

Giorgia Lupi

"I do see a place where, ultimately, instead of using data to become more efficient, we will all use data to become more humane"



DATA HUMANISM

~~SMALL~~ big data

data bandwidth ~~quality~~

~~imperfect~~ infallible data

~~subjective~~ impartial data

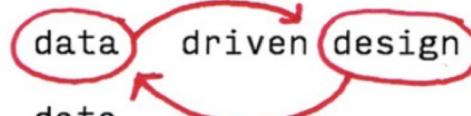
~~inspiring~~ descriptive data

~~SERENDIPITOUS~~ predictive data

data conventions ~~possibilities~~

data to simplify complexity ~~/ depict~~

data processing ~~drawing~~



~~spend~~ save time with

data is numbers ~~people~~

data will make us more efficient ~~human~~.

Accurat

Founder

Accurat, founded by Lupi in 2011 - is a data-driven design firm with offices in Milan and New York. She's the creative director.

PhD

Politecnico di Milano

She has a Master's in Architecture and a PhD in design.

MoMa

Dear Data

Her work was acquired by the MoMa and is part of the permanent collection.

MIT

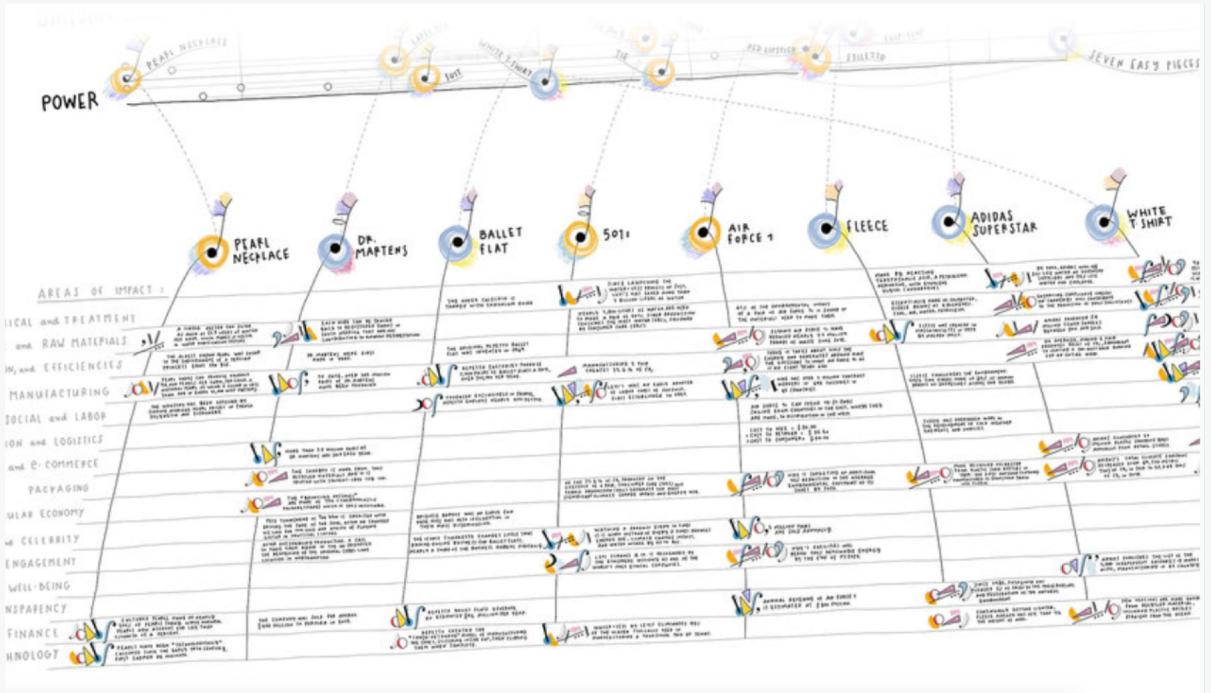
MIT Media Lab

Director's Fellow



Items: Is Fashion Modern?

Museum of Modern Art

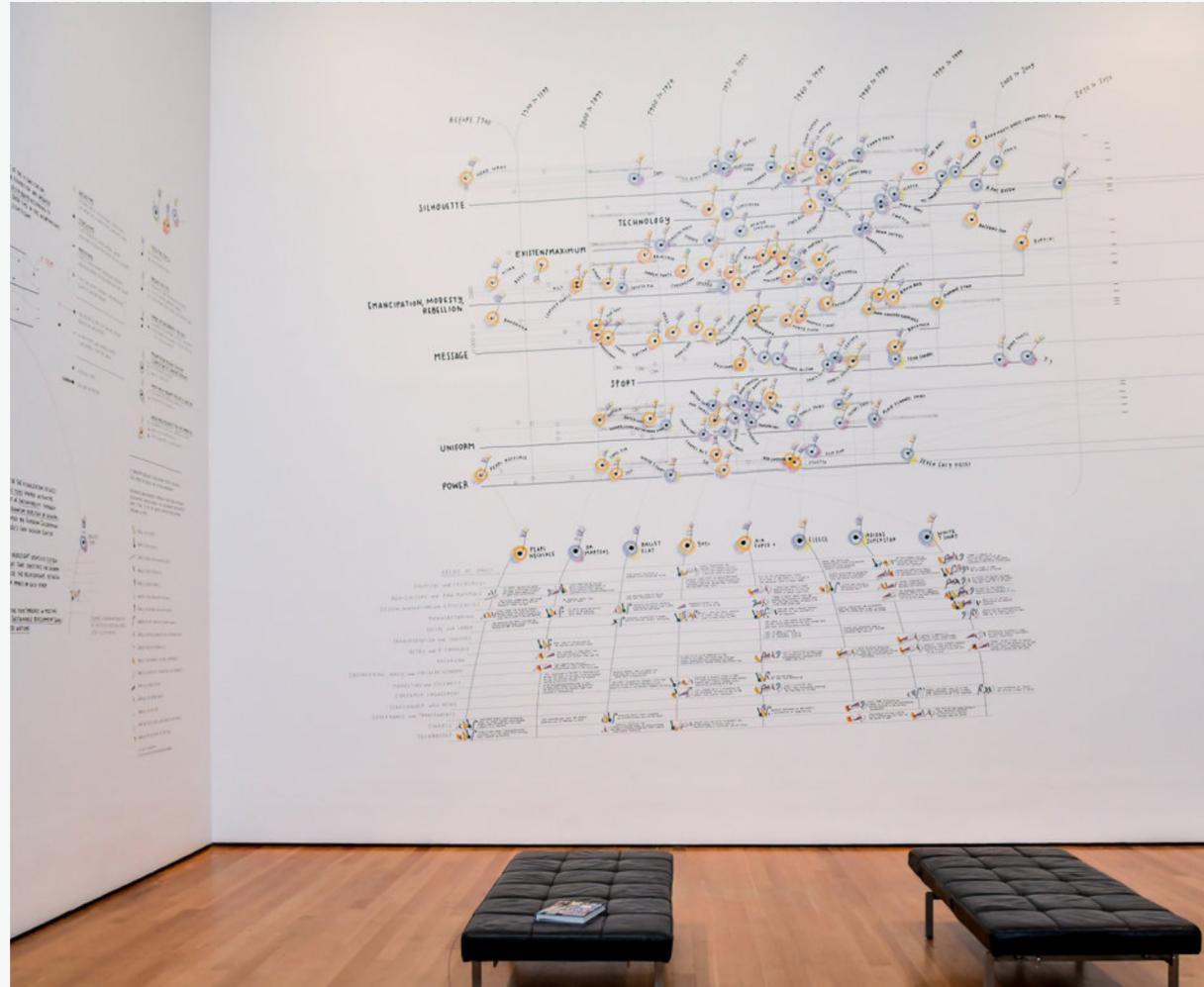


What the viz displays

This viz envisions the prominent role fashion plays as a connecting tissue between people and cultures

Represents 111 items

This exhibit explored the present, past and future of the items of clothing & accessories that have had a strong impact on the world

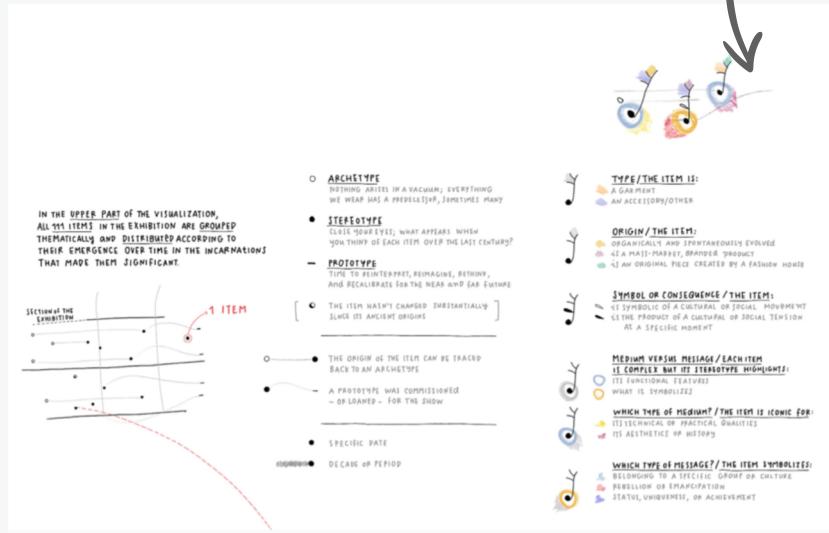


Displayed from Oct to Jan 2018

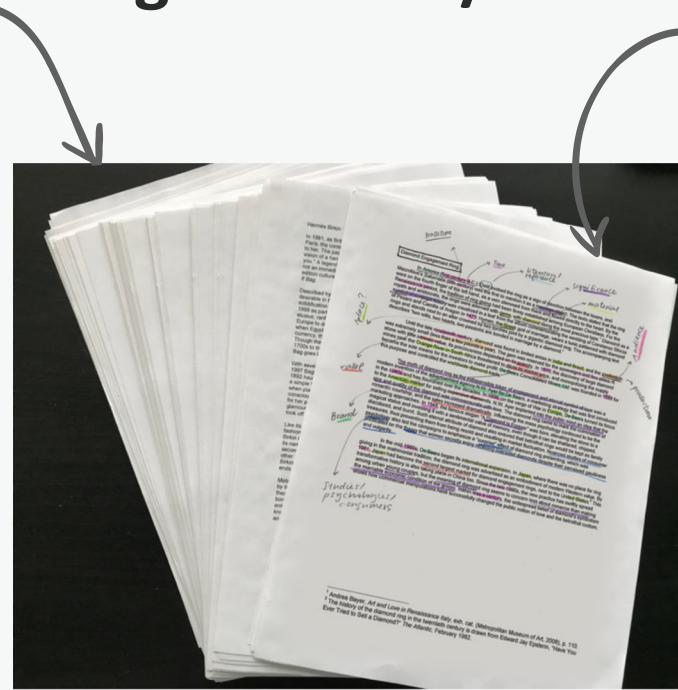
Displayed at the end of the exhibit

Items: Is Fashion Modern?

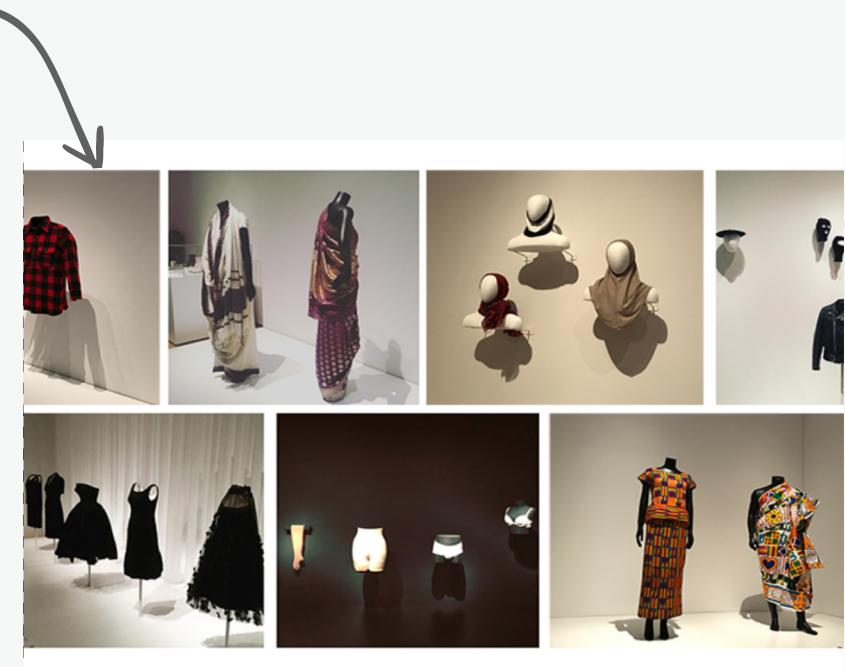
Design Process/Details



Legend of Viz



Preliminary research on 111 items



Items found in the exhibit

Data Wall Experience

Starbucks Reserve



Starbucks Experience in AR

Accurat designed the centerpiece wall of the store to commemorate first store in Milan

Digital Layer

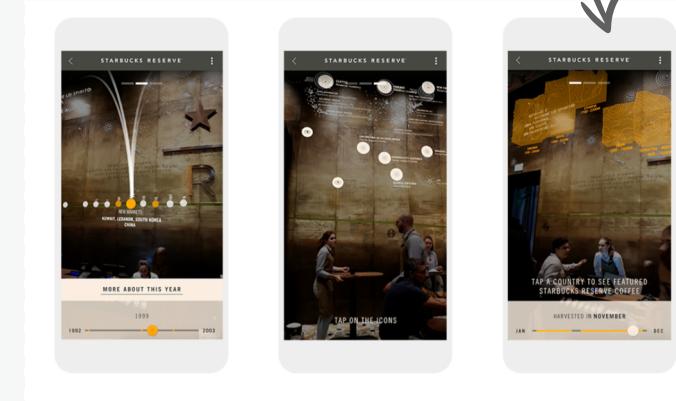
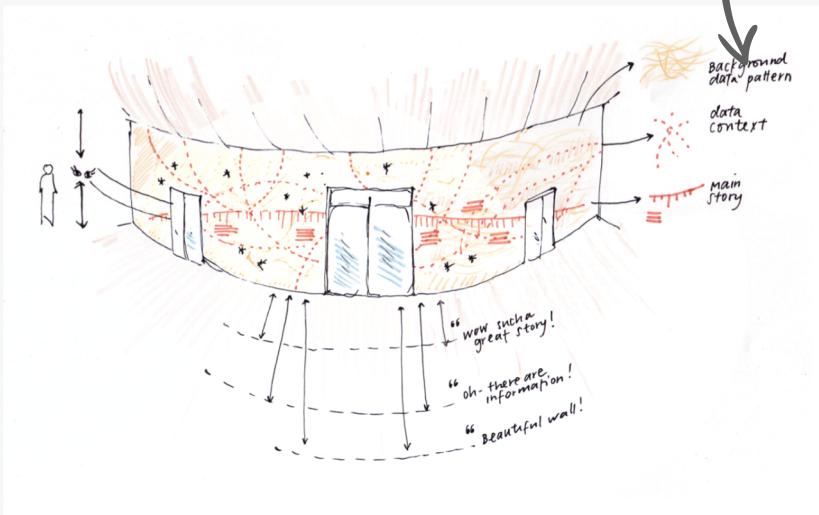
Users can access more info from engraved brass wall on AR app.

Homage to Coffee Culture

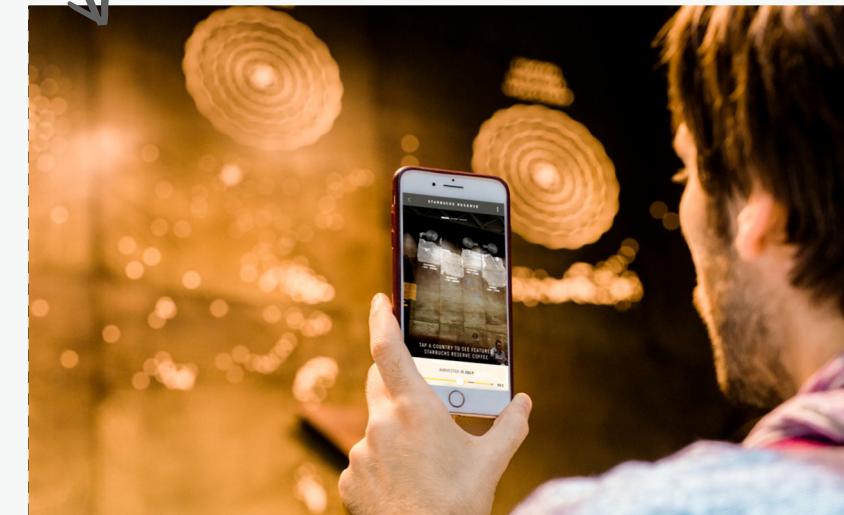
Designed as an homage to the Italian espresso culture that inspired Howard Schultz 35 years ago.

Data Wall Experience

Design Process/Details



Giorgia's sketch of initial design



AR app accompanying wall

User accessing more information about Starbucks from AR app.

Bruises: The Data We Don't See

Collaboration with Kaki



Collaboration between Kaki and Giorgia

Visualizing Kaki's daughter's autoimmune disorder through daily observations.

Musical Score Accompanies Viz

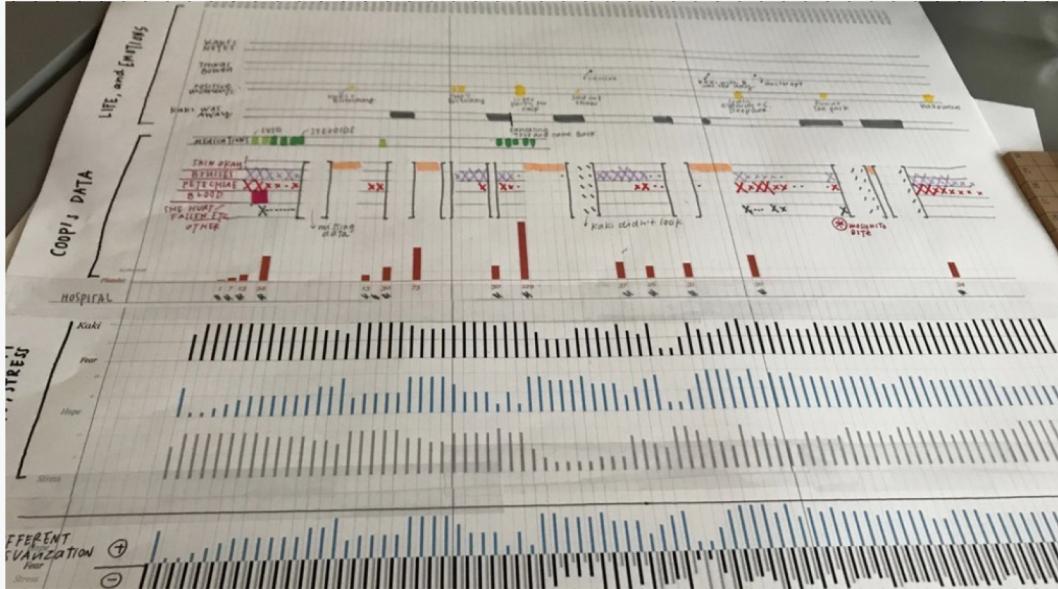
Kaki wrote a song that accompanies the viz.

Visual Process

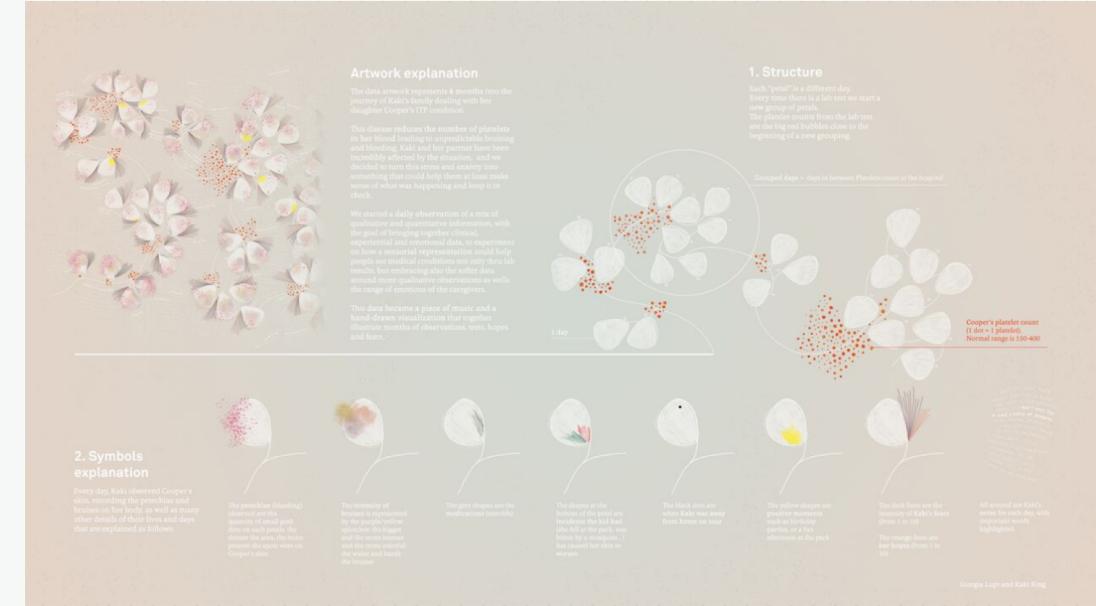
Innovative way to visualize nuances of having a chronic illness.

Bruises: The Data We Don't See ([link](#))

Design Process/Details



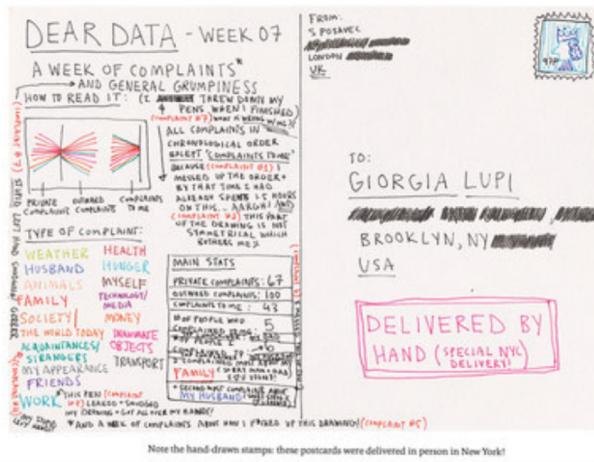
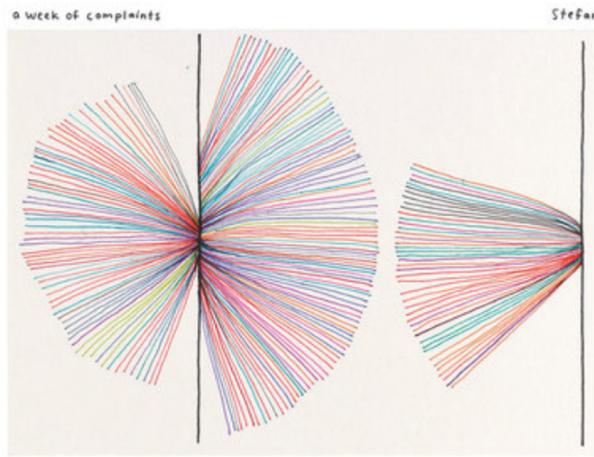
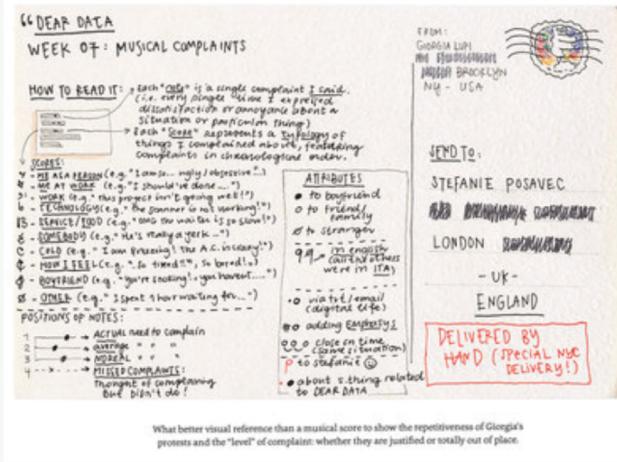
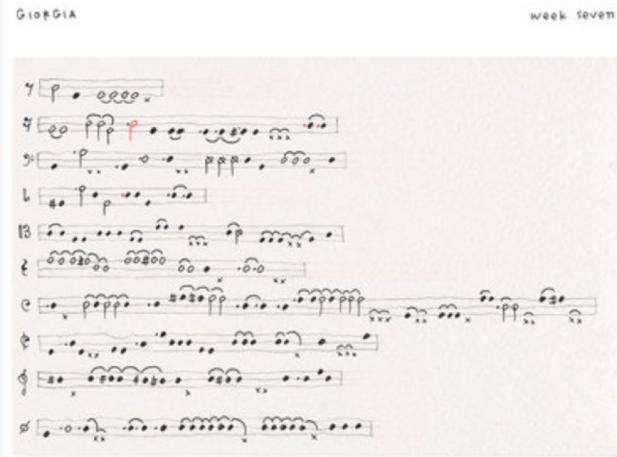
Giorgia and Kaki's daily observation of Cooper's condition.



Legend

Dear Data

Museum of Modern Art



Year Long Data Project

Giorgia and Stefanie sent each other 52 hand drawn data postcards between New York and London

Slow Data Transmission

Analog data transmission – using the mailbox as the transmitter – receiving data slowly vs asap.

Visualizing the Mundane

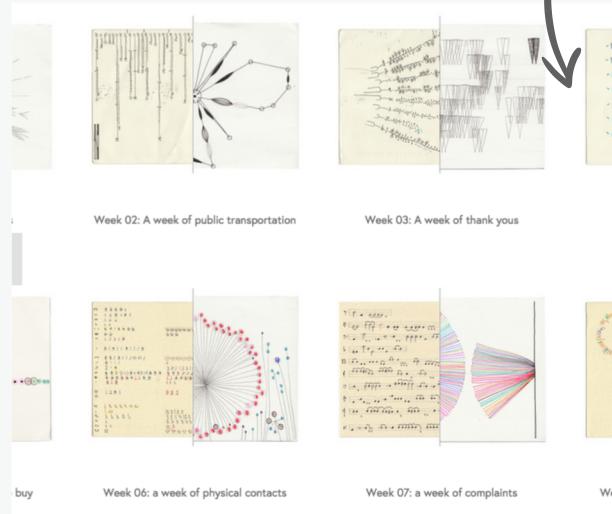
Visualizing the mundane helped each other discover key insights about the other person. Visualizing imperfection.

Dear Data ([link](#))

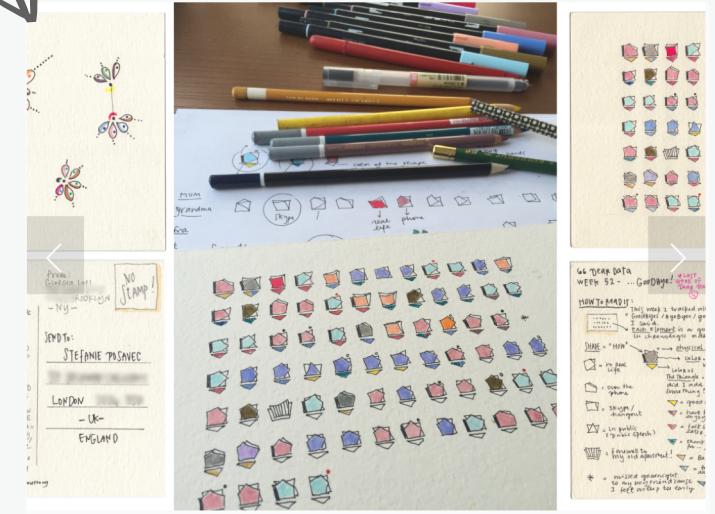
Design Process/Details



Slow Data Transmission



A look at the themes for different weeks



Example of design process that went into creating
a postcard

Giorgia Lupi's Design Process/Output: Pros & Cons

Pros

- Applying empathy & humanism to data
- Creative and relatable approach to data visualization
- Open design process (initial sketches)
- Driving personal insights that we may not be aware of
- Uses colours skillfully
- Using a medium other than a digitally made rendition

Cons

- Difficult to apply insights to large population (can't make generalizations)
- Her visualizations may present accessibility issues (colours are not always accessible, intricate designs)
- Legends are very detailed and take a lot of time to interpret

Dear Diary Activity

#22 WHAT I EAT

Use your phone's camera to take a photo of everything you eat or drink for one week (including water).

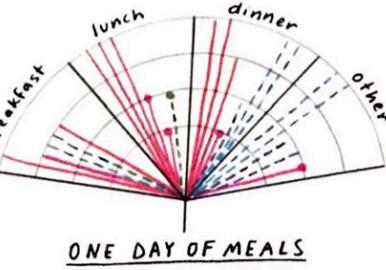


Refer to these photos at the end of the week (or end of each day) when drawing, according to the rules below.

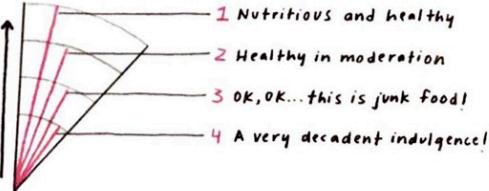


1. LINES = each item of food and drink

Lines are drawn in the time period when they were eaten



2. Line LENGTH = represents how nutritious the food is (Be honest!)



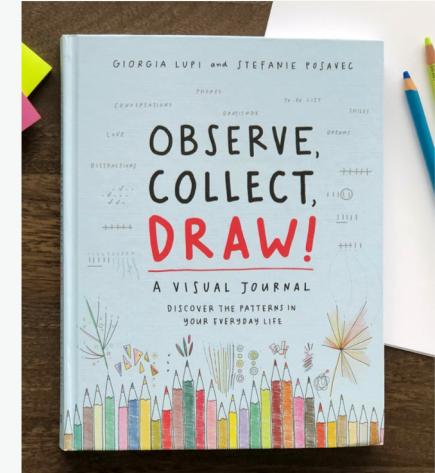
3. Line COLOR and TEXTURE = the type of food consumed



4. DOT at the end of the line = highly processed food with a long list of ingredients



Data collected from _____ to _____



Discussion

- What was the process of drawing personal data like for you?
- What are your responses to Data Humanism?
- How can you apply her visualizations to concepts we've learned in class?
- Does drawing data visualizations hinder or add another dimension to the data visualization field?

Sources

- www.giorgialupi.com
- www.accurat.it
- www.moma.org

THE END