

**To:** Jeffrey Epstein[jeevacation@gmail.com]  
**From:** Joi Ito  
**Sent:** Mon 7/29/2013 10:57:32 AM  
**Subject:** Re:

Yes, I wrote him an email and we are going to try to talk, but I want to do project on wisdom and creativity. I want to do an analysis of what we currently do at the Lab understanding what we currently do to promote and develop wisdom and creativity and figure out was to measure it. Then I want to experiment with a variety of things that can enhance wisdom and creativity with new technology and processes and then see how we can scale this and extend it beyond the Lab. I want to use look at the brain and cog sci bits as well as the "learning through doing", the apprenticeship model and how to do it and understand it. You clearly can't teach wisdom and creativity through videos on line. Maybe it's farming like I told Joel. ;-)

- Joi

On Jul 29, 2013, at 03:42 , Jeffrey Epstein <jeevacation@gmail.com> wrote:

Im seeeing Barnaby Marsh today, any thing you would liike him to fund?

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