Giorgia Lupi & Accurat

LILA MEYER

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About Works Solutions Contact

Accurat is a global, data-driven research, design, and innovation firm with offices in Milan and New York.

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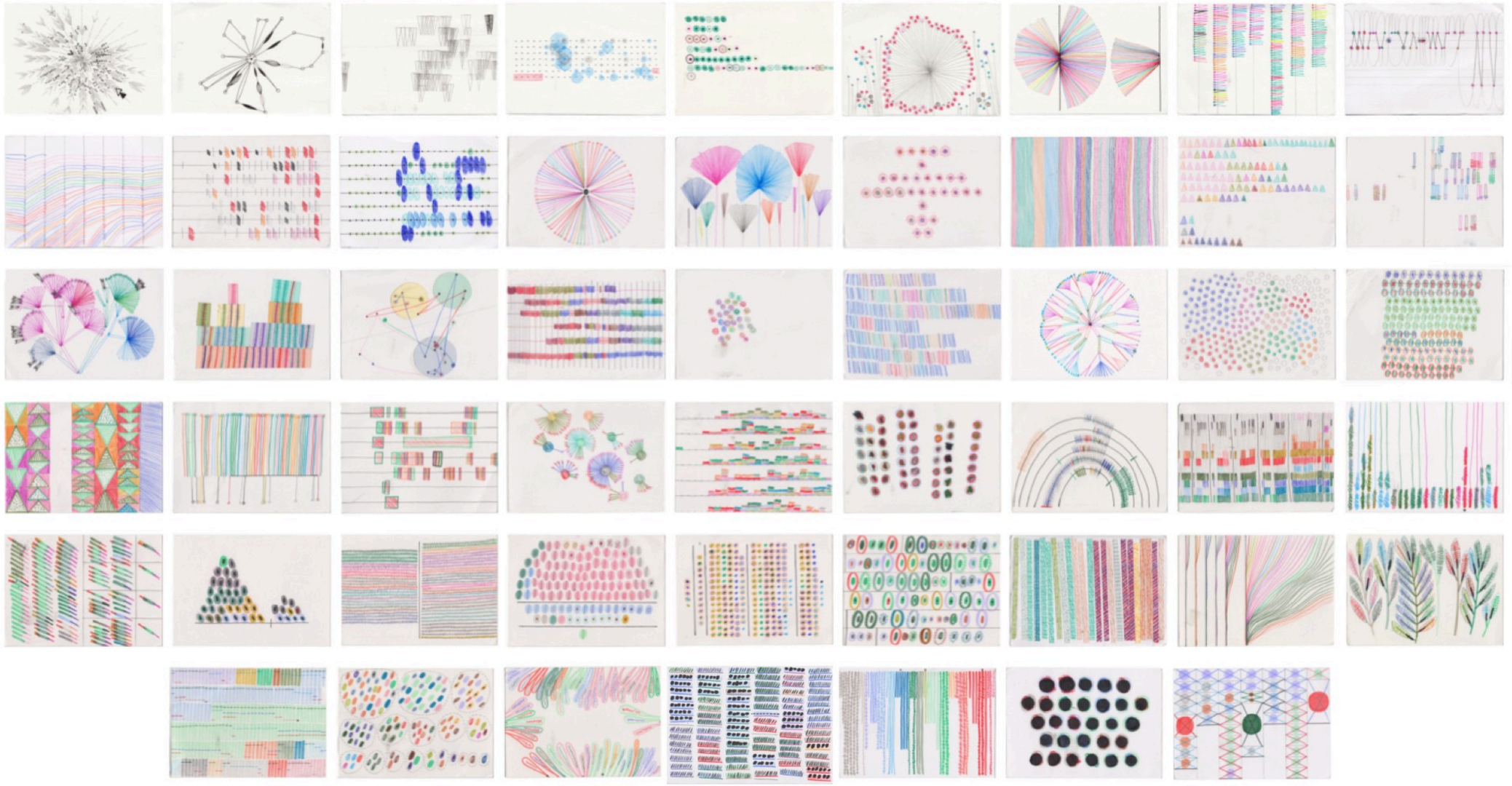
+GIORGIA!
DJ
DOMENIC
JODY
ANGUS
SASCHA
DANIEL
LUKE
JOHN
HARRY
JUSTUS
ASTRID
JURI
MARINA
NARESH
Pentagram



‘DEAR DATA’ | GIORGIA LUPI & STEFANIE POSAVEC

I CAN'T PREDICT BASED ON WHAT I SEE.
I AM LEAVING FOR TOUR AND I AM WORRIED.
STARTING TO WORRY ABOUT HAVING TO LEAVE FOR TOUR
I FEEL MORE NEUTRAL.
BERLIN HELPS ME RESET.
I AM PREPARING FOR A VERY BAD OUTCOME. I AM TERRYFIED OF GETTING A LOW NUMBER TOMORROW.
I AM SHOCKED SHE DOESN'T LOOK
YES! SHE WENT FROM 39 TO 60 IN A WEEK ON HER OWN. THE DOCTORS SAY SHE COULD GO DOWN AGAIN BUT MOST LIKELY SHE HAS FINALLY TURNED A CORNER. I AM SO HAPPY AND RELIEVED.
I HAVE A CRYING FIT IN THE MORNING WHERE I
I JUST LET THE FEELING GO.
TODAY I JUST WANTED HER TO HAVE FUN. SO OFF TO THE SKATE PARK WE WENT. SHE DIDN'T LOOK AWFUL?
HER BRUISES LOOK BAD BUT THE OBSESSION DOESN'T FOLLOW ME THROUGH THE DAY
HER SKIN HAS BECOME

Artwork explanation

The data artwork represents 4 months into the journey of Kaki's family dealing with her daughter Cooper's ITP condition.

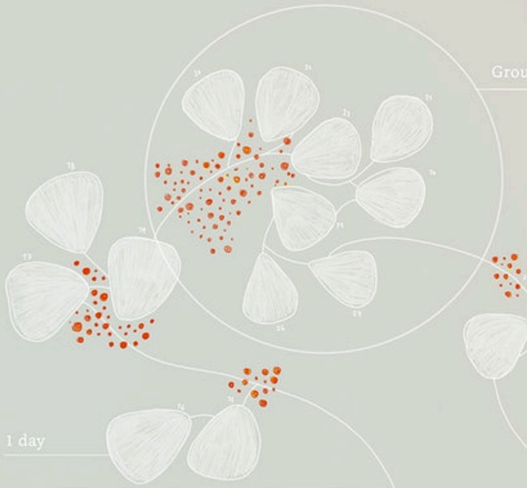
This disease reduces the number of platelets in her blood leading to unpredictable bruising and bleeding. Kaki and her partner have been incredibly affected by the situation, and we decided to turn this stress and anxiety into something that could help them at least make sense of what was happening and keep it in check.

We started a daily observation of a mix of qualitative and quantitative information, with the goal of bringing together clinical, experiential and emotional data, to experiment on how a sensorial representation could help people see medical conditions not only thru lab results, but embracing also the softer data around more qualitative observations as wells the range of emotions of the caregivers.

This data became a piece of music and a hand-drawn visualization that together illustrate months of observations, tests, hopes and fears.

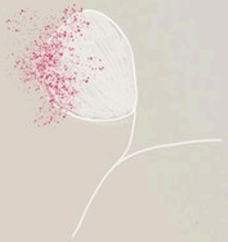
1. Structure

Each "petal" is a different day.
Every time there is a lab test we start a new group of petals.
The platelet counts from the lab test are the big red bubbles close to the beginning of a new grouping.

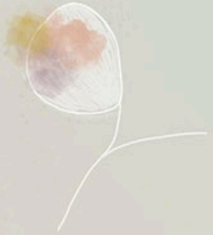


2. Symbols explanation

Every day, Kaki observed Cooper's skin, recording the petechiae and bruises on her body, as well as many other details of their lives and days that are explained as follows:



The petechiae (bleeding) observed are the quantity of small pink dots on each petals, the denser the area, the more present the spots were on Cooper's skin



The intensity of bruises is represented by the purple/yellow splotches: the bigger and the more intense and the more colorful - the wider and harsh the bruises

The grey shapes are the medications (steroids)

The shapes at the bottom of the petal are incidents the kid had (she fell at the park, was bitten by a mosquito...) hat caused her skin to worsen

The black dots are when Kaki was away from home on tour

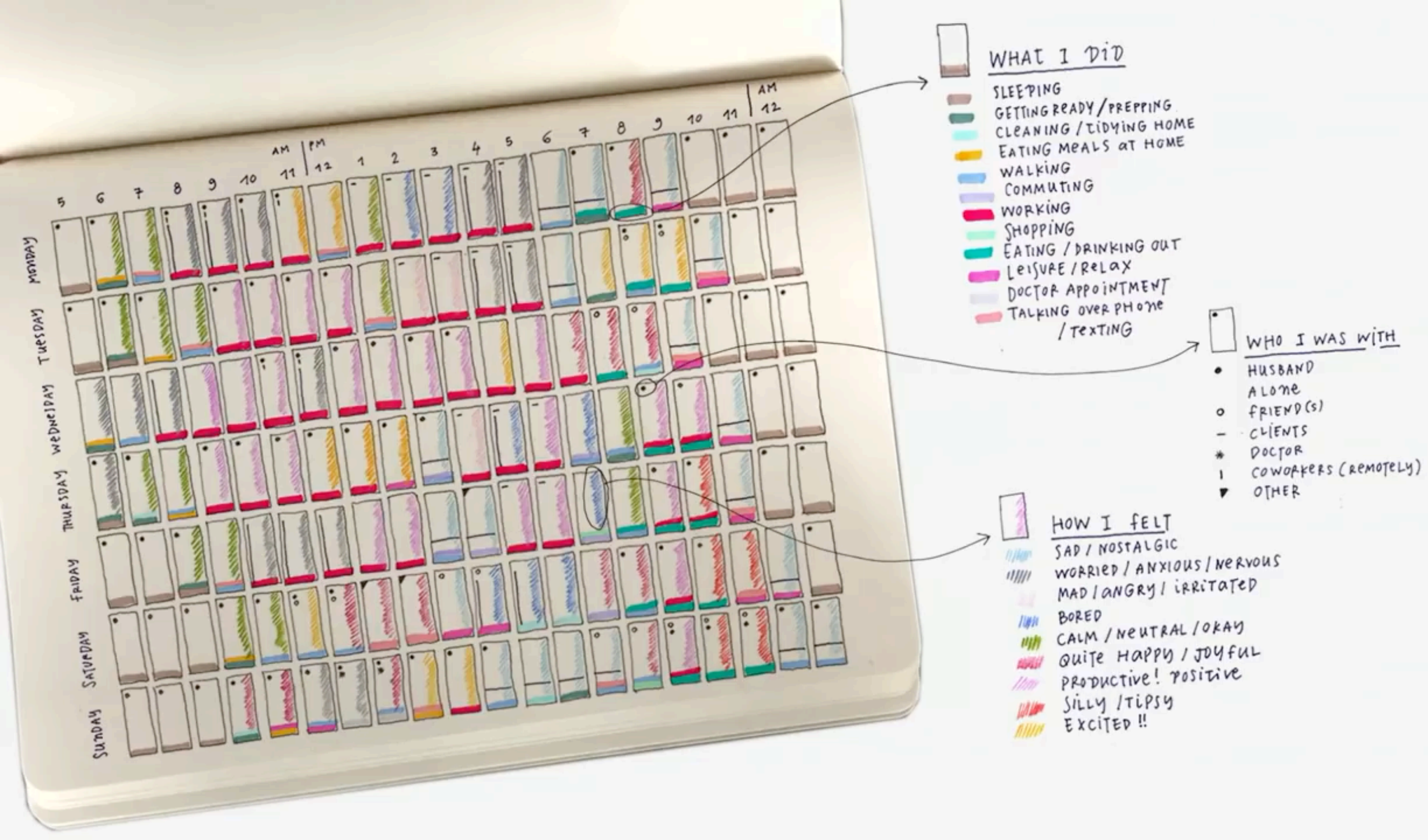
The yellow shapes are positive moments such as birthday parties, or a fun afternoon at the park

The dark lines are the intensity of Kaki's fears (from 1 to 10)

The orange lines are her hopes (from 1 to 10)

All around are Kaki's notes for each day, with important words highlighted

Giorgia Lupi and Kaki King

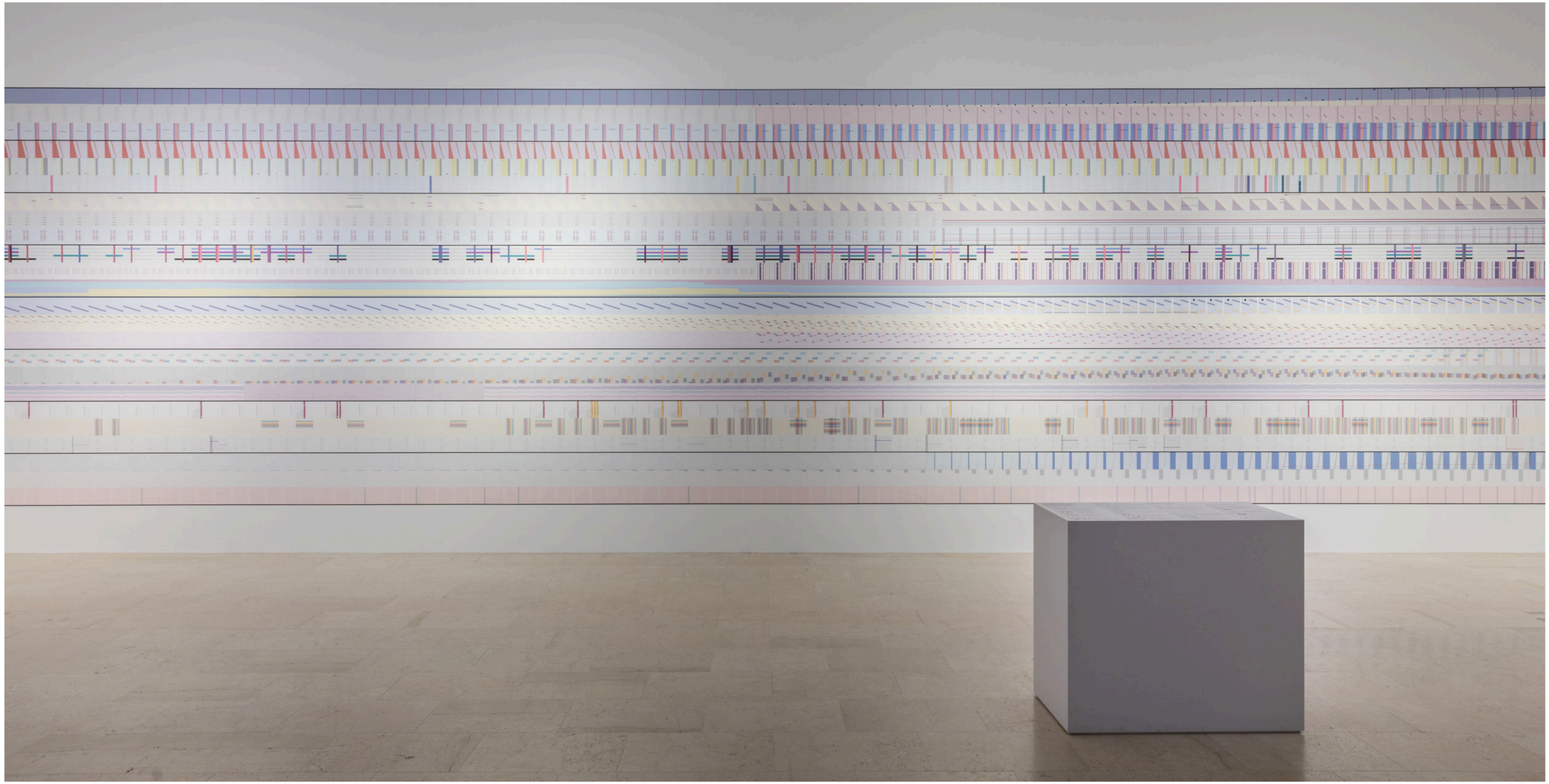

AM
PM
5 6 7 8 9 10 11 12 1 2 3 4 5 6 7 8 9 10 11 AM 12
MONDAY
TUESDAY
WEDNESDAY
THURSDAY
FRIDAY
SATURDAY
SUNDAY
WHAT I DID
SLEEPING
GETTING READY / PREPPING
CLEANING / TIDYING HOME
EATING MEALS AT HOME
WALKING
COMMUTING
WORKING
SHOPPING
EATING / DRINKING OUT
LEISURE / RELAX
DOCTOR APPOINTMENT
TALKING OVER PHONE / TEXTING
WHO I WAS WITH
HUSBAND
ALONE
FRIEND(S)
CLIENTS
DOCTOR
COWORKERS (REMOTELY)
OTHER
HOW I FELT
SAD / NOSTALGIC
WORRIED / ANXIOUS / NERVOUS
MAD / ANGRY / IRRITATED
BORED
CALM / NEUTRAL / OKAY
QUITE HAPPY / JOYFUL
PRODUCTIVE! POSITIVE
SILLY / TIPSY
EXCITED !!

Now that we are past what we can call peak infographics, we are left with a general audience that understands some of the tools needed to welcome a second wave of more meaningful and thoughtful visualization.

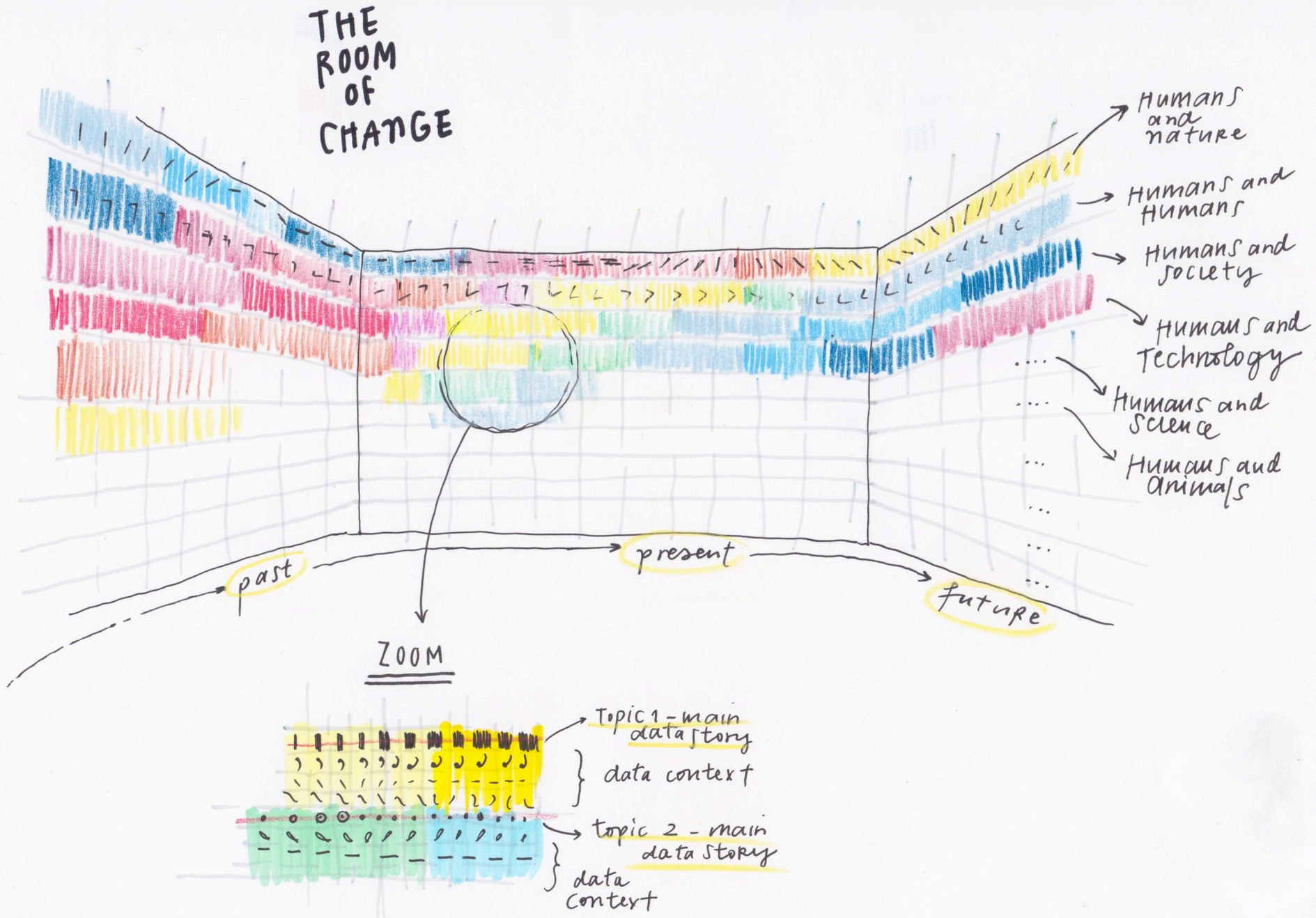
GIORGIA LUPI | *DATA HUMANISM, THE REVOLUTION WILL BE VISUALIZED*

We are ready to question the impersonality of a merely technical approach to data, and to begin designing ways to connect numbers to what they really stand for: knowledge, behaviors, people.

GIORGIA LUPI | *DATA HUMANISM, THE REVOLUTION WILL BE VISUALIZED*



THE ROOM OF CHANGE | ACCURAT


THE ROOM OF CHANGE
Humans and nature
Humans and Humans
Humans and society
Humans and Technology
Humans and Science
Humans and Animals
past
present
future
ZOOM
Topic 1 - main data story
data context
topic 2 - main data story
data context

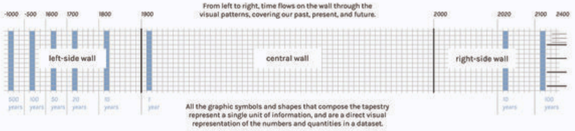
THE ROOM OF CHANGE

The Room of Change installation is a hand-crafted data-tapestry illustrating how multiple aspects of our environment have changed in the past centuries, how they are still changing, and how they will likely continue changing. Combining several different data sources depicting the world from both global and local-individual perspectives, the installation tells stories of people and their relationship with what has been around them over time, layering dense and granular information within the narration to highlight how change is pervasive at all scales.

The piece revolves around eight macro topics that organize information, all related to humans, but that reveal consequences that oftentimes affect us and other species simultaneously. They are illustrated through a number of global data sets to frame large-scale phenomena with broad strokes as well as single and specific stories that directly or indirectly represent the micro consequences of the large-scale phenomena.

How to interpret it

Each horizontal stripe depicts the evolution over time of one single story of change, told through a visualization of a combination of datasets on the topic.



In the source datasets represented in the tapestry, data on continents is sometimes grouped by geographical affinity and other times by cultural affinity. These two alternative color scales are used to depict the two different categorizations.

by geographical affinity:

- Africa
- Asia
- Europe
- South America
- North America
- Oceania

by cultural affinity:

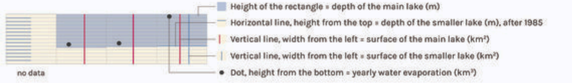
- Africa
- Northern Africa and Middle East
- Asia
- Europe
- Latin America
- North America
- Oceania

Idea, Research and Design by **Accurat**

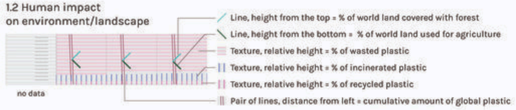
Giorgia Lupi (Italian b. 1981), Gabriele Rossi (Italian b. 1981), Stefania Guerra (Italian b. 1988), Nicola Guidoboni (Italian b. 1994), Giovanni Magni (Italian b. 1989), Giovanni Marchi (Italian b. 1982) Lorenzo Marchionni (Italian b. 1994), Andrea Titton (Italian b. 1996), Alessandro Zotta (Italian b. 1993) of Accurat (Italy, est. 2011).

1) Nature

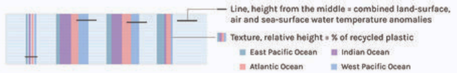
1.1 The disappearing Aral Sea



1.2 Human impact on environment/landscape

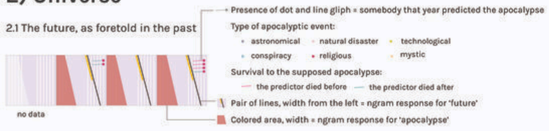


1.3 The effects of climate change



2) Universe

2.1 The future, as foretold in the past

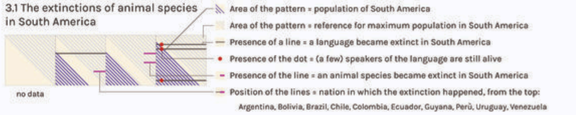


2.2 A record of lunar and solar eclipses

2.3 Universe discoveries and space exploration achievements

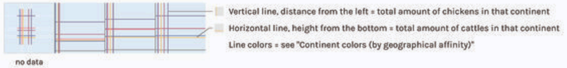
3) Animal Kingdom

3.1 The extinctions of animal species in South America



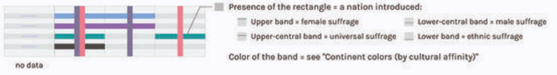
3.2 The reducing world population of bees

3.3 The growing world population of cattles and chickens

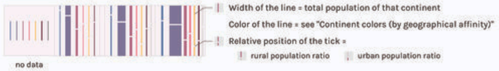


4) Society

4.1 Achieving universal suffrage in countries around the world



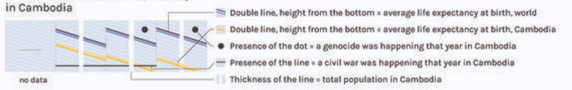
4.2 World population and its distribution



4.3 Forms of government and growing terrorism

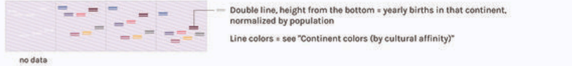
5) Hope

5.1 The civil war and life expectancy in Cambodia



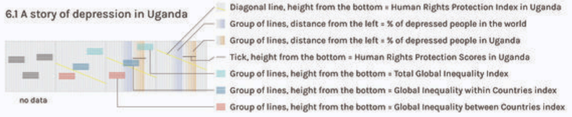
5.2 A story of death

5.3 A story of birth

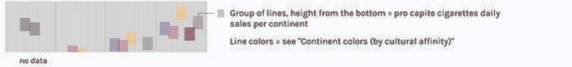


6) Happiness

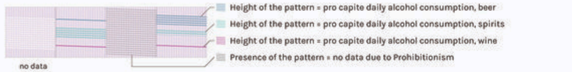
6.1 A story of depression in Uganda



6.2 The consumption of cigarettes

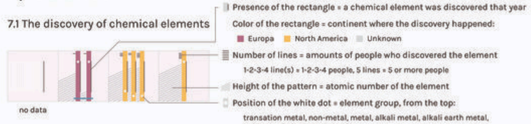


6.3 The consumption of alcohol



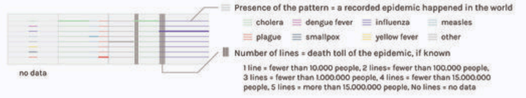
7) Science

7.1 The discovery of chemical elements



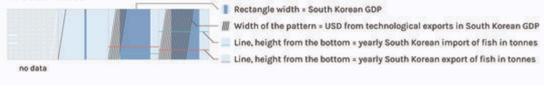
7.2 The discovery and introduction of vaccines and antibiotics

7.3 The explosion of world epidemics



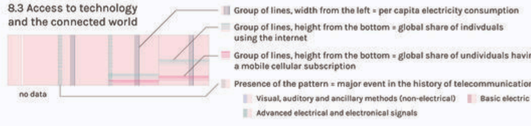
8) Technology

8.1 The technological revolution in South Korea

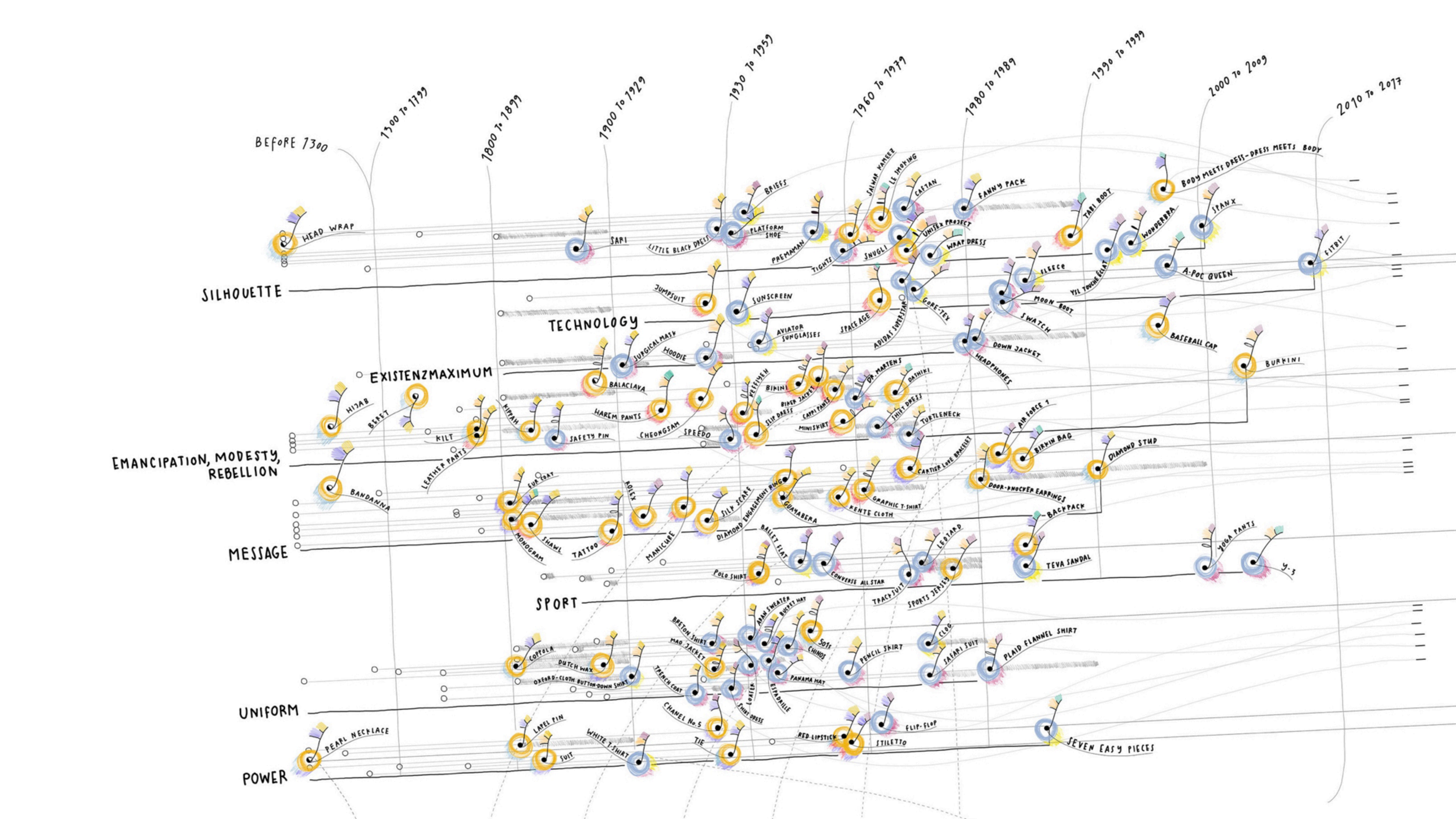


8.2 The consumption of fossil fuel

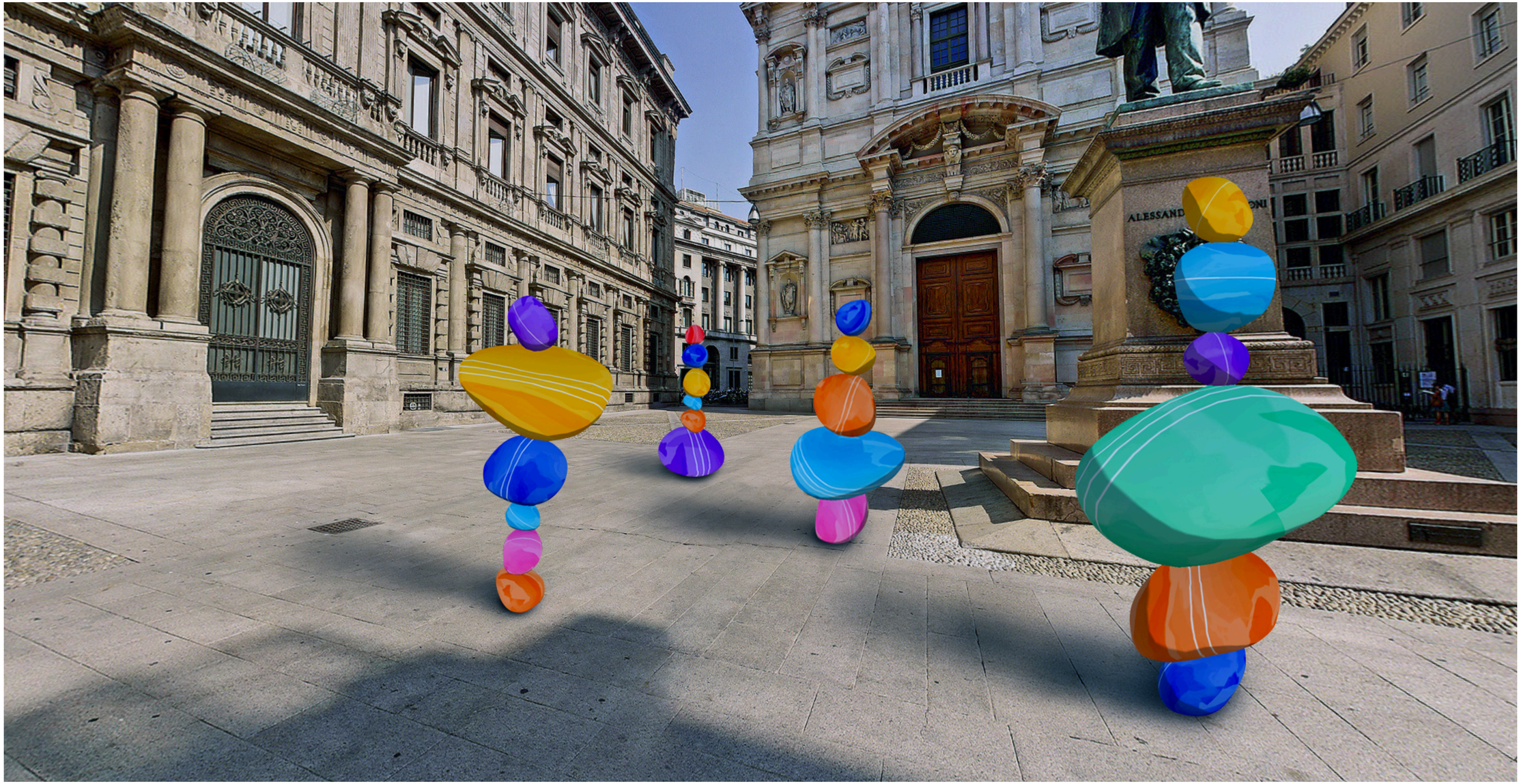
8.3 Access to technology and the connected world



DATA ITEMS: A FASHION LANDSCAPE | ACCURAT @ MOMA

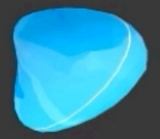

BEFORE 1300
1300 TO 1799
1800 TO 1899
1900 TO 1929
1930 TO 1959
1960 TO 1979
1980 TO 1989
1990 TO 1999
2000 TO 2009
2010 TO 2017
SILHOUETTE
TECHNOLOGY
EXISTENZMAXIMUM
EMANCIPATION, MODESTY, REBELLION
MESSAGE
SPORT
UNIFORM
POWER
HEAD WRAP
SARI
LITTLE BLACK DRESS
BRIEFS
PLATFORM SHOE
PREMAMAN
TIGHTS
SALWAR KAMEEZ
LE SMOKING
CAFTAN
SNUGLI
UNITED PROJECT
WRAP DRESS
FANNY PACK
TABI BOOT
WONDERBRA
BODY MEETS DRESS-DRESS MEETS BODY
SPANX
A-POC QUEEN
FITBIT
JUMPSUIT
SUNSCREEN
AVIATOR SUNGLASSES
SPACE AGE
ADIDAS SUPERSTAR
GORE-TEX
FLEECE
YSL TOUCHE ECLAT
MOON BOOT
SWATCH
DOWN JACKET
HEADPHONES
BASEBALL CAP
BURKINI
SURGICAL MASK
HOODIE
BALACLAVA
HIJAB
BERET
KILT
KIRPAH
SAFETY PIN
HAREM PANTS
CHEONGSAM
SPEEDO
KEFFIYEH
BIKINI
BIKER JACKET
SLIP DRESS
DR. MARTENS
CAMI PANTS
MINISKIRT
DASHIKI
T-SHIRT DRESS
TURTLENECK
AIR FORCE 1
BIRKIN BAG
DOOR-KNOCKER EARRINGS
DIAMOND STUD
LEATHER PANTS
BANDANNA
FUR COAT
MONOGRAM
SHAWL
TATTOO
ROLEX
MANICURE
SILK SCARF
DIAMOND ENGAGEMENT RING
GUAYABERA
GRAPHIC T-SHIRT
KENTE CLOTH
CARTIER LOVE BRACELET
BACKPACK
TEVA SANDAL
YOGA PANTS
Y-3
POLO SHIRT
BALLET FLAT
CONVERSE ALL STAR
TRACKSUIT
LEOTARD
SPORTS JERSEY
ARAN SWEATER
BERET
HAT
BRETON SHIRT
MAO JACKET
TRENCH COAT
COPPOLA
DUTCH WAX
OXFORD-CLOTH BUTTON-DOWN SHIRT
SUIT
CHINOS
PANAMA HAT
ESPADRILLE
LOAFER
SHIFT DRESS
PENCIL SKIRT
CLOG
SAFARI SUIT
PLAID FLANNEL SHIRT
PEARL NECKLACE
LAPEL PIN
WHITE T-SHIRT
TIE
CHANEL No.5
RED LIPSTICK
FLIP-FLOP
STILETTO
SEVEN EASY PIECES

SUNSCREEN
SURGICAL MASK
HOODIE
BALACLAVA
AVIATOR SUNGLASSES
SPACE AGE
ADIDAS SUPERSTAR
GORE-TEX
WRAP DRESS
TABI BOOT
SPANX
A-POC QUEEN
BASEBALL CAP
HAREM PANTS
SAFETY PIN
CHEONGSAM
SPEEDO
KEFFIYEH
BIKINI
BIKER JACKET
SLIP DRESS
CAPRI PANTS
DR. MARTENS
DASHIKI
MINISKIRT
SHIFT DRESS
TURTLENECK
DOWN JACKET
HEADPHONES
FUR COAT
SHAWL
TATTOO
ROLEX
MANICURE
SILK SCARF
DIAMOND ENGAGEMENT RING
GUAYABERA
KENTE CLOTH
GRAPHIC T-SHIRT
CARTIER LOVE BRACELET
AIR FORCE 1
BIRKIN BAG
DOOR-KNOCKER EARRINGS
DIAMOND STUD
BACKPACK
SPORT
POLO SHIRT
BALLET FLAT
CONVERSE ALL STAR
TRACKSUIT
LEOTARD
SPORTS JERSEY
TEVA SANDAL
COPPOLA
DUTCH WAX
BRETON SHIRT
MAO JACKET
ARAN SWEATER
BUCKET HAT
501s
CLOG



BUILDING HOPE | ACCURAT FOR GOOGLE NEWS

BUILDING HOPES



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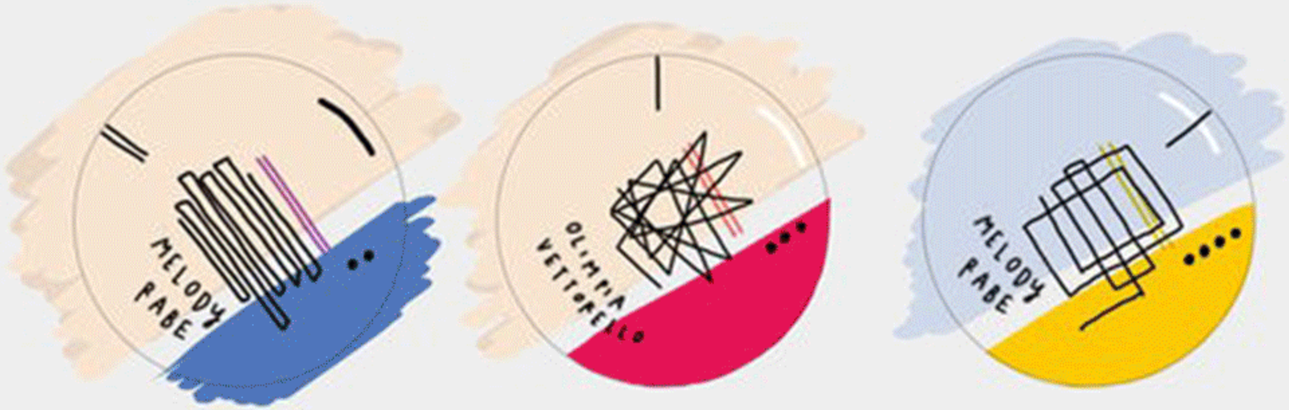

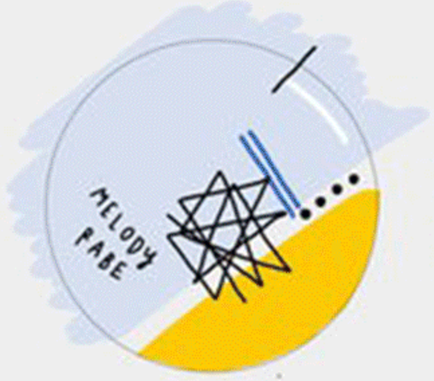

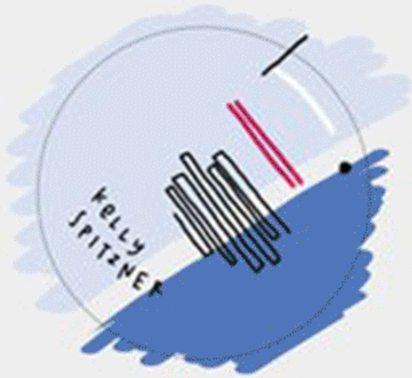

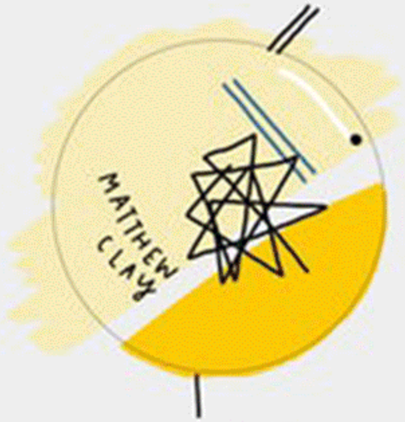

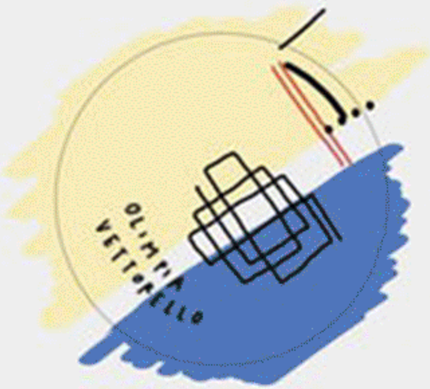

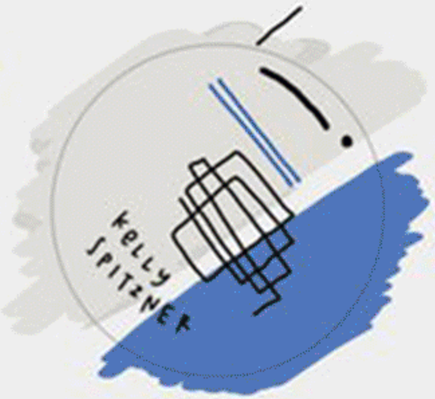

Thank You

Which TED letter are you?

A.Technology,
B.Entertainment
C. Design

When do you get your best ideas?

A. Right before I fall asleep/wake-up
B. While I'm getting ready
C. During my commute
D. At the office
E. After an adult beverage
F. I never know when brilliance might strike

When I have a chance to read, I prefer:

A. A novel
B. Non-fiction
C. Newspaper
D. Magazine
E. Does Twitter count?

When it comes to the rules, do you:

A. Follow them
B. Fudge them
C. Ignore them

How many unread e-mails in the inbox before you start to feel anxious?

A. 1
B. 20
C. Over 100
D. I don't get anxious until I hit the 1000s.

My workspace is:

A. Minimalist
B. Covered in photos/momentos