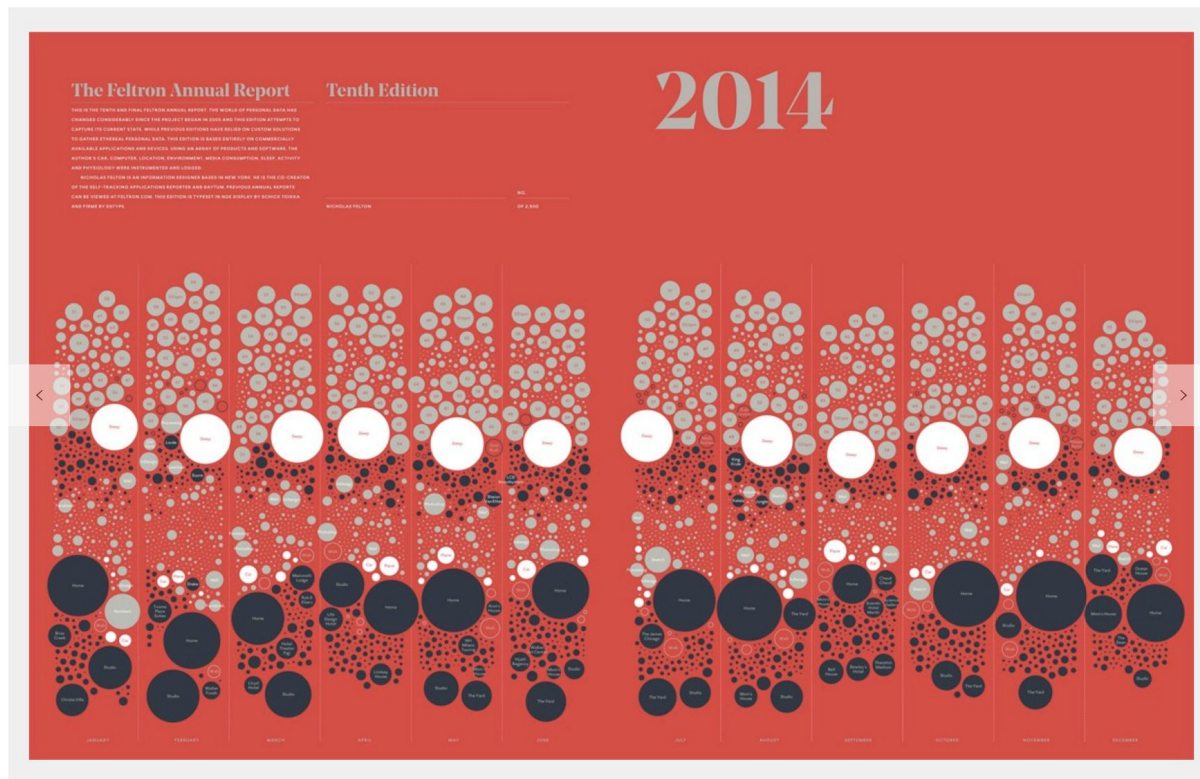If you could track one piece of <mark>data</mark> throughout your life, what would it be?

MARGARET RHODES DESIGN 10.19.15 08:00 AM

THIS GUY OBSESSIVELY RECORDED HIS PRIVATE DATA FOR 10 YEARS

The Feltron Annual Report — Tenth Edition — 2014

Nicholas Felton

designer, entrepreneur, and artist

Biography

Nicholas Felton is a designer, entrepreneur and artist whose work focuses on <mark>translating quotidian data</mark> into <mark>meaningful objects and experiences</mark>.

"If projects don't fit that description, I'm not interested in them." – eyeo 2017, art vs. product

Graphic designer by trade, art (artist), entrepreneur (product)

Personal Annual Reports (2005–2014)
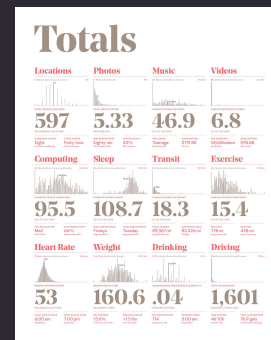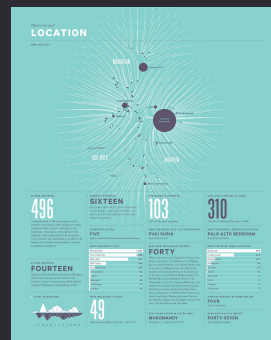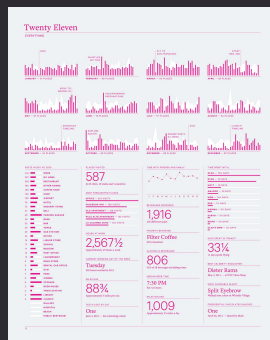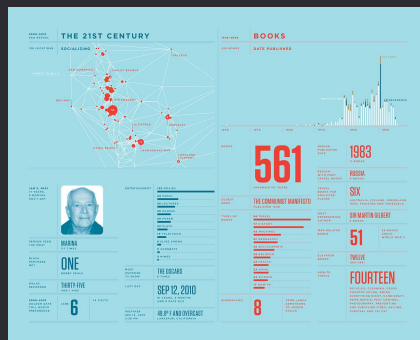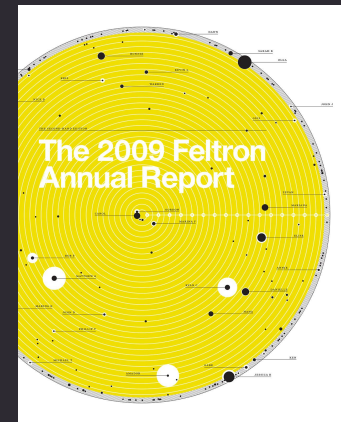
"I think 10 is a great number to stop on. If I go to 11 it feels like I'm committing to 20."

Tools

==Processing== to generate charts + ==Adobe Suite== to layout

Moves app, Instagram, camera roll, Ski tracks for skiing, Netflix, Rescue Time, iTunes, Basis (heart rate), Withings Scale (weight), Lapka monitor (blood alcohol), Automatic tracker (driving behavior), FitBit, Nike FuelBand
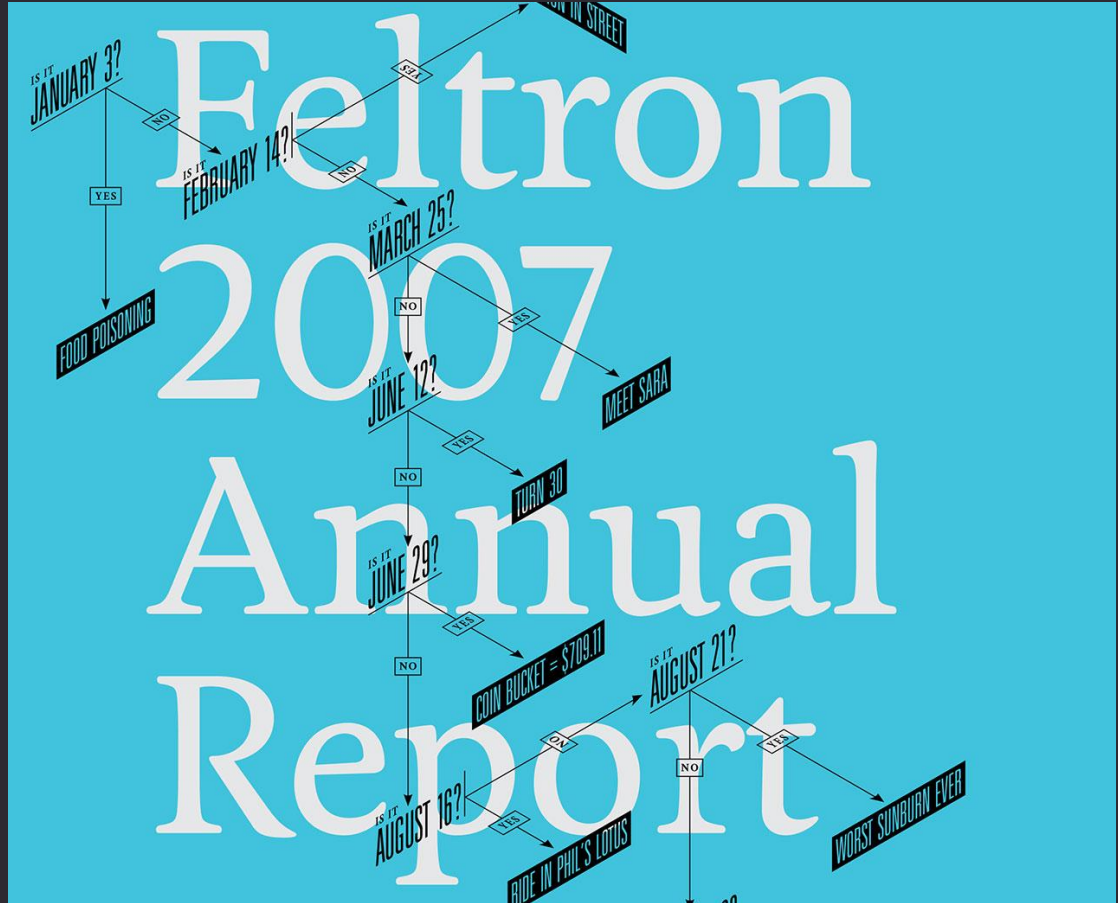
"Certainly, recording conversations was the most onerous. It was the only one where I've found myself doing the mental math about how much longer I have to do this. It was definitely worth it, because it was such a novel and interesting data set to collect, but I definitely wondered at times if I could keep it up for another year."

— This Guy Obsessively Recorded His Private Date for 10 Years, Wired (2015)

Facebook Timeline

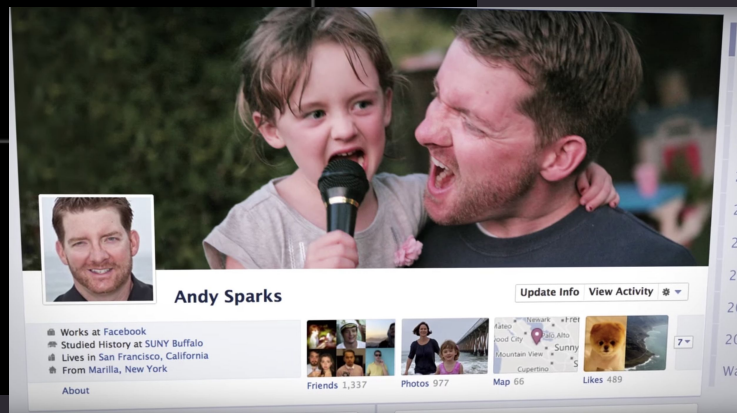Between You and Mark Zuckerberg

Mark Zuckerberg January 6 at 8:39pm Report

Hey Nicholas,

I know you're building a startup in NY, but I'd love to meet you and see if there's a way for us to work together. Let me know if you're ever out in Palo Alto.

Reply:

Attach:

Andy Sparks

Update Info   View Activity

- Works at Facebook
- Studied History at SUNY Buffalo
- Lives in San Francisco, California
- From Marilla, New York

About

Friends 1,337   Photos 977   Map 66   Likes 489

"His work was a ==huge inspiration== on a lot of the big ideas that we presented today," Facebook VP of product Christopher Cox said yesterday.

Timeline is the same basic conceit, except the data at hand has become pictures, musical tastes, movies, and whatnot.

— How Infographics Guru Nicholas Felton Inspired Facebook's Timeline, <u>Fast Company</u> (2011)

What do you think resonated with Felton's design style? Its ==simplicity== and ==clarify==? Why did it work well for designing Facebook's timeline?

Daytum > Reporter App

"I wanted to understand the ==bleeding edge of reporting== and ==quantifying myself==," Mr. Felton said.

— An Annual Report on One Man's Life, <u>The New York Times</u> (2010)