

Press Release from the future

Press Release

From Billboard producer to healer of cancer – Max Martin produces his biggest hit ever

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The discovery of how targeted ultra-high audio frequencies embedded in individually designed music can be used to cure cancer has taken the renowned Swedish music producer into a completely new domain made possible through the Serendipity Challenge launched by Vinnova in 2022.

The Serendipity Challenge was launched to mix up experts and ideas in order to find the most surprising and potentially powerful innovations. The 2035 edition brought together music creators, oncologists, neutron pulse researchers from all over the world to explore opportunities.

“Since my mentor Stonebridge passed away of cancer in 1998 I’ve been heavily engaged in the search for a cure of this terrible disease, and when we cracked how the combination of several seemingly disparate innovations could be combined into one radical I was totally blown away!” says Max Martin

“We couldn’t have dreamed up a better result for our challenge! The power of serendipity is now unquestionable” Mårten Borälv manager of the challenge says.

The Serendipity Challenge is a result of the explorative and experimental work done by Vinnova X – the Swedish Innovation Agency’s R&D department.

“Our perpetual quest reinventing how we approach the greatest challenges in society has a lot of “crash-and-burn” results, but when we get it right – we get it amazingly right” says Max Råsberg, Head Magician of Radical Ideas-

The rumors of a future Nobel prize were immediately surrounding the discovery, mentioning both the actual innovators and the innovators of the method that is implemented in the challenge, developed by the R&D department of Vinnova - Ω