



Rick Smolan

Photographer, Citizen Journalism Expert

TOPIC:

Environment and Climate

SUBTOPICS:

Innovation; Social Change; Technology; Environment and Climate

BIOGRAPHY

A former *Time*, *Life* and *National Geographic* photographer, Rick Smolan is the co-founder of the best-selling "Day in the Life..." photography series. Rick is also the co-founder of Against All Odds Productions, which specializes in the design and execution of large-scale global projects that combine compelling story-telling with state-of-the-art technology. Many of Smolan's books have appeared on *The New York Times* best-seller list as well as on the covers of magazines such as *Time*, *Newsweek*, *Fortune*, and *US News & World Report*. His books include *UK AT HOME*, *Blue Planet Run*, *24 Hours in Cyberspace*, *One Digital Day*, *Passage to Vietnam*, *From Alice to Ocean*, *The Power to Heal*, and *America 24/7*. *Fortune* magazine described Against All Odds Productions as "one of the coolest companies in America."

One of the many impactful projects produced by Smolan was, *The Planet Project: Your Voice, Your World*, the largest Internet poll of the human race ever conducted. Over 1.5 million people from over 240 countries participated in real time over a 4 day period by answering a series of questions exploring what it's like to be a human being at the beginning of the Millennium. In addition, 500 'Planet Pollsters' were dispatched around the world to conduct the poll in remote regions of the globe to insure that the opinions of people who do not have access to technology were also included.