



Sayeg (below) has brightened museum lawns and Mini Coopers.



— THE YARBOMBER —

Magda Sayeg

Who she is: A prodigious knitter who turns things like park benches and parking meters into vibrant, yarn-covered sculptures.

Her aha moment: When Sayeg opened her Austin clothing boutique, Raye, it faced an imposing steel-and-glass building. Hoping for a more cheery view, she enlisted a knitter friend to help her wrap a nearby stop sign in yarn. "Suddenly," she says, "magic happened."

Breakthrough idea: Enlivening mass-produced, inanimate objects through the power of lovely, tactile handwork—transforming a steel bike rack into a neon pink and yellow serpent or an entire Toyota Prius into a fuzzy, psychedelic clown car. Sayeg's work (specifically yarnbombed trees) has even

appeared at the Blanton Museum of Art in Austin.

Her biggest hurdle: Convincing her nearest and dearest that she wasn't losing her mind. "Yarn-bombing was so conceptual and weird," she says. "But even when it was criticized or my friends and family found it baffling, I wasn't ready to put it on the shelf. I'm glad I kept my confidence."

What's next: Yarnbombing a huge stairwell in Sydney and erecting a massive needlepoint banner beneath Brooklyn's Williamsburg Bridge. She also hopes to create a line of, yes, knitwear.

Breakthrough advice: "There's this belief that if you don't have formal training, you're going to fail. But you can figure out how to do anything your own way." —KATIE ARNOLD-RATLIFF



THE GAME CHANGER

Edward Norton

WHO HE IS: An actor (*Fight Club*, *The Incredible Hulk*) who is revolutionizing philanthropy by making fund-raising competitive and fun.

HIS AHA MOMENT: "The dirty secret about raising money is that it costs a lot of money—usually 20 to 40 percent," Norton says. While working with Barack Obama's presidential campaign, he was struck by the young donors who used social networking to nudge others to donate, thus bypassing the costs associated with traditional fund-raising. "That was a seismic moment."

BREAKTHROUGH IDEA: With movie producer (and fiancée) Shauna Robertson, and Jeffro and Robert Wolfe (founders of online retailer Moosejaw), created Crowdrise. The site allows anyone—from teens to celebs—to set up a free profile to solicit donations for worthy causes. Barbra Streisand has pulled in nearly \$150,000 for the Women's Heart Center at Cedars-Sinai. Will Ferrell, offering a golf sweepstakes, has raised some \$30,000 for cancer survivors. For every dollar raised, users earn bragging rights on the Crowdrise leaderboard and points they can swap for prizes like a MacBook Pro, a Kindle—even a personalized video from Norton.

BREAKTHROUGH ADVICE: Stay open to what excites you. "A couple of years ago, I never would have said I'd be spending more than two-thirds of my time working on a fund-raising Web site." —K.D.

CLOCKWISE FROM TOP LEFT: SHAWN THOMAS; GETTY IMAGES; CATHERINE SMITH; CHRIS PIRETTI.

THE EQUALIZER

Victoria Hale



HER AHA MOMENT: One day in a New York City cab, the Nigerian driver asked passenger Victoria Hale, a former scientist at Big Pharma company Genentech, what she did for a living. "When I told him I was a pharmaceutical scientist, he said, 'Oh, you have all the money!' And I realized, this is the moment to launch my vision."

BREAKTHROUGH IDEA: Hale started the first nonprofit pharmaceutical company in the United States, OneWorld Health. It develops drugs to fight diseases like malaria and black fever that traditional companies don't pursue because they don't bring in enough money. With Medicines360, her latest nonprofit pharma company, Hale has created a model that doesn't rely on grants and donors: She plans to sell affordable contraception in Western countries, then use that revenue to distribute health products around the world to women who can't afford them.

LESSON SHE'S LEARNED: "If I see the path to an end, I want us to be there tomorrow. I want the whole world to achieve it. But change takes time."

BREAKTHROUGH ADVICE: "Share your idea. Some people are going to say, 'That's the dumbest thing I have ever heard,' and some people are going to say, 'Oh my gosh, you are brilliant.' And you need to listen to both."

—ELIZABETH SVOBODA

FROM LEFT: IRENE YOUNG; MAKE BELIEF/PERFORMANCE-ARTISTS.

THE MUSE

Misty Copeland

WHO SHE IS: The American Ballet Theatre's first female African-American soloist. Copeland is also an inspiration to funk legend Prince, contributing her dynamic, mesmerizing moves to his tour and one of his videos.

HER BIGGEST HURDLE: A woman of color with curves, Copeland doesn't resemble the typical ballerina. "My body type has been an obstacle," she says—and so has her race.

"When I first joined the company, I didn't really notice. Then a board member said, 'You might be the first black ballerina here.' I looked around and was like, 'Oh.' It's something the ballet world is still getting used to."

LESSON SHE'S LEARNED: When Copeland started at ABT at age 18, she hit the town almost as much as she danced. "I wanted to date and see things," she says. "But it's hard to call that a mistake. You bring your life experience to your art. If I hadn't lived during that time, I wouldn't be the dancer I am."

BREAKTHROUGH ADVICE: "If you try something and you feel a connection to it, you have to pursue it."

—K.A.R.



"She has an incredible talent for organic movement."

—KEVIN MCKENZIE, ARTISTIC DIRECTOR, AMERICAN BALLET THEATRE

Copeland is both a professional ballerina and a music video star.