Variable.io

New ways of experiencing data

By Luka Ross & Audrey Coulombe
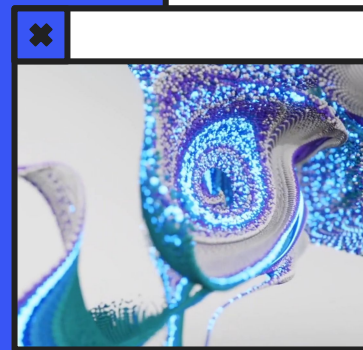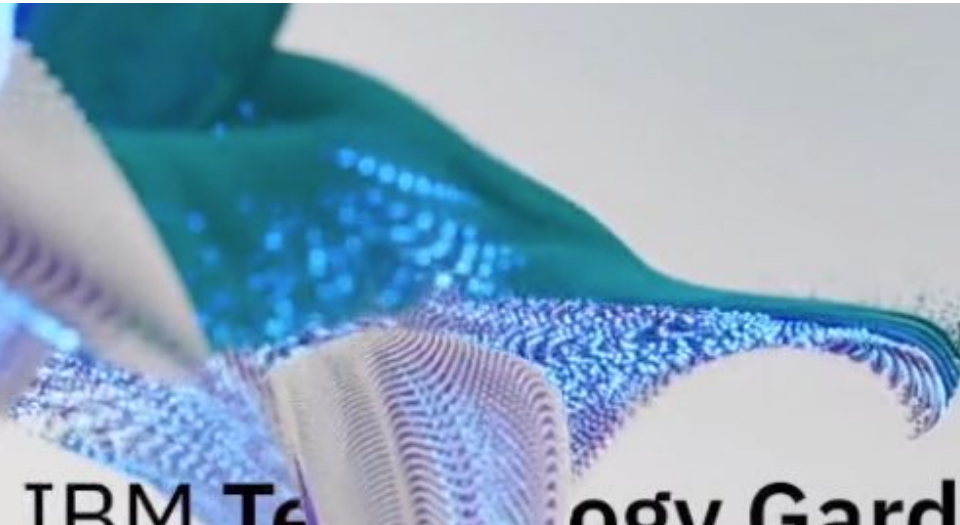
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Who are Variable?

- Founded in 2012
- Based in London, UK
- Work with various brands

"We are a digital studio based in London working globally with brands, research groups and organizations on new ways of experiencing data; from concept ideation and art direction, to prototyping and production."

IBM Technology Gard

Core team

Marcin Ignac
Founder & Creative Lead
"I find beauty and inspiration in structures
of biological organisms, in patterns
emerging from data and complexity of
computer algorithms."

Damien Seguin
Tech Lead & Computational Designer
"My interest in computer graphics,
generative art and data visualization is
driven by an insatiable thirst
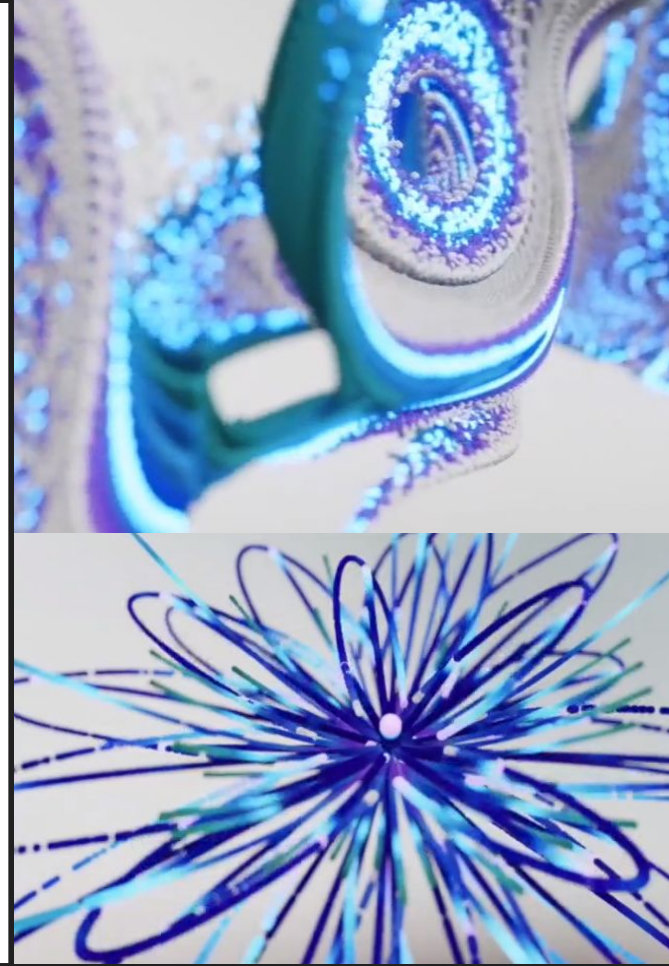for knowledge."

Variable's mission

Creating new ways of experiencing data and understanding complex systems.

Variable x IBM
Technology Garden

- Commission from the IBM Wimbledon Tennis Tournament
- Data: match statistics, weather forecasts, cyber attacks, website interactions.

https://variable.io/ibm-technology-garden/
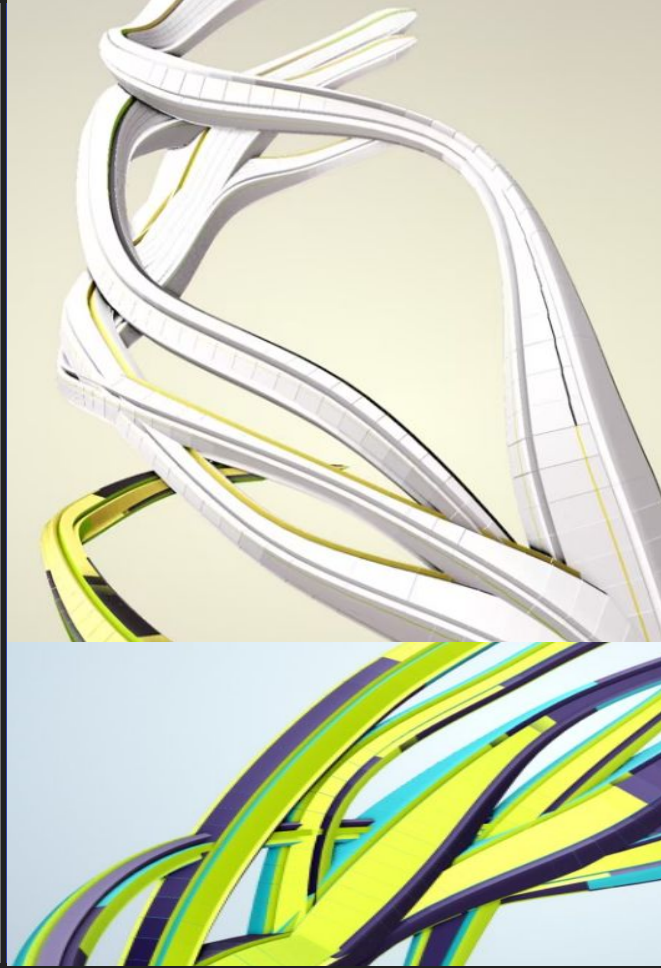
Variable x Nike
Fibers

- Commission from the Nike for the *We Own The Night - Nike Women's 10KM run*
- Data: Seven days of training from seven different participants.

https://variable.io/fibers/

Marcin Ignac

You are I/O

- The You are IO project is a series of
  artworks that seek to understand our
  metadata and algorithmic identities.

https://variable.io/you-are-io/

"Design and research studio working for organizations to build change using data and arts".

"Founded in 2013 with a simple idea: That the world couldn't be understood without numbers, but it wouldn't be understood with numbers alone."

"We believe that any meaningful **interchange of information** between people needs to carry **emotions**, **experiences** to create knowledge or change."

DOMESTIC DATA STREAMERS

Fighting indifference towards data.
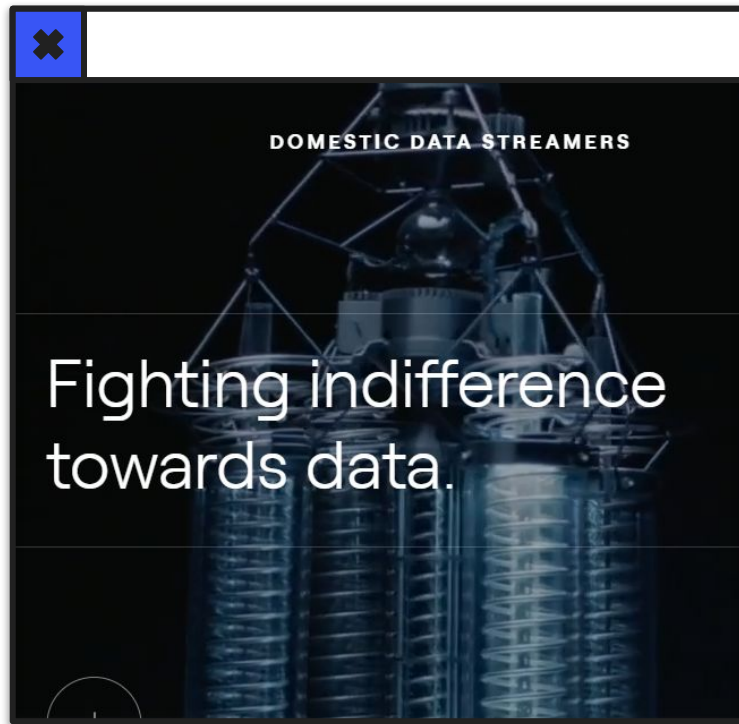
domesticstreamers.com/

"Design and research studio working for organizations to build change using data and arts".

"Founded in 2013 the world couldn numbers, but it with numbers alone.

https://domesticstreamers.com/

"We believe that any meaningful **interchange of information** between people needs to carry **emotions**, **experiences** to create knowledge or change."
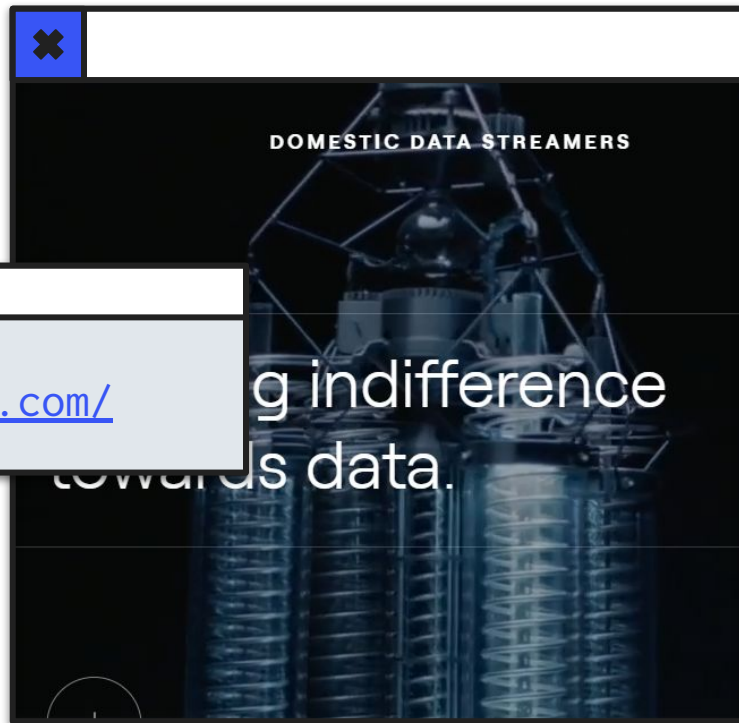
"Mainly focused on turning Excel spreadsheets into erotic lyrics."

twitter.com/domesticstream

Image: domesticstreamers.com/projects/the-great-imagination/

"Accelerating" made for "The Great Imagination"

Exhibition: "an invitation to have better conversations about the future."

Represents the growing interest in "future".

Based on data from Google Trends on the number of articles and news that include the term "future" (from 2008 to today)

Creative Decoding Tool

Creative
Decoding
Tool

CDT for designers

Your time: **00:08**   Average: **08:06**

1. **I explore all the possibilities of my designs to a practical level.**

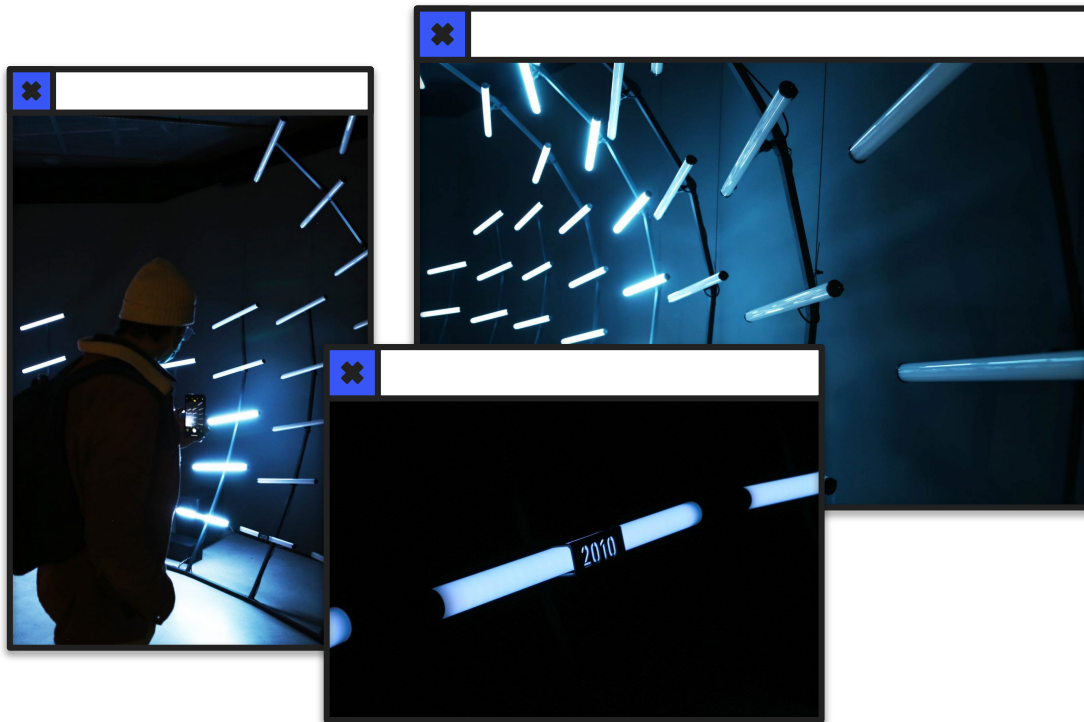Totally disagree   Totally agree

CDT for designers

Your time: **02:31**   Average: **08:06**

42. **My most admired designers are so because of their social and environmental awareness.**

50

completed

Average   3787 users

Age
1   100

Gender
Male
Female

Country
Select a country

Study design
Yes
No

Specialization
Visual / Graphic
Spatial / Architecture
Interaction / Multimedia / Audiovisual
Industrial / Product
Others

Level of education
Bachelor's degree
Master's degree
PhD
Others

Professional Status
Unemployed
Studying
Freelance
Entrepreneur
Employee

Professional Experience
No experience
< 2 years
2-6 years
6-15 years
> 15 years

Company size
Micro-enterprise
Small/Medium-enterprise
Large-enterprise

Company founded more than 5 years ago
Yes
No

4.0 / 5 Learning
3.6 / 5 Innovation
3.7 / 5 Aesthetic sensitivity
3.8 / 5 Research
3.5 / 5 Teamwork
3.7 / 5 Leadership
3.9 / 5 Critical Thinking
3.7 / 5 Autonomy
3.5 / 5 Oral communication
3.5 / 5 Social and environmental sensitivity

domesticstreamers.com/projects/creative-decoding-tool/

Creative Decoding T

http://www.decsproject.net/realtimedata/

Creative Decoding Tool

CDT for designers

Your time: **00:08**   Average: **08:06**

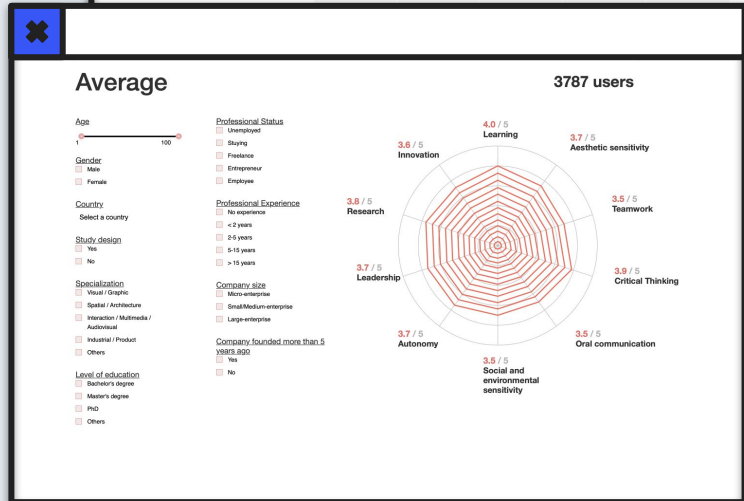1. **I explore all the possibilities of my designs to a practical level.**

Totally disagree   Totally agree

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Gender
- [ ] Male
- [ ] Female

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Select a country

Study design
- [ ] Yes
- [ ] No

Specialization
- [ ] Visual / Graphic
- [ ] Spatial / Architecture
- [ ] Interaction / Multimedia / Audiovisual
- [ ] Industrial / Product
- [ ] Others

Level of education
- [ ] Bachelor's degree
- [ ] Master's degree
- [ ] PhD
- [ ] Others

Professional Status
- [ ] Unemployed
- [ ] Studying
- [ ] Freelance
- [ ] Entrepreneur
- [ ] Employee

Professional Experience
- [ ] No experience
- [ ] < 2 years
- [ ] 2-5 years
- [ ] 5-15 years
- [ ] > 15 years

Company size
- [ ] Micro-enterprise
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Creative Decoding T

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Creati
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CDT for designers

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domesticstreamers.com/projects/creative-decoding-tool/
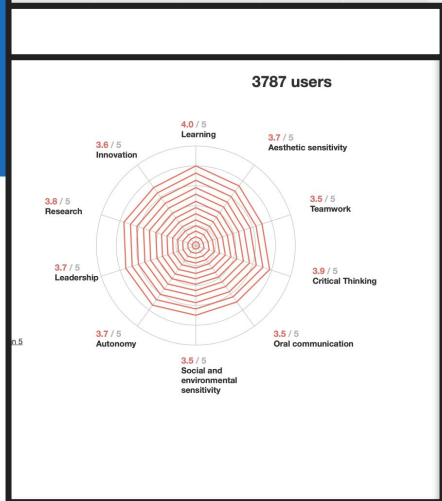
Decoding human qualities

Do you think human qualities should be measured?

Number of answers: 105

I'd like to know how good or evil I am
66%

Better not to
34%

3787 users

4.0 / 5
Learning

3.6 / 5
Innovation

3.7 / 5
Aesthetic sensitivity

3.8 / 5
Research

3.5 / 5
Teamwork

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Leadership

3.9 / 5
Critical Thinking

3.7 / 5
Autonomy

3.5 / 5
Oral communication

3.5 / 5
Social and environmental sensitivity

David Bowen

David Bowen

Studio artist & educator

Associate Professor of Sculpture and Physical Computing at the University of Minnesota

"With robotics, custom software, sensors, tele-presence and data, I construct devices and situations that are set in motion to interface with the physical, virtual and natural world."
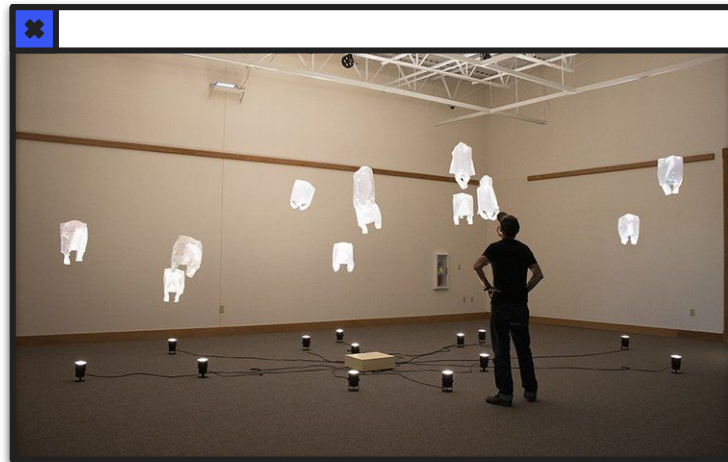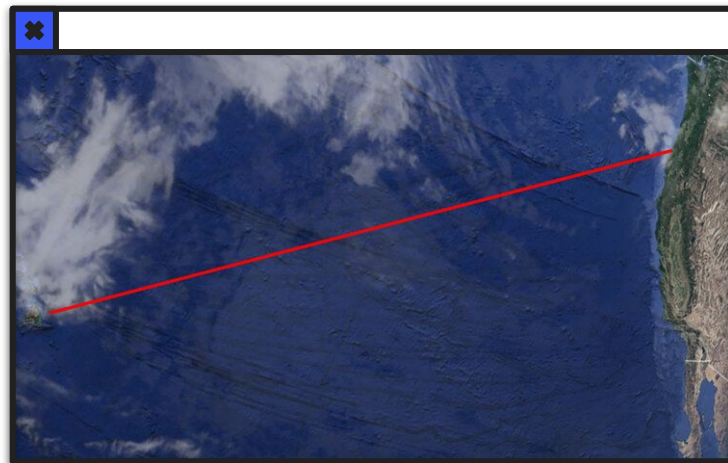
Wilderness (2021)

13 disposable plastic bags "articulated by wave data"

Self-collected data

"Data for this installation was collected as artist at sea resident aboard the Schmidt Ocean Institute Research Vessel Falkor"

Bags say "Thank you for shopping with us."

https://www.dwbowen.com/about
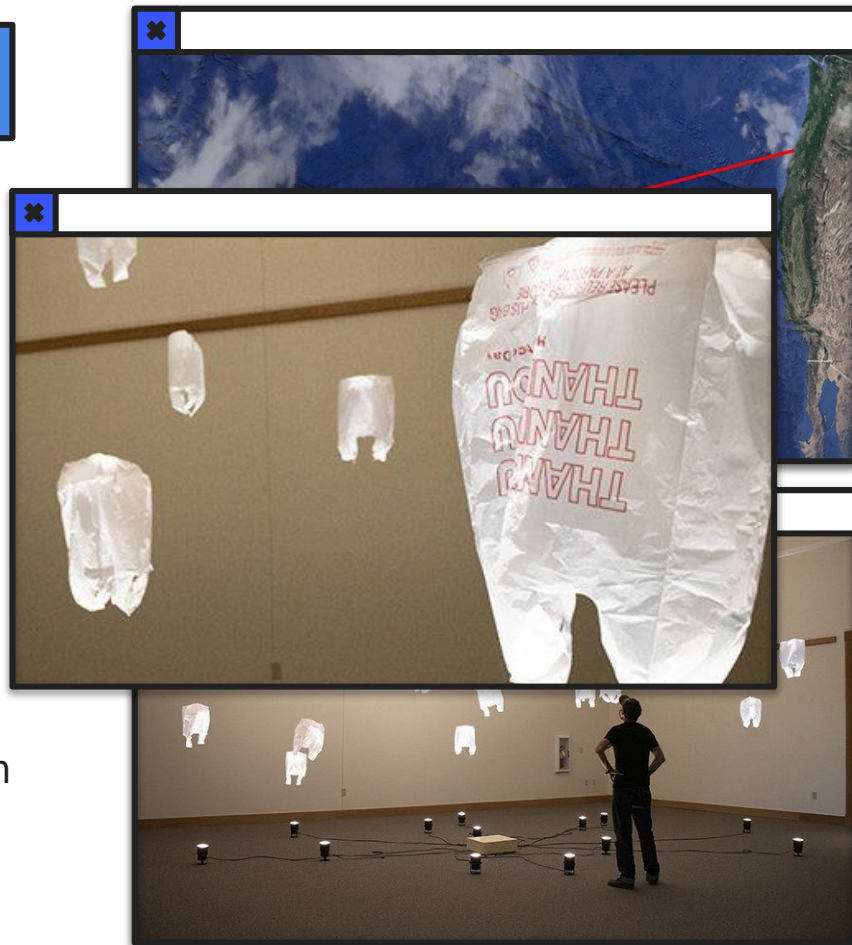
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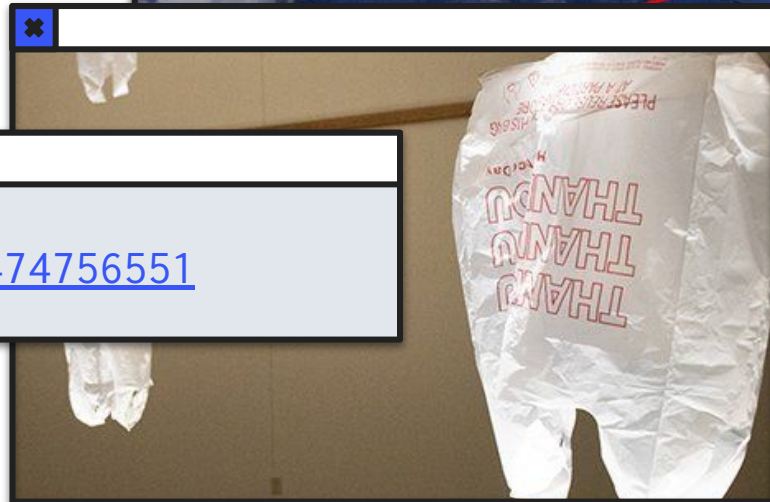
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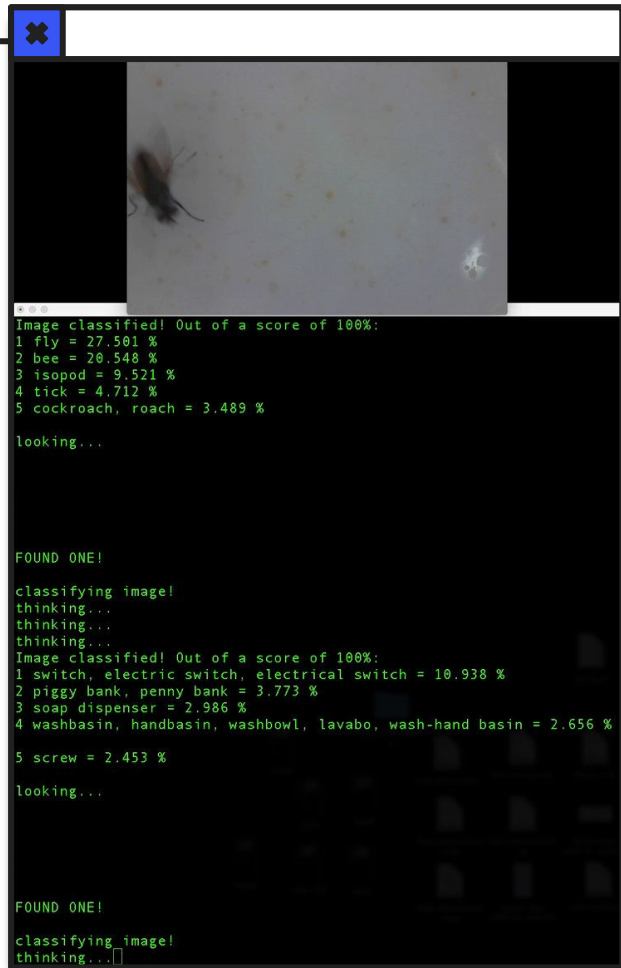Research Vessel Falkor"

Bags say "Thank you for shopping with
us."

https://www.dwbowen.com/about

https://vimeo.com/474756551

FlyAI (2016)

"Creates a situation where the fate of a colony of living houseflies is determined by the accuracy of an artificial intelligence"

"Uses the TensorFlow machine learning image recognition library to classify images of live houseflies as they fly and land in front of a camera"

"A pump delivers water and nutrients to the colony" only if the image is likely to be a fly

https://www.dwbowen.com/flyai


```
Image classified! Out of a score of 100%:
1 fly = 27.501 %
2 bee = 20.548 %
3 isopod = 9.521 %
4 tick = 4.712 %
5 cockroach, roach = 3.489 %

looking...



FOUND ONE!

classifying image!
thinking...
thinking...
thinking...
Image classified! Out of a score of 100%:
1 switch, electric switch, electrical switch = 10.938 %
2 piggy bank, penny bank = 3.773 %
3 soap dispenser = 2.986 %
4 washbasin, handbasin, washbowl, lavabo, wash-hand basin = 2.656 %
5 screw = 2.453 %

looking...



FOUND ONE!

classifying image!
thinking...
```
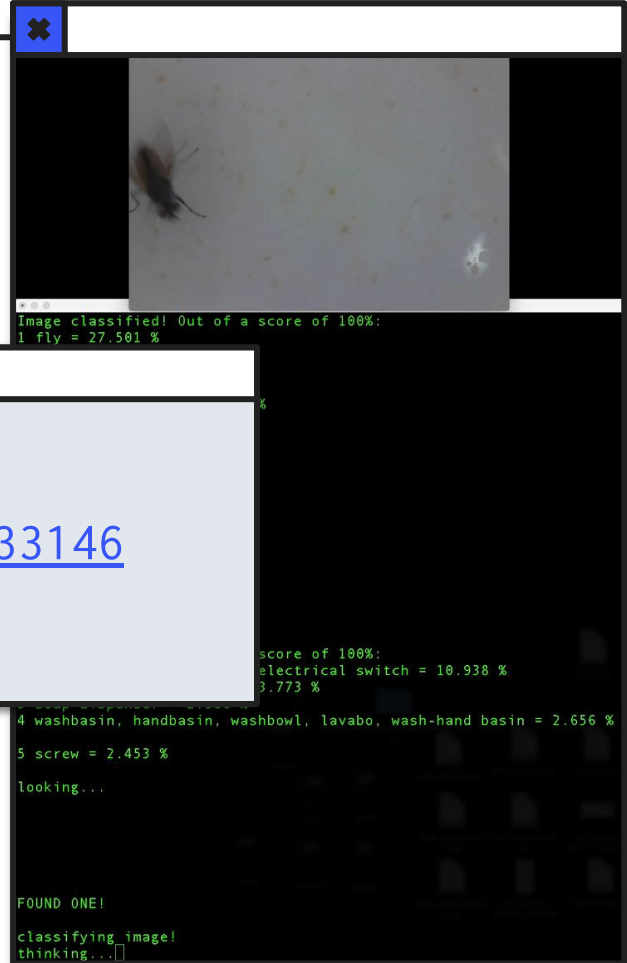
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https://www.dwbowen.com/flyai

https://vimeo.com/195333146

Image classified! Out of a score of 100%:
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... %

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4 washbasin, handbasin, washbowl, lavabo, wash-hand basin = 2.656 %

5 screw = 2.453 %

looking...

FOUND ONE!

classifying_image!
thinking...

Questions

Are there times when art/design hinders the understanding of data?

What are some preconceived ideas about data? Can we overcome these with art?

What are the good and down sides of measuring human qualities?

THANK YOU

Does anyone have any questions?