

**Media Contacts:**

Patrick Kowalczyk, [patrick@pkpr.com](mailto:patrick@pkpr.com)

Jenny Chang, [jenny@pkpr.com](mailto:jenny@pkpr.com)

PKPR, 212.627.8098

**SECOND SEASON OF AOL'S EMMY-NOMINATED SERIES**

**THE FUTURE STARTS HERE WITH @TIFFANYSHLAIN**

**TO PREMIERE OCTOBER 23<sup>rd</sup>**

*Hit original series explores what it means to be human in an increasingly connected world*

**New York, NY (September 10, 2014)** – Continuing her exploration of what it means to be human in an increasingly connected world, Webby Awards founder and acclaimed filmmaker Tiffany Shlain will kick off the second season of her Emmy-nominated AOL series [The Future Starts Here with @TiffanyShlain](#) on October 23<sup>rd</sup>, 2014.

Nominated for [2014 News and Documentary Emmy Award](#) in the category of New Approaches: Arts, Lifestyle, Culture. *The Future Starts Here* broke out as one of 2013's biggest hits for AOL, matching the success of top-tier cable programs with over 20 million views. The series has won rave reviews, with *Techcrunch* writing that "with her ability to squeeze big ideas into short form video, [Shlain] represents the future of documentary filmmaking."

For season two, Shlain will once again take viewers on a wildly entertaining and inspiring ride examining how technology and science are dramatically transforming how people live, work, and play. Using her trademark style of fast-paced images, original animation, humor, and daring insight, Shlain will tackle topics ranging from the evolution of social media to the fluidity of gender to the history of parenting tools and technologies.

Highlights of season two include:

- **The Photosynthesis of Social Media:** Exploring the natural history of social media as it has evolved from papyrus to the Pony Express to Pinterest, this episode highlights the importance of sharing wisely and interacting fully in order to get the most out of social media...and life.
- **A Case for Dreaming:** New research has revealed an enormous network in our brains that kicks in when we are daydreaming and allows us to make new connections that can lead to our most creative and insightful thoughts. Explore the creative and emotional importance of letting your brain do nothing.
- **Creative Bondage:** Physical, financial, practical, and political limits have spurred some of the world's most important art. From Hitchcock's working with and around the infamous production code to the roadblocks she faced in her own career, Shlain reveals how creative bondage ultimately frees us to create in new ways.
- **The New Spectrum of Gender:** Facebook now lets its users choose from 58 different gender descriptions, and transgender stories and television shows are finally emerging

in the mainstream. In this episode, Shlain and her film producer and co-writer, who happens to be transgender, explore where this shift has come from, and what it means for all of us, and the future.

- **Parentechnology:** Children do not come with instruction manuals, and parents have been trying to figure out how they work since the beginning of time. This episode explores Shlain's own struggles of dealing with new technologies in her home -- cell phones for 5th graders? -- and how every generation faces new challenges around how technologies are shaping the way we raise our children.

"For our second season, will explore ideas around technology, science, creativity and meaning in our lives in the 21<sup>st</sup> century," said Shlain. "We will look at the past and the present to understand how we can shape our days and our future."

Shlain's films and work have received over 65 awards and distinctions, including a Disruptive Innovation Award from the Tribeca Film Festival and her 2010 commencement speech at University of California, Berkeley was named one of the [Best Commencement Speeches, Ever](#) by NPR. Four of her films have premiered at Sundance, including her acclaimed feature documentary [Connected: An Autobiography about Love, Death & Technology](#), for which Shlain's signature style was hailed by *The New York Times* as "high-tech Terry Gilliam." The US State Department has also selected three of Shlain's films to represent America at embassies around the world for the American Film Showcase.

The second series will be available throughout the entire AOL On Network and across a selection of their 1,700 partner sites, in addition to the AOL Originals hub on [aol.com/originals](http://aol.com/originals). The AOL On Network, the No. 1 premium curated video network on the web, is committed to bridging the gap between premium digital video and TV. Through its original production, curated programming, and video distribution across partners and screens, AOL is creating a seamless, high-end video experience for advertisers and consumers.

###