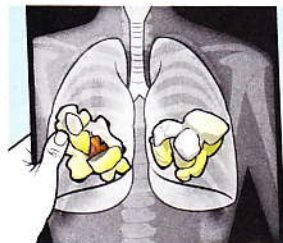


# DIY Movie Popcorn

**Until now**, bagged popcorn has been strictly divided into microwaveable kernels and bags of the pre-popped stuff. But the innovation team at Popcorn, Indiana has found a way to merge the two. Here's why—and how—it's trying to make popcorn tastier.



The EPA found nearly four dozen chemicals in the steam released when you open a bag of microwave popcorn. Diacetyl, a flavoring agent, came under fire when factory workers developed a respiratory disease researchers call "popcorn lung."



Heat helps release the natural flavors in food, so **warm popcorn actually tastes better.**

That's why we're willing to shell out \$12 for a tub at theaters and why 70% of popcorn consumed at home is microwaved.



To fuse health, taste, and affordability, Popcorn, Indiana spent nearly three years creating a **microwavable bag for pre-popped corn** (it looks like a potato-chip bag). Five layers of bonded poly film keep moisture out while venting properly.

## THE RECOMMENDER

What are you loving this month?



**SUNNI BROWN**  
Founder,  
The Doodle  
Revolution

**The Willpower Instinct:** "This book by Kelly McGonigal points out that nobody has willpower but everybody wants it. She offers intellectual balm to the willpower-deficient—in other words, all of us."

**TED-Ed:** "I'm excited about this new initiative from TED. Any organization working to educate people en masse deserves a colossal round of applause."



**DOUG SCOTT**  
President,  
Ogilvy  
Entertainment

**Buckminster Fuller's World Game:** "The time is now for us to realize his dream of 'making the world work for 100% of humanity, in the shortest possible time, through spontaneous cooperation, without ecological offense or the disadvantage of anyone.'"

# A LESSON IN ART APPRECIATION

It's been **50 years** since Andy Warhol debuted his 32 prints of Campbell's soup cans at a Los Angeles gallery, selling them for what today seems like pennies. As his works have since skyrocketed in value (and likely out of your price range), take comfort in knowing you can still afford the products they feature.



**CAMPBELL'S SOUP CAN (TOMATO), 1962**

**COCA-COLA [4] LARGE COCA-COLA, 1962**

**BRILLO SOAP PADS BOXES, 1964**

1962	Today	1962	Today	1964	Today
Warhol print: \$100	Warhol print: \$9 million	Warhol print: \$400	Warhol print: \$35 million	Warhol box: \$300	Warhol box: \$812,000
Can of Campbell's soup: \$.20	Can of Campbell's soup: \$.99	Bottle of Coca-Cola: \$.10	Bottle of Coca-Cola: \$.80	Box of Brillo Pads: \$.27	Box of Brillo Pads: \$.3

## Conference Calendar

KEY (OUT OF 5): 🍷 LEARNABILITY 🍷 SCHMOOZABILITY 💰 COSTABILITY

### JULY

#### 7: RTX 2012

AUSTIN

Gaming enthusiasts and developers share their undying love of video games, the Internet, and all things entertainment.  
🍷🍷🍷🍷🍷

#### 9: Astronomy

HEIDELBERG, GERMANY

The sky might not be the limit, thanks to the astronomers and developers who will brainstorm the future of astronomy in a visual and data-driven world.  
🍷🍷🍷🍷🍷

#### 12: Comic-Con

SAN DIEGO

Superheroes, comic enthusiasts, stars, and fans converge on San Diego for the largest pop-culture convention.  
🍷🍷🍷🍷🍷

#### 23: Silicon Valley

INNOVATION SUMMIT

MOUNTAIN VIEW, CALIFORNIA

CEOs, entrepreneurs, and VC investors meet up to share their secrets of the trade and breed innovation in business worldwide.  
🍷🍷🍷🍷🍷🍷🍷

### AUGUST

#### 4: ICEEA

DUBAI

At the International Conference on Environmental Engineering and Applications, academics and doctors review new processes in environmental science.  
🍷🍷🍷🍷

#### 15: Latin American

INNOVATION FORUM

RIO DE JANEIRO

Business leaders discuss emerging trends in Latin America and the impact social media can have on the region.  
🍷🍷🍷🍷🍷

#### 21: UX Week 2012

SAN FRANCISCO

Designers share tools and tips on creating seamless digital experiences.  
🍷🍷🍷🍷🍷

#### 24: International

FOOD BLOGGER

CONFERENCE 2012

PORTLAND, OREGON

Workshops and lectures are punctuated with wine and food offerings for lucky foodies and food bloggers.  
🍷🍷🍷🍷🍷