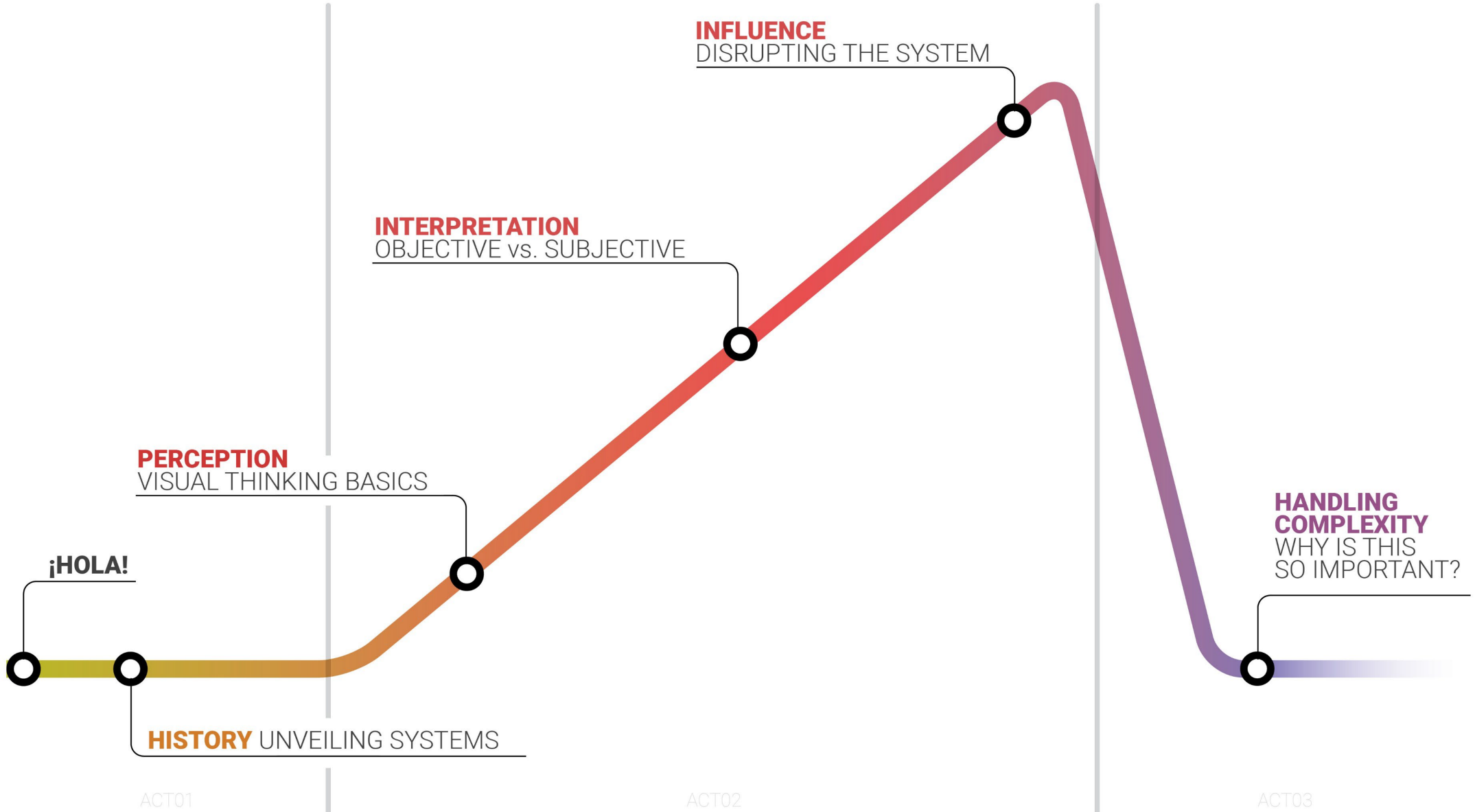
COMMUNICATING
THE ORDER OF SYSTEMS

AEC SEATTLE | JUNE 2023

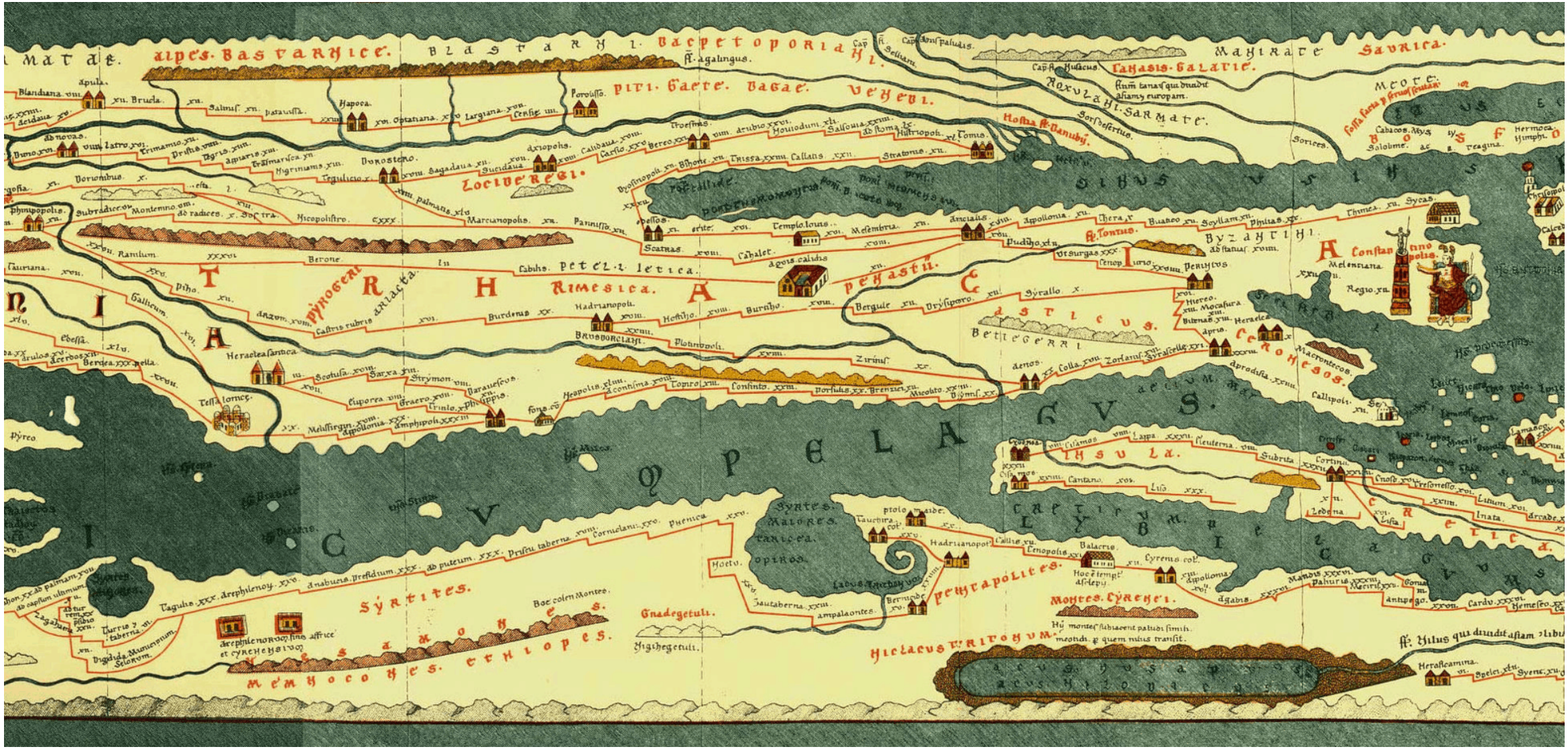
ENOL VALLINA

OUR PLOT


INFLUENCE
DISRUPTING THE SYSTEM
INTERPRETATION
OBJECTIVE vs. SUBJECTIVE
PERCEPTION
VISUAL THINKING BASICS
¡HOLA!
HISTORY UNVEILING SYSTEMS
HANDLING COMPLEXITY
WHY IS THIS SO IMPORTANT?
ACT01
ACT02
ACT03

HISTORY: UNVEILING SYSTEMS

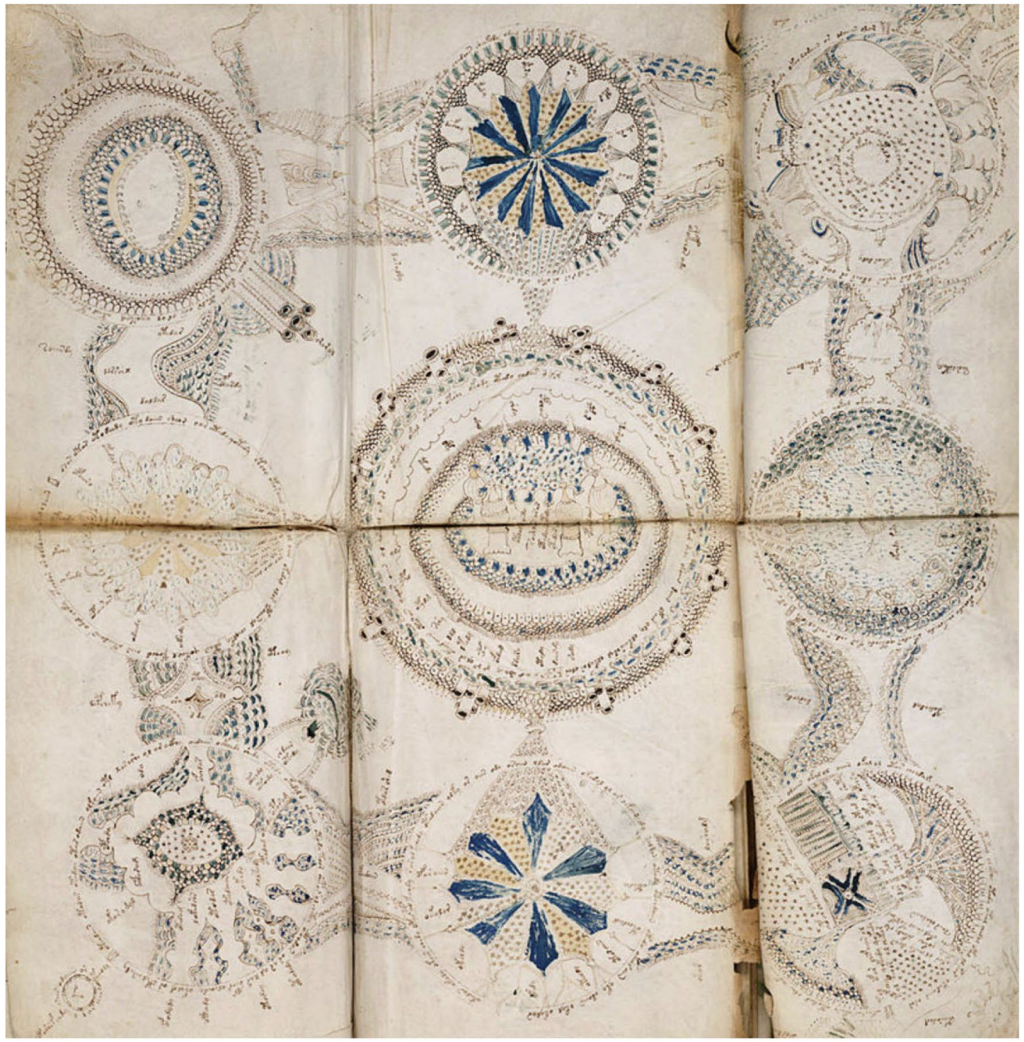
DISCOVERY OF THE PHYSICAL WORLD

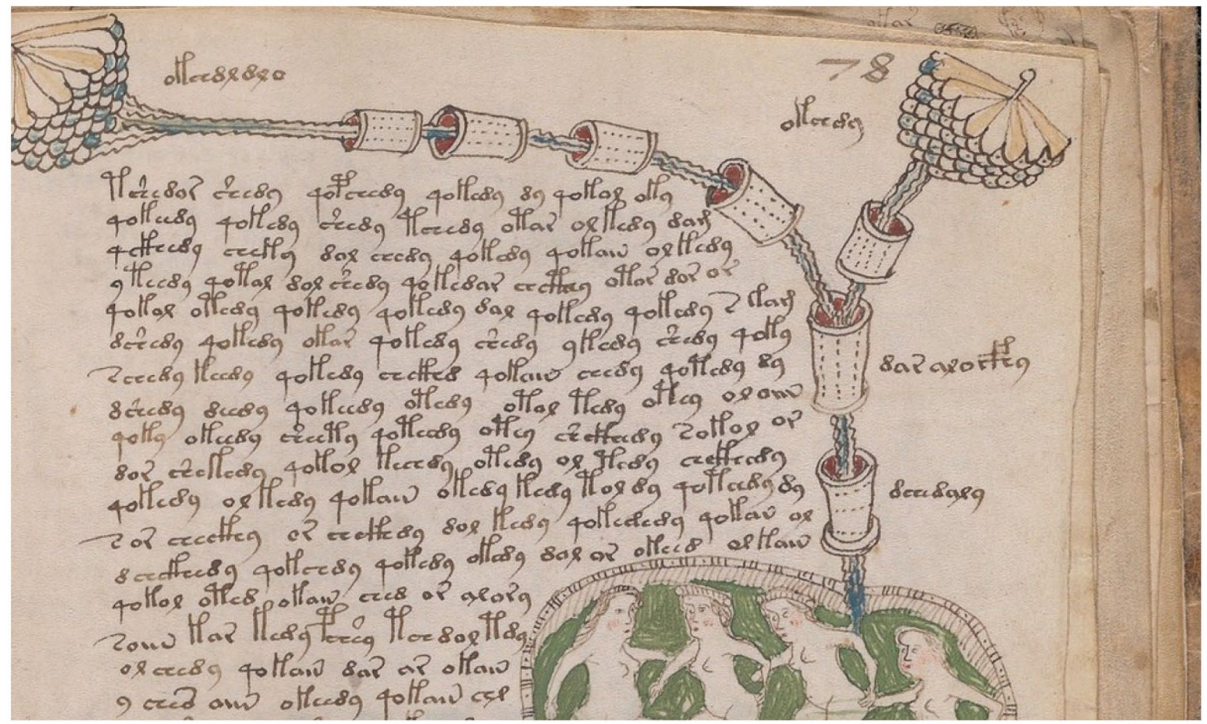


ENOL VALLINA | JUNE 2023

HISTORY: UNVEILING SYSTEMS

REPRESENTATION OF THE WORLD AS WE IMAGINE IT

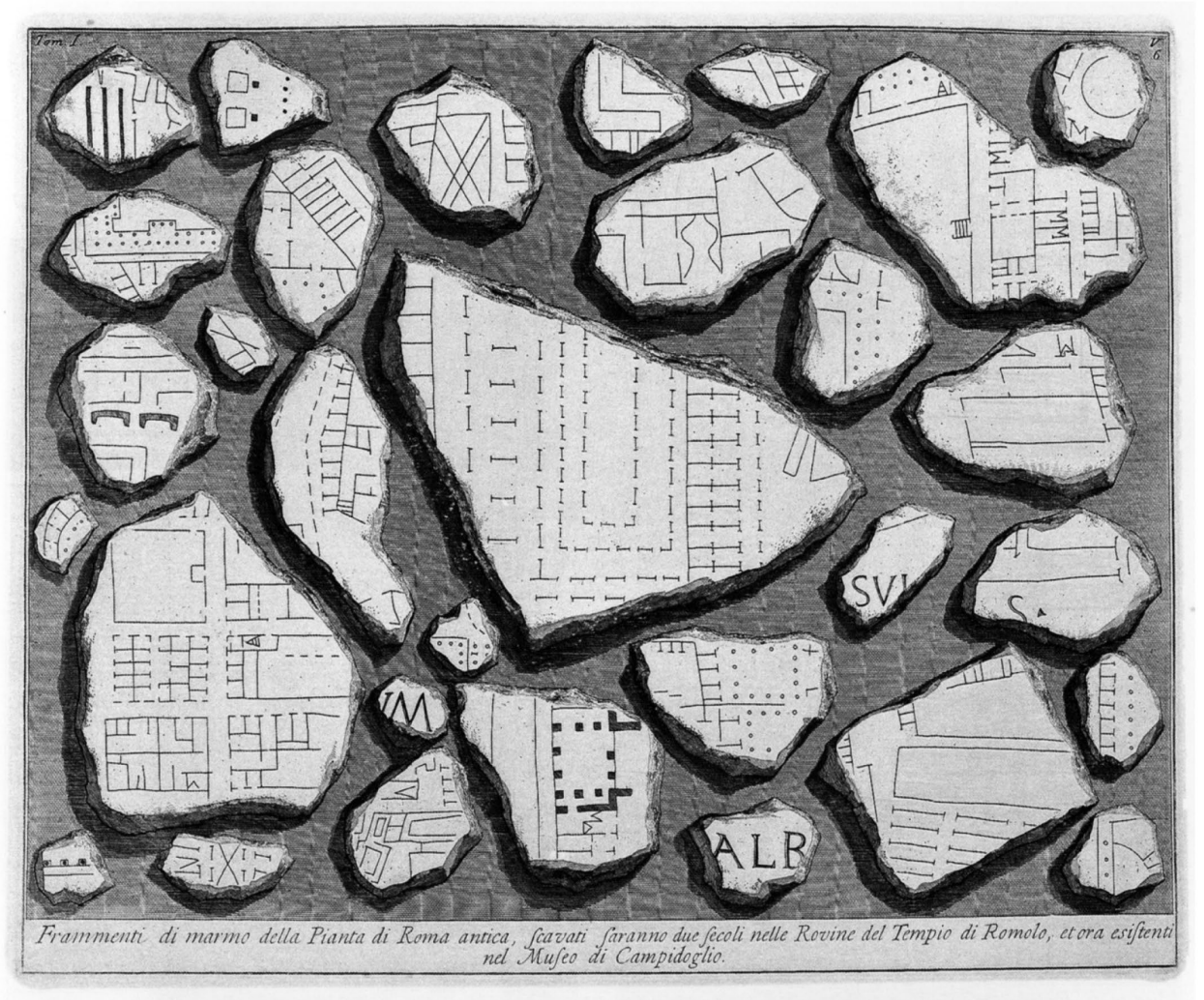




VOYNICH MANUSCRIPT
, 1500

HISTORY: UNVEILING SYSTEMS

REPRESENTATION OF THE WORLD AS IT IS



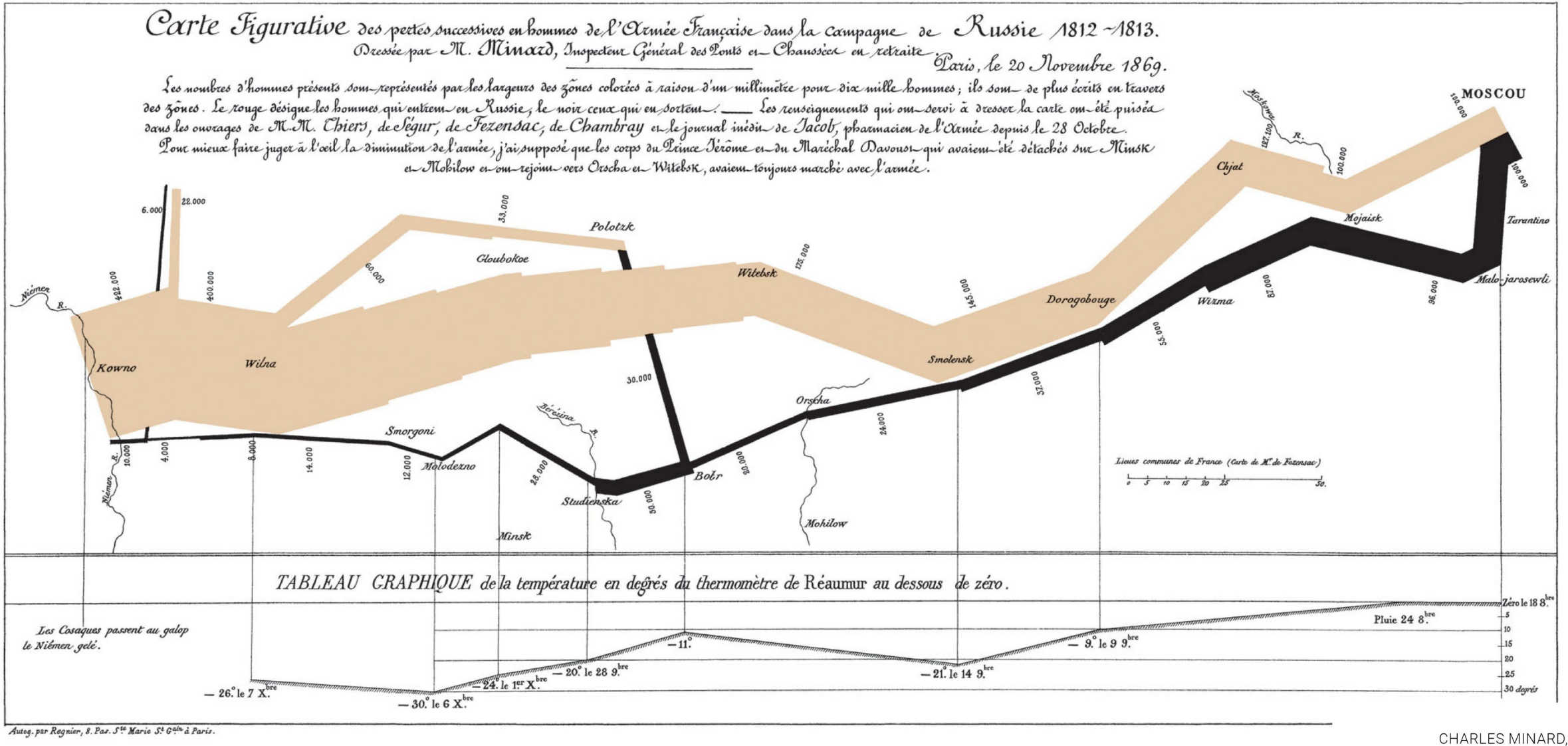
Frammenti di marmo della Pianta di Roma antica, scavati saranno due secoli nelle Rovine del Tempio di Romolo, et ora esistenti nel Museo di Campidoglio.

FORMA URBIS ROMAE

GIOVANNI BATTISTA PIRANESI , 1756

HISTORY: UNVEILING SYSTEMS

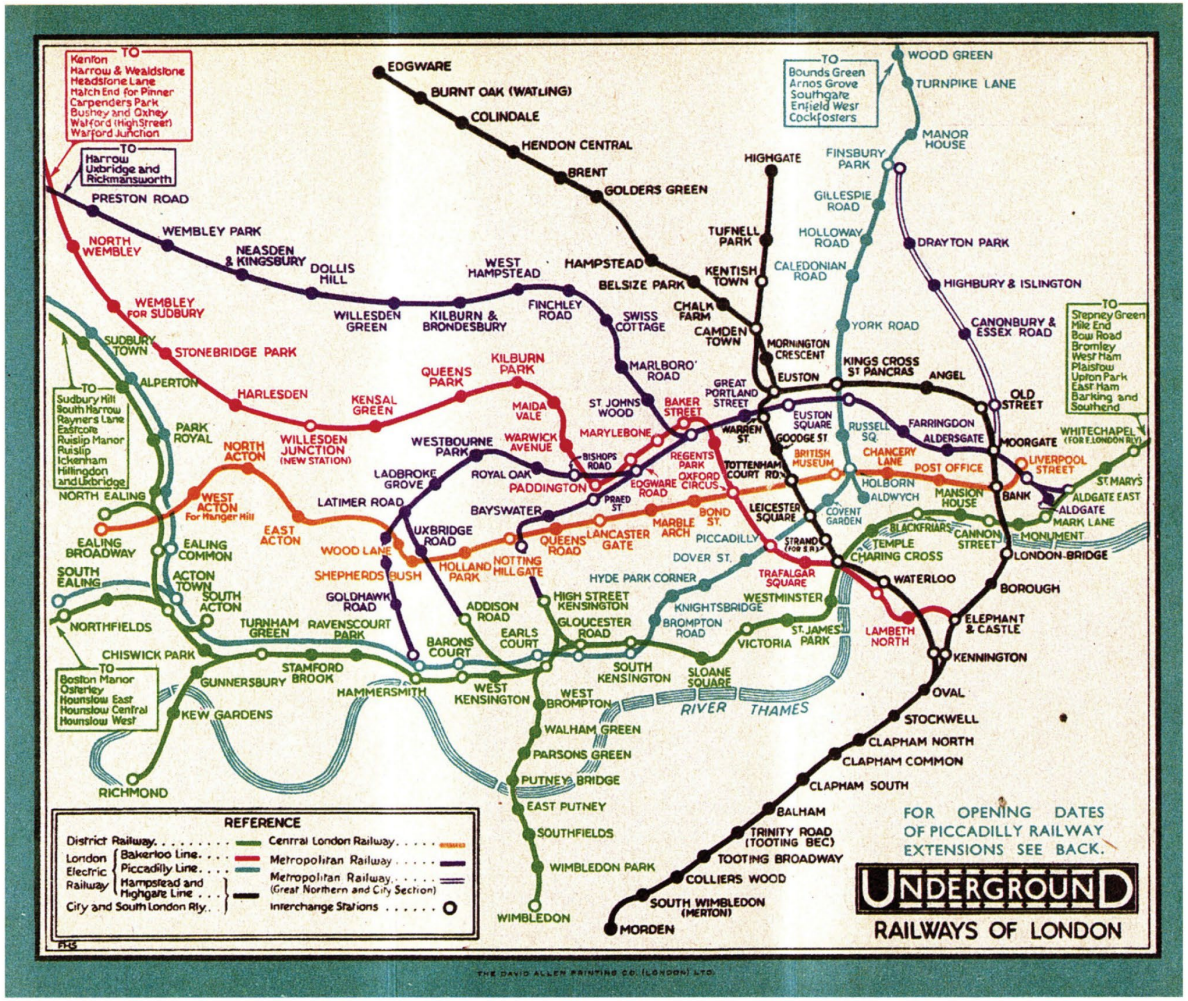
MULTIPLE DIMENSIONS OF NAPOLEON'S RUSSIAN CAMPAIGN



CHARLES MINARD, 1869

HISTORY: UNVEILING SYSTEMS

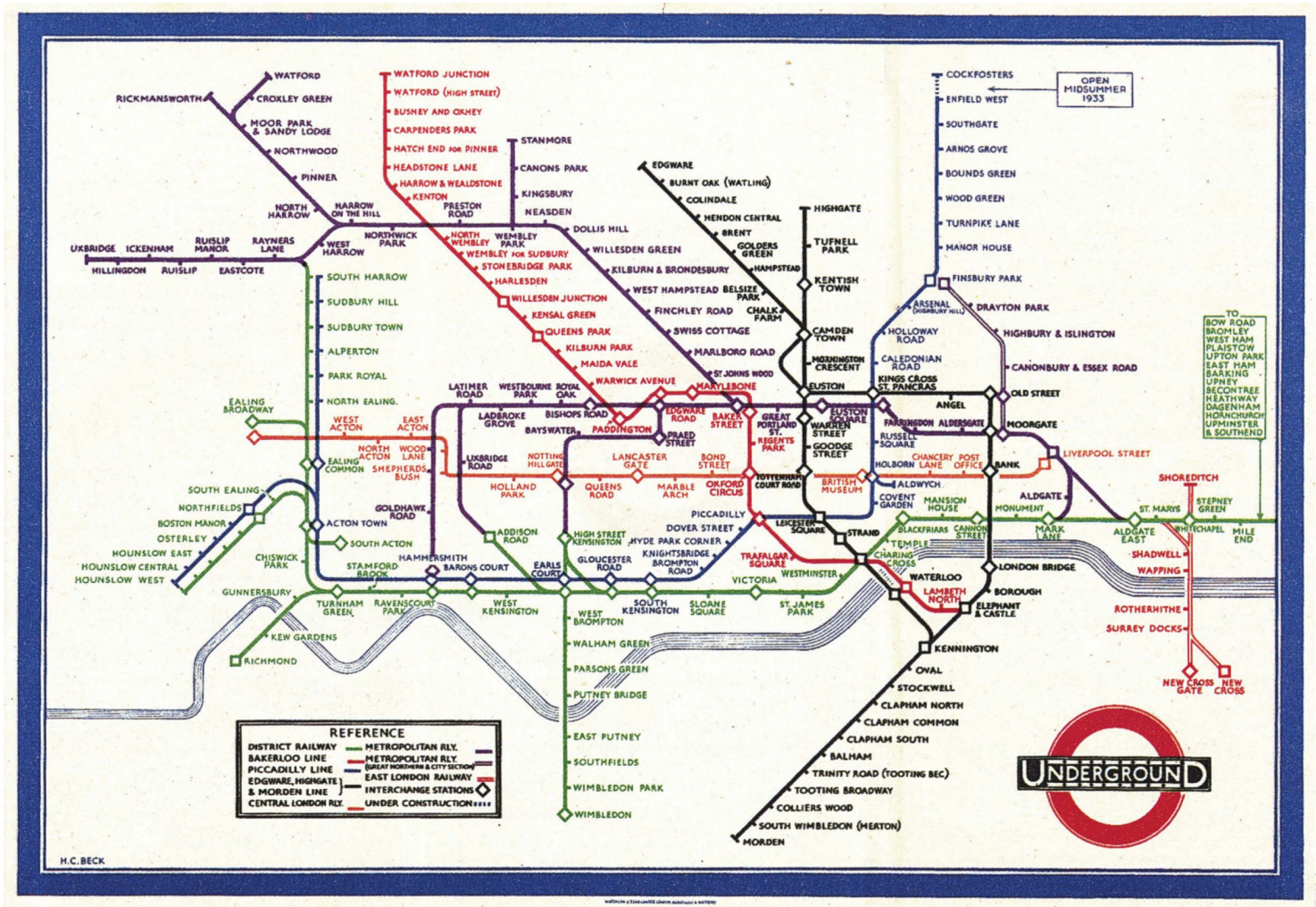
LONDON UNDERGROUND



FREDERICK H. STINGEMORE, UNDERGROUND RAILWAYS OF LONDON, 1932

HISTORY: UNVEILING SYSTEMS

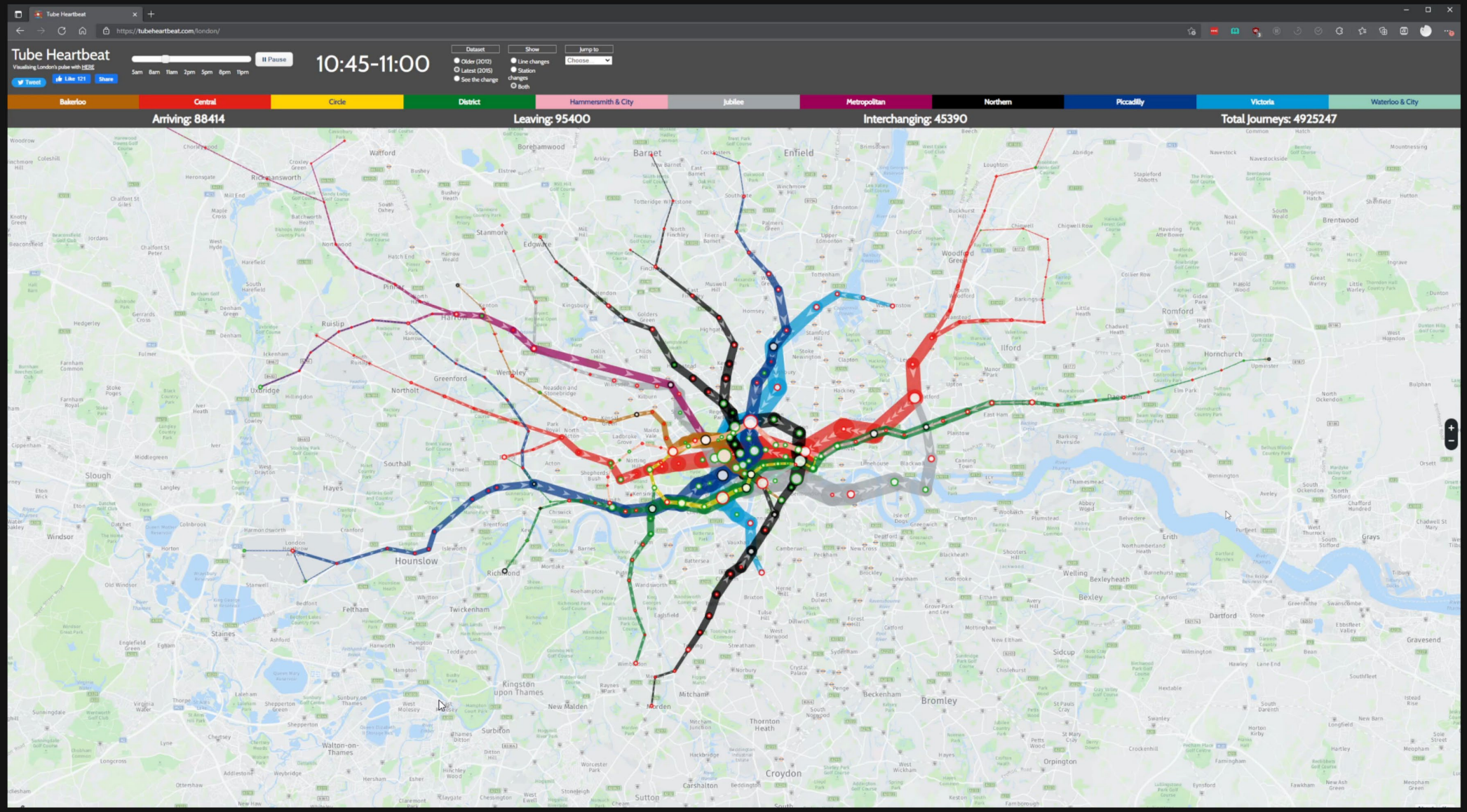
LONDON UNDERGROUND



HENRY CHARLES BECK, TUBE MAP 1933

HISTORY: UNVEILING SYSTEMS

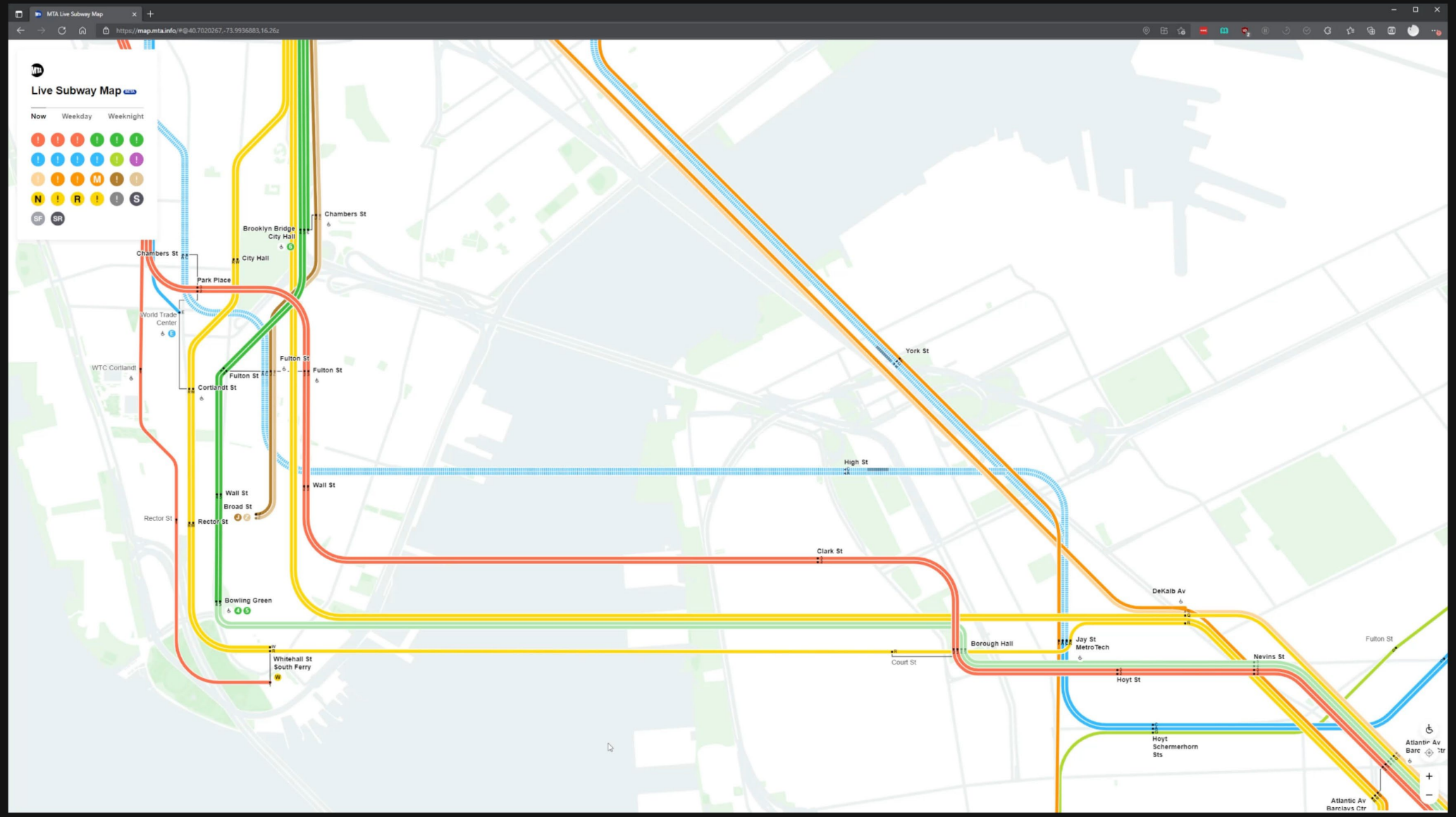
LONDON HEART BEAT. ANIMATION



OLIVER O'BRIEN
2016

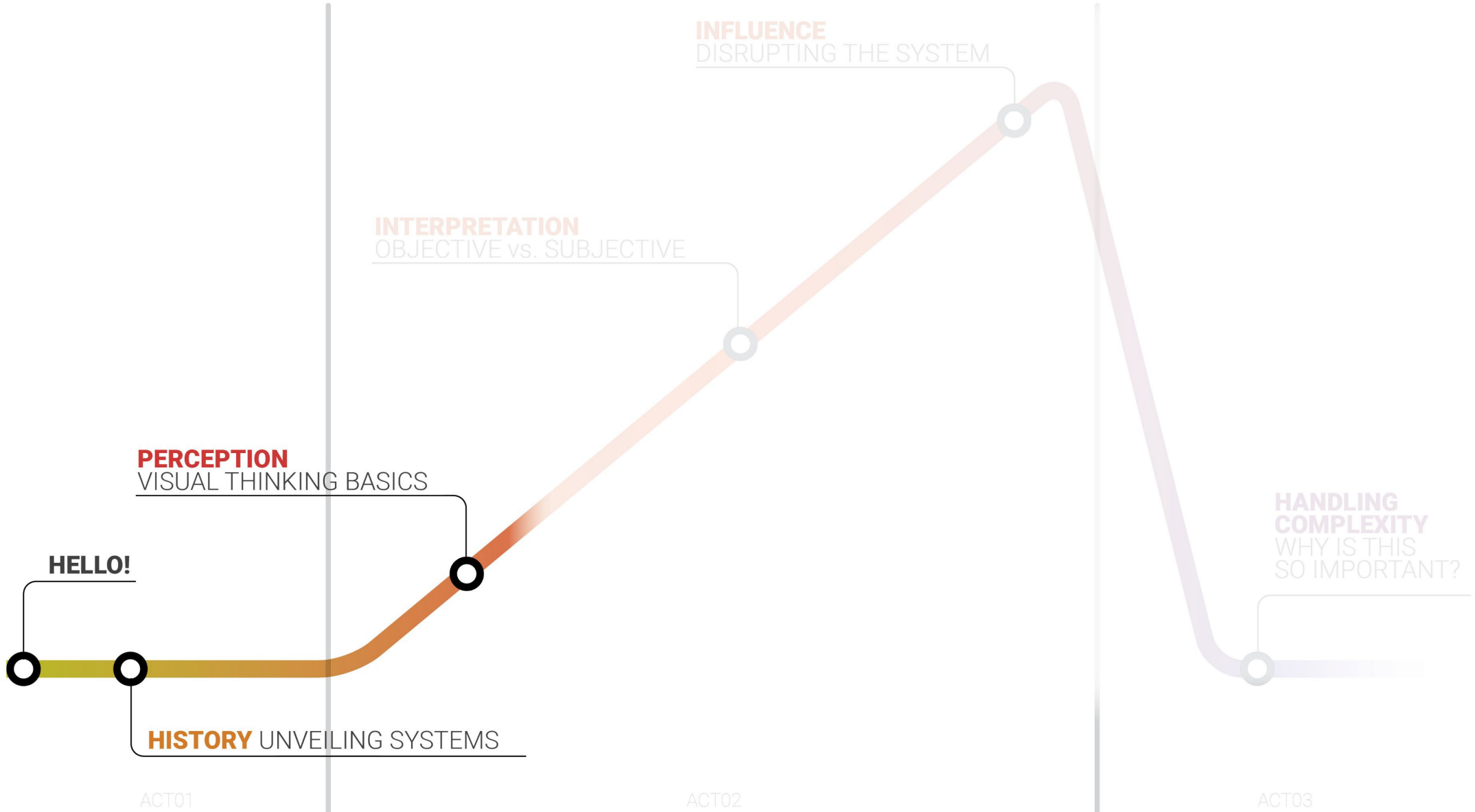
HISTORY: UNVEILING SYSTEMS

NYC MTA LIVE MAP: INTERACTIVITY



MTA + WORK & CO
2020

OUR PLOT


INFLUENCE
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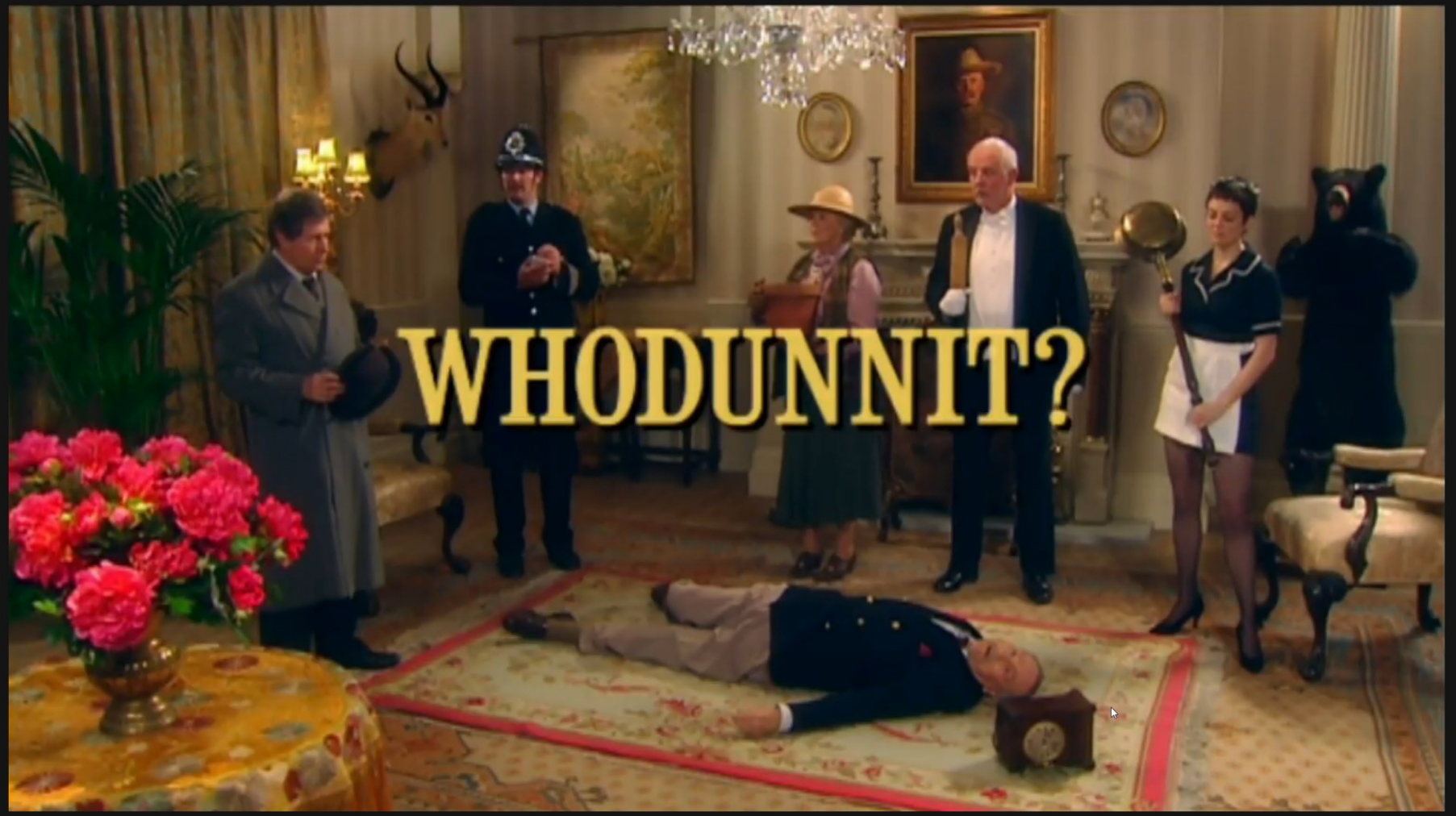
"Visual thinking consists of a series of acts of attention, driving eye movements and tuning our pattern-finding circuits."

VISUAL THINKING FOR DESIGN
COLIN WARE, 2010

PERCEPTION: VISUAL THINKING BASICS

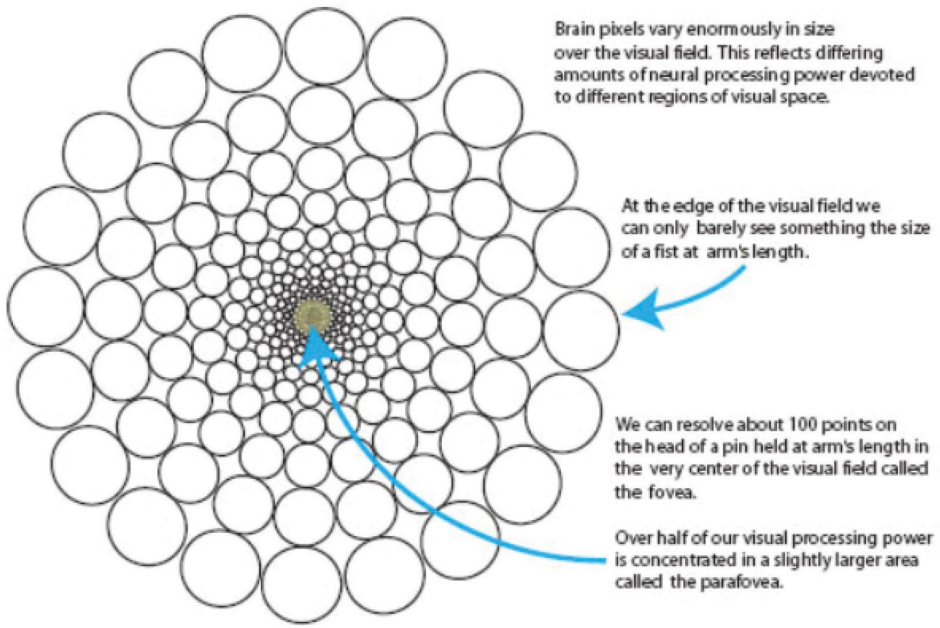
“Science of graphic design based on a scientific understanding of visual attention and pattern perception.”

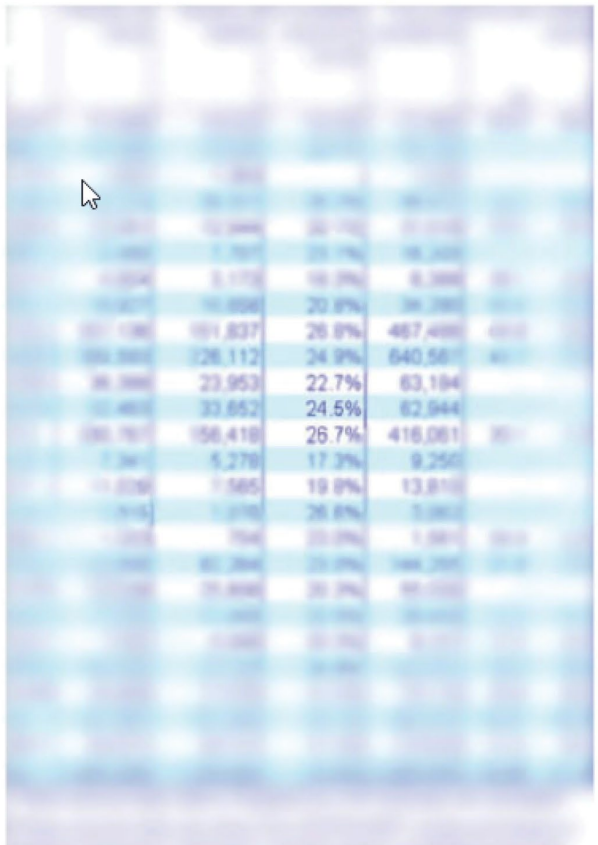


TRANSPORT FOR LONDON
2008

PERCEPTION: VISUAL THINKING BASICS

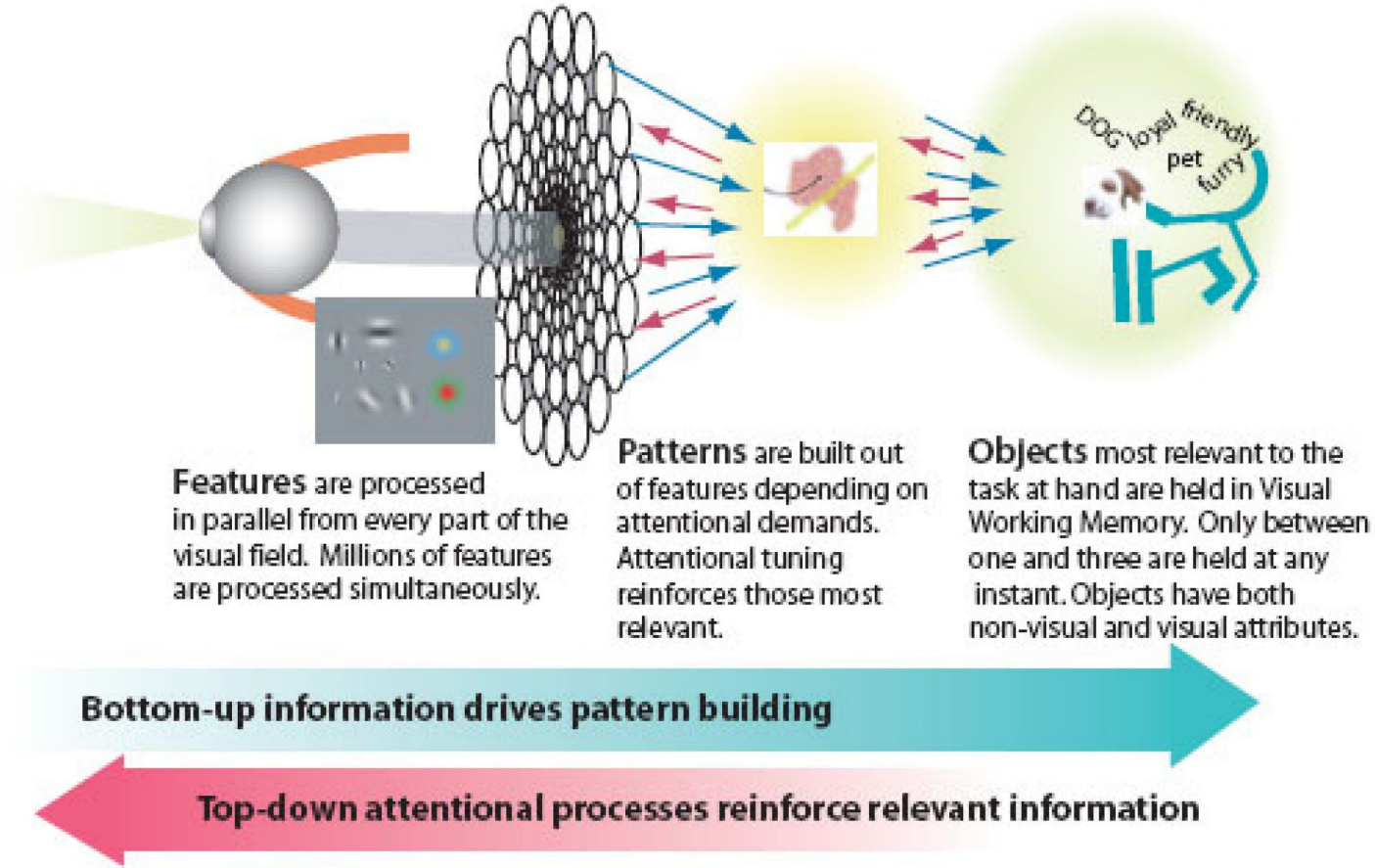
DETECTION FIELD





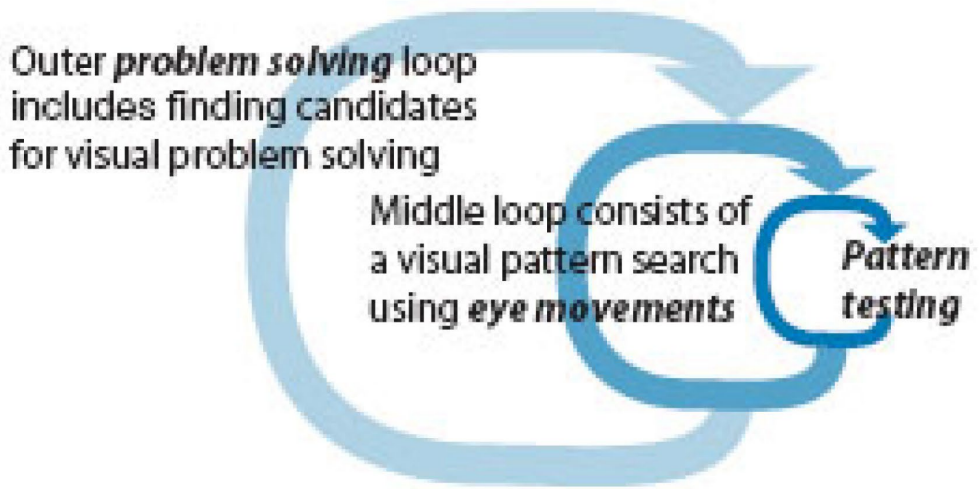
PERCEPTION: VISUAL THINKING BASICS

BOTTOM-UP, TOP-DOWN



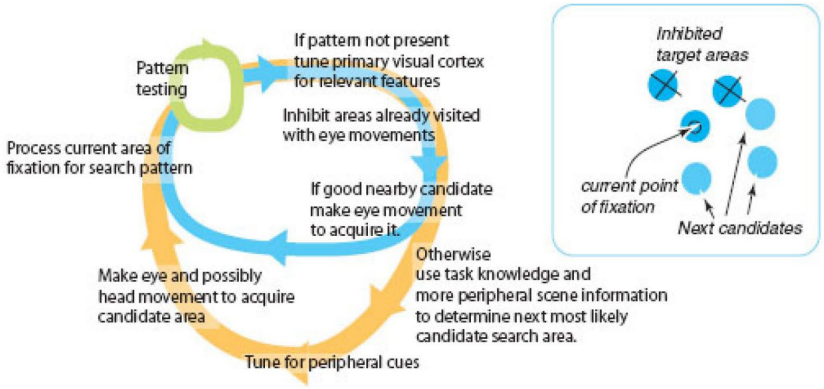
NESTED LOOPS: HOW THE BRAIN OPERATES TO SOLVE PROBLEMS

OUTER LOOPS DEAL WITH GENERALITIES. / INNER LOOPS PROCESS THE DETAILS.

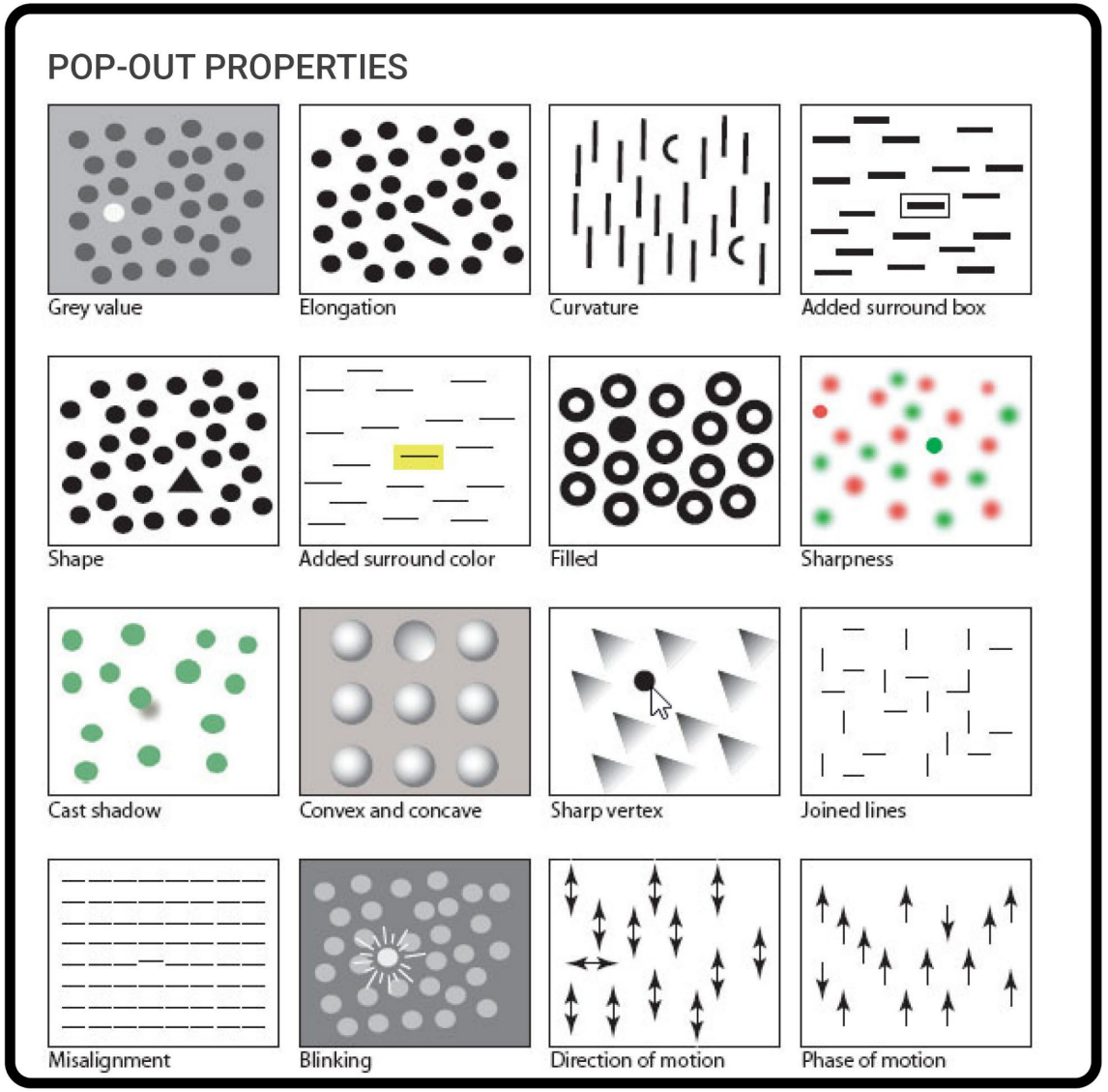


VISUAL ATTENTION AND PATTERN PERCEPTION

"Science of graphic design based on a scientific understanding of visual attention and pattern perception."



THE PROCESS OF SEARCH



VISUAL THINKING FOR DESIGN
COLIN WARE, 2010

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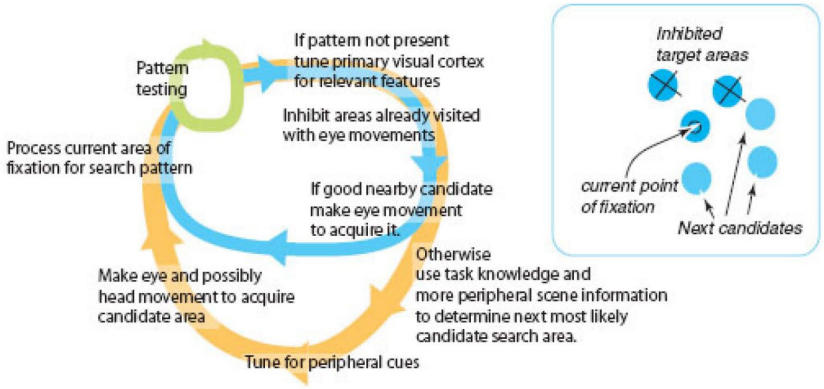

THE PROCESS OF SEARCH

SEMANTICS

Graphical Code	Semantics
Shapes connected by contour.	Related entities, path between entities.
Thickness of connecting contour.	Strength of relationship.
Color and texture of connecting contour.	Type of relationship.
Shapes enclosed by a contour, or a common texture, or a common color.	Contained entities. Related entities.
Nested regions, partitioned regions.	Hierarchical concepts.
Attached shapes.	Parts of a conceptual structure.

VISUAL ATTENTION AND PATTERN PERCEPTION

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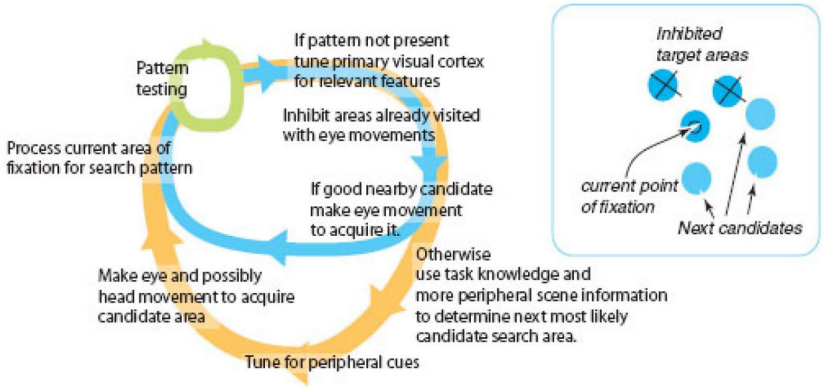
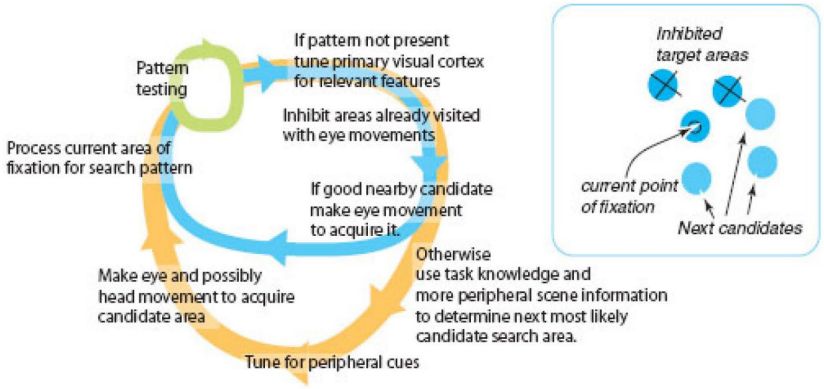


THE PROCESS OF SEARCH

SPATIAL LAYOUT

VISUAL ATTENTION AND PATTERN PERCEPTION

"Science of graphic design based on a scientific understanding of visual attention and pattern perception."



THE PROCESS OF SEARCH

PATTERN DETECTION

VISUAL ATTENTION AND PATTERN PERCEPTION

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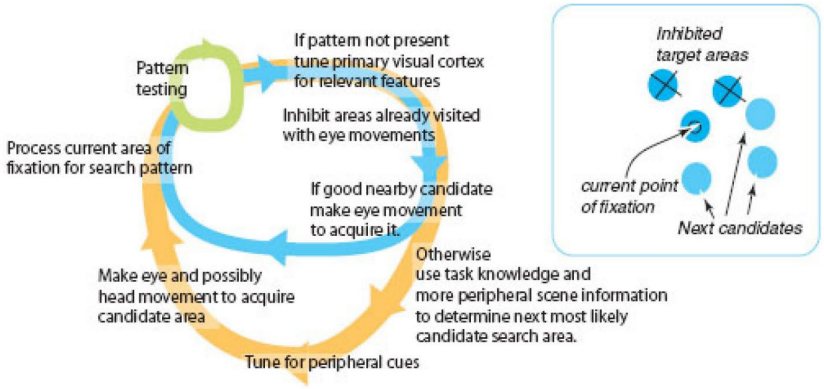
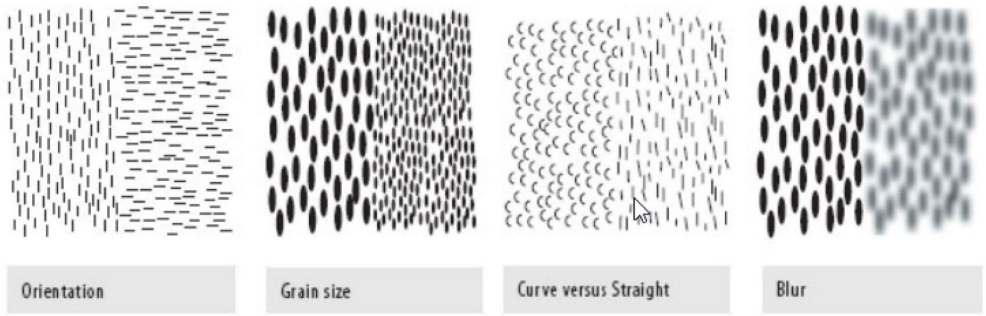


THE PROCESS OF SEARCH

PATTERN DETECTION



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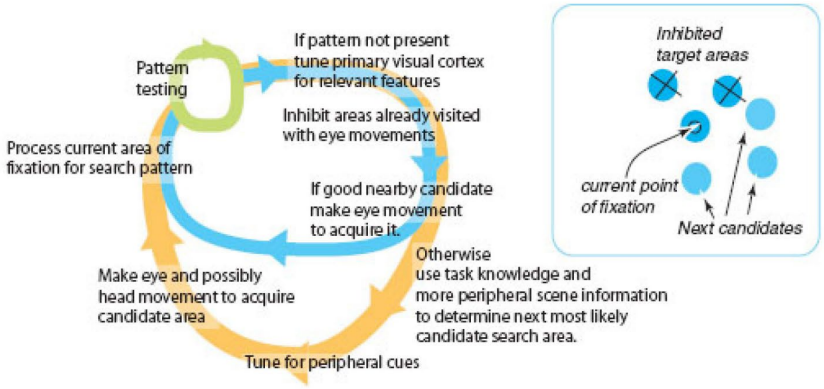
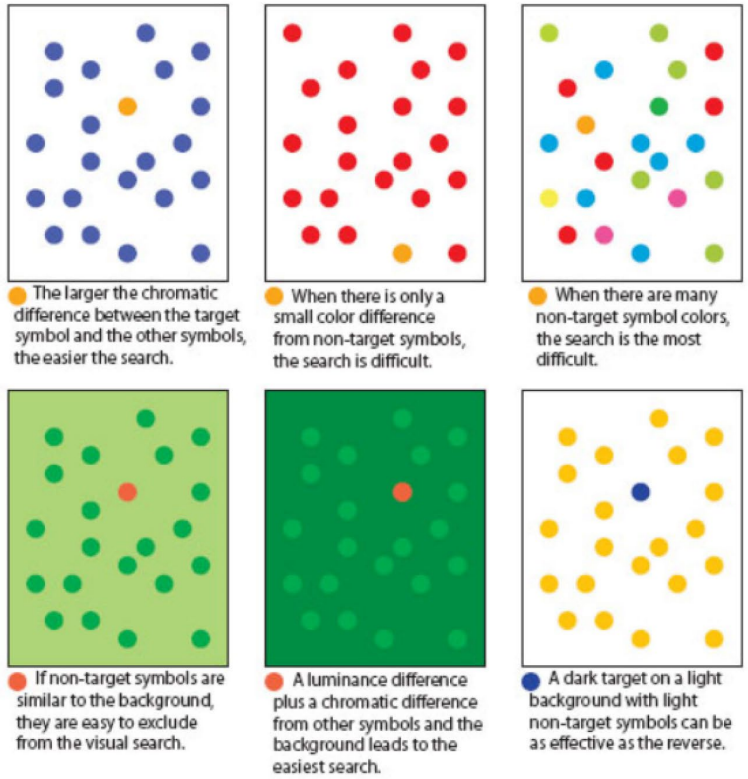
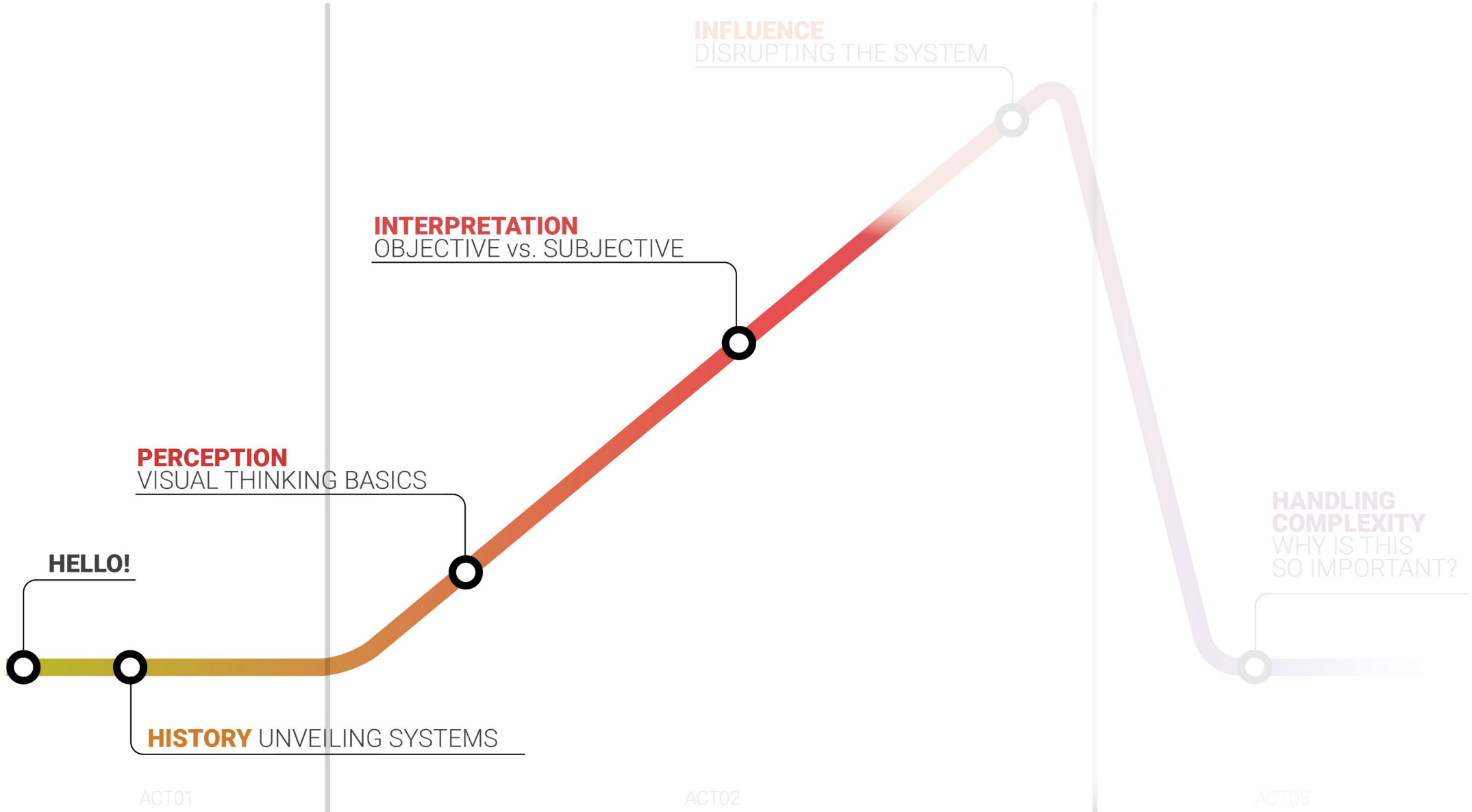


THE PROCESS OF SEARCH

COLOR THEORY



OUR PLOT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TWO WAYS OF SEEING A SYSTEM

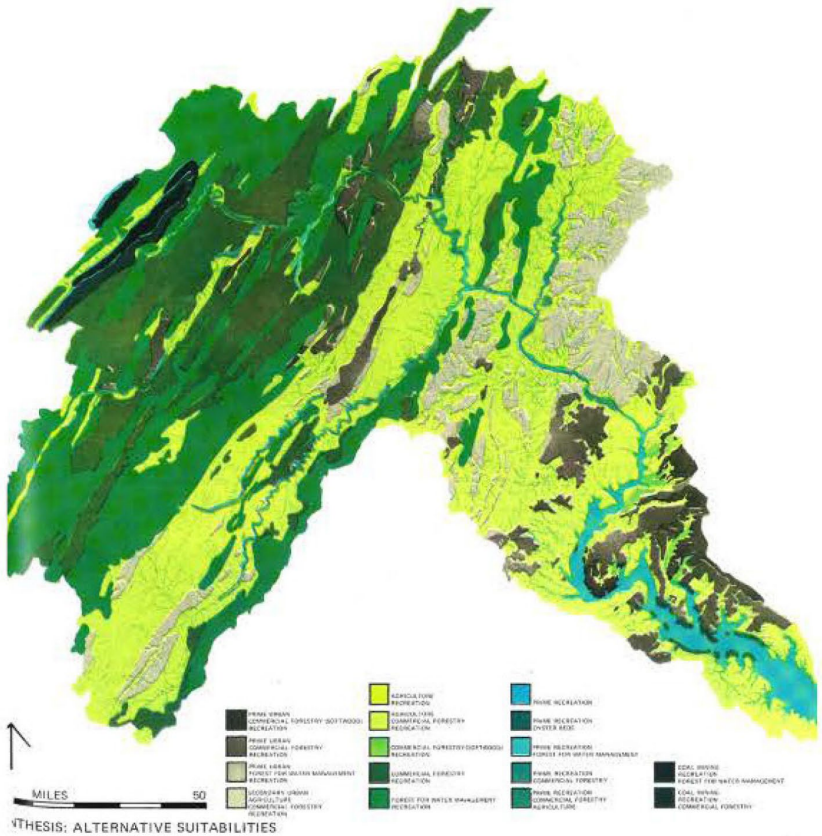
‘STAR GUITAR’- THE CHEMICAL BROTHERS
MICHEL GONDRY, 2001

TWO WAYS OF SEEING A SYSTEM

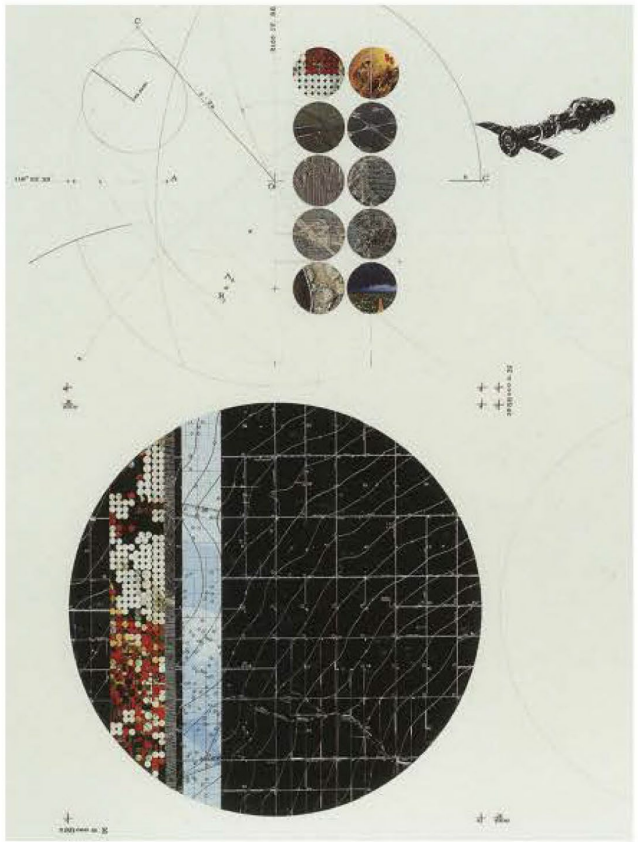
THEY LIVE
OHN CARPENTER, 1988

DICHOTOMY BETWEEN TWO ESTABLISHED MODELS OF URBAN ANALYSIS

“MAKE A MAP, NOT A TRACING”



River Basin
McHarg

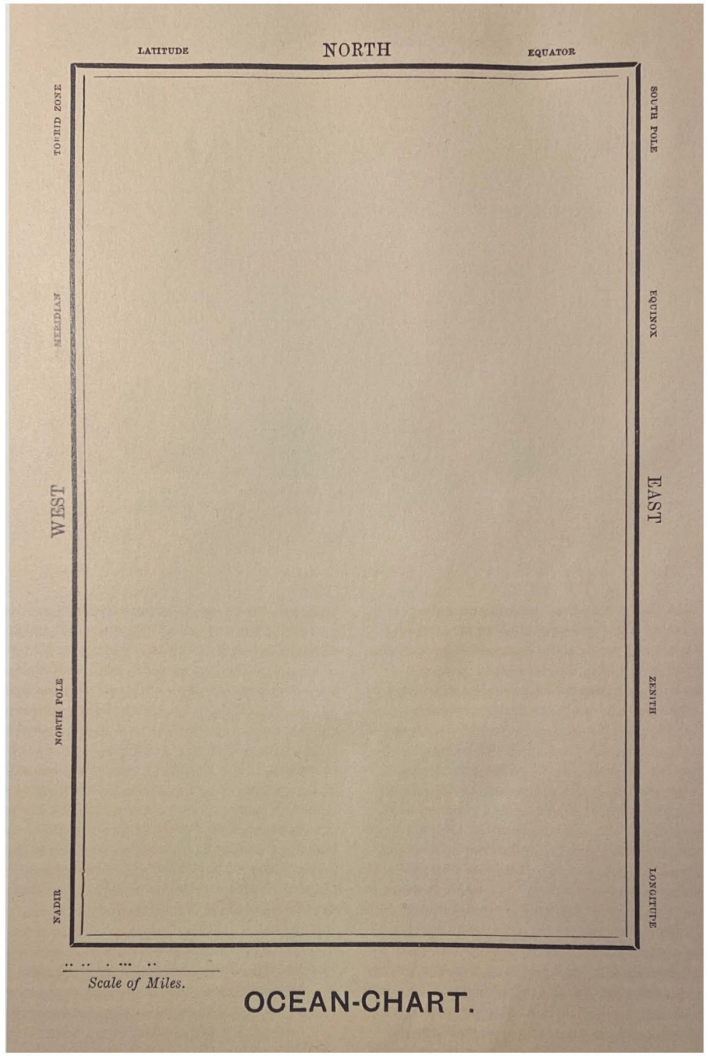


Mapping Agency
James Corner

INTERPRETATION: OBJECTIVE vs. SUBJECTIVE

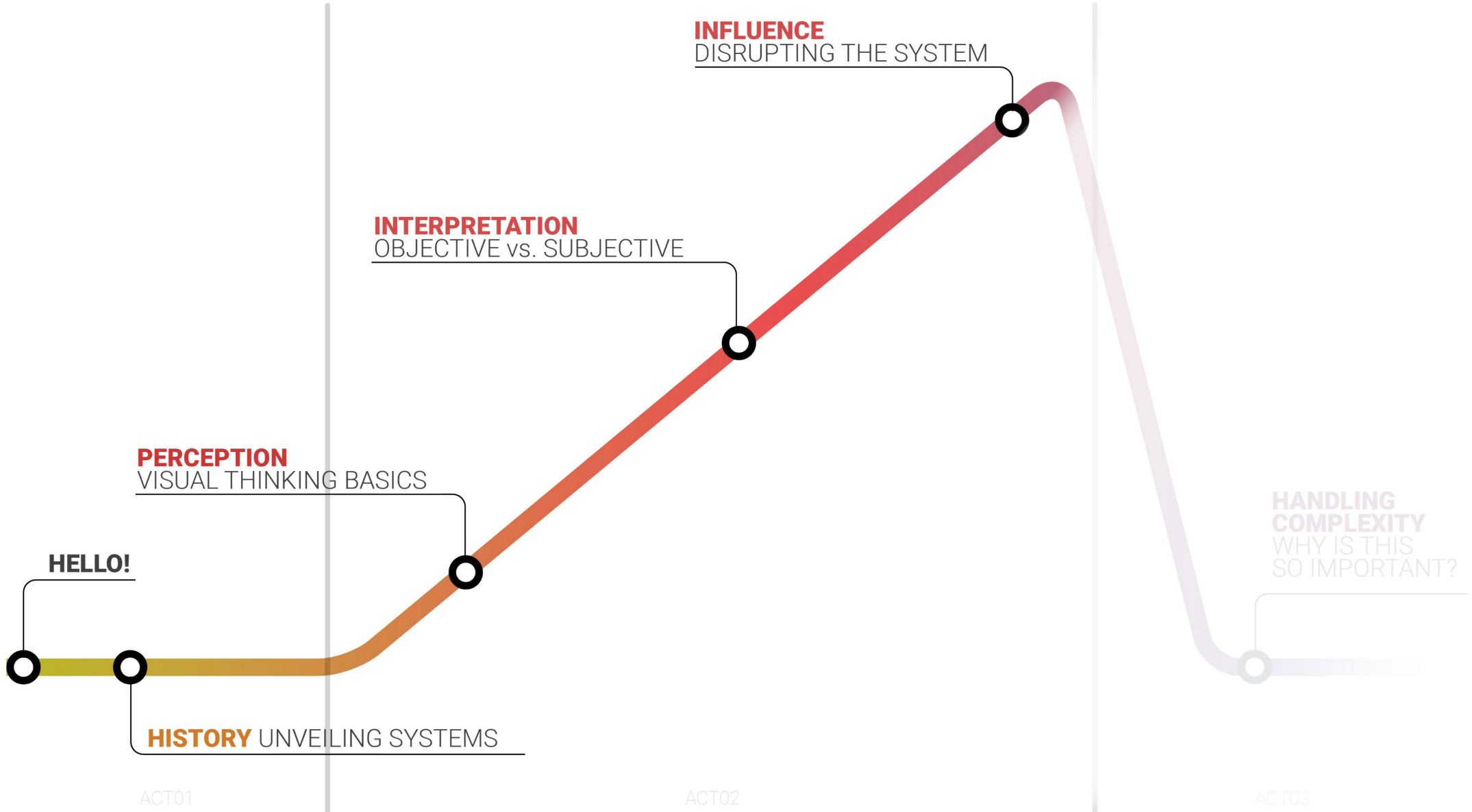
HOW TO REPRESENT THE OCEAN: FOCUSING ON THE CONCEPT

"He had bought a large map representing the sea, without the least vestige of land: And the crew were much pleased when they found it to be a map they could all understand."



'BELLMAN'S MAP'
IN 'THE HUNTING OF THE SNARK'
LEWIS CARROLL. HENRY HOLIDAY, 1876

OUR PLOT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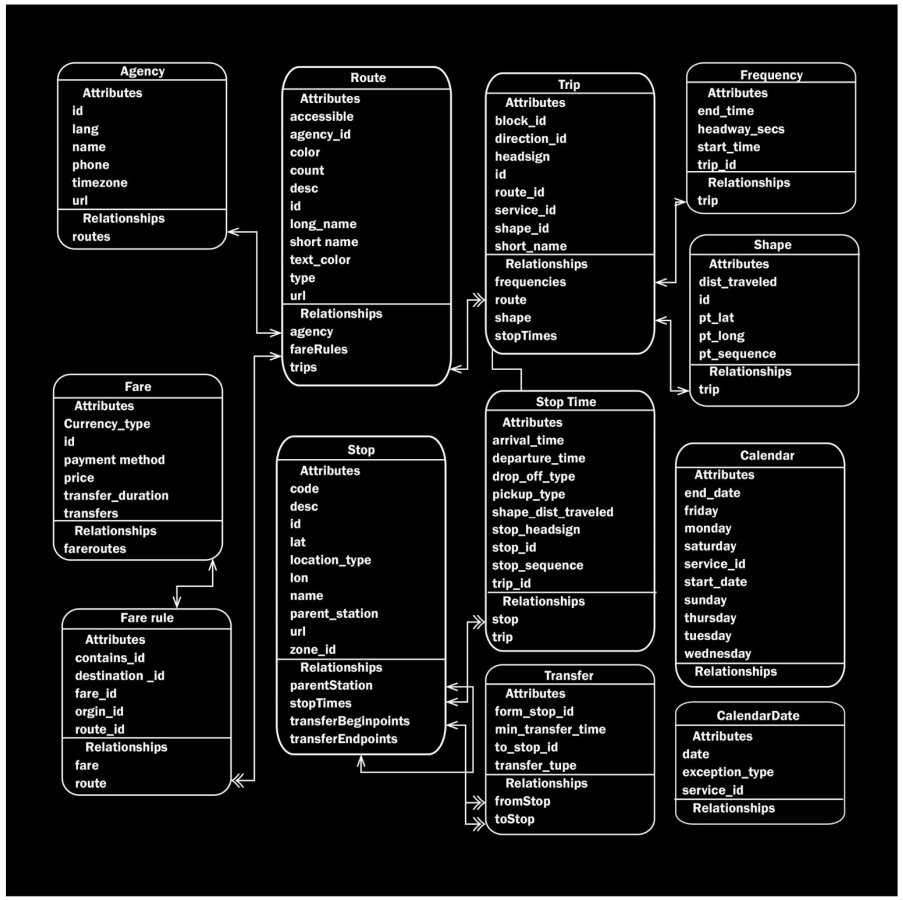
INFLUENCE: DISRUPTING THE SYSTEM

‘MOVING IN NAIROBI’: CREATION OF A TRANSPORT SYSTEM AS FORM OF CIVIC ACTION

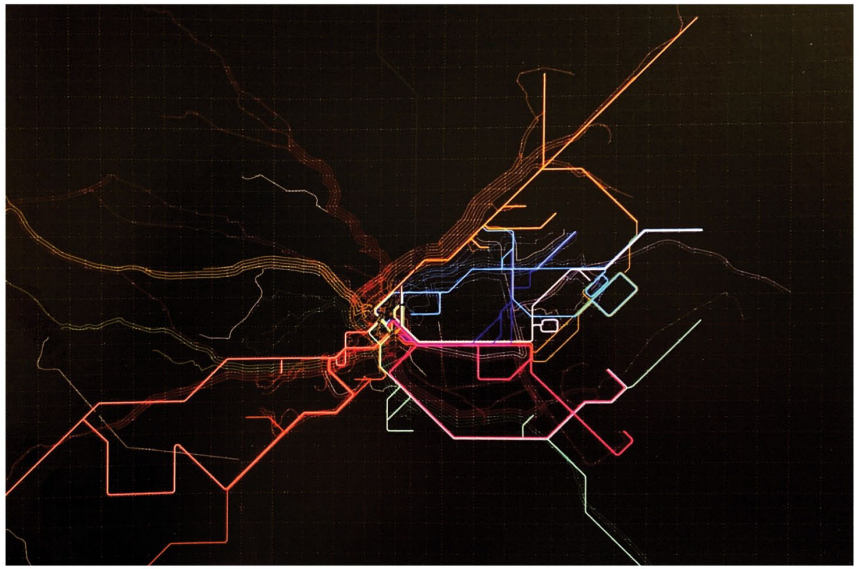


GFTS (General Transit Feed Specification) DATA

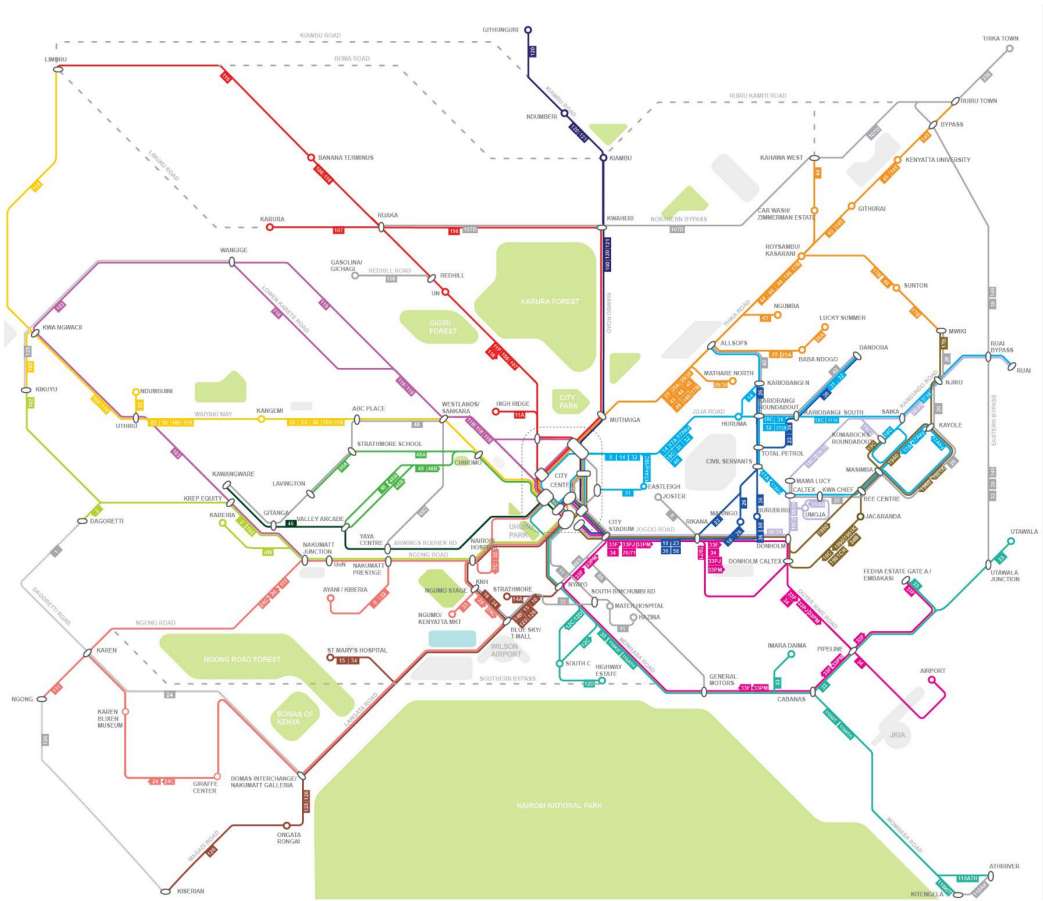
‘DIGITAL MATATU PROJECT’
SARAH WILLIAMS, 2015

INFLUENCE: DISRUPTING THE SYSTEM

‘MOVING IN NAIROBI’: CREATION OF A TRANSPORT SYSTEM AS FORM OF CIVIC ACTION



RAW DATA VISUALIZATION



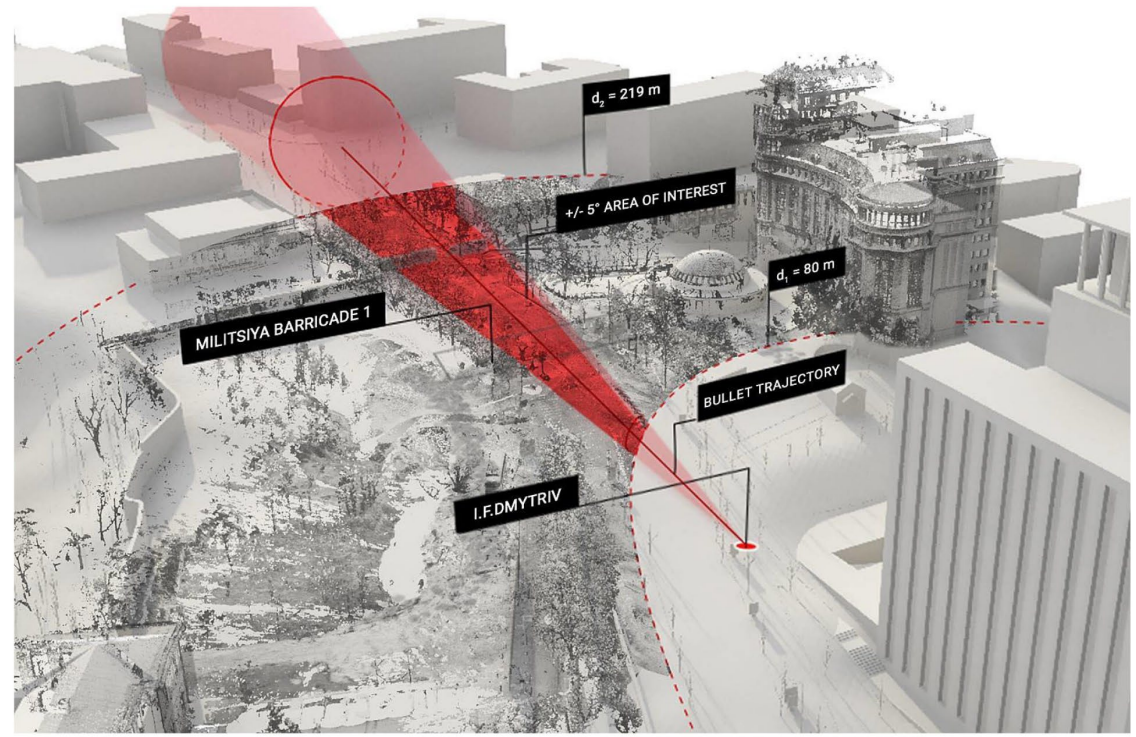
STANDARDIZED TRANSPORT FORMAT

‘DIGITAL MATATU PROJECT’

SARAH WILLIAMS, 2015

INFLUENCE: DISRUPTING THE SYSTEM

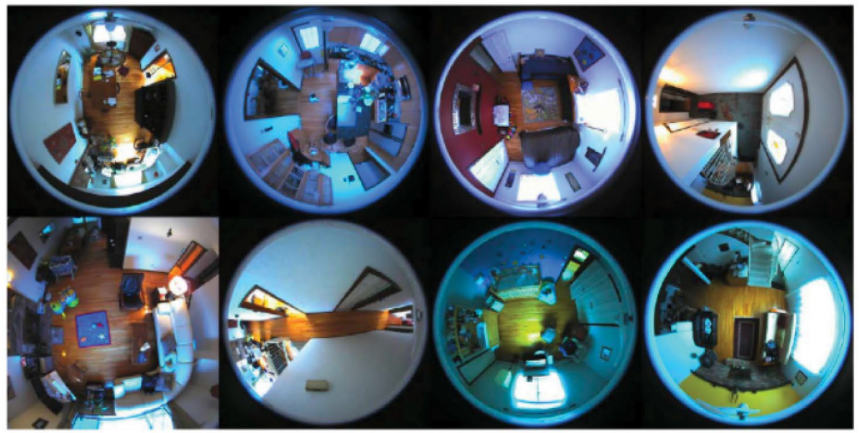
A SYSTEMATIZED WAY OF UNCOVERING THE TRUTH

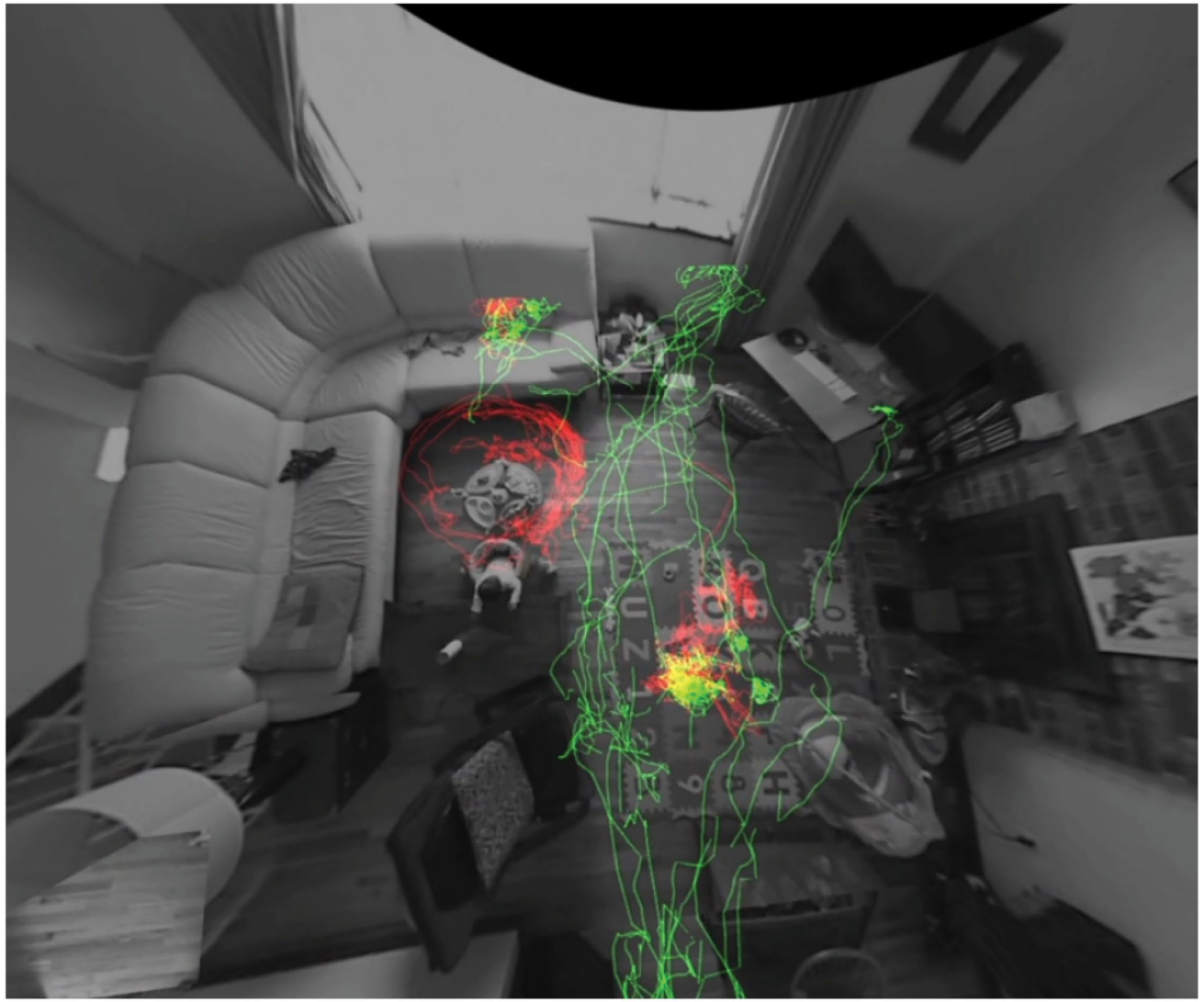


'EUROMAIDAN EVENT RECONSTRUCTION'
SITU RESEARCH, 2015

INFLUENCE: DISRUPTING THE SYSTEM

THE CREATION OF A SYSTEM TO ANALYZE COMPLEXITY

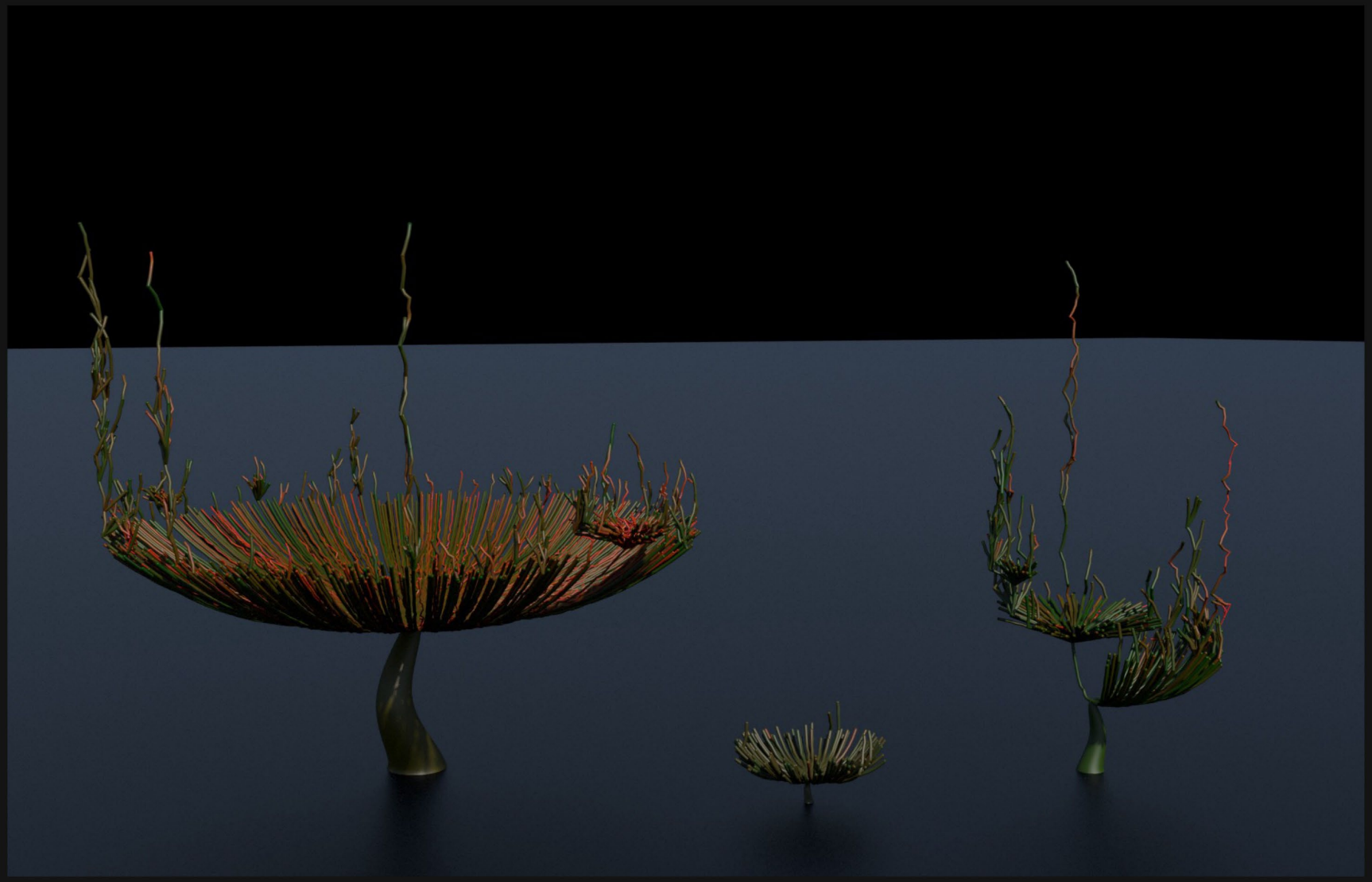




'THE BIRTH OF A WORD'
DEB ROY, 2013

INFLUENCE: DISRUPTING THE SYSTEM

HOW TO REPRESENT CONVERSATIONS

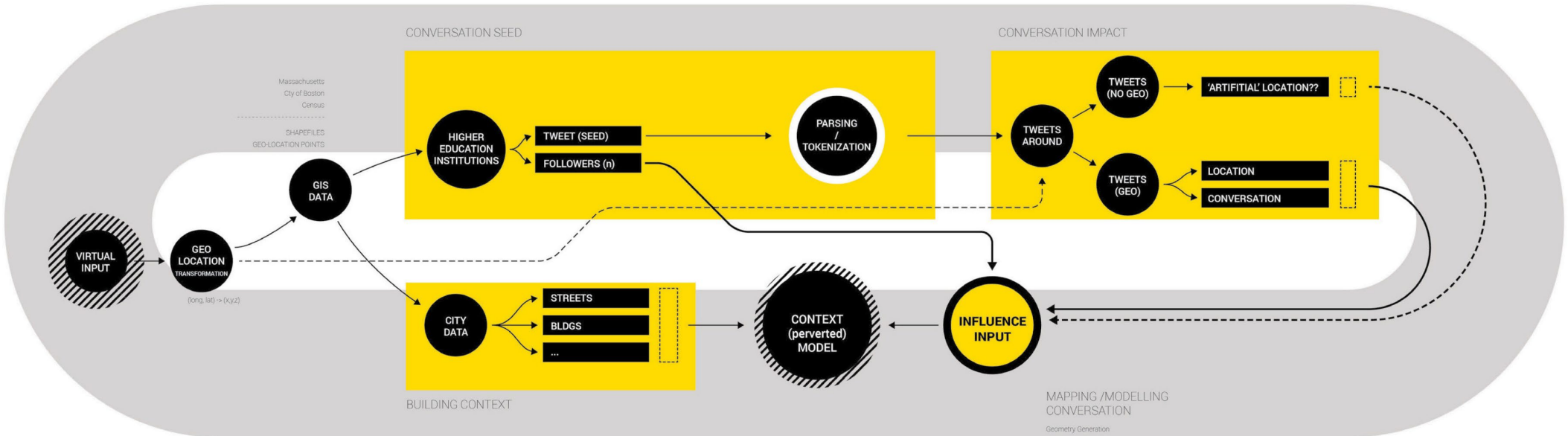


'TOXICITY IN TWEET CONVERSATIONS'

DEB ROY, PETER BESHAI, 2018

INFLUENCE: DISRUPTING THE SYSTEM

“Following the Conversation” Experiment



INFLUENCE: DISRUPTING THE SYSTEM

“Following the Conversation” Experiment

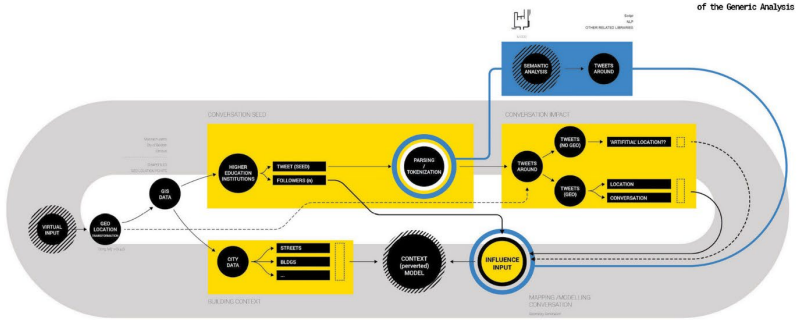
INFLUENCE: DISRUPTING THE SYSTEM

“Following the Conversation” Experiment on Altering the Behavior of a System

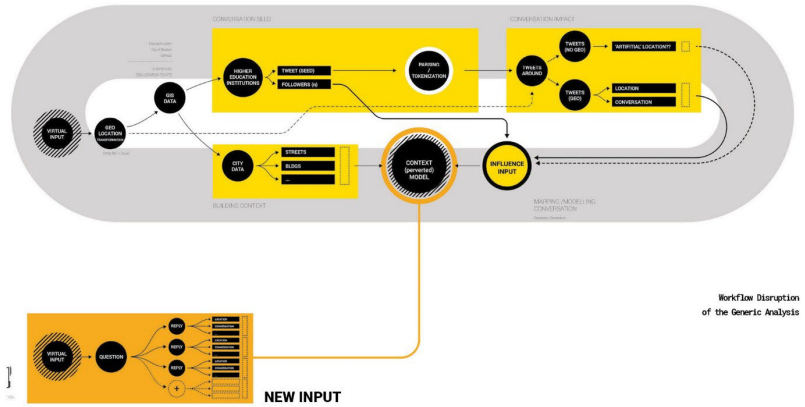
MOOD

NEW ELEMENT: NPR SENTIMENT ANALYSIS

Workflow Disruption
of the Generic Analysis



PARTICIPATION

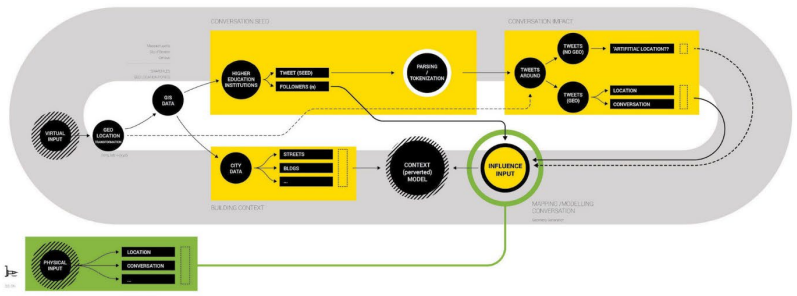


Workflow Disruption
of the Generic Analysis

NEW INPUT

SELF-EXPRESSION

Workflow Disruption
of the Generic Analysis

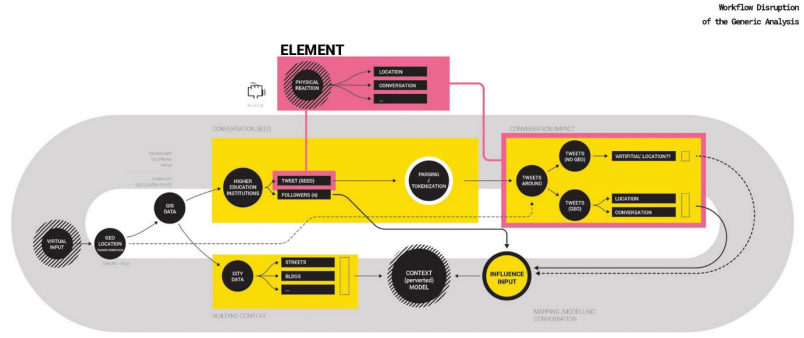


NEW INPUT

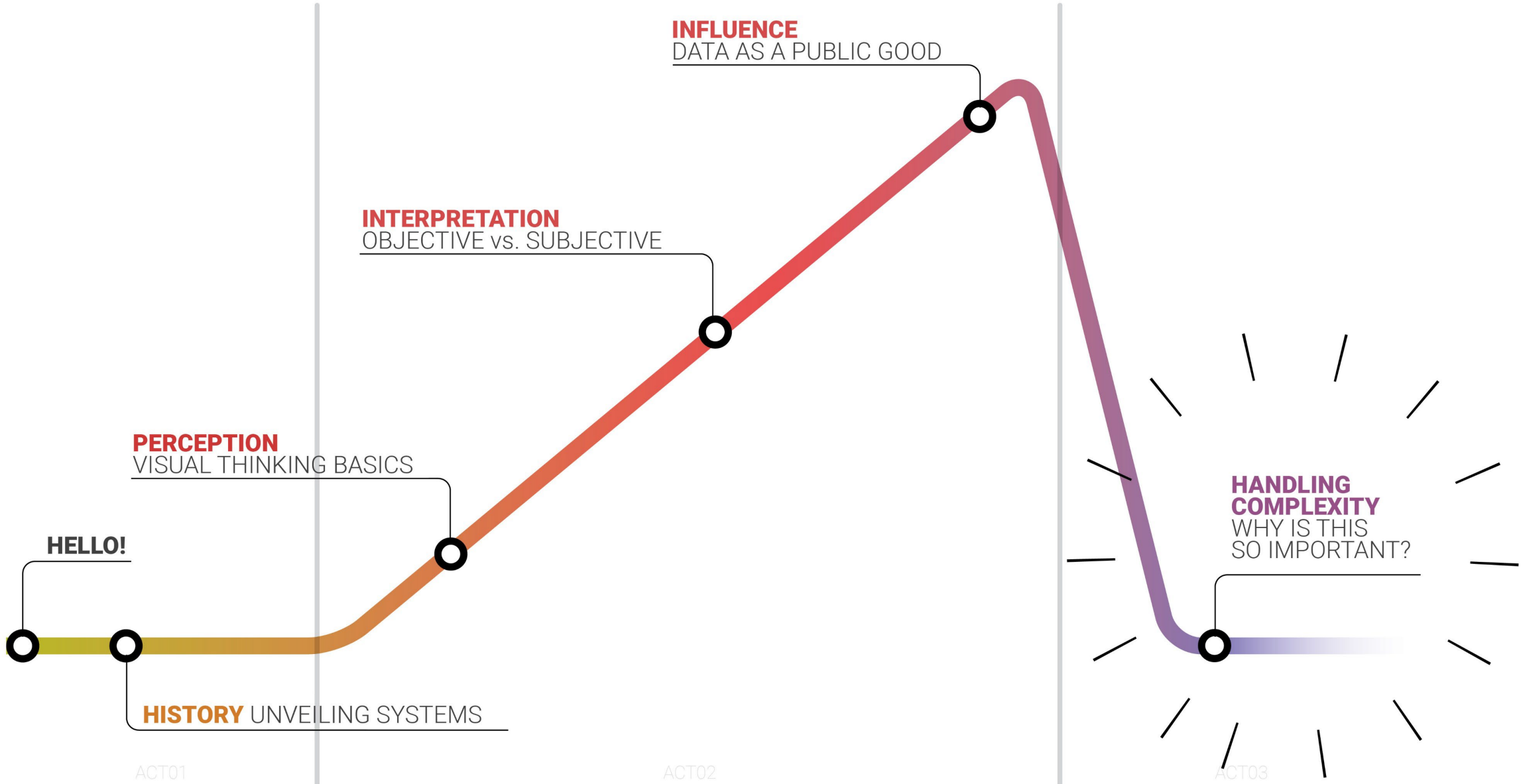
POLITICAL

Workflow Disruption
of the Generic Analysis

ELEMENT



OUR PLOT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DATA AS A PUBLIC GOOD
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HANDLING COMPLEXITY: WHY IS THIS SO IMPORTANT?

FROM A FUNCTIONAL POINT OF VIEW

- IDENTIFY MISTAKES IN COLLECTION PROCESSING
- FIND VIOLATIONS OF STATISTICAL ASSUMPTIONS
- OBSERVE PATTERNS IN THE DATA
- TO MAKE HYPOTHESIS