100 MOST CREATIVE PEOPLE IN BUSINESS
RISING STARS. BRILLIANT LEADERS. SECRET WEAPONS.
THE 100 MOST CREATIVE PEOPLE IN BUSINESS 2017
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 50,000 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 Priya Killings, about a series of gruesome murders in India, was released on Netflix in January.

For bringing new heat to Miami

Alan Faena
Founder and president, Faena Group

Argentinian developer and hotelier Alan Faena has revamped the sleepy Miami Beach 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 2013 for its tiers of organically curvy balconies and a penthouse that sold for $60 million. (Residents include Goldman Sachs CEO Lloyd Blankfein and galleryist 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."
"I don’t see myself as a new lieu," Paora says. “I’m much more interested in making a show.”