



THE **VANITY FAIR**

NEW ESTABLISHMENT SUMMIT



The *Vanity Fair* New Establishment is the ultimate arbiter of the most influential names in the worlds of technology, media, the arts, and entertainment.

Last year marked not only the 20th anniversary of the New Establishment issue but also the launch of *Vanity Fair*'s new annual franchise: the *Vanity Fair* New Establishment Summit, in association with the Aspen Institute.

Unlike other conferences in Silicon Valley, the *V.F.* Summit is devoted to creating a dialogue around a range of subject matter—technology, media and entertainment, business, politics, and global affairs—debated by a powerful group of speakers to an equally impressive audience.

COVER IMAGE

(Clockwise from top left):
 Elon Musk, Kamala D. Harris,
 Katie Couric, Evan Spiegel,
 Jonathan Ive, Eric Schmidt,
 Michael Bloomberg, Bob Iger,
 Jeremy Stoppelman, Salman Khan,
 Laura Arrillaga-Andreessen,
 Jack Dorsey, Gwynne Shotwell,
 Sophia Amoruso, Judd Apatow,
 Bob Woodward,
 and Melody Hobson.

ABOVE

(Clockwise from top left):
 Elon Musk, Warren Buffett,
 Bill Gates, Melinda Gates,
 Ralph Lauren, Jack Dorsey,
 Stephen Colbert, Natalie
 Massenet, George Lucas,
 Francis Ford Coppola, Steven
 Spielberg, Martin Scorsese,
 George Clooney, Jay Z,
 Sheryl Sandberg, Jonathan Ive,
 Marc Newson, Diane Sawyer,
 Barbara Walters,
 and Oprah Winfrey.

V.F. SUMMIT 2014

LOCATION

Yerba Buena Center for the Arts, San Francisco

DATES

October 8 and 9, 2014

ATTENDEES (SOLD OUT)

320

STUDENTS

300 over the course of two days (from local Bay Area universities, including U.C. Berkeley, Stanford, Academy of Art University, etc.)



Jonathan Ive and Graydon Carter



Judd Apatow and George Lucas



Bob Iger and Jack Dorsey



Larry Page and Michael Bloomberg



Audience members



Elon Musk and Walter Isaacson

SPEAKERS & ATTENDEES

Some of the country's most influential men and women were among the attendees both on stage and in the audience.

MAIN STAGE

General (Ret.) Keith Alexander (former N.S.A. director)
Sophia Amoruso (Nasty Gal)
Marc Andreessen (Andreessen Horowitz)
Judd Apatow (filmmaker)
Preet Bharara (U.S. attorney, Southern District of New York)
Michael Bloomberg (Bloomberg L.P.)
Graydon Carter (Vanity Fair)
Brian Chesky (Airbnb)
Dick Costolo (Twitter)
Katie Couric (Yahoo News)
Jack Dorsey (Square, Twitter)
Daniel Ek (Spotify)
Tony Fadell (Nest)
Tom Freston (Firefly3)
Kirsten Gillibrand (U.S. senator, New York)
Kamala D. Harris (attorney general, California)
Reed Hastings (Netflix)
Melody Hobson (Ariel Investments)
Tony Hsieh (Zappos)
Bob Iger (the Walt Disney Company)
Walter Isaacson (The Aspen Institute)
Jonathan Ive (Apple)
Mike Judge (HBO's *Silicon Valley*)
Sal Khan (Khan Academy)
Rem Koolhaas (architect)

Continued ...



Eric Schmidt and Senator Rand Paul



Senator Kirsten Gillibrand, Attorney General Kamala D. Harris, and Katie Couric



Brian Chesky, Sophia Amoruso, Ben Silbermann, and Emily Chang



Matthew Weiner and Jenji Kohan



Jonathan Ive



Michael Bloomberg and Evan Spiegel

SPEAKERS & ATTENDEES

- Elon Musk** (Tesla Motors/SpaceX)
 - Rand Paul** (U.S. senator, Kentucky)
 - Jonah Peretti** (BuzzFeed)
 - Richard Plepler** (HBO)
 - Eric Schmidt** (Google)
 - Ben Silbermann** (Pinterest)
 - Shane Smith** (Vice)
 - Andrew Ross Sorkin** (*The New York Times*)
 - Evan Spiegel** (Snapchat)
 - Kara Swisher** (Re/code)
 - Bob Woodward** (*The Washington Post*)
- Among others . . .

Audience members included Paul Allen, Yves Béhar, Jim Breyer, Jimmy Buffett, Ron Conway, Jon Feltheimer, Gary Friedman, Brian Grazer, Brad Grey, Chad Hurley, George Lucas, Matt Mullenweg, Aviv Nevo, Alison Pincus, Shervin Pishevar, Hosain Rahman, Ev Williams, and more.

“
Jimmy Buffett, the south Florida singer-songwriter, put the chief executive of music streaming service Spotify on the spot Wednesday by demanding more money for musicians.... The exchange took place at the *Vanity Fair* New Establishment Summit, the first in a planned annual live series.

”
—THE LOS ANGELES TIMES

Los Angeles Times



Katie Couric



Elon Musk



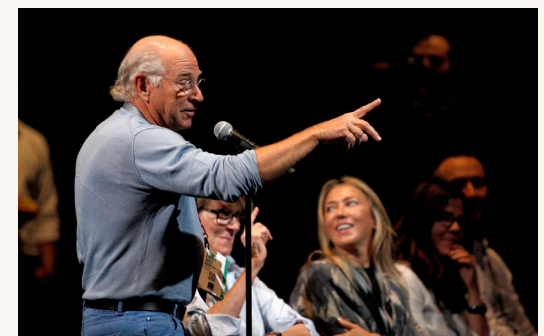
Brian Grazer, Brad Grey, Richard Lovett, and Aviv Nevo



George Lucas and Shane Smith



Astro Teller, Larry Page, and Tony Fadell



Jimmy Buffett

2014 V.F. SUMMIT PROGRAMMING

Programming was curated around the concept of “unconventional pairings” that sparked thought-provoking discussions.

▶ **THE STATE OF DIGITAL EDUCATION**

with **Reed Hastings** and **Sal Khan**.

▶ **DISRUPTING THE MUSIC BUSINESS**

with **Daniel Ek**, **Tom Freston**, and **Irving Azoff**.

▶ **MISSING INK**

with **Jonah Peretti**, **Kara Swisher**, **Shane Smith**, and **David Carr**.

▶ **SATIRE IN SILICON VALLEY**

with **Marc Andreessen** and **Mike Judge**.

▶ **CYBER-SECURITY**

with **General (Ret.) Keith Alexander**, **Kevin Mandia**, **John Hering**, and **Andrew Ross Sorkin**.

▶ **POLICING WALL STREET AND SILICON VALLEY**

with **Preet Bharara** and **Bryan Burrough**.

▶ **THE STATE OF INNOVATION**

with **Elon Musk** and **Walter Isaacson**.

▶ **DISRUPTING INFORMATION AND COMMUNICATION**

with **Michael Bloomberg** and **Evan Spiegel**.

▶ **FROM 7 DWARFS to 140 CHARACTERS**

with **Bob Iger** and **Jack Dorsey**.

▶ **DISRUPTING POLITICS**

with **Senator Kirsten Gillibrand**, **Attorney General Kamala D. Harris**, and **Katie Couric**.

▶ **HOW TO EARN THOUSANDS MAKING COMEDY**

with **Judd Apatow** and friends.

▶ **DESIGN IN THE DIGITAL AGE**

with **Tony Fadell** and **Rem Koolhaas**.

▶ **GENERATION NEXT**

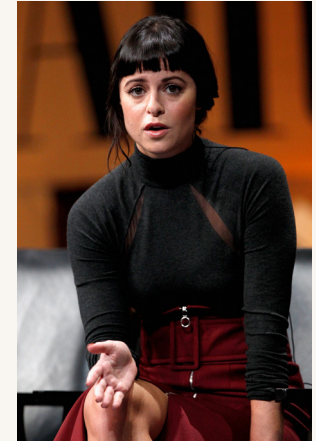
with **Brian Chesky**, **Sophia Amoruso**, and **Ben Silbermann**.

▶ **GENIUS BY DESIGN**

with **Jonathan Ive** and **Graydon Carter**.



Marc Andreessen



Sophia Amoruso



Judd Apatow, Mike Farah, and Whitney Cummings



Tony Fadell and Rem Koolhaas

V.F. SUMMIT COCKTAIL PARTY

At the end of the first day, a reception was held at the Ferry Building on the Embarcadero, where V.F. Summit attendees and speakers were able to mix and mingle.



Katie Couric and David Zaslav



Evan Spiegel



The Ferry Building on the Embarcadero



Rem Koolhaas and Tony Fadell



Mellody Hobson and Jenji Kohan



Brian Chesky



Ben Silbermann and Brian Grazer

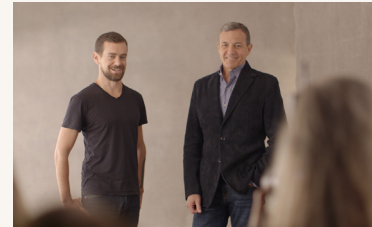
ANNIE LEIBOVITZ PORTRAIT STUDIO

Vanity Fair contributing photographer Annie Leibovitz set up an exclusive photo studio on the premises of the *V.F.* Summit to capture original portraits of the notable attendees and speakers.

The series of never-before-seen photographs appeared exclusively in *Vanity Fair*'s March 2015 issue.



Elon Musk



Jack Dorsey and Bob Iger



Marc Andreessen and
Laura Arrillaga-Andreessen



Annie Leibovitz



Annie Leibovitz and
Judd Apatow



Jonah Peretti, Kara Swisher,
Shane Smith, and David Carr



Scott Aukerman, Mike Farah,
Nick Kroll, Whitney Cummings,
Dick Costolo, Judd Apatow,
and Kumail Nanjani



David Zaslav and
Richard Plepler



Sophia Amoruso

225,014,268 MILLION PRESS & SOCIAL MEDIA IMPRESSIONS

Here are some of the highlights:

“

When *Vanity Fair* lured all the powerbrokers and personalities of media and tech to town last week, a new media capital of the world emerged.... For two days attendees—mostly from New York and Hollywood—were treated to a slew of panels highlighting the vast changes both industries face.... The mashups were fascinating and at moments most unexpected.

”

—THE WASHINGTON POST

The Washington Post

“

Big names make *Vanity Fair* tech summit sizzle.

”

—SAN FRANCISCO CHRONICLE

San Francisco Chronicle

“

Vanity Fair is known for curating the best, the edgiest, the brightest, the most influential.

”

—BLOOMBERG WEST

**Bloomberg
WEST**

“

In a rare public appearance, Jony Ive, Apple's head of design, spoke at a conference earlier this week. He talked about Apple's design process, of course. He also made a colorful remark in response to a question involving the Chinese smartphone maker Xiaomi, the so-called 'Apple of China'.... An audience member at a *Vanity Fair* conference on Thursday asked Mr. Ive how he felt about companies that appear to be copying Apple, like Xiaomi. Mr. Ive minced no words: 'I'll stand a little bit harsh, I don't see it as flattery,' he said.

”

—THE NEW YORK TIMES

The New York Times

“

An eclectic two-day gathering pulled together by longtime Editor-in-Chief Graydon Carter.

”

—NEW YORK POST

NEW YORK POST