

WORK

LIVE

# TED<sup>x</sup>Academy

x = independently organized TED event

CREATE & LEARN

**STEP**

**FORWARD** 

Benaki Museum  
October 10th 2011

Special thanks to



for offering this guide

Dear Friends,

Today our country faces extreme challenges at multiple levels, not just financial, but cultural, political and mainly ethical. TEDxAcademy is a conversational platform for ideas and actions to propel Greece to the next level.

To Step Forward!

Here at TEDxAcademy we aspire to ignite a different kind of dialogue. We are gathering today a unique group of incredible people from Greece and all over the World, with powerful ideas, to discuss how we can make the "Next Step forward". Ideas which given a chance can make the difference for the future not just individually but also collectively.

So unbuckle your imagination to enter the era of possibility.

The zone of "what can possibly happen" when we all make a step.

When we dare to step into the unknown, to risk, to change, to actively participate and create a new path for prosperity and growth.

We invite you to immerse in the TEDxAcademy experience: to dream, to hope, to get inspired!

Welcome to 2011 TEDxAcademy

Niki Siropoulou - TEDxAcademy Curator

WELCOME



## All about TED

TED is an annual event where some of the world's leading thinkers and doers are invited to share what they are most passionate about. "TED" stands for Technology, Entertainment, Design - three broad subject areas that are, collectively, shaping our future. And in fact, the event is broader still, showcasing ideas that matter in any discipline.

Attendees have called it "the ultimate brain and heart experience" and "a journey into the future."

The diverse audience-CEOs, scientists, creatives, philanthropists- is almost as extraordinary as the speakers, who have included Bill Clinton, Bill Gates, Jane Goodall, Frank Gehry, Paul Simon, Sir Richard Branson, Philippe Starck and Bono.

## TED in brief

TEDx is a program of local, self-organized events that bring people together to share ideas worth spreading. At a TEDx event - where "x" stands for independently organized event - TED Conference only provides general guidance and TED Talks, videos and live speakers combine to spark deep discussion and connection.

TEDxAcademy is a non-profit event, totally organized by a group of volunteers. All speakers, partners and sponsors provide their services for free.

This event would be impossible without their help! Thank you all!

TED & TEDxAcademy

# Other TEDx activities

**TEDx**

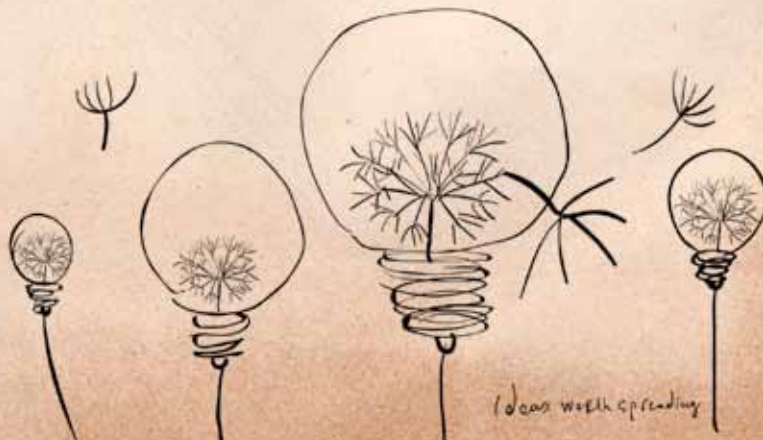
Youth@Academy

x = independently organized TED event

20th November 2011



life/beyond\_stereotypes



TEDxAcademy

The event starts at 14:00

# event program



15:00-16:30

## Radical Change

### Speakers:

1. **Larry Keeley**, Flipping Adversity to Advantage
2. **Elias Papaioannou**, Civic Capital (ism)
3. **Paschos Mandravelis**, Paradigm Shift in the Greek Society
4. **Stathis Kalyvas**, Greek Perestroika
5. **Costas Apostolidis**, Breaking the Stereotypes

17:30-19:00

## Transformation

### Speakers:

1. **Yanis Varoufakis**, A Modest Proposal for Transforming Europe
2. **Adidal Ela**, Step Forward with Environmental Vision
3. **Panos Kanellis**, Innovating Farming
4. **Helena Chari**, Sorry, we are Open!
5. **Eve Geroulis**, "Hope"
6. **Corinne Weber & Yvonne Senouf**, Eyes of truth
7. **Aerites**



with the pre-events and ends at 23:30

20:00-21:30



## NewEra

### Speakers:

1. **Walter De Bouver**, How to swallow your doctor
2. **Costas Evripidis**, The Ingredient for Start Up
3. **Antonis Sgardelis**, Old buildings are our living history
4. **Panagiota Vlachou**, Stepping in Production
5. **Kostas Mallios**, The Value of Ideas
6. **Joseph Riggio**, Stepping forward: A hero's Journey

## Parallel Activities

Exhibition Damien Hirst: New Religion

Interaction with Aerites Group

Video Projection: Athens School of Fine Arts

21:30-23:30

## Famous Grouse Party

Marietta Fafouti  
and her band



# STEP

# FORWARD

*This Year we invite dreamers, thinkers and doers to join us in the conversation about: How the ways of the past have led to the colossal challenges of today. Greece is ensnared in a deep crisis at multiple levels; political, financial, cultural and ethical.*

*A non competitive and consuming economy combined with a highly inefficient public sector. High unemployment, job and income loss, insecurity and social turmoil are the inescapable realities of today.*

*This is a time of rapid change that offers great risk but also the incredible opportunity to transform. Everyone who must lead change faces the challenges of shifting minds starting with his own.*

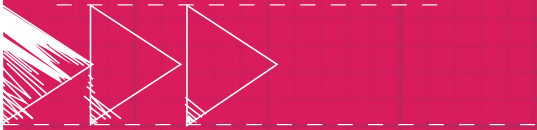
*It's about time for Change in the way we work, we learn & create, and the way we live!*

*Are you ready to "STEP Forward"? The time is Now!...*

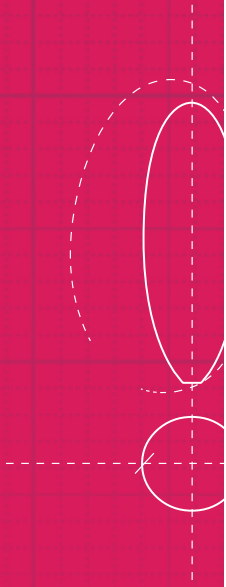


**OUR THEME**



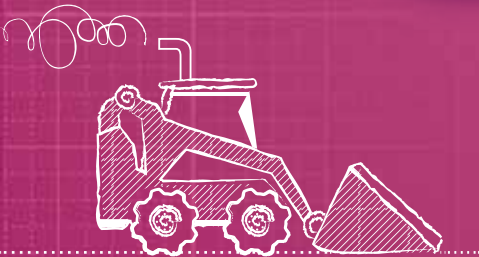


Special thanks to Benaki Museum  
for the creative cooperation  
and the hospitality offered.



Larry Keeley is President of Chicago-based Doblin Inc., a leading consulting firm that focuses on effective innovation, now a member of the global consultancy Monitor Group, where Keeley is a Group Leader. He is on the faculty of IIT's Institute of Design plus Kellogg Graduate School of Management, and lectures regularly at University of Chicago and business schools around the world. Keeley has been named one of the seven leading global "gurus" of innovation by BusinessWeek Magazine, where they labeled him "Mr. Metrics" and separately selected by BusinessWeek as one of the 27 leading designers of the world.

Flipping Adversity  
to Advantage



Radical Change

LARRY KEELEY



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for notes & your great ideas:





## Civic Capital (ism)

Elias Papaioannou is Assistant Professor of Economics at Dartmouth College and Visiting Assistant Professor at the Economics Department of Harvard University. He is also a CEPR (Centre for Economic Policy

Research) research affiliate and a Research Associate at the NBER (National Bureau of Economic Research). He holds a bachelors degree (LL.B.) from the law school of the National and Kappodistrian University of Athens, a Masters in Public Policy and Administration (MPA) with a concentration in international economics from Columbia University, and a Ph.D. in economics from the London Business School.

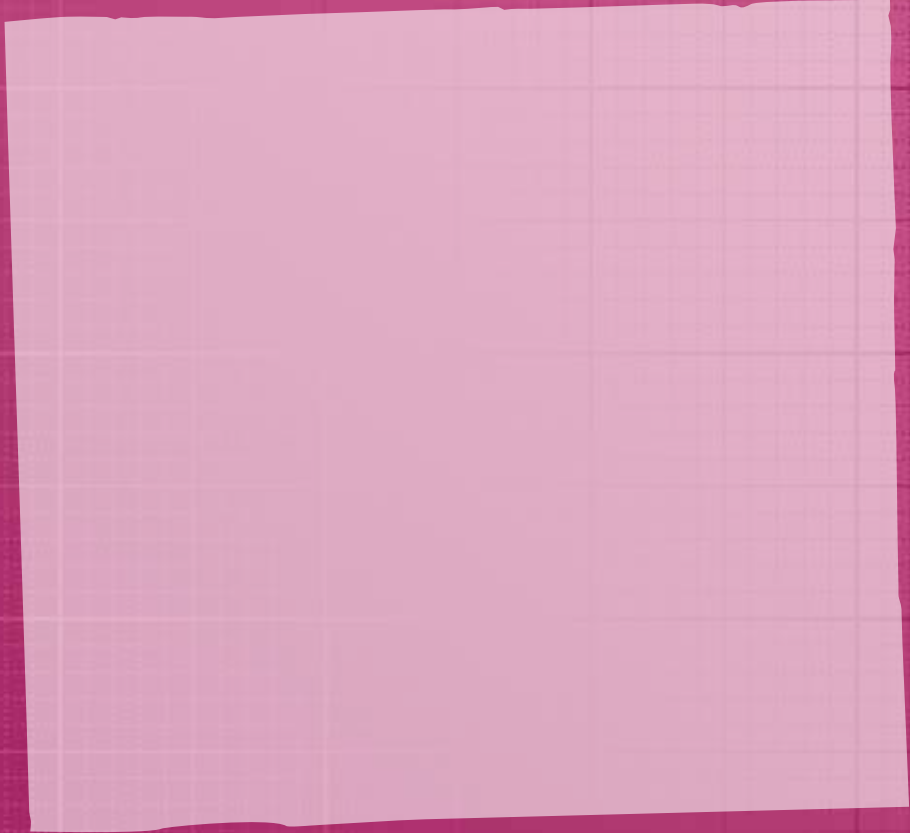
Elias consults for the EU Commission, the European Central Bank, and institutional investors on macroeconomic developments in the EU and Greece. He is also chief economist at Analysis, an innovative consulting firm specializing in economic counseling in anti-trust cases and providing quantitative demand analysis for the design of optimal pricing strategies.



# Radical Change

ELIAS PAPAIOANNOY

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for notes & your great ideas:



Paschos was born in Kozani and studied Economics in the University of Athens and has a graduate degree in New York from New School in Social Research.

He writes since 1982 in Athenian Publications (Newspapers, magazines). Now he is a columnist at KATHIMERINI.

His Books: My first Computer. (Kastaniotis Publishers)

The history of Computers. (Kastaniotis Publishers)

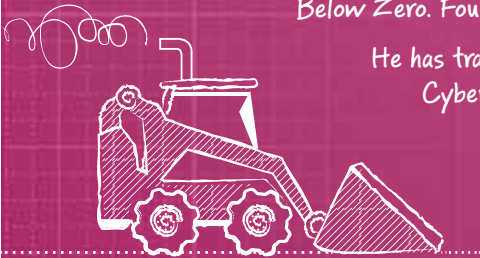
Eipan. The dictionary of Smart talk. (Kastaniotis Publishers)

Liberalization Exercises. (Kastaniotis Publishers)

Below Zero. Four comments for the crisis. (Oceanida Publishers)

He has translated in Greece David Brown's 'Dictatorship in Cyberspace' in Greek (Kastaniotis Publishers)

Paradigm Shift  
in the Greek Society

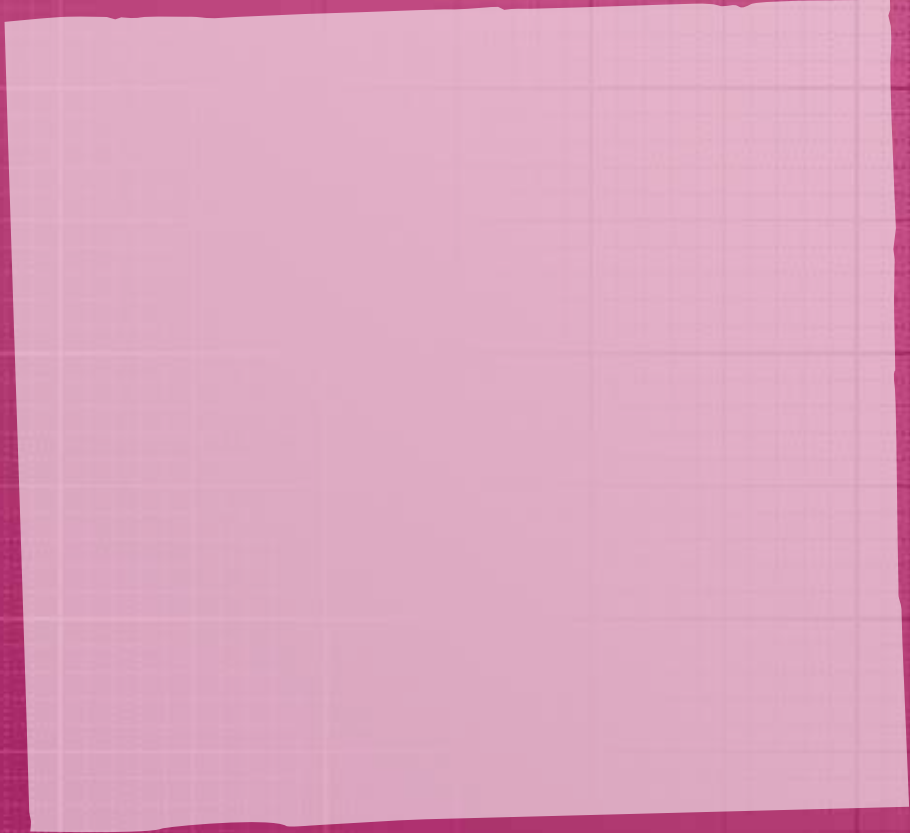


# Radical Change

## PASCHOS MANDRAVELIS



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## Greek Perestroika

Stathis Kalyvas is a political scientist specializing in the study of party politics and global conflict; he is a regular commentator on Greek politics and society.

Stathis Kalyvas is Arnold Wolfers Professor of Political Science at Yale University, where he directs the Program on Order, Conflict, and Violence. He has taught and lectured at several US and European universities, is a fellow of the American Academy of Arts and Sciences, and has published award-winning research. He comments on Greek politics and society through his regular column in the Sunday edition of Kathimerini.



# Radical Change

## STATHIS KALYVAS





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## Breaking the Stereotypes

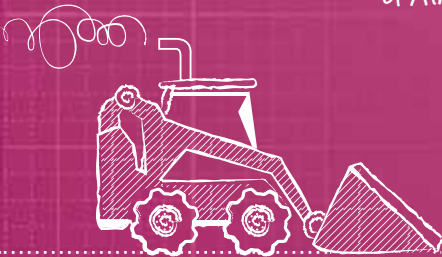


Chairman of the Board of Directors and Chief Executive Officer. Costas Apostolidis is the founder of Raycap Corporation.

Raycap is an innovative company in research and product development and In 2011 was awarded from Hellenic Federation of Enterprises (SEV) the 1st Prize for the "STRIKESORB 30-DRM The Ultimate Surge-Protection Technology Reliable, Maintenance-Free, Easy & Practical".

Mr Apostolidis is a graduate of the National Technical University of Athens, School of Chemical Engineering, Mining and Metallurgy.

He received his MBA of Harvard University and his MSc in Engineering/Hydrometallurgy from McGill University. Prior to founding Raycap, he worked for Raychem Corporation from 1979 to 1987 and for Noranda Mines Canada from 1974 to 1977.

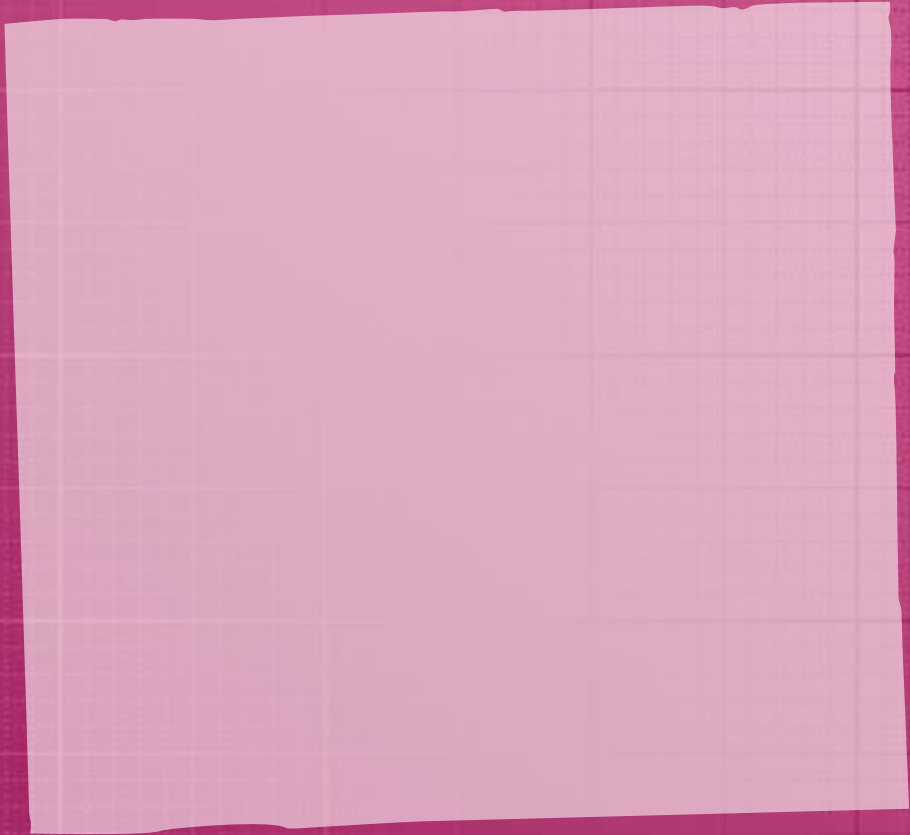


# Radical Change

## COSTAS APOSTOLIDIS



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Studied mathematics at Essex University, received an MSc in mathematical statistics from the University of Birmingham and then, curiously, completed a PhD in... economics at Essex University. Between 1982 and 1988 he taught at the Universities of Essex, East Anglia and Cambridge. From 1988 to 2000 he lived in Sydney, where he lectured at the University of Sydney, with short stints at the University of Glasgow and (an even shorter one) at the Université Catholique de Louvain. In 2000 a combination of nostalgia and abhorrence of the conservative turn of the land down under (under the government of that awful little man, John Howard) led him to return to Greece. Since then he has been teaching political economics at the University of Athens.

He lives with Danae Stratou with whom he is sharing life, work and a myriad of projects.

The Crash of 2008 and the subsequent metamorphoses of the crisis (in Europe and in the world at large) seem to have energized him.

He is determined to help in the dissemination of ideas and suggestions concerning the way we interpret and act upon our mad, sad and bewildering post-2008 era.

A modest Proposal for  
Transforming Europe



# Transformation

## YANIS VAROUFAKIS



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## Step Forward with Environmental Vision



Adital Ela is a designer and teacher incorporating indigenous knowledge into sustainable design and a TEDfellow. She dedicates her professional life to explore ways in which sustainability designers can envision, illustrate and enable the realization of new and inviting life habits that can thoroughly reform the encounter between man, object and environment.

Founder and CEO of S-SENSE-DESIGN ([www.s-sensedesign.com](http://www.s-sensedesign.com)), an active sustainability design studio, promoting various projects with companies, non-profit organizations and social groups. A sustainability design lecturer at the social-environmental design study program at HIT, Israel. Adital lecture regularly at conferences and lead workshops around the world touching upon various aspects of design for sustainability.

# Transformation



ADITAL ELA

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Panos Kanellis is the President of the American Farm School in Thessaloniki, Greece. This US nonprofit educational institution has provided farming education to high school students since 1904.

Mr Kanellis vision is to build consciousness in sustainability, natural resources and the environment, a series of eco schools have been planned, starting with pre-Kindergarten with a full elementary program to follow.

Received PhD and post-doctoral training in bio-organic Chemistry from University of Houston then spent four years as Assistant Professor at University of Alabama Medical School.



Innovating Farming

# Transformation



PANOS KANELLIS



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Sorry,  
we are Open!



### TNS ICAP, Managing Director

Helena Chari has been Managing Director of TNS ICAP since the company's beginning in 2002. Helena's extensive experience in Marketing, in Market Research and in Advertising have helped TNS ICAP grow into one of the largest and most successful agencies in the Greek market in just a few years. Helena has also worked for P&G and McCann-Erickson.

Helena holds a Bachelor's degree in Economics and a minor in Genetics from the University of California Davis, and received her MBA from Boston University (Brussels).



# Transformation



HELENA CHARI

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Eve Geroulis is a marketing strategist and educator devoted to exploring the synergies between politics, economics and culture on a global stage. After a 17 year career as an advertising executive at agencies Leo Burnett, BBDO, SSCBILintas & Bayer Bess Vanderwarker, in 1996 she entered the high-tech arena and co-founded VC funded MyEventPlans.com a lifestyle dot com in 1999. During her agency career, Eve managed strategic equities for Quaker Oats, Lever, Wrigley, Johnnie Walker Scotch, Primedia and Cox Interactive Media. After a three-year professional hiatus raising her four children, Eve joined the faculty of Loyola University Chicago in 2003 where she imparts her professional experiences in the classroom. In addition to her undergraduate and graduate courses in Global, European, Political and Internet Marketing at Loyola's Chicago and Rome Campuses, Eve has served as Director of Loyola's Master's of Science in Integrated Marketing Communications Program.

Hope is the key  
to step forward



# Transformation



EVE GEROULIS



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Eyes of Truth  
Athens Group  
Action



We honor JR with  
his wish to turn  
the world inside out

Corinne Weber Creative Director & Producer. Since graduating from UCLA in 2001, Corinne has worked with Alejandro Gonzalez Inarritu on two feature films (21 Grams & Babel) and two shorts (Darkness-11'09"01 & Anna) and Sam Mendes on two features (Revolutionary road and away we go). Since 2008, Corinne has produced a documentary, various short films, PSAs, a video installation for Mikhail Baryshnikov and an Orange commercial (dir. Inarritu) for the 2010 World Cup. She is currently working on a number of projects in the US and Paris, including MELD, a global art platform, the Untitled love letter project and the Women's cinema project. Asa Mader), and The untitled love letter project, which she plans to direct. Corinne is also attached to direct a short film for the Women's cinema project.

Transformation



CORINNE WEBER - YVONNE SENOUF

Yvonne Senouf Creative Concepts Producer. Yvonne has more than twenty years of experience in the art world, working for the public and private sector in the fields of production, development and communication (Christies, The Studio Museum in Harlem and the MOMA, to name a few). After more than ten years of experience, Yvonne founded Clinica Aesthetica, an experimental multidisciplinary space dedicated to the production of cultural projects. Yvonne is currently based in Athens working as a private art consultant and promoting MELD's activities. She is also working on the production of "Looking for Alonso," a multidisciplinary art project on the portrait of the Formula 1 pilot Fernando Alonso.

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for notes & your great ideas:



How to swallow  
your doctor



Time 'serial entrepreneur', The Sunday Times 'collateral thinker',  
Financial Times 'Ubernerd'.

Walter De Bouwer is Involved in 2 international IPO's  
(Stepstone [LSE: sso], Eunet-Qwest [nyse:Q]).

Founding father of Europe's first "thinkubator" (Starlab) and the  
concept of "Deep Future" research. Ex CEO One Laptop Per  
Child Europe and Now CEO of CEO SCANADU, San Francisco.



WALTER DE BOUWER



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## Ingredient for Start Up

Costas Evripides is a founding member and GENESIS Pharma's Chief Executive Officer.

In 2006, Mr. C. Evripides was voted as the "Dynamic Entrepreneur of the Year 2006" in the international competition "Entrepreneur Of The Year" held for the first time in Greece by Ernst & Young.

Costas Evripides has a long experience and in-depth knowledge of the pharmaceutical sector, having held the positions of Area Manager Mediterranean of Wellcome plc as well as Chairman and Managing Director of Wellcome Hellas.

He is also a Board Member of the Hellenic Association of Pharmaceutical Companies (SFEE) and a member of the General Council of SEV, the Federation of Greek Industries.

Since 2000, he is being elected President of the London Business School Greek Alumni Association, of which he has also been a founding member.

Costas Evripides has an Athens University (ASOEE) Economics degree and an MBA from the London Business School (LSE).



NewEra

COSTAS EVRIPIDIS

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for notes & your great ideas:





Old buildings are our living history

Antonis Sgardelis has a passion for building and construction. He specifically enjoys the restoration and maintenance of old buildings since he strongly believes that old buildings are our living history.

He had the vision of restoring a Byzantine-era rural mansion and transform it into KINSTERNA HOTEL & SPA a 5 star hotel while restoring and maintaining all its past functions and the ancient cistern located in the center of the building.

Tucked-away in the folds of a lush hillside with privileged views of the Medieval Castle's Rock of Monemvasia and the endless blue of the Aegean KINSTERNA is a great story of vision and transformation.

Antonis Sgardelis studied Civil Engineering in the National Technical University of Athens. He started his own construction companies and entrepreneurial activities. Among them he co-founded AVAX construction company.

Since his early years as a University Student, Antonis Sgardelis is politically active.



NewEra

ANTONIS SGARDELIS

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for notes & your great ideas:





## Stepping in Production

After having studied foreign languages at the university of Athens and having worked mainly as an Italian teacher, in 2007 she changed her career and she co-founded Fereikos-Helix as the Greek representative of International Institute of Snail Farming.

The company's headquarters are based in Corinth-Greece and deal with open air snail farming in full biological cycle globally and gourmet snail products.

Panagiota is responsible in providing expertise and monitoring the snail farms with regular audits, evaluating investment projects and assuring the sustainability of the farms, offering educational activities (workshops, seminars, internships - volunteering) and providing a contractual purchase of the crop.

Her company in 2009 obtained the 'Golden Award' as the fastest developing company worldwide and has been hosted in several national and international media.

Panagiota is an ambassador of the European Network of Female Entrepreneurship Ambassadors, has been the finalist for the "Greek Young Entrepreneur of the Year" and a success story of the DG-Enterprise of European Commission for the program "Erasmus for Young Entrepreneurs".



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PANAGIOTA VLACHOU

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## The Value of Ideas

Kostas Mallios is at the forefront of technology's latest journey, creating new paths across the landscape. As a long time TEDester, Mr. Mallios believes in the power of ideas and the individuals ability to make a difference.

Mr. Mallios is a Vice President at Intellectual Ventures and focused on how intellectual property and invention can help solve some of the worlds biggest challenges.

Until recently, Mr Mallios spent 15 years at Microsoft Corporation. Most recently he was a General Manager in Corporate R&D working on Strategy and Product Development reporting to the Microsoft CTO and the Chief Software Architect. He has extensive experience in M&A, strategic partnerships and product development.

He has studied at The Rensselaer Polytechnic Institute and Sienna College.



NewEra

KOSTAS MALLIOS



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for notes & your great ideas:





## Stepping forward: A hero's Journey

Joseph Riggio is the architect and developer of the Mythogenic Self™ Process and an international figure in the professional NLP™ and hypnosis communities.

Joseph is renowned in his capacity of insight to what motivates people to action, both personally and professionally, and his ability to organize the means to articulate the specific messages that will move these individuals to actually taking action.

This may just as often be a conversation regarding the next step in an executive or professional career as it will be a plan to transform an entire organization to attain a new level of competence in meeting the demands of an ever-changing and often chaotic marketplace.

Joseph is a "change agent" and works as advisor and coach in international business and political circles. He works towards developing strategies regarding moving forward for entire teams or individuals.



NewEra

JOSEPH RIGGIO

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Marietta Fafouti the past 7 years writes music for movies, documentaries, jingles, tv and theatrical productions and musicals. The Fall of 2010 she launched her CD "Try a Little Romance" by Inner Ear and the producer Nick Aggloupas (aka Ottomo). Soon enough her single "Don't Stop" was a hit and the CD on the top 10 albums of the year.

Marietta met five great musicians that live and breath as one! Her band. Evangelia Xinopoulou in vocals and drums, Evi Kourtidou in guitar and vocals, Kelly Mitropoulou in violin and vocals, Thodoris Zetkilis in bass and vocals and Kostas Haliotis in drums are her magic group that gives live and shape to Mariettas Music and to the music their band loves to play. Together is Clairy Fafouti that gives a picture to every sound with her video Projections she creates for every song separately and the producer Nikos Aggloupas (Ottomo) the "sound master".

Official site: [www.mariettafafouti.com](http://www.mariettafafouti.com)

Twitter: [www.twitter.com/mariettafafouti](http://www.twitter.com/mariettafafouti)

Facebook: [www.facebook.com/mariettafafouti](http://www.facebook.com/mariettafafouti)

Oficial Video Clip: <http://www.youtube.com/watch?v=48ENXOPmmRs>



MARIETTA FAFOUTI AND BAND

Aerites Dance Company was established in April 2006 by Patricia Apergi and Dimitris Chalazonitis.

The art of dance, in the case of Aerites, is not only about "morphology", type of movement" or "means of expression". The group focuses on experimenting and producing performances based on theoretical, dramaturgic and movement research. The aim of Aerites Dance Company is to create artistic actions as a result of the synergy between dance, performing arts, poetry, theatrical practice and new technology, in particular graphic design and video animation.

The company has been awarded with the Ermis price (2008) and with 3 Ebge prices (2009,2007).

The company has been funded from the Greek Ministry of Culture for the years 2008, 2009 and 2010.



AERITES DANCE COMPANY

Thanks to Athens School of Fine Arts volunteers team for the digital projection:  
Pantelis Chandris, Giannis Mouravas, Natassa Efsthathiadi, Sotiris Fokeas,  
Vassilis Papageorgiou.

ATHENS SCHOOL OF FINE ARTS

# Organizing team

Niki Siropoulou

Klimis Asikoglou

Sonia Lazaridou Gerolymatou

Kostas Mallios

Elly Politou

Maria Lazarimou

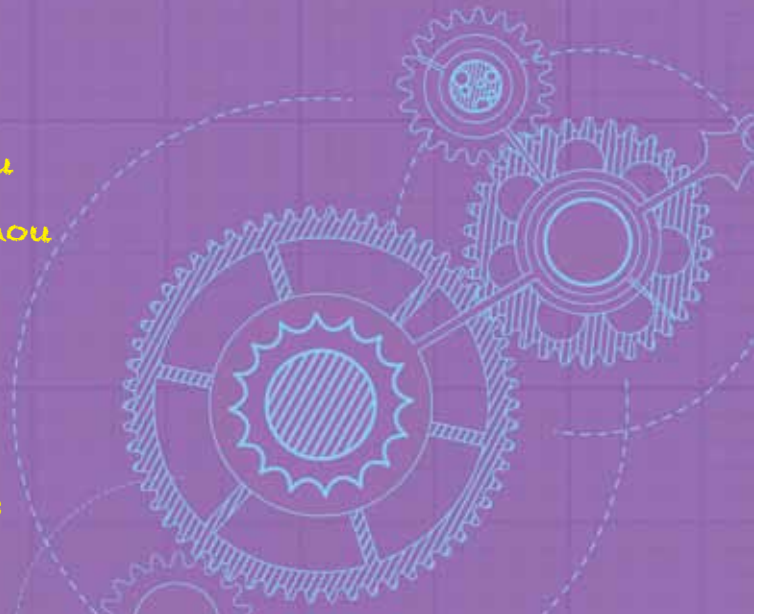
Katerina Kyprianou

Makis Antypas

Miltiadis Makris

Leda Karabela

Nikos Ververidis



# Advisory board

Vassilis Provelengiadis

Yannis Artinos

Andreas Gavrielides

Odysseas Athanasiou

Fanis Moustakatos



Special thanks to  
Stelios Kalogerakis for  
all speakers' illustrations

## Volunteers

Daphne Koumpa

Giorgos Gerasimidis

Marinos Kalligas

Irini Siradaki

Irini Anastasiadou

Christina Alexiou

Vasia Stasinopoulou

## Contributors

Costas Vanis

Elly Politou

Maggie Ioannou

Frances Hatzipetrou

Eugenia Kottika

Nassia Zaganidi

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AMERICAN-HELLENIC  
CHAMBER OF COMMERCE

Για αυτούς που διαβάζουν την εφημερίδα από το τέλος προς την αρχή.  
Για αυτούς που λένε «στις μία». Για αυτούς που τους αρέσουν οι λίστες.  
Για αυτούς που δεν πατάνε τις γραμμές στα πλακάκια του δρόμου. Για αυτούς  
που ξέρουν τους στίχους των αγαπημένων τους τραγουδιών λάθος (αλλά  
δεν το ξέρουν). **Για αυτούς που απαντάνε ok στα sms των άλλων.** Για αυτούς  
που ξαναβάζουν το άδειο μπουκάλι γάλα στο ψυγείο. Για αυτούς που μιλάνε  
για την αγαπημένη τους ομάδα στο πρώτο ενικό. **Για αυτούς που λένε ότι το  
rock πέθανε το 1969.** Για αυτούς που κάνουν like στα δικά τους σχόλια.  
Για αυτούς που μετράνε τις θερμίδες των φαγητών αν και δεν κάνουν δίαιτα.  
Για αυτούς που όταν αργούν στη δουλειά λένε ότι δε χτύπησε το ξυπνητήρι.  
Για αυτούς που στα greeklish χρησιμοποιούν το 8 για θήτα και το 3 για ξι.  
Για αυτούς που απαντάνε το τηλέφωνο με «λέγεται παρακαλώ». Για αυτούς  
που χάνουν τα εξώφυλλα των CD. Για αυτούς που κλέβουν ακούσια τους  
αναπτήρες των άλλων. Για αυτούς που είναι στο twitter αλλά ντρέπονται να  
κάνουν tweets. Για αυτούς που ξύνουν τη μύτη τους στο αυτοκίνητο γιατί  
νομίζουν ότι δεν τους βλέπει κανείς (σας βλέπουμε). **Για αυτούς που έχουν  
συλλογή από εισιτήρια συναυλιών.** Για αυτούς που διαβάζουν τις  
συσκευασίες των προϊόντων όταν είναι στην τουαλέτα και... καταλαβαίνετε  
τώρα. Για αυτούς που όταν είναι στο αυτοκίνητό σου πάντα βρίσκεις θέση για  
πάρκινγκ. Για αυτούς που ξεχνάνε να κόψουν τα καρτελάκια στα μπλουζάκια.  
Για αυτούς που μετράνε τα παγωτά που τρώνε το καλοκαίρι. Για αυτούς που  
πάντα λερώνονται όταν φοράνε άσπρα. Για αυτούς που χάνουν το ηρωινό  
στα ξενοδοχεία. Για αυτούς που πληρώνουν λογαριασμούς την τελευταία  
στιγμή (εντάξει, αλλά κάντε μια προσπάθεια). **Για αυτούς που έχουν hands  
free και το κρατάνε και με τα δύο χέρια.** Για αυτούς που δεν επιστρέφουν τα

DVD στην ώρα τους και λένε ότι δεν θα ξαναπάρουν αλλά ξαναπαίρνουν. Για αυτούς που θα σαλιώσουν το δάχτυλό τους για να γυρίσουν αυτή τη σελίδα. Για αυτούς που λένε το τραγούδι της WIND «ρου-κου-τουνηκ-τουνηκ-του-τουνηκ». Για αυτούς που αγοράζουν το ίδιο ρούχο σε άλλα χρώματα. Για αυτούς που αρνούνται να μπουν στο facebook αλλά κατά φάσεις το σκέφτονται. Για αυτούς που στο τάβλι δεν παίζουν «φεύγα». Για αυτούς που δεν θυμούνται πώς ξεκινάνε τα ανέκδοτα. Για τον Chuck Norris (;) Για αυτούς που βγαίνουν πάντα με κλειστά μάτια στις φωτογραφίες. Για αυτούς που φοράνε το ρολόι στο δεξί. Για αυτούς που ακούν Βασίλη. Για αυτούς που κάνουν πιλάτες. Για αυτούς που δεν κάνουν πιλάτες. Για αυτούς που διάβασαν μέχρι εδώ και αναρωτιούνται πού το πάμε. Για αυτούς που βαριούνται να μαζέψουν τα ρούχα από την σπλώστρα. Για αυτούς που μιλάνε στο αυτοκίνητό τους (στο ίδιο το αυτοκίνητό τους, τύπου «έλα, καλό μου, πάρε μπρος»). Για αυτούς που έχουν smartphone αλλά δεν έχουν κανένα application. Για αυτούς που καταλαβαίνουν την ανατροπή της ταινίας νωρίτερα από τους άλλους και νιώθουν την ανάγκη να το πουν. Για αυτούς που κάνουν τσάκιση στο παντελόνι, ακόμα και στο τζιν. Για αυτούς που δεν σβήνουν τα mail τους. Για αυτούς που βάζουν αντηλιακό με μηδενικό δείκτη προστασίας. Για αυτούς που δαγκώνουν τα μολύβια. Για αυτούς που λένε «σε παίρνω σε δύο». Ναι καλά... Για αυτούς που όταν ανακαλύπτουν ένα τραγούδι, το ακούν συνέχεια μέχρι να το βαρεθούν και να μην το ξανακούσουν ποτέ. Για αυτούς που γράφονται στο γυμναστήριο και πάνε μόνο στην αρχή. Για αυτούς που δεν κάνουν τίποτα από τα παραπάνω.



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