourced, premium ingredients.

A philanthropist at heart, Dahbi founded the KD Foundation, partnering with local charities in the UK and Morocco to uplift marginalized communities—a testament to his intrinsic Moroccan values of compassion and generosity.

"I strongly desire to contribute to positive change on a global scale," Dahbi said. "I believe in giving back through charity and addressing some of the world's most pressing challenges, such as malnutrition and children's and women's education in underrepresented and underprivileged communities. I want to be at the forefront of driving this meaningful bus through my charity foundation and creating a meaningful impact."

His early travel experiences and belief in collaboration and partnerships underscore everything he does philanthropically.

"I want to actively engage with other organizations, governments, and individuals to create synergies and tackle global challenges," Dahbi said. "By fostering a culture of collaboration and knowledge-sharing, I aim to contribute to collective efforts in creating a better future for all."

Thinking of his long-standing friendship with Tschirky and what Lan.Space offers during the World Economic Forum, Dahbi's belief in partnerships and collaboration are brought to the fore.

"LanSpace's presence at the World Economic Forum is very positive and provides the opportunity to form partnerships and collaborations with other organizations and stakeholders," Dahbi said. "It offers a platform for networking and building relationships with influential leaders and decision-makers. These partnerships can lead to joint initiatives and projects with a broader societal impact. The impact of Lan Space can be significant in driving collaboration, raising awareness, and inspiring others to invest in various Lan To Capital products and sectors. By leveraging this platform, Lan. Space has the potential to contribute to global discussions and initiatives that address pressing challenges and shape the future of entrepreneurial spirit."

In 2015, he launched KD Luxury, a brand renowned for curating exquisite food and beverages from artisanal producers worldwide. His affinity for caviar birthed KD Caviar, a purveyor of the world's most exquisite varieties, each presented with unparalleled sophistication.

Like any successful entrepreneur, Dahbi has faced his share of challenges. One particularly daunting task was launching his KD Luxury project amidst logistical complexities.

"I faced a particularly challenging moment when I launched my KD LUXURY project with tight deadlines and many worries about my initial caviar investment landing in London in time and in good order," Dahbi said. "It was stressful, but I knew giving up was not an option. Through perseverance and teamwork, we overcame the challenges and delivered the project on time. This experience taught me the importance of resilience, adaptability, and effective communication in difficult situations. Overall, leveraging my leadership skills to inspire and motivate others around me & ensuring that everyone is aligned with the project goals is paramount."

In Dahbi, we witness a culinary luminary elevating Moroccan cuisine globally. His inventive spirit, unwavering dedication to excellence, and philanthropic initiatives cement his legacy among the culinary elite, inspiring a new generation of chefs and connoisseurs to embrace tradition with innovation. So what message does he have for the stars of the future, and how can they ensure the best chance of success?

"I would undoubtedly advise everyone to continuously learn and adapt, collaborate and build partnerships, empower others, think long-term and sustainable, master the art and pleasure in giving back, embrace innovation and technology, communicate effectively, embrace failure and resilience, stay ethical and accountable, making a meaningful difference is a journey that requires dedication, resilience, and a commitment to continuous learning and growth," Dahbi said. "Stay true to your purpose, embrace collaboration, and be open to adapting your strategies as you navigate the path toward positive impact. With these qualities, no doubt anyone can set themselves up for success."

Khalid Dahbi's journey is a testament to the transformative power of cultural exchange, passion, collaboration, and ethical leadership. Through his culinary endeavors and philanthropic initiatives, he continues to bridge cultural divides, create meaningful connections, and drive positive change on a global scale. As Dahbi's legacy



unfolds, one thing remains clear: his impact transcends the world of gastronomy.

"Whether it's through my charitable work, advocacy, or any other endeavors and projects, I hope to leave behind a legacy of compassion, empathy, and positive change, and for my charitable work to continue to inspire and influence future generations by setting an example of the power of giving back and making a difference in the lives of others," Dahbi said. "I hope that my efforts will encourage others to get involved in their communities and take action to address critical issues. Ultimately, my charitable work will remind me that even small acts of kindness and generosity can have a ripple effect and create a better world for all. Together, we can certainly make a positive change."

Dive into gastronomic brilliance with renowned chef Khalid Dahbi as he graciously shares two signature recipes.

Drawing inspiration from his rich Moroccan heritage and global culinary experiences, Dahbi's creations promise a symphony of flavors, textures, and aromas that captivate and delight.

Whether you're a seasoned chef or a passionate home cook, these recipes offer a tantalizing glimpse into Dahbi's culinary philosophy - where tradition meets innovation.

Prepare to embark on a culinary adventure that transcends borders, inviting you to savor the artistry of one of today's culinary maestros.

# A Culinary Journey with Khalid Dahbi

## Two Exquisite Recipes for the Modern Palate



## Chermoula Hake Fillet with Griddled Zucchini

Hake is my favorite fish from the Atlantic – my father used to walk me down to the Saturday fish markets in Rabat, Morocco, looking for the best catch.

This dish reminds me of my family home, the country I grew up in, and when my passion for cooking began growing. I still love finding the best produce and marinating the fish in this robust chermoula marinade to serve with grilled courgettes.



**Serves:** 2  
**Prep time:** 20 mins  
**Cooking time:** 6 mins

**2 boneless and skinless fillets of hake**  
**2 medium courgettes**

**For the chermoula:**

**80ml extra-virgin olive oil**  
**1 lemon, zested and juiced**  
**1 tsp Moroccan paprika** ½ bunch flat-leaf parsley, finely chopped ½ tsp cumin  
**Salt and cracked pepper, to taste.**

**For the dressing:**

**1 tomato**  
**3 tbsp argan oil**  
**A few snips of tarragon**

To make the chermoula, set aside the lemon zest, put the rest of the ingredients into a large bowl, and mix well. Taste for seasoning, then add the hake and marinate for up to 15 minutes.

For the dressing, plunge the tomato into boiling water for 10 seconds. Once cool, remove the skin and deseed, then finely dice the flesh. Mix it with the argan oil and tarragon.

Place the hake in a steamer with the lemon zest and steam for about six minutes.

Meanwhile, cut the courgettes into ribbons using a vegetable peeler and cook on a griddle until soft.

Garnish the hake with the courgettes and drizzle with the dressing to serve.

# Wild Blue Fin Tuna Tartar with Yuzu, Baby Herbs, and KD Luxury Oscietra Caviar

Caviar is truly a luxury food; these magical pearls have been close to my heart for many years. This luxurious and indulgent dish combines the richness of line-caught tuna with the delicate and exquisite flavor of Oscietra caviar.

The tuna is seasoned and paired with creamy avocado, creating a perfect balance of flavors and textures. The dish is elevated with a refreshing yuzu dressing and a garnish of delicate baby herbs, adding a burst of freshness to each bite. This recipe is a true celebration of the finest ingredients and will impress even the most discerning palates.

- 150g wild Blue Fin tuna, finely diced
- 1 tsp yuzu juice
- 1 tsp sriracha sauce
- 1 tsp soy sauce
- 1 tsp sesame oil
- 1 tsp finely chopped chives
- 1 tsp finely chopped shallots
- 1 tsp finely chopped pickled ginger puree
- 1 tsp finely chopped baby herbs (such as microgreens)
- 30g KD Luxury Oscietra Caviar
- 1 medium avocado diced
- Salt and pepper to taste
- 1 tsp olive oil

In a small bowl, combine the diced tuna, yuzu juice, yuzu zest, soy sauce, sesame oil, chives, sriracha sauce, olive oil, shallots, and pickled puree ginger. Mix gently to combine.

Season the tuna tartar with salt and pepper to taste.

Place a ring mould on a serving plate and fill it with the diced Avocado first, gently pressing down before adding tuna tartar, pressing it down gently to form a neat round.

Carefully remove the ring mold to reveal the tuna tartar.

Drizzle the tartar with a little olive oil and sprinkle with the baby herbs

Top the tartar with a spoonful of KD Luxury Oscietra Caviar. Add some edible gold leaves for an extra touch of Luxury.

Serve the wild Blue Fin tuna tartar immediately and enjoy!





Kathleen McCaul Moura

# Vitality, Longevity and Strength

## The Secret Wellness Routine of Bhutan Royalty

Cordyceps are an almost magical combination of fungus and caterpillar, revered for centuries by the Bhutanese for their health-giving properties, known locally in the pristine mountain ranges as 'winter worm, summer grass'. A local Himalayan parasite infects caterpillars beneath the earth, growing inside their heads and forcing them to the surface, where the fungal parasite bursts from the dead caterpillar, sprouting as a golden mushroom. First discovered by Bhutanese Yak herders, who found these mushrooms made their animals healthier and stronger, local doctors soon realised these fungi had powerful medicinal benefits for humans. Cordyceps ability to enhance vitality, strengthen the immune system and promote good ageing made these mushrooms a cherished part of Bhutanese culture and integral to the health routine of Bhutan's Royal Family for centuries.

New scientific research into Cordyceps has confirmed many of the findings of the ancient Bhutanese doctors. Clinical trials have proved that the fungus really can enhance immune function, reduce fatigue and benefit athletic performance, as well as modulating stress response in humans and increasing libido. The contemporary wellness community have, in recent years, embraced the mushroom as a 'superfood' for its myriad of potential health properties, with Cordyceps now offered in tea, pill and powder form. Cordyceps have also become popular in modern skin care for their antioxidant, hydrating, anti-inflammatory and collagen boosting properties, increasingly integrated into serums, moisturisers and essences.

However, Cordyceps in their original and most potent form are still harvested in the painstaking, traditional way, as they have been for centuries. Whole families decamp to the mountain grasslands for the summer season, scouring the land for the golden blooms which they then gouge carefully from the ground. Increasing global demand for these mushrooms combined with the difficulty in harvesting Cordyceps have made these fungi some of the most expensive in the world. Overharvesting and commercialisation have become a problem across the Tibetan plateau, in countries including Nepal, Tibet, China and India. In Bhutan, however, where Lan Health Cordyceps is harvested, strict laws keep the mushroom protected. The highest quality and best Cordyceps are now known to come from Bhutan because of the cleanliness of its environment, where the fungi can thrive in unpolluted soils

In the new world of holistic and alternative medicine, Cordyceps is a clear example of the wisdom and expertise of ancient traditions as well as nature's profound ability to keep us healthy. Like all Lan Health products, our Cordyceps can be purchased and consumed knowing that they are not only the very best that are available in the world, but that they have been harvested under strict and sustainable laws, ensuring that these magical fungi will be available for our consumption, hopefully for centuries to come.



# Ancient and Modern Flower Power

*Lan Health Rose Water and Rose Oil combine three centuries of rose-distillation history with leading medical research into bioactive plant-based extracts to produce therapeutic quality 100 percent organic rose water and rose oil, making these some of the most powerful natural plant essences in the world.*



Of all medicinal plants and flowers, the most iconic, the most historic, is perhaps the rose. Rose fossils over 30 million years old have been found in America and it is rosewater that the infamous empress of ancient Egypt, Cleopatra, was said to have bathed in to keep her skin beautiful. The Greek historian Athenaeus writes of how the Egyptian queen seduced Roman Mark Antony by covering the floors of her palace in rose petals of over half a metre deep and drenching the sails of her royal barge in rose perfume. In Iran, where the distillation of rose oil is said to have begun in the late 7th century, the flower has almost holy status, called Gole Mohammadi - the prophet's flower. Petals, water and scent were used in weddings to bless a happy marriage and at funerals, to calm anxious mourners. The Persians and the Egyptians were correct to value the rose so highly - today we know the flower contains powerful chemicals, the same produced by the brain when falling in love, which alleviate nervousness and panic.

Until today rosewater and rose oil have been valued for their powerful anti-ageing skincare properties and bewitching scent. Knights returning from the Crusades to Europe bought back rose plants for their wives, along with tales of enchanting rose gardens. The flower became a foundational part of mediaeval women's skincare. The Trotula compendium of Women's medicine, known as the most influential Mediaeval book on beauty, advises rosewater for the treatment of sunburn and freckles as well as beautiful hair. Today, rose is still one of the most expensive and highly prized essential oils, with clinical trials proving that the biochemical properties of both rose water and oil are antioxidant, antibiotic, antifungal, antiseptic, anti-inflammatory, cell rejuvenating as well as effective in treating anxiety and depression.

Genuine rose oil is expensive, called liquid gold in Bulgaria, where some of the best oil is produced, because it is more valuable than gold. The distillation process is delicate and labour intensive requiring skill and knowledge - experienced human touch as well as complicated traditional distillation machinery. The harvesting of the petals must be done by hand in a way which requires skill, patience and dexterity, done in the very early morning, before sunrise, in order to preserve the scent and oil of the flowers, which

is burnt by the rays of sun. The petals must be distilled the very same day as they are picked. Sacks of pink rose petals are mixed with water in large copper stills, which are fired for up to an hour and a half. The vaporised water along with the oil flow into a flask and are separated. The water is then redistilled and combined with the oil from the first distillation, to make the final rose attar product. Because of the expense and difficulty of extracting pure rose oil, many rose waters and oils are mixed with other flower essences, such as Citronellol, Geranium, Palmarosa. Some 'rose oils' are, in fact, up to 90 percent Geranium or Palmarosa and only 10 percent original attar rose.

Lan Health Rose Water and Rose Oil are both 100 percent certified organic therapeutic grade and unadulterated. Our world class products come from Bulgaria's Valley of the Roses, known for centuries for producing some of the highest quality rose oil in the world. Located just south of the awesome Balkan Mountains, two important rivers water the rich and protected soil, making the Valley of the Roses one of the best geographical locations in the world for roses. Plantations first appeared in the 16th century and today fields of many coloured roses surround the towns of Kazanlak, Karlovo, Sopot, Kalofer and Pavel Banya. It is in this historic region that Lan Health has used the latest biological research to source the rare rose strain 169, known for its powerful bioactive properties, making Lan Health Rose Oil and Water some of the most effective therapeutic rose products on the world market today. As we continue to honour the legacy of the rose, we invite you to experience its transformative power firsthand. From ancient rituals to modern science, the rose remains a symbol of beauty, healing, and renewal. Join us in celebrating this historic, ancient flower and discover the contemporary power of Lan Health's bewitching rose water and rose oil.

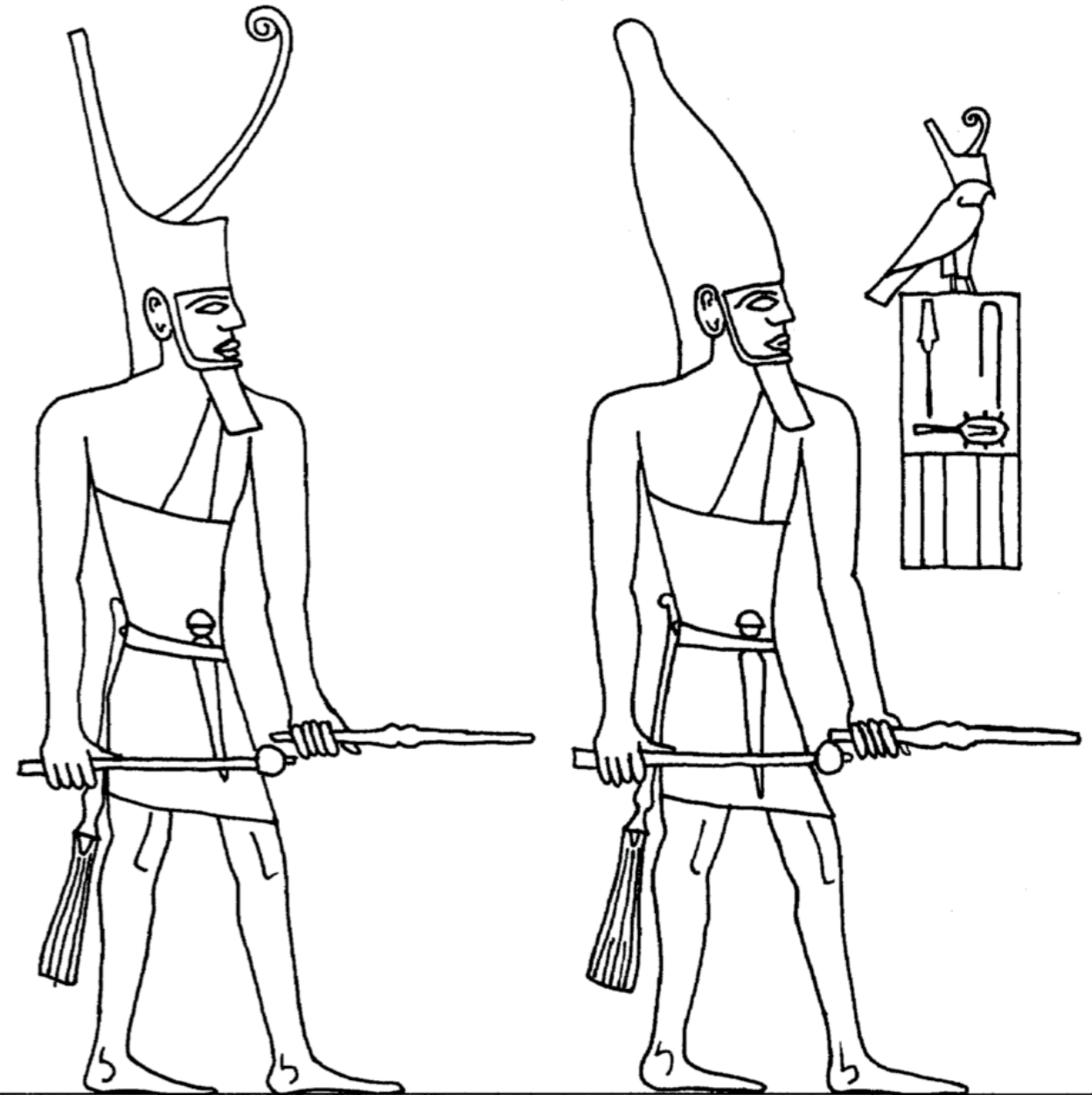




M O R A L I T Y

Reliefs from Wadi Maghara in Sinai  
(By Nephiliskos, CC BY-SA 3.0 de)

# When honor was more precious than life



Dr. H. Elshazly

(pharaoh) Sekhemkhet (also read as Sechem-chet), was an ancient Egyptian king of the 3rd Dynasty during the Old Kingdom. His reign is thought to have been from about 2648 BC until 2640 BC. He is also known under his later traditioned birth name Djoser-tety and his Hellenized name Tyreis. Sekhemkhet was most probably the brother or eldest son of King Djoser.



## The Buried Pyramid of SekhemKhet and the suicide of its discoverer, Zakaria Ghoneim

This pyramid is located behind the Step Pyramid of King Djoser in Saqqara. It was designed to be in its likeness, but the work on it was not completed, whether inside or on its terraces. Surprisingly – as pyramids are among the buildings that are not easy to disappear or lose – it disappeared.

In 1951, archaeologist Zakaria Ghoneim found one of Saqqara's undiscovered, unfinished ancient pyramids. According to the ruling date of King Sekhemkhet, the age of the pyramid was determined to be 4700 years. But radiocarbon analysis of the “wreath” that lay on the sarcophagus found inside it showed it was 800 years older than the pyramid.

The discoverer entered a long corridor full of rubble and ruins, cleaned it, and found hundreds of funerary vessels made of hard and soft stones arranged in layers on the corridor floor, similar to those in Djoser's pyramid group.

Then he found unique relics such as a cosmetics box shaped like a rare golden shell and faience beads. A group of vessels sealed with clay bearing the name of the pyramid's owner, King Sekhemkhet, were discovered, as well as copper and Zarnic pots and tools. At the bottom of the pyramid, several small storerooms were found.

In May 1954, he continued working despite the difficulty he experienced, until Ghoneim reached the king's burial chamber and said about that moment:

“When we entered and the light of the lamp rose, I saw in the middle of the room a huge alabaster coffin, so I moved towards it, and the first question on my mind was, ‘Is this coffin intact and untouched?’ And the dream of a great discovery was lived, and all eyes turned to Saqqara and to the Egyptian archaeologist who discovered this pyramid and it was a monument of international and local media attention.

The archaeologists prepared to open the coffin, and their breaths held. The opening started very slowly, and everyone was waiting for the surprise, as it was believed that the coffin contained the body of King Sekhemkhet, which would make it one of the most important discoveries in existence, especially because Imhotep, the greatest genius of the Pharaonic era, built the Step Pyramid of Djoser.

This genius built the basements of the Djoser Pyramid, which is about 7 km long. Inside was a huge coffin for the king and alabaster coffins for the burial of his 11 daughters.

Only part of King Djoser's arm was found inside the Step Pyramid, now preserved at the Faculty of Medicine, Cairo University.

Surprisingly, the coffin was empty and showed no Pharaonic secrets or contents. Zakaria believed he had discovered a complete burial ground, but it was proven otherwise.

About three years later, on January 12, 1959, specifically, when an inventory was conducted of Zakaria Ghoneim's archaeological collection in Saqqara in preparation for his assumption of the secretariat of the Egyptian Museum in Cairo, he was accused of losing some of them, specifically the antiquities he discovered in the pyramid of King Sekhemkhet. Ghoneim felt that his professional future was over.

When he was accused of stealing and smuggling antiquities, he feared that he would be unable to wash away his tarnished professional honor no matter how hard he tried to defend himself. This was despite the lack of evidence to convict him. Indeed, the Frenchman Jean-Philippe Laure later found evidence of his innocence.

Zakaria Ghoneim's soul could not bear the shock, so he threw himself into the immortal Nile River. The ancient Egyptian god of the Nile, “Hapy,” embraced him with great tenderness, and they immersed themselves in its fresh, sacred waters, hoping to cleanse the remaining regret in his soul over being rewarded for his discovery.

Was the suicide of the great archaeologist Ghoneim the result of the curse of the Pharaohs because he broke into the coffin of the king escaping from his final chambers, or was it a sensitive soul that preferred death over accusation against him? Ultimately, he escaped with his body from a tainted accusation.

Those who still thrive among cemeteries, temples, and archaeological burials, searching for wealth and selling ancient artifacts to foreigners, do not realize they are selling themselves, their history, and their civilization.

May God have mercy on the discoverer, and may God have mercy on the honor in the world of archaeology.

**Dr. H. Elshazly**





M E R I T

Dr. Kathleen McCaul Moura

# Interview with Lan Tschirky

*"You can do the impossible  
if you believe in yourself  
and work hard."*

Lan Tschirky was born with a ghost watching over her. After a life-threatening pregnancy, her mother was overjoyed to give birth to her longed-for daughter, a miraculously healthy baby, despite all the doctor's predictions. The delight was short-lived. News came that Lan's brother, nine-year-old To Thanh Binh, had died of a heart attack after falling in a cold winter river the very same day that Lan was born.

Lan can't remember exactly when she first heard the story of her brother Binh, but he was always a presence in her family home. She credits his spirit as her guide, and it does seem, from her vivid, often dramatic life story, that she has some kind of guardian angel watching over her. From her early life as a young daughter of a school professor, growing up in war-torn Vietnam where rationing was everywhere, to the young wife of a Zurich financier, the first person from her province to ever get a visa, to an up-and-coming fashion designer, to blockchain investor, and now a leading entrepreneur in the world of functional health, as well as magazine publisher and host of Lan.Space - an alternative business summit focusing on creativity and sustainability through business, held in Davos in parallel to the World Economic Forum.

In this extended interview for the first edition of Lan-to-Capital magazine, Lan talks about the inspiration behind her new magazine venture, the value of creativity in business, her journey from housewife to blockchain investor, and the value of always working as hard as you possibly can - even if it sometimes means you finish a project unable to walk straight.

**Interviewer: Lan, you've been an investor in technology, you've been an investor in health, you've started Lan Space. Why did you feel the need to start a magazine, too? What's the motivation?**

**Lan:** I am an artist, and I wanted to have something I could put my vision into. I love reading. I love to hold something in my hand. That was the first motivation. An electric book is nice, but something page by page that you can read and you feel is always more special. I also wanted a space to show people my passions. I want to share my experiences, and I want to send the message to the world that you should believe in yourself, never give up, and try to do as much as you can.

**Interviewer: I guess you've learned that from your own life story.**

**Lan:** Yes, I see from my own experience I could never have imagined where I would be when I was a young girl. I studied mathematics, and I grew up in Vietnam, which was damaged by war.

After the war finished, we had embargoes, which made us a very poor country. Creativity and creative activities were far from our day-to-day lives. I remember when I was at school, the only creativity lesson was when we had these circles, and we had to divide the circles into small sections and then color in the sections. Crazy. I didn't have any creative education, but I think I did have something in my blood that was creative - the way I dressed was always different. When I was a little girl, I bought the fabrics and went to the tailor, already imagining what type of clothes they should do for me. And they were always different from everyone



else. I don't know where I got this because my father was a professor, and my mother was a businesswoman, and I don't know anybody in my circle who had this urge to be creative.

**Interviewer: From a very young age, you had a strong creative impulse. You wanted to make things that were different. When you moved to Switzerland, how did this manifest itself?**

**Lan:** When I married and moved to Switzerland, I realized I couldn't use the qualifications I had worked so hard to achieve back in Vietnam. But I didn't want to just be a housewife. So, I decided I wanted to make my own clothes. I took a sewing class first, but then I decided I needed to be able to draw the clothes, too, because if I am going to sew something, I need to work out what it looks like first.

I'd never drawn a thing in my life, so I ended up taking a drawing course in Zurich, but it wasn't enough; I realized I needed to go to fashion school. But getting into fashion school was difficult; you had to take an exam and bring in a portfolio of work. At this time, I had two very young kids, and they were often sick, as they are at that age. I had only taken a five-day drawing course, but I decided to go for it and apply to fashion school. I created a portfolio and went for the exam. There were more than 100 students for 16 places, and they were all very young!

We started the exam, and everybody was working fast, very fast, and I thought, I'm not going to get in because I can't work as fast



as that, and I didn't finish my work. But after two weeks I was shocked to get a letter saying that I had won a place. Wow, that moment was really precious.

So I went to Zurich Fashion School, but you know, it was hard. I still had my two kids at home, and in the beginning, things didn't go brilliantly because I had my responsibilities at home. Slowly, though, my teachers saw how hard I worked, and they supported me until our final collection, which was a great success. I made the collection out of leather for women and for men. It was a difficult design because I used the same cutting pattern, same line, and same color for men and women.

It was the World Cup in Germany that year, so I put the colors red, gold, and black from Germany. We had the fashion show, and a lot of journalists came. From that show, I received a huge amount of praise and job offers, too. I became the only student to have their collection shown in the Fashion Show on Swiss TV, which at that time was very big and broadcast to the whole of Switzerland.

This was a real success again; all the models wanted to wear my clothes! But I only had six outfits, so I just had to say sorry - it's not going to happen! I remember, at the end, walking down the catwalk, the longest in Switzerland, with the models and then being interviewed. A couple came to me and asked to order clothes with me, and another man said I was better than Versace. It's all good memories!

**Interviewer: So already, as a young mother who has moved countries, you have achieved more than you realized you ever would. What was the next step?**



**Lan:** The real dream if you want to work in fashion is to study at Central St. Martins in London. It's incredibly difficult to get a place here - another world in comparison to Zurich Fashion School. But that was my dream, then, after this successful collection.

There were a lot of challenges; my kids were still very young, and on school holidays, I decided I would apply for the short course of three months in marketing and fashion at St. Martins. It's a course where only 15 percent of applicants are accepted, and many students take a whole year to prepare for the interview.

But I was shocked when I returned from the school holidays to find that my interview would be 13 days. I was angry - my teacher hadn't told me about the dates, and now I had almost no time to prepare. When I asked her why she hadn't informed me, she just told me there is next year. I think this made me even more determined to get in.

I remember working for 13 days without sleeping. I worked every second I could. The day I finished, I couldn't walk. I had to call my friend to help me get to the interview. We took a taxi, and the driver asked me which hospital I needed! I told him no, take me to Zurich Fashion School. My teacher also told me to go to the hospital, but I managed to hang my work on the wall with the other applicants.

Then, the students left, and the professor came in to judge the work and select the students who would be successful in winning a place at St. Martins. We all waited outside, nervous. Finally, someone got called to the office - it was me. I went in, and the professor said, congratulations, you're in. I was the only person in the whole exam to get a place.

From this day on, I have realized that you can do the impossible if you believe in yourself and work hard. I think it was Einstein who said 1 percent talent and 99 percent hard work.

**Interviewer:** So, that's your motto, I think. 99 percent hard work. Working with you now for some months, I see that you never stop.

**Lan:** I really believe that you can achieve whatever you want in life with hard work. I really want to share this message with people, and this is one of the other reasons I want to start a magazine. I've met so many young people. They are super talented, but they don't believe in themselves. They don't believe that they can do it. I want a place where I can say to these people, you can do it if you want it.

**Interviewer:** Your time in St. Martins was really important and precious for you, and I've heard you talk about it a lot, but very soon after you graduated, you left the fashion world and went into blockchain investment. Can you please explain a bit about how this came about and why you pivoted so suddenly?

**Lan:** I got into blockchain about one year before graduating from St. Martins. I worked really, really hard at St. Martins and made a batik print collection based on the forest in Vietnam and the war that we endured. It was bright and psychedelic to really try and make a positive, creative work, and it was very successful. But, at St. Martins, I balanced fashion with marketing.

My teacher for marketing was Amed Khan, who is the founder of the hugely successful content platform Business of Fashion. So I saw both sides of fashion, the business side and the creative side, and I saw that just because you are creative does not mean you will make money.

Alexander McQueen made a profit only after ten years. Jon Galiano went bankrupt three times. And these are the very best designers we have. Amed taught us how to design with clients in mind, with the aim of selling clothes, but I could see even then that it's not easy to balance creativity and pay the rent through fashion.

At this time, a founder of a company I invested in moved to Dubai to work on a blockchain project, but he could not get anyone to invest in his start-up because no one knew anything about blockchain, and they didn't want to take the risk. Well, I like taking risks! Not stupid risks, but if you don't take a risk, you will never be successful, and I could see that blockchain was the future. So, I invested the money he needed. And the moment I finished my final fashion show in St. Martins in 2015, I devoted myself totally to blockchain.

**Interviewer:** It's quite a shocking u-turn, from being totally immersed in fashion to then swapping for tech investments.

**Lan:** I love fashion. I also love music and took a course to be a DJ, but these things are really for fun, not for making money. I wanted to give myself a firm financial base, and from there, I thought I could make exactly the fashion I wanted and not have to worry about selling or diluting the creativity for the client. And I could really see at that time that blockchain had potential. There were quite a number of people who just tried to use it as a get-rich-quick scheme, which gave it a bad reputation, but luckily, I've been very selective in where I invest, and it's given me very good returns.

**Interviewer:** You've had so many experiences, so many different lives in such a short space of time, and now you are beginning another one, that of an event coordinator and a magazine publisher. You said that the motivation for publishing a magazine was from your creative impulse and also to show that hard work pays off, but is it also a place where you can share the diversity of your interests in one place?

**Lan:** Exactly. I want to share what I have. So I share my house, I share my room, I share my car, I share what I have. Sharing is very important. If I have something, I want to share it with everybody. I don't keep it for me. It cost me a lot of money, time, and energy to get this experience, and I want other people to learn from it as I have.

**Interviewer:** When I talk to you often, you talk about fusing different things together, and that's what you want to do in this magazine, fusing lifestyle with business and creativity. Is that another driving force for you? Fusion in all its different forms?

**Lan:** Yes, because I don't like anything boring. When I cook, I cook one ingredient from this country to the other, and it's always amazing. I'm always looking for a different spice or way of livening something up. If I make the music, it's the same.

One time, I passed by the church in the morning. I saw the bishop

making an amazing noise with a bell, and I said, oh, wow, that could be very good for techno! And then, when I went to Nepal and heard the monks in the temple singing, I said, wow, this can be such a great sample in some dance music.

This impulse to fuse and create something new is important in business, too; most successful businesspeople are very creative. One of the reasons I started Lan.Space, in Davos during WEF, is to support creativity combined with business and to have a real space for creative debate. I find so much of social media really destroys human values, and I want to do something to work against this.

**Interviewer:** Lan, you're going to launch this magazine at the latest Lan.Space, in Davos, during WEF 2024. The previous Lan.Space events were a huge success. What can we expect from this year?

**Lan:** I always like to support something that will have an impact. This year, we are thinking more about the environment and, in particular, the Amazon. I want to give the message that we have to work together to protect our environment because otherwise, it will be destroyed.

I am planning to support businesses and start-ups which improve the environment through investment and co-investment. I want maybe to invest or be a co-investor for them. We have enormously talented but undiscovered artists booked, as well as key players in the horse polo industry. I'm very lucky to be in partnership with Hotel Seehof, one of the most venerated and important hotels in Davos - full of VIPs over the WEF summit, which our guests will be mingling with.

**Interviewer:** It's going to be fantastic. Well done; I know it's been hard work to organize. I have just one more question about what you're moving into now. You've done fashion, music, and blockchain, and now you're moving into health and functional health products. What was it about health that suddenly made you see a business opportunity?

**Lan:** I was approached about some very high-quality health products from Korea. Korea has always been very well known for its high-tech research, and I saw the opportunity to make money and also help people. This is my motivation. Health is so important. I want to bring the best products from all over the world to support our health and well-being.

Nowadays, there are a lot of fake products out there, too - I want people to know that under Lan Health, everything is well-researched, safe, special, and highly functional. We have some incredible products which we will need a whole other interview to go into.

**Interviewer:** Lan, the only thing that's left for me to ask you is to introduce the stellar bunch of people that we are interviewing in the first edition of your magazine. Please tell me about them!

**Lan:** It's so exciting, and I'm proud to have all these friends together in one magazine. We have Elizabeth Markevitch, whom I met at the online streaming film festival in Monaco, in which I am a shareholder. We got along, and I saw her art streaming platform, which was really amazing. She came to Davos to stay with me for

a few days, and we became good friends. I agreed to invest in her fascinating company, ikonoTV. She has an enormous amount of talent and experience.

When I invest in any company, I like to give support and my reputation, too, and I often become friends with the people I invest in. They have become like family to me. I don't just invest money but myself, and I make an effort to make things happen.

Don Tapscott is also featured here. I invited him to my event in Davos in 2020, and after this, I invested in his company. Rosalia Arteaga, the ex-president of Ecuador, asked me to become part of her foundation, which includes many high-profile international leaders, taking care of the financial side of the charity. Charlie is part of Dataeum, a data company which I invested in. We've had ups and downs and went through some difficult times during the global pandemic, but we now have some excellent clients, such as TomTom and Here Technologies.

All of my investments also have some kind of social impact. A good example of this is my involvement with Clobio and their product Fresh Lab, which looks set to reduce food waste enormously, and that's a great thing for sustainability and the environment.

I met the founder of Clobio, Ri Ki-Ho, through a friend of mine, the very famous Korean guitarist Kim Seh-Wang. I heard first about his antiviral disinfectant products, which are amazing, but all his technology is awesome. Again, I began my relationship with Ri Ki as a business, but it has become a real friendship. We are very close, he has visited my house and came to my birthday in Monaco.

We also feature an essay from Dr. Elshazly. I met Dr. Elshazly when I had a problem with an Egyptian man whom I had invested in and had run off with the money. A friend of mine introduced me to Dr. Elshazly when he was in charge of passport control in Zurich. He was very good at his job, discovering fake passports. We became friends, and he helped me find this man. He went back to Egypt because his mother was not well and went on to study for a PhD in Egyptian hieroglyphics. He wrote a lot of books about this subject and became a very good friend of mine. I visited him in Egypt, and he and his family visited me in Davos.

And then there is Dr. Chan. I was introduced to a well-known writer from Vietnam by the Vietnamese Consulate here in Switzerland. This writer told me that I needed to meet Dr. Chan because he's a medical genius. I went to his clinic and met him, and I saw that his products were like gold. He gave me some treatments at his clinic, which completely changed my health and body, and whilst I was working with him, I met many of his high-profile patients. I realized that I could really help him by exporting his teas out of Vietnam to the world. Now, I'm a partner, and I'm bringing a full line of Dr. Chan's teas to the world. We have an article in the magazine that introduces the powerful world of Vietnamese Traditional Medicine as well as Dr. Chan and his amazing teas.

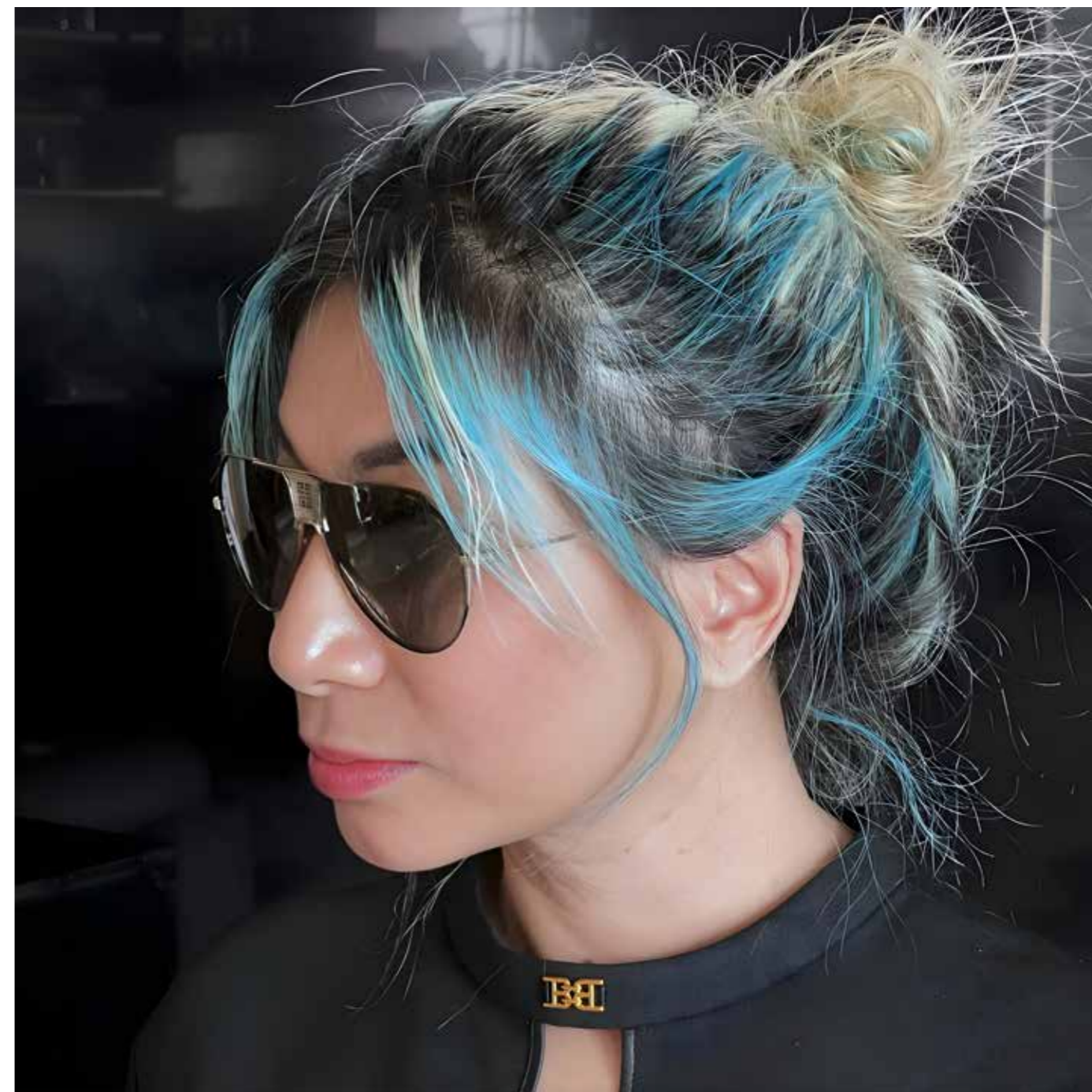
Then there is Dr. Bo. I was introduced to Dr. Bo by my very dear friend, who told me that I just had to get involved with his probiotic products. This lady had suffered from stomach problems for 35 years. After five days of using Dr. Bo's products, she was cured.

Dr. Bo came to visit me in Davos, and since then, we have been incredible friends. I think the most powerful example I have of the strength of Dr. Bo's antibiotics is when I was called to Vietnam because my mother was dying.

He gave me boxes of probiotics, which I gave to my mother, and I just couldn't believe it; she had recovered completely from the brink of death. After one week of taking these probiotics, she was back at home. I began to test these probiotics on my friends and family, and they really were like miracle cures. Dr. Bo's products are another treasure, just like Dr. Chan's teas.

I met Sebastian Amaya at the Dubai Polo & Equestrian Club, where I was running a polo event. I was impressed by Pololine TV, its high-profile connections, and Sebastian's drive. I know we'll be working together to bring the exciting world of polo to millions worldwide.

Then there is Glen Folan. I met Glen through my business partner in LA. I realized that Glen is an amazing human being. I invited him to Davos, and we became very good friends. He's a super-talented artist, and I want to support him. Last but definitely not least is Khalid Dahbi, a wonderful chef and a great friend. He's cooked for so many celebrities, royal families, and many important people, and he also cooks for me and at Lan.Space. I love to make people happy by having delicious food.




*I want to share what I have. So I share my house, I share my room, I share my car, I share what I have. Sharing is very important. If I have something, I want to share it with everybody.*



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