

A Sneak Peek at the Grand Opening Ceremony of the 2022 AIPPI World Congress

By Judith Willert, AIPPI Executive Director

As we can't wait to see you all in San Francisco next week for the Grand Opening of the 2022 AIPPI World Congress, I'd like to share with you a sneak peek at what you can expect from the Opening Ceremony. Get ready, you will not be disappointed!

The ceremony will embody the best the city has to offer in an exclusive one-hour show, blending thought-leading speeches and discussions, musical entertainment, and crypto art performance.

As previously announced, we are thrilled to welcome Judge Marsha S. Berzon, United States Court of Appeal for the Ninth Circuit. She will participate in an inspiring discussion led by our Master of Ceremonies, Christopher V. Carani, Chairman of AIPPI-US and Chair of 2022 World Congress Coordination Committee.

After their conversation, [SOYFIRA](#) will digitally paint live in one line stroke for us on stage. Prior to honoring us to take part in our Opening Ceremony, SOYFIRA was commissioned to make an exclusive piece for Vogue in March 2021, and in July of the same year, one of her pieces travelled to space with Jeff Bezos (founder of Amazon). In June 2020, one of her pieces was selected from among 1500 plus submissions to be displayed on the screens of Times Square, New York, as a part of the most important week for NFTs worldwide.

All this exciting program will be accompanied by the music of the [Neon Velvet](#) and the [San Francisco Boys Chorus](#), as well as speeches by our President Luiz Henrique Do Amaral and Patrick J Coyne, President of AIPPI-US.

AIPPI has prepared for this year's Opening Ceremony a show that represents the DNA of the association and its vision for the future, a thought leader in IP since 1897 and advancing the future of IP with the new generation.

Pack your bags and see you in San Francisco!

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