

Each and every one of us literally has to start to think

written by Julia Weinzettl - www.taskfarm.com

Manuel Gruber/CEO and Founder of DREAMA TV

TF: What is DREAMA TV about?

DREAMA TV is all about inspiration. Inspiration based upon the stories of remarkable personalities who think differently and in consequence live their lives differently. Challengers, rebels, achievers. People who chase the impossible and beat the odds. We aim to inspire people by those role models. We want to make others think about what and how those outstanding people conquer not only their lives but how they make their dreams come true.

DREAMA TV is the online TV channel that features unique portraits of inspiring people from around the world.

TF: How is our working life going to look like within the upcoming years?

I think we are living in a transition at the moment. The majority of people still sees work in the traditional way – the 9 to 5 job. It is accepted as something we need in our capitalistic system to make a living. Now we are starting to experience a shift, people start to ask themselves what they really want to do and then try to find a way to live. Earning money is not a necessity in this search. I hope in the future we'll find ways to live where money doesn't play such a big role. I think we can very well survive in other ways. We don't need money, we need resources – mainly food and accommodation. At the moment we are considering how we can live our passion and earn money, but in the future there should be only one

question: what is my purpose? On DREAMA TV we show people who found their passion. I think that role models and mentors are most important to start to change something in your life. Using moving images to transport those passionate stories and dreams is maybe to most powerful tool. And it's scalable.

The aim for DREAMA TV is not only being a media platform, we also want to initiate events and connect people who share the same mindset online and offline and as a consequence start to cooperate.

TF: What are the opportunities?

At the moment I see great opportunities because there are so many people who lost their perspective – losing perspective is always a good time to start something new. It helps to reflect and focus on the real necessities. In the western world the situation is probably not bad enough, yet. But if you look at the rest of the world, at the various crises we are facing, especially the financial crisis, many people have realised that money has lost its purpose. Recognising that our system might not work anymore in 10 years also offers the freedom to start something 'misfitting' as there is no gain from fitting in anymore. I think that that is the foundation of the start-up scenes that are developing around the world, it is inspiration to artists and it initiates projects.

TF: What are the challenges?

I think that each and every one of us literally has to start to think. We as a society need to recognise that our system won't work anymore. The focus is on the wrong values. Complaining about politics doesn't help, what we really need is a fundamental change in our system. We can start to change the system on our own, each and every one of us. We should ignore politics and ignore mass media – this may sound like leftist propaganda, but its not. Once you realise that you're living in this machinery, that's the first day to start to

change something. The challenge is to break out of this system because most of us are trapped in order to make a living. The next step is to become independent and secure our basic living which is just housing, food and social exchange.

TF: What borders need to be dissolved?

The borders that need to be dissolved are in our minds. Borders that are blocking us like political borders, nationality thinking, gender issue, were just put into our heads by formerly the church or religion sometimes, nowadays nation states are very keen to keep up their frontiers. We need to get over these borders by ignoring them and thus dissolving them in our mind.

TF: What is your vision?

Part of my personal vision I'm starting to fulfill already with DREAMA TV. Meeting the most remarkable people on this planet, portraying them, getting into their lives, telling their story and inspiring other people with that stories – this is the best thing in the world for me.

The big vision behind DREAMA TV is to provide enough role models so that everybody from the day they were born start to think about what they want to do with their lives because it's then just normal in our society. For now my vision is to bring DREAMA TV to life, so that everyone before they start their work is able to turn on DREAMA TV, watch the latest story and therefore start their day already differently.

www.dreama.tv

Manuel Gruber will speak at TEDxPannonia on Aug. 8th, 2014

Save your tickets:

www.tedxpannonia.com