At the inaugural lecture for the Center for Bioethics, Renée Fox, PhD, Annenberg Professor Emerita of the Social Sciences at the University of Pennsylvania, offered a stimulating presentation reflecting on where bioethics is now, where it is going, and how we would like to see it evolve in the future. Dr. Fox explained the origins and wellsprings of bioethics, what it was like in its earlier phases, how it has changed over the more than three decades of its history, and, most fundamentally of all, exactly what bioethics is, that is, the kind of intellectual and social phenomenon it aspires to be. Dr. Fox's provocative and intriguing talk discussed American bioethics. She brilliantly outlined how American bioethics is assumed to be universal but argued that this assumption is misguided and misleading, as US bioethics tends to be ethnocentric. She urged the field of bioethics to be more global and less local.