

Asana Co-Founder Justin Rosenstein to Deliver Iceland Eclipse Keynote on Redesigning the Future Economy

Rosenstein to Explore How We Can Put the Public in Charge of the Systems That Shape Our Lives

REYKJAVIK, ICELAND, August 13, 2026

/EINPresswire.com/ -- [IMXP](#) Immersive Experiences today announced that Justin Rosenstein, co-founder of Asana and founder of the non-profit One Project, will deliver a keynote address at [Iceland Eclipse](#) on Thursday, August 13 at 4PM in the AFTERGLOW Dome. Rosenstein's session, "Redesigning the Economy: How to Create the World We Want by Changing the Rules of the Game," will examine how the design of economic and technological systems shapes the outcomes society ultimately receives — and how new models of democratic participation can give communities greater power over the decisions and resources that affect their lives. This keynote presentation and Q&A will be moderated by [UG Strategies](#) founder/CEO, Parag Bhandari.



Few people have been closer to the design decisions that reshaped how the world connects and coordinates online than Rosenstein, an early product leader at Google and Facebook whose co-inventions include Google Drive, Gmail Chat, and Facebook's "Like" button. A student of consciousness and systems design, he helped pioneer new ways of using technology to give feedback and manage resources, then went on to found the nonprofit One Project, combining those skills to tackle one of the biggest challenges we face today: who decides how a society's resources are used. One Project designs and develops tools that empower people to shape economic decisions affecting their communities, and advocates for better tech-based guardrails and AI governance. One Project recently launched a first-of-its-kind participatory budgeting pilot with the City of Columbus, Ohio — a U.S. city of nearly one million people — giving residents a direct role in deciding how public funds are spent in their communities.

"The crises we can't seem to solve, like the cost of living rising faster than wages, are symptoms of a root cause: an economy that rewards the wrong things," said Justin Rosenstein, co-founder of Asana and founder of One Project. "I'm excited to join Iceland Eclipse to imagine how much



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The appearance reflects Iceland Eclipse's broader ambition to create a gathering where music, science, technology, culture and transformative ideas coexist — bringing technologists, artists, entrepreneurs, scientists and cultural leaders together around questions extending far beyond the traditional festival experience.

"Justin represents exactly the kind of voice Iceland Eclipse was created to bring into the conversation," said Parag Bhandari, founder/CEO of UG Strategies (UGS), who will moderate the keynote. "He helped build some of the technologies that fundamentally changed how billions of people communicate and organize, and he is now applying that same systems thinking to an even bigger challenge: how we redesign the rules themselves."

Rosenstein's appearance will also bring questions surrounding artificial intelligence directly into the Iceland Eclipse technology conversation. One Project's work considers not simply what increasingly powerful AI systems are capable of doing, but how democratic guardrails around those systems can ensure emerging technologies ultimately serve the public.

"Iceland Eclipse is about experiencing something extraordinary in the sky, but it is equally about asking extraordinary questions here on Earth," said Mitch Morales, founder/CEO of IMXP Immersive Experiences. "Music, technology, science and human consciousness are all changing at an incredible pace, and Justin's work challenges us to think about the underlying systems driving that change and potentially lead to entirely new ways of thinking about the future."

During the moderated discussion, Bhandari and Rosenstein will explore whether large-scale public participation can produce better collective decisions, the proper relationship between experts and communities, and Rosenstein's vision for an AI-enabled future in which technology strengthens rather than erodes democratic agency.

About Justin Rosenstein

Justin Rosenstein is a student of consciousness and systems design. He is the founder of One Project, a nonprofit building tools for democratic economic decision-making, and co-founder of the software company Asana. His co-inventions include Google Drive, Gmail Chat, and Facebook's "Like" button. He is a founding advisor to the Center for Humane Technology and appears in the documentary *The Social Dilemma*.

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