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world-changing people, projects and ideas

November 12, 2008

**PopTech Friends,**

**Follow us:**   

Fresh from our time together in Camden, we're excited to share our first batch of 2009 PopTech videos with you -- and what a delicious treat they are! This week's releases feature three visionary leaders who are rethinking (and remaking) the world of food: the renowned journalist [Michael Pollan](#) unveils his vision for a new American food system; urban farmer [Will Allen](#) shares his mission to bring farming to the heart of the neglected urban communities; and 'designer of eating' [Marije Vogelzang](#) shares her work creating new rituals around what, how and why we eat. After watching this trio, we promise you'll never look at lunch the same way again.

[Watch Michael Pollan on food impact.](#)



A passionate advocate of sustainable food. In his PopTech 2009 presentation, he talks about how a day without meat could dramatically decrease our carbon footprint. Even if you're a long-time Michael Pollan fan, listen for some new stats and context on "voting with your fork."

**Go Deeper:**

- [Watch Web extras](#) from the PBS broadcast program of Michael Pollan's book *The Botany of Desire*
- [See Michael live](#) at one of his upcoming speaking engagements
- Read the [blog writeup](#) of Michael's 2009 PopTech presentation

[Watch Will Allen on urban farming](#)



Will Allen is the co-founder and director of [Growing Power, Inc.](#), transforming the production and delivery of healthy foods to underserved urban populations through urban farms and education centers in Milwaukee, WI and Chicago. In his PopTech talk, he details new methods like aquaponics and vermicomposting in urban farming.

**Go Deeper:**

- read Will Allen's "[Good Food Manifesto for America](#)"
- [sign up](#) for one of Growing Power's 2010 Workshops in Milwaukee.
- follow [Growing Power's blog](#), on Twitter ([@growingpower](#)), and on [Facebook](#)

### [Marije Vogelzang designs food](#)



Marije Vogelzang designs provocative, intimate eating experiences with her lab, [Proef](#). Inspired by everything that surrounds the act of eating, she uses stories and rituals around meal preparation to create edible art installations that encourage us to play with our food. Hear a few of her recent experiments in her PopTech 2009 talk (and keep reading for more on her latest "Pasta Sauna" installation).

#### **Go Deeper:**

- [buy](#) Marije Vogelzang's book *Eat Love*
- [read](#) about Marije's latest installation "[Pasta Sauna](#)"
- watch PopTech's "[Pasta Sauna](#)" [video](#) and read [Eat Me Daily's writeup](#)

We'll send you a new batch of PopTech videos next week (if you'd rather we not, just click the "unsubscribe" button at the bottom of this e-mail).

We want to hear from you! Drop us a line at [hello@poptech.org](mailto:hello@poptech.org), send us a tweet ([@poptech](#)), or visit the [PopTech blog](#).

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