

EAST COMPANY

100 MOST CREATIVE PEOPLE IN BUSINESS

RISING STARS. BRILLIANT LEADERS.
SECRET WEAPONS.

#8: Donald Glover
(AKA Childish Gambino)
Actor, Musician, Producer

WHO MATTERS NOW AT

- Apple
- Google
- Facebook
- Amazon
- Snap
- Airbnb
- Netflix
- Starbucks
- Slack
- Tinder
- HBO
- Xiaomi
- Coach
- Microsoft
- AND MORE



THE 100

MOST CREATIVE

PEOPLE IN

BUSINESS 2017

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For giving boys a female superhero

Ram Devineni

Comic-book author and filmmaker

After attending protests following a horrific gang rape and assault that took place in Delhi in 2012, India-born Ram Devineni, who was working as an IT analyst at Citibank in New York, decided to do something to influence the way boys perceived women. So he wrote a comic book starring Priya, a young female superhero who seeks justice for victims of violence in India's patriarchal culture. Devineni has given away more than 60,000 copies of *Priya's Mirror*, the second book in

the ongoing series, since it was published last September. For each release, he has partnered with the augmented-reality company Blippar to create an immersive reading experience designed to foster empathy for victims of violence. "The only way to really combat inequality," Devineni says, "is to use stories and put them into the lives of young people." His documentary, *The Karma Killings*, about a series of gruesome murders in India, was released on Netflix in January.

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For mastering online education

Anant Agarwal

CEO, edX

As one of the leading providers of online education, nonprofit digital university edX—founded in 2012 as a partnership between Harvard and MIT—has signed up more than 11 million people around the world. Last fall, CEO Anant Agarwal made a key move toward further legitimizing online learning by debuting graduate-level programs called MicroMasters, which offer coursework roughly equivalent to the first year of a regular master's program. There are almost three dozen options, which are taught in conjunction with respected universities and are often partially developed and sponsored by companies such as GE and IBM. Certificate earners can count coursework toward a traditional degree if they're later accepted into a program. "We've done a lot of work to make universities comfortable," Agarwal says. "Credit is the gold coin of the realm."

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FOR BRINGING NEW HEAT TO MIAMI

Alan Faena

Founder and president, Faena Group

Argentinian developer and hotelier Alan Faena has revamped the sleepy Miami neighborhood Mid-Beach, creating "a new epicenter of Miami Beach based on art, culture, music, architecture, and form," he says. The six-block area is now a \$1.2 billion cultural enclave (financed by billionaire Len Blavatnik) called the Faena District.

GATSBY MEETS SINATRA

The Faena Hotel, a 169-room revamp of the old Saxony (where Frank Sinatra used to



play), anchors the district. It's decked out in high Gatsby style by director Baz Luhrmann and his production-designer wife, Catherine Martin. The nearby Casa Faena offers the Faena experience at a lower price.

BALCONY SCENE

The Foster + Partners–designed Faena House became an instant landmark when it opened in 2015 for its tiers of organically curvy balconies and a penthouse that sold for \$60 million. (Residents include Goldman Sachs CEO Lloyd Blankfein and gallerist Larry Gagosian.)

KOOLHAAS FOR THE PEOPLE

Three large, striking buildings by Rem Koolhaas's firm OMA are mostly open to the public. The Faena Forum is a 43,000-square-foot cantilevered structure that can be custom-configured for events. Next door is the Faena Bazaar, which will house a rotating assortment of shops, and a striking white perforated rectangle—which turns out to be an automated valet parking garage. "I don't see myself as a developer," Faena says. "I'm much more interested in making a show, making public art. But I need the buildings to make a statement."



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Christopher Spelman