



The Big Ideas

Leading thinkers on issues both timely and timeless

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THE CONCEPT



The Big Ideas is a licensed special package that asks today’s thinkers to examine the universal ideas and contemporary issues that move and shape the world.

Humans have always been engaged in a search for wisdom — a deeper understanding of the world, the universe and their own minds. Despite a rapidly changing society and daily life, that pursuit continues. The Stone — The New York Times’s forum for contemporary philosophers — will bring together the world’s leading thinkers to contemplate one theme in a special package called The Big Ideas.

The theme: What Does It Mean To Be “Human” Today?

THE CONTENT



The Big Ideas provides engaging content for readers who are willing to examine the affairs of the day closely, critically and analytically.

It delivers 10 to 12 essays with photos and illustrations as available, making up about 20 magazine-size pages of editorial content or 6 to 8 broadsheet-size pages for a special section.

Local content may be added to round out the package and enhance its appeal for your market.

THE CONTRIBUTORS



Ayobami Adebayo

Nigerian novelist

Ayobami Adebayo is the author of “Stay With Me,” a New York Times Critics’ Pick and Notable Book. Adebayo’s poetry, fiction and non-fiction have been published in magazines, newspapers and journals all over the world.



Allison Arieff

Editorial director at SPUR

Allison Arieff is the editorial director of the urban planning and policy think tank SPUR, and has been a contributing opinion writer for The New York Times since 2006. She is the author of the books “Prefab” and “Trailer Travel: A Visual History of Mobile America,” and writes about architecture, design and cities for publications including California Sunday, MIT Technology Review, Dialogue and CityLab.



Dan Ariely

Behavioral economist

Dan Ariely is the founder of The Center for Advanced Hindsight, which focuses on the advancement of behavioral science and its applications, and is also the co-founder of BEworks, Timeful, Genie and Shapa. He has written four New York Times bestselling books, including “The Honest Truth about Dishonesty.” He is currently the James B. Duke Professor of Psychology and Behavioral Economics at Duke University.

THE CONTRIBUTORS



Andy Clark

Professor

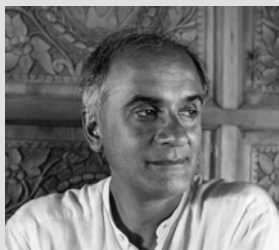
Andy Clark is a professor and the Chair of Logic and Metaphysics in the School of Philosophy, Psychology, and Language Sciences at Edinburgh University in Scotland. He is the author of “Being There: Putting Brain, Body, and World Together Again” and “Supersizing the Mind: Embodiment, Action, and Cognitive Extension.”



Simon Critchley

Philosopher

Simon Critchley is the Hans Jonas Professor of Philosophy at New York City’s New School for Social Research. The author of many works, his most recent books are “The Problem with Levinas” and “ABC of Impossibility.” His areas of focus include continental philosophy, philosophy and literature, psychoanalysis, ethics and political theory, as well as David Bowie, religion, suicide and football.



Pico Iyer

Essayist and novelist

Pico Iyer is a journalist and novelist considered to be one of the greatest travel writers of his generation. He is based in Nara, Japan, and Santa Barbara, California, and contributes regularly to The New York Times, Time, Harper’s Magazine and other publications.

THE CONTRIBUTORS



Bernard-Henri Lévy

Algerian-French author and philosopher

Bernard-Henri Lévy was one of the leaders of the Nouveaux Philosophes, a group of philosophers who broke with Marxism in the 1970s. He is the author of several books, which have been translated into multiple languages, and is also a film director. He is considered one of France's pre-eminent public intellectuals.



Maxim Loskutoff

Novelist

A graduate of New York University's MFA program, Maxim Loskutoff has been honored with the Nelson Algren Literary Award, a Global Writing Fellowship in Abu Dhabi, and the M Literary Fellowship in Bangalore. He lives in western Montana, and his debut short story collection, "Come West and See," was published in May by W.W. Norton.



Martha Nussbaum

Philosopher and professor

Martha Nussbaum is currently the Ernst Freund Distinguished Service Professor of Law and Ethics and the University of Chicago. She is the author of over 20 books, and has explored topics including Greek and Roman philosophy, political theory, feminism, literature and animal rights. Nussbaum is the recipient of the 2016 Kyoto Prize in Arts and Philosophy.

THE CONTRIBUTORS



Sharmeen Obaid-Chinoy

Filmmaker

Sharmeen Obaid-Chinoy is an Academy Award-winning director who is known for her work highlighting women's inequality, particularly in her home country of Pakistan. Her documentary film "Saving Face," about acid attacks on women in Pakistan, was the first film directed by a Pakistani to have won an Oscar. Obaid-Chinoy is also the recipient of six Emmy Awards and was named by Time magazine as one of the most influential people in the world in 2012.



Will Storr

Novelist

Will Storr is an award-winning novelist of four critically acclaimed books and a journalist who has covered everything from the civil war in South Sudan to the remote Aboriginal communities in Australia. He has won awards for his work, including his investigative reporting on the kangaroo meat industry and his work on sexual violence against men. He teaches storytelling and journalism classes in London.



Sherry Turkle

Social psychologist

Sherry Turkle is a social psychologist who researches people's relationships with technology. She is the Abby Rockefeller Mauzé Professor of the Social Studies of Science and Technology at MIT and is the founding director of Initiative on Technology and Self, which studies the evolving connections between people and artifacts. Her latest book is "Reclaiming Conversation: The Power of Talk in a Digital Age." Turkle has received a Guggenheim Fellowship, among other awards, and appears frequently as a commentator on national news programs.

THE CONTRIBUTORS



Ai Weiwei

Artist

Ai Weiwei is a Chinese contemporary artist who uses a wide range of media to express new ways for his audiences to examine society and its values. He is well known for his sculpture and installation work, including “Good Friends Make Good Neighbors” in New York City and “Maybe, Maybe Not” at the Israel Museum in Jerusalem. He is the recipient of the lifetime achievement award from the Chinese Contemporary Art Awards in 2008 and the Vaclav Havel Prize for Creative Dissent from the Human Rights Foundation in 2012.



Anne Wojcicki

Co-founder and CEO of 23andMe

Anne Wojcicki co-founded 23andMe, a personal genomics and biotechnology company, in 2006. Now valued at \$1.5 billion, 23andMe provides genetic testing, allowing people to better understand their genealogical background and inherited predispositions and traits. Time magazine called it “The Invention of the Year” in 2008. In 2013 Fast Company named Wojcicki “The Most Daring CEO.”

PUBLISHING OPTIONS



The Big Ideas offers flexible publishing options to suit your needs.

The content is available as a package that can be produced as a print magazine, supplement, insert or online magazine. A majority of the content is also available a la carte.

PUBLISHING DETAILS



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Social Media: All content may be published on social media.

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Ad Sales: Sold by local publisher.

PRODUCTION TIMELINE

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May:

Contributors announced.



Early to mid August:

Text and images available.

Late August and later:

Available for publication;
exclusivity to publish expires
in August 2019.

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