

Escape from Iran: Inside a CIA Covert Op

WIRE
WORLD

**The
2007
Rave
Awards**

Heroes of the Wired World

Arnold Schwarzenegger
J.K. Rowling The Audi R8
Arianna Huffington
Girl Talk Gears of War
Gothamist Paul Allen
Henry Louis Gates Jr.

**Plus: Behind the Scenes
with TV SuperHero
Masi Oka**

GOOGLE'S ERIC SCHMIDT?
**Tough Talk
on YouTube
& Microsoft**

AIRBAG UNDERPANTS?
**World's
Dumbest
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the 2007 RAVE AWARDS

To find the 22 Innovators, instigators, and inventors to honor with a Rave Award this year, we started by looking for the most intriguing breakthroughs in the world today—then tracked down the individuals who made them happen. Each honoree told a unique story, but they tended to have one thing in common: Before changing the game in technology, business, or culture, they first changed themselves. There's the actor who became a politician (Arnold Schwarzenegger) and the politician who became an entrepreneur (Arianna Huffington), not to mention an entrepreneur turned philanthropist (Paul Allen) and a philanthropist turned open source warrior (Mark Shuttleworth).

The lesson seems obvious: Reinvent yourself, reinvent the world.

LETTERING BY MARIAN BANTJES



the EXPLAINER

Michael Wesch | Web 2.0 ... The Machine Is Us/ing Us

How do you sum up the power and potential of Web 2.0 in a 271-second video? By moving really, really fast. When Michael Wesch, who teaches cultural anthropology at Kansas State University, made "Web 2.0 ... The Machine Is Us/ing Us," he'd been working for months on an academic paper that would explain new Web tools. As he struggled to define concepts like hypertext, tagging, mashups, and wikis, he had an epiphany: He was working in the wrong medium. He needed to use the tools of Web 2.0 to explain Web 2.0. Anthropology—humans studying the experience of being human—is a recursive discipline, and Wesch's is a recursive video, cutting quickly between screenshots that show him bookmarking Web sites with del.icio.us, creating a blog with Blogger, and posting pictures on Flickr. Wesch, whose video was viewed 1.8 million times on YouTube in six weeks, now has his digital-ethnography class conducting fieldwork about YouTube itself. "It's just amazing to see all the humanity people put out there," he says. "My students are hooked." —Frank Rose

PHOTOGRAPH BY SUSANNA HOWE

VIDEO