



OPEN INNOVATION – disruptive apps | crazy stuff | digital magic | improving the world

# 100 Masters

Profiling the experts of today,  
and inspiring the pioneers of tomorrow

### WINNER'S QUOTE:

“ The 100 Masters team are delighted to have been selected as one of this year's winners. We chose to participate in EYA as we wanted to be part of a talented and powerful network of digital innovators working to make a positive change in society. We are keen to learn from, and exchange knowledge with, other young teams across different sectors and different countries all across Europe. ”

### MENTOR

“ I am proud to be mentor of such a great project. It is not only inspiring to see young people contribute to the future of our world but also to experience the passion that comes with it. “100 Masters” helps us to make sure that hard work and passion for every individual in the world will pay off. As I am travelling the whole world during my work, I am glad that the rest of the world is also able to take notice of the hard work, that is being done by the people of the Black Country. We at Arthur D. Little are always looking for the best and noteworthy persons, who can contribute something special to our company. For this reason the concept of “100 masters” is what we are living in our organizational environment but enlarged to the world. I am delighted to be part of the “100 masters” mission. ”

**Karim Taga**  
Managing Partner  
Arthur D. Little Austria GmbH  
Austria



100 Masters is an online campaign profiling experts of today to inspire the pioneers of tomorrow.

100 Masters uses digital innovation to amplify under-served voices, promote civic participation, raise aspirations and encourage people to connect, learn and create in marginalized communities where modernity has failed to replace disappearing traditional employment.

Asking people to nominate someone brilliant they know, 100 Masters uncovered a breadth of local talent, from Indian drum virtuosos and aerospace engineers to visually-im-

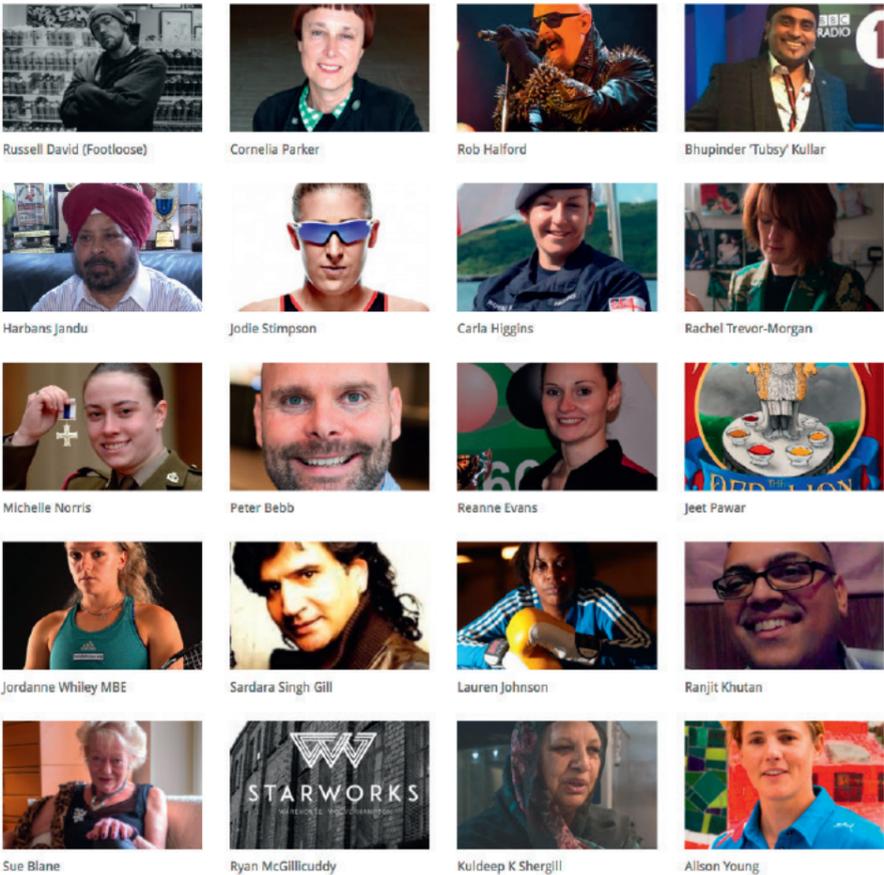
paired marathon runners and mosaic artists in the four metropolitan boroughs in the UK known as the "Black Country". The final 100 Masters shortlist was representative of the diversity in the region featuring stories from 100 makers, leaders, hobbyists and thinkers from every faith, race, gender and background.

100 Masters can be scaled to fulfil the needs of communities across the globe. 100 Masters is an outstanding project for connecting artists and creatives in regions of transition, addressing social needs while informing and educating to inspire future talents.

United Kingdom

<http://100masters.co.uk>

English



**Laura Dicken,**  
Visual artist, 33 years old, U.K

**Liam Smyth,** Creative Producer and  
100 Masters project lead, 29 years old, U.K

**Parminder Dosanjh,**  
CBC Creative Director,  
40 years old, U.K

**Rosalind Argo,**  
Project Administrator,  
30 years old, U.K

**Sajida Carr,** CBC Director of Operations  
and Development, 43 years old, U.K

