To say consumers are overstimulated and stressed is an understatement.
Despite that...

We’re still consuming content at a greater rate than ever before.
Why?

Because everyone **loves** a good story.
Storytelling is an age-old tradition.
And, while it’s evolved...

We all still love to tell and hear them.
WONDER MAKES US
What makes a wondrous story?

- It doesn’t try too hard.
- It has the ability to scale channels.
- It should make you wonder.
WONDER MAKES US TELL STORIES
WONDER MAKES US DO

INNOVATE

PROVE

CREATE

SOLVE

ADAPT

PUSH

EXPLORE
WONDER MAKES US WHO WE ARE
The spark.

Josh Brewer is a triple amputee, and is a member of UA's Men's Wheelchair Basketball Team.

The story.

At ten years old, Josh Brewer was living alone on the streets of Ethiopia when he lost both of his legs and an arm in a terrible train accident. He heard someone say, “Let him die.” But he survived. And thrived. Because wonder allowed him to consider all that was still possible in his life. After being adopted by an American family, he learned English, took up wheelchair rugby as part of his rehabilitation and even met President Obama. He went on to help Arizona win the National Championship. He is also a member of UA’s Men’s Wheelchair Basketball team.
WONDER MADE ME REFUSE TO SIT ON THE SIDELINES
WONDER MAKES US HUSTLE

THE UNIVERSITY OF ARIZONA
Department of Athletics

WONDER MAKES US DO THE UNPRECEDENTED

THE UNIVERSITY OF ARIZONA

WONDER MADE ME REFUSE TO SIT ON THE SIDELINES

THE UNIVERSITY OF ARIZONA
The spark.

Students figured out a way to pollinate date palms using drones.

The story.

In the Persian Gulf, farmers pollinate date palms by climbing to their tops, over six-inch thorns, and shaking a pollen wand. In Arizona, farmers distribute pollen, at $1,000 a liter, with a device similar to a leaf blower. Or at least they did, until students at The University of Arizona wondered if there wasn’t a better way to carry out this task - like, using a date-pollinating drone. The project took the top prize at Arizona's Engineering Design Day, and the students who dreamed it up are bringing it to market, where it’s predicted it will revolutionize the industry.
WONDER MADE ME DO THE UNCONVENTIONAL
The spark.

David Hume Kennerly is a presidential scholar who’s photographed the world’s most memorable moments and influential people.

The story.

It makes people see things.
Makes people capture things.
Capture things with lenses.
Capture things in film.
Things like her.
Like him.
Like them.
Things like heartbreak.
Joy.
Fear.
And love.
Especially love.
Because while film captures a moment, a life captures lifetimes.
WONDER MADE ME.
WONDER MADE ME CATCH A BUTTERFLY AND A BEE
The spark.
A Brazilian rainforest in Biosphere 2.

The story.
Ironically, Tyleen Taylor grew up in Alaska. But his wonder about tropical forests started when he traveled as a child to the lush landscapes of Costa Rica. He's now a researcher who works at The University of Arizona's Biosphere 2 simulation rainforest, looking for clues to how those plants manage high temperatures and drought. His work should lead to better predictions of which species will be drought tolerant.
WONDER MADE ME GROW A RAINFOREST IN THE DESERT
The spark.
Justine Schluntz is an NCAA Champion, 16-time All American and Rhodes Scholar.

The story.
Wonder makes people dive deeper.
Makes people tread where others don’t.
Like lanes.
Like tides.
All-American titles.
16 of them.
NCAA National Championships.
Five of them.
Injury.
Recovery.
Athletics.
Academia.
Athletics and Academica.
Because staying in one lane,
ever makes waves.
WONDER MADE ME
WONDER MADE ME DO THE UNTHINKABLE
WONDER MAKES US PUSH

WONDER MAKES US DO THE UNTHINKABLE

WONDER MADE ME SWIM OUTSIDE MY LANE
The spark.

Arizona students man the Mars Desert Research Station to prepare for trips to our neighboring planet.

The story.

Is living on Mars actually possible? That’s what The University of Arizona engineering students wondered. So to find out, they made a two-week mock visit to Mars by spending time at the Mars Desert Research Station. The crew lived in a two-story habitat, where they had access to a greenhouse, a telescope and an observatory. All-terrain vehicles took them on their daily missions. But wonder is what really transported them into this alien landscape.
WONDER MADE ME EXPLORE MARS ON EARTH
THE UNIVERSITY OF ARIZONA
WONDER MAKES US EXPLORE
AND THIS IS JUST THE BEGINNING OF
THE WONDROUS AMOUNT OF STORIES
WE HAVE TO TELL.
WHAT MAKES YOU WONDER?
Thank You