



# 2019 SPONSOR PACK

WHY THE WORLD NEEDS  
ANTHROPOLOGISTS

*Sustaining cities*



2 DAYS OF TRAINING AND  
INSPIRATION FOR RESEARCHERS,  
THEMATIC PRACTITIONERS AND  
INDUSTRY ACTORS.

Partner up with the main European hub for cutting-edge and innovative exchanges across anthropology and a range of specialised industries ..

*Design human centered cities with us.*



# what is

## 1.

### WHAT IS WWNA 2019?

Why the World Needs Anthropologists (WWNA) is an annual event due to take place in 2019 for the seventh time, and this year in Oslo, Norway, between 25-27 October, 2019.

The event aims to establish new connections between industry, business, anthropologists, and designers, architects and urban planners.

It will provide a crucial opportunity to promote your business through the lens of sustainability and future cities.

Come and showcase your contribution to the city, meet prospective new talent and create visibility for your brand!

“We will bring together hands and minds that build our cities with a view to inspire and incite action, foster fruitful collaborations and exchange ideas and practices towards participating actively in the cities we live, build and work in.”



# key facts

## 2.

### KEY WWNA FACTS:

- 400** Diverse attendees- professional creatives, management across industries
- 12-15** Thematic workshops- hands-on halfday program
- 33** Countries from 4 different continents represented in the audience.
- 26** Talks to inspire and spark applied anthropology debates
- 6** International world renowned speakers and experts
- +15** 'Perspectives' case studies
- 12-15** Exhibition stands at City Hotspot

# 3.

## OUR SPEAKERS

WWNA's central mission is to create a more accessible arena for knowledge and exchange between industry specialists and applied anthropologists, closer to home for our European followers.

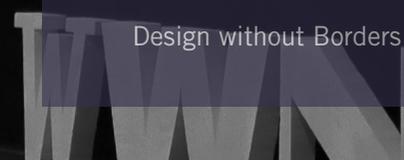
With this in mind, since its inception in 2013, WWNA has brought prestigious, internationally renowned speakers to a European audience. These speakers have represented a spectrum of professional and scholarly expertise, ranging from healthcare, information technology, climate research, the NGO sector, business and design.

speakers



Anna Kirah

Design without Borders



## GEMMA JOHN

*Founder, Human City*



After ten years in academic research, Gemma John has spent the last five working for engineering, planning, and architecture firms including at AECOM, and Foster + Partners. Since establishing Human City last year, Gemma has advised on a range of shared housing development projects in the private and public sector. Today, she focusses on applying her anthropological knowledge to urban planning and development, including designing a research project focusing on the moral economy of housing.

## GARETH DOHERTY

*Director, landscape architecture program & associate professor, Harvard University*



Gareth Doherty is Assistant Professor of landscape architecture and senior research associate at Graduate School of Design, Harvard University. Gareth Doherty's research and teaching focus on the intersections between landscape architecture, urbanism, and anthropology. Doherty teaches Design Anthropology: Objects, Landscapes, Cities. Her current research project: is on A Sustainable Future for Exuma: Environmental Management, Design, and Planning. His latest book, *Paradoxes of Green: Landscapes of a City-State*, was published in 2017 by the University of California Press. Previous publications include *Is Landscape...? Essays on the Identity of Landscape*, edited with Charles Waldheim (Routledge, 2016); and *Ecological Urbanism*, edited with Mohsen Mostafavi, (Lars Müller Publishers, 2010, and revised in 2016). Doherty is a founding editor of the *New Geographies* journal and editor-in-chief of *New Geographies 3: Urbanisms of Color*.

## KAMZY GUNARATNAM

*Deputy Mayor of Oslo and a Labour Party politician in Norway*



Kamzy Gunaratnam was elected Deputy Mayor of Oslo by the City Council on 21 October 2015. Deputy Mayor Kamzy Gunaratnam (Labour) was born in Sri Lanka, and came to Norway at the age of 3 and grew up in Oslo. Kamzy has been the leader of the Workers Youth League (AUF) in Oslo, member of the central board of AUF, and the editor of AUF's magazine, Praksis. Aside from this, Kamzy has also been the leader of the Tamil Youth Organization and Youth Against Racism and served as a columnist in the Norwegian national newspapers Dagbladet and Dagsavisen. The Deputy Mayor has represented the Labour party in Oslo City Council since 2007 and this is her third term in the City Council. She has previously been a member of the Standing Committee on Culture and Education, as is currently now in her second term as a member of the Standing Committee on Health and Social Welfare.

## THOMAS H. ERIKSEN

*Writer and Professor of Anthropology at Department of Social Anthropology, University of Oslo*



Thomas H. Eriksen is a writer and professor of anthropology at the Department of Social Anthropology, University of Oslo. He is one of the most respected anthropologists of his generation. Eriksen has for many years studied, and written about, identity politics, ethnicity, nationalism and globalization from a comparative perspective. He has also published popular books, textbooks, polemical books and essays on a variety of topics. In the period 2001–2011, Eriksen wrote a series of four books about unintended consequences of modernity. Tyranny of the Moment was published simultaneously in Norwegian and English. As from 2012, he primarily works on the ERC funded research project 'Overheating: The Three Crises of Globalisation'. The first book from the project is Overheating: An anthropology of accelerated change (2016).

Snøhetta 

## TOP SPEAKER, TBD

*Snøhetta - World famous architecture studio based in Oslo*

Snøhetta has grown to become an internationally renowned practice of architecture, landscape architecture, interior architecture, product- and graphic design, with more than 240 employees from 32 different nations. In 1989, Snøhetta received its first commission to re-conceive the great Alexandria Library in Egypt after winning an international design competition. This was followed a decade later by another competition-winning proposal for the Norwegian National Opera and Ballet.

In 2004, Snøhetta was commissioned to build the only cultural building on the World Trade Center Memorial site, and a permanent office was then set up in New York. In 2013, following the commission to design the new SFMOMA Expansion, Snøhetta launched its San Francisco studio.

## MORTEN NIELSEN

*Social Anthropologist and Senior Researcher at the National Museum of Denmark*



Morten Nielsen is a social anthropologist working in Mozambique, Scotland and the USA on the interrelationship between time and materiality. Since November 2018 he has been based at the National Museum of Denmark as a senior researcher. He heads two interdisciplinary research projects: 'Middle class urbanism: An interdisciplinary study of the physical reordering of urban sub-Saharan Africa' funded by the Danish Council for Independent Research. Humanities (FKK) and 'Digressions: A cross-disciplinary study of the indirectness of the human imagination', which is an AUFF NOVA research project funded by Aarhus Research Fund. Based on fieldwork in Brazil, Scotland, Mozambique and USA, he has published on issues such as urban aesthetics, time and temporality, creativity, materiality, urban planning, relational ontologies and political cosmologies.



# 4. WHY SPONSOR WUNA?

## 1/ BRAND EXPOSURE- INTERNATIONAL MEDIA PRESENCE

WUNA is a globally recognized disciplinary platform with exceptional reach, especially in Europe. Our members and followers are young professionals and academics spanning creative and thematic relevant industries, representing both local and international profiles.

## 2/ INCREASE SALES, APPEAL TO A DIVERSE CLIENTELE

Your brand will be well represented to critical thinkers, international and local industry experts and actors and up to 400 young, active and interested students and professionals seeking new thematically relevant technologies, initiatives and ideas

## 3/ RECRUIT NEW TALENT

WUNA is a tried and tested bridge between industry and new talent! Hotspot stands are just one way to interact directly with prospective employees, the event is built to allow for meaningful dialogue with you and your new hire.

# SPONSORSHIP PACKS WNA 2019\*

	PREMIUM	GOLD	SILVER	PROFESSIONAL DELEGATE
<b>SPACE CONDITIONS</b>				
Lunch	YES (4 persons)	YES (2 persons)	YES (1 person )	YES (1 person)
Perspective session	YES	YES	-	-
Hotspot stand	YES (premium position, larger area)	YES	YES	YES
Workshop	YES	-	-	-
Social program	YES	YES	YES	YES
Satellite events	YES	-	-	-
<b>SPONSORS VISIBILITY</b> (Sponsor visibility by category: premium, gold, silver and professional delegate)				
Logo on the website	YES	YES	YES	YES
Advertising on social media	YES (3 posts)	YES (2 posts)	YES (1 post )	YES (1 post)
Logo on the confrence Printed material	YES (highlighted)	YES	YES	YES
Final report	YES	YES	YES	YES
Logo on the screen	YES (highlighted)	YES	YES	YES
On-stage introduction	YES	YES	YES	YES
Roll-up on the main stage	YES	YES	-	-
Promotion items on registration desk	YES	YES	-	-
Booklet publication printed	YES	YES	YES	YES
Social Media Shout-out	YES	YES	YES	YES
	<b>3 . 000€+VAT</b> (5 available)	<b>1 . 500€+VAT</b> (8 available)	<b>900€+VAT</b> (10 available)	<b>150 €+VAT</b> (8 available)

Premium sponsors will have the privilege of hosting a workshop at WNA19 and of organising local Satellite events (within EASA AAN guidelines and regulations). Premium, Gold and Silver sponsorships all include a stand at the City Hotspot; a fair-like exhibition event which allows for excellent opportunities for close dialogue and exchange with guests, and case study presentations to up to 400 guests, a prime slot to showcase your organisation or institution. Your organisation will feature in a 'sponsor shout-out' post to our 11,000 followers featuring a description of what you do and a link to your website.

\* Special discounted rates apply to international sponsors based outside of Norway, please reach out to us to learn more.

## TYPE OF SPONSORSHIP PACKS WWNA 2019

### LONG\_TERM PACKAGE

Are you interested in joining our long term sponsors in a regular collaboration with us? Reach out to us using the contact information contained in this document or your WWNA focal point to discuss this with the team.

### STARTUPS . . .

Are you a start-up, small NGO or research body?

WWNA is built on a culture of inclusivity - whatever your budget. If you want to participate in this year's festivities, showcase your work or test a new initiative on our eager audience then please contact us for special package rates.

*sponsors*





Winter in oslo | norge | youngstorget.jpg

# Venues

WWNA 2019 will be held in two different sites located in the heart of Oslo, easily accessible and strategically placed to showcase the vibrant urban Scandinavian capital.

## 5.

### THE VENUES

#### **Youngs, Oslo**

The first day of the conference will take place over two floors at Youngs, Oslo's newest old venue in the beating historical heart of the city. The City Hotspot (a fair-like exhibition event for partners and sponsors) will be housed in vintage green velvety booths in the cafe/bar area, with glassed rooms for open sessions and a small stage with bookshelf backdrop for short presentations, prior to the official inauguration of the event. We'll move downstairs to kick off the keynote portion of the programme, to a newly built venue space emanating with edgy and urban city charm. This larger space will host up to 350 participants in an intimate seating scheme for maximum engagement with the audience.

#### **University of Oslo, Blindern**

On day 2 of WWNA case studies, workshops and the closing sessions will be held at the leafy Blindern campus of the University of Oslo, just three stops from the city centre and with all the expected amenities for wifi and connected co-working. Apart from its contribution to Scandinavian Design, the University is also the only one in the world involved in the awarding of a Nobel prize, counting no less than five Nobel Laureates amongst its researchers.

# Social Events

## 6.

### LOCATIONS

No WWNA event is complete without an incredible social agenda to ensure you get the most out of those meaningful conference connections! This year is no exception!

It's only right that we leave the former Kulturhuset building (now Youngs) to toast away the end of the day at the iconic and NEW Kulturhuset, just around the corner! Since its inception in June 2013, Kulturhuset has established itself as Oslo's most important cultural meeting place with over 5000 events under its belt. Where else can you have an intimate post-day 1 catch-up over your beverage of choice in this eclectic fairy-lit hub, and challenge your friends (and maybe a keynote speaker or two) to that most Norwegian of bar-games-shuffleboard?' all in one sprawling building?

Day two will end at 'that place with the lightup dancefloor', none other than Storgata 26, at Oslo's newest, freshest haunt. Storgata 26 is equal parts mood-lit basement lounge and bar, and bright bohemian oasis of a backyard, especially reserved for our guests to unwind after a long day at Blindern with music and great vibes.



# 7.

## TESTIMONIALS

“

An amazing conference! And definitely one of the best I have been to. Looking forward to the next one.

**Sarah Pink**

Professor of Design and Emerging Technologies at Monash University (2018)

“

What I really appreciated was the variety of formats and ways of engaging. It made things much more dynamic and thought-provoking.

**Jamer Hunt**

Vice Provost for Transdisciplinary Initiatives at The New School (2018)

“

The energy was terrific, and I am thrilled to have met so many fantastic people and hear awesome presentations. I had fun and learned a great deal.

**Alisse Waterston**

Former president of AAA and Professor of Anthropology at CUNY (2018)



## CONTACT INFO

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www <https://www.applied-anthropology.com>

*contact*



