Greg's creative practice focuses on innovations of digital tools for mediations between individuals, communities and environments. His main focus is Data Culture. His art projects explore data culture critically and include [polartide](http://www.polartide.org/" \t "_blank) (Venice Biennale, 2013-2014) and The Black Cloud (Machine Project, Los Angeles, 2008). Black Cloud was funded by the MacArthur Foundation to provide an alternate reality game and a social network for measuring and taking actions to benefit air quality. The project has evolved into a startup company, Aclima Inc., where Greg serves as the Senior Advisor for Social Engagement. Greg has also innovated in the area of online education with a course on Data Culture, which is offered by UC ONLINE and UC Berkeley. The course features several educational media innovations, including the “Engagement Index” which is now under development as a LTI (Learning Tools Interoperability) module for broader distribution.