

A graphic element consisting of two vertical orange bars of different heights, with the taller bar on the right having a downward-pointing arrowhead at its base.

# INNOVATION JOURNALISM

VentureBeat

New Scientist

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San Francisco Chronicle

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Hearst Newspapers

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# INNOVATION

All innovation begins with creative ideas.

Report to the Community 2008

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**Decoding Synthetic Biology**  
latitude 37.440686, longitude -122.159031

Imagine living cells acting as memory devices; biofuels brewing from yeast, or a light receptor taken from algae that makes photographs on a plate of bacteria. With the new science of synthetic biology, the goal is to make biology easier to engineer so that new functions can be derived from living systems. Find out the tools that Bay Area synthetic biologists are using and the exciting things they are building.

**Duration:** 11:00  
**Original Air Date:** Tuesday, Jul 21, 2009

**Embed this video**  
<object type="application/x-shockwave-

- Launch iTunes Podcast
- Download HD version (H.264)

**Recommended QUEST Resources**

**Producer's Notes: Decoding Synthetic Biology**

Synthetic biology portends big changes in our lives by ushering in a dizzying array of applications in everything from medicine to biofuels, environmental remediation to agriculture.

**Web Extra: Synthetic Biology Extended Interview**  
Meet Biological Engineer Drew Endy of Stanford University, who is on the forefront of the new science of synthetic biology.

**Why I Do Science: Drew Endy**

**More by Topic:** [Biology](#), [Engineering](#)  
**More by Location:** [Santa Clara County](#)

**Synthetic Biology Educator Guide**

What is synthetic biology and how is it used? How do scientists make genes from scratch? Generate student interest in this topic with this QUEST story and educator guide.  
[313a\\_SyntheticBiology.pdf](#) (891.6 KB)

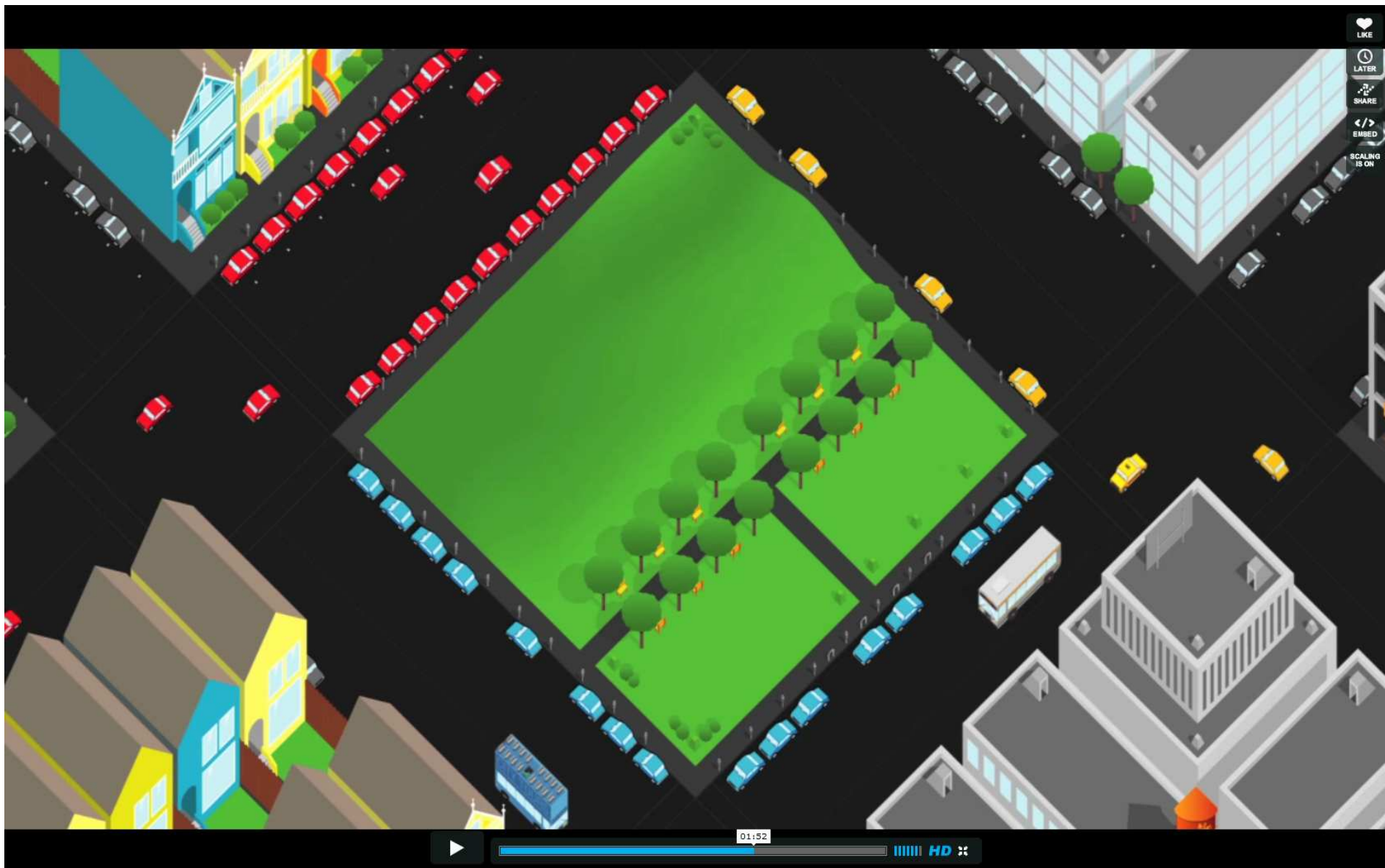
A man with glasses and a grey hoodie is shown in profile, interacting with an iPad. He is pointing at the screen with his right hand. The iPad displays a grid of colorful icons, likely a home screen or a collection of app icons. In the background, another person is partially visible, and there are various items on a table, including a laptop and a water bottle. The scene is dimly lit, suggesting an indoor workshop or office environment.

# Hackers Unite

**Storytelling/hacking on the iPad, May 21-23 2010**

The killer media app for the iPad hasn't been invented yet. This is your chance to build it.

Foto: Tony @deifell



<http://bit.ly/pleasewatchathome>

Thank you!

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