Talks by Bhattacharya and Lauretta garner attention from TEDx

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Talks on precision medicine and asteroid hunting from November’s TEDxUAz have been selected to receive some extra promotion when they are posted on the TEDx Talks YouTube channel.

TEDx has identified the talks by Deepta Bhattacharya, professor in the Department of Immunobiology, and Dante Lauretta, Regents Professor in the Department of Planetary Sciences and principal investigator for OSIRIS-REx, as representing "valuable and timely ideas for our global audience." The organization says it's working on a publishing strategy to maximize traffic and plans to send notifications to its 40.2 million subscribers when the two talks are posted on the channel.

"We are excited that the November TEDxUAz talks are available for the world to access via the TEDx YouTube channel," said Misha Harrison, executive director of experience in Marketing and Brand Management and event organizer. "We are even more thrilled that two of our presentations resonated well enough with the channel curators that they will be promoting Dr. Bhattacharya's and Dr. Lauretta's talks to their whole subscriber base shortly."

The TEDxUAz event, which took place Nov. 1 in Centennial Hall and drew about 400 attendees, had the theme "The Spirit of Wonder," aimed at highlighting the passion the speakers have for their work and research.

Details on when Bhattacharya's talk, "Hacking the Immune System With Precision Medicine," and Lauretta's talk, "An Asteroid Hunter's Cosmic Journey," will be posted are still being finalized. Recordings of the other talks and performances from the event have already been posted and are available on the TEDxUAz website.

TED, a global nonprofit, began in 1984 as a conference featuring speakers discussing technology, entertainment and design. Today, TED conferences cover a broad range of topics in more than 100 languages. The TEDx program allows local organizations to bring people together to share a TED-like experience.

The inaugural TEDxUAz was held Jan. 31, 2023, with the theme "The Messy Middle." The University began holding the events because TED's growing popularity provided a valuable platform for students and employees to share their experiences and expertise. Speakers for the events were chosen through an application and selection process involving event organizers and senior leadership. Attendance was limited to 50 students, 35 faculty and staff members, and 15 University guests for the first event. After sending a representative to a national TED conference, the University was allowed to have a larger audience for the second event.

More information about the November talks is below.

Stephanie Russo Carroll, Associate Professor, Mel and Enid Zuckerman College of Public Health
"Indigenous Peoples Breathing Data Back"
Indigenous peoples have been successfully working with data for millennia, and Carroll posits a way to bring "databack" into relationship with our messy, 3D, colonized world.

Alexandra Cerna, Filmmaker and University of Arizona Alumna (School of Theatre, Film and Television)
"Treasures Beneath My Tree"
Through her film and photography, Cerna transports viewers to a world of childhood wonder and creativity and reminds us that the act of creation provides a profound connection between humanity, nature and the awe-inspiring moments that shape our lives.

Duane Cyrus, Director, School of Dance
"Body as Text"
Cyrus, using University dance majors as living PowerPoint slides, highlights the cultural and temporal significance of movement.

Michael Dake, Senior Vice President for Health Sciences
"The Silver Lining of Immunotherapy"
Dr. Michael Dake takes viewers on an exploration of immunotherapy's revolutionary potential. Witness the human impact of immune therapies, ranging from cancer to autoimmune diseases and infectious challenges.

Alain-Philippe Durand, Dorrance Dean, College of Humanities
"Humanities Dean Says, 'Get a Job'"
With humor and passion, Durand discusses the false choice of hard versus soft skills, humanities versus engineering and the benefits of a degree in French.

YuanYuan "Kay" He, Assistant Professor, School of Music
“StellarScape”[10]
He’s “StellarScape” project is an immersive multimedia endeavor intertwining arts, science and technology as the viewer experiences the story of a massive star.

Halley Hughes, Graduate Student, Department of Agricultural Education, Technology and Innovation
“Heal Yourself and the Planet in One Small Act”[11]
Hughes explores “starfish moments” – those small, impactful actions that can change the world and heal ourselves.

Brian Moon, Associate Professor of Practice, School of Music
“Music For Better People”[12]
Drawing from his “Lifetimes of Listening” podcast, Moon shares stories of life events shaped by music, revealing how music molds our identities, brings people together and fosters empathy.

Heather Roper, Senior Media Specialist, Arizona Space Institute; Graphic Designer, OSIRIS-REx; University of Arizona Alumna (School of Art)
“Art Lifts Science to Make Magic”[13]
Roper challenges the notion that art and science can't coexist as a career, revealing the magic that can happen when curiosity, creativity and collaboration converge.

Rebecca Thompson, University of Arizona Alumna (School of Art), and Annalysa Lovos, Doctoral Student, Department of Cognitive Science
“The Healing Power of the Arizona Sonoran Desert”[14]
Thompson and Lovos, together with musicians, filmmakers and photographers, explore innovative ways to enhance health care experiences through nature and art.

Videos from the first TEDxUArizona event[15] also are available on the TEDxUArizona website.

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