

Kenneth Schneider, The Apogee Foundation and Aurience Ltd: The Globalization of Creative Excellence

Kenneth Schneider has created a pair of philanthropic institutions, The Apogee Foundation and Aurience Ltd., that do more than tackle the challenges of today: the historic work of these organizations actually represents new ways to maximize the value of human life that are as boundlessly creative as human potential itself.

By: Daisy Scott, World Web Media

The Apogee Foundation and Aurience Ltd. are the vision and the dream of Kenneth Schneider, a man who has dedicated his life to transcending boundaries as a lawyer, businessman, scholar, artist – and, ultimately, human being. Long before Schneider brought Apogee and Aurience to life, he had already built a monumental career developing synergies between fields and between peoples around the world. As a scholar and artist, Schneider brought together mathematics and music, physics and philosophy, languages and literatures – creating new syntheses of human thought that hadn't even been considered before. Later in life, as an international attorney, negotiator, and executive, Schneider brought together many of the world's best known leaders and institutions in work spanning more than 50 countries on all six inhabited continents – rewriting the world's economic history, in the process.

Not limiting himself even to these horizons, when both of these careers reached their own apogees Schneider could see that his skills and experience were needed far more urgently, and could yield even far more significant results, devoted directly to fulfilling mankind's greatest vision of itself – through he cultivation of pure creative genius worldwide. And so this became precisely the mission of the organizations he created to fulfill that mission: The Apogee Foundation and Aurience Ltd. Only someone with such a broad spectrum of skills and knowledge who has taken upon himself a life's work of fostering the skills and knowledge of others and thus enabling their live's work could have conceived of such a vision and what it has since achieved: providing the world's most gifted creative talents a shared platform on which to fulfill their greatest potential together.

So Schneider re-dedicated all that he knew and all that he had to fulfilling this dream for all mankind – with the same fervor and aptitude for which the world's richest and most powerful clients previously had lined up to engage him. The Apogee Foundation emerged first: bringing the great creative talents together from around the world to experience mutual empowerment in their differences as well as in their similarities; but this was only the beginning. To overcome limitations in what Apogee could achieve as a public charity, Schneider then formed another groundbreaking institution: a business whose business is philanthropy. Schneider named this second organization Aurience, and endowed it with its living motto '*Work to Inspire.*'

Immersed in all the conflicts and challenges with which the modern world confronts us, Schneider Apogee and Aurience then methodically went about the business of bringing together the best of old and new, East and West, art and technology to enable a different

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type of future to emerge: where the best of human potential, wherever it exists, can be discovered, developed and celebrated. The Schneider-Apogee-Aurience triumvirate, ultimately, has made an art of making art: with a mission nothing less than making mankind's greatest vision of itself a reality that everyone can share in.

In doing so, Kenneth Schneider The Apogee Foundation and Aurience Ltd. not only are making the dreams of the world's most gifted creative talents come true, it is as though Schneider Apogee and Aurience are themselves the dreams of the world's most gifted creative talents come true.

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