



Vittorio Loreto | TED@BCG Milan

Need a new idea? Start at the edge of what is known

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"Where do great ideas come from?" Starting with this question in mind, Vittorio Loreto takes us on a journey to explore a possible mathematical scheme that explains the birth of the new. Learn more about the "adjacent possible" -- the crossroads of what's actual and what's possible -- and how studying the math that drives it could explain how we create new ideas.

This talk was presented at a TED Institute event given in partnership with BCG. TED editors featured it among our selections on the home page. [Read more about the TED Institute.](#)

ABOUT THE SPEAKER



Vittorio Loreto · Physicist

Vittorio Loreto is passionate about the complexity of the world around us in all its forms and he actively tries to decode it.

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Learn more about the Kreyon Project, a research project investigating the dynamics of creativity and innovation.

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