

Basic Location Finding for “Underground” Art Gallery

Reasoning

- ▶ Art Market in NYC values future profitability over anything else
- ▶ Establishes large barrier to entry for ‘undiscovered artists’
- ▶ Also prohibits those who want to buy art from finding affordable art
- ▶ Build gallery for people who want to see reasonably prices art from less famous artists.
- ▶ Location desires
 - ▶ Area with high foot traffic due to other attractions
 - ▶ Away from art gallery, since the two types of crowds probably don’t mix

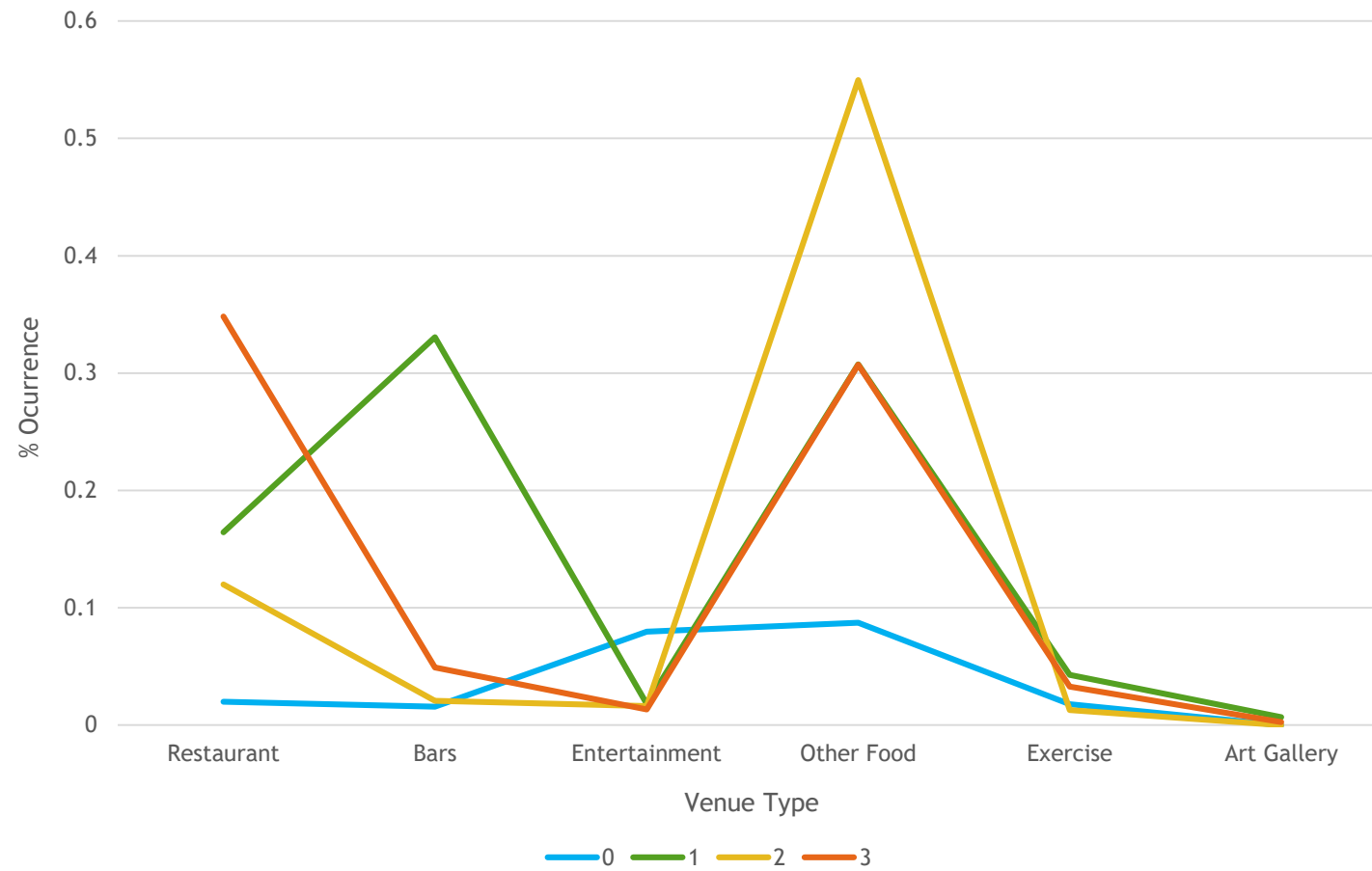
Data

- ▶ Data used is principally from FourSquare
- ▶ Geodata from cocl.us
- ▶ Data of focus is limited to smaller groups of establishment types
 - ▶ Restaurants (i.e. those specifically described as such)
 - ▶ Bars
 - ▶ Other Food - includes groceries, some restaurants (which are not identified as such, instead being “hot dog stand”), food trucks, bodegas
 - ▶ Exercise - gyms, sports complexes (for people to use, does not include stadiums for watching sports)
 - ▶ Entertainment - any kind of arcade, bowling alley, dance club, etc.

Methods

- ▶ After intake, venue type is hot-one coded
- ▶ The occurrence within each meta-group is summed
- ▶ Then the frequency is taken
- ▶ These are the data on which a k-means testing is performed

Results

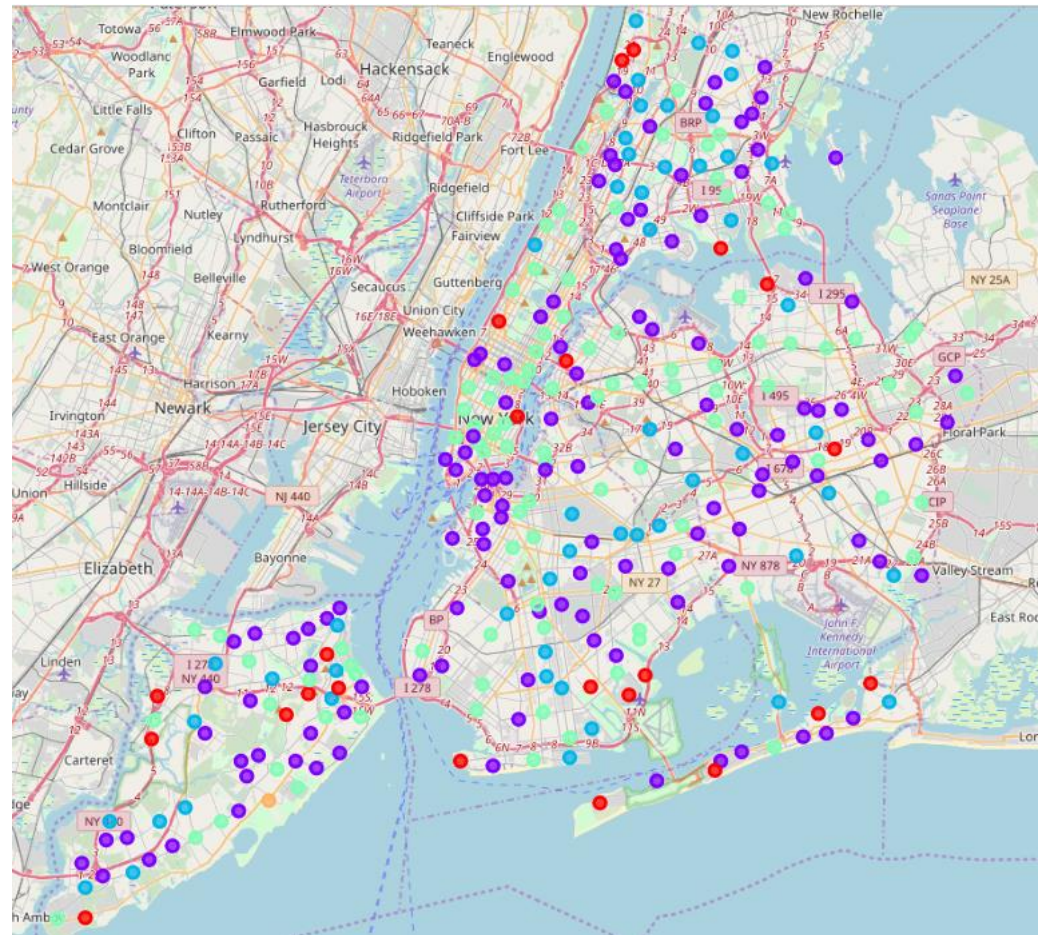


Results

- ▶ Cluster 4 is omitted - it had one Bar and no other venues. Only one Neighborhood belonged to.
- ▶ Cluster 0 is typified by few venues of any type - mostly “Other Food” and “Entertainment”
- ▶ Cluster 1 is distinguished from other clusters by it’s high number of Bars, though it has similar Other Food to Cluster 3
- ▶ Cluster 2 lacks other venues except for “other food”
- ▶ Cluster 3 Has greater Restaurants than Cluster 1, but fewer bars, and similar Other Food.

Results

Red=0
Purple=1
Blue =2
Green/Aqua = 3
Yellow =4



Discussion

- ▶ Cluster 1 and 3 are most likely to be good areas for the proposed art clinic.
- ▶ Both have social reasons attracting people nearby (Bars, Restaurants, plus Other Food which includes some other kinds of food-service locations).
- ▶ However, only Cluster 1 and 3 have art galleries (with cluster 1 having nearly triple the mean occurrence of galleries (.007 and .003 respectively))
- ▶ There is only slight geographic bias. There is a concentration of clusters 1 and 3 in South Manhattan/Brooklyn nearest Manhattan. Cluster 1 is slightly concentrated in the Bronx, Southern Brooklyn and Queens, and Staten Island.
- ▶ Ultimately, while looking at Cluster 1 and 3 to balance supportive attractions and competitive attractions (i.e. galleries) maybe helpful, it is far from conclusive. Ground-level reconnaissance, other considerations (i.e. travel time from home, real estate pricing), and personal preference will still bear the brunt of the decision.

Conclusion

- ▶ The lack of geographic bias was somewhat surprising to me. I expected greater clusters in Manhattan and Northern Brooklyn.
- ▶ The relative uselessness of the clustering is not: it was a screening operation. There is no reason to consider Oakwood on Staten Island (the lone candidate for Cluster 4).
- ▶ However, there are many options beyond the standard financial district/Bushwick/Greenpoint dichotomy. Looking out into the rest of the city may provide opportunities.