



fractaL

[A TOOL FOR DIGITAL LITERACY AND ECOLOGICAL THOUGHT]

Art

Ecology

Technology

[Fernando Daguanno | Saulo Jacques | Fabian Sguiglia]

[CURRENT CONTEXT]

{ FACT }

- ANTHROPOCENE
- MASSIVE DATA
- TECHNOLOGY RISE

{ PROBLEMATICS }

- ENVIRONMENTAL CRISIS
- NOISE & CONFUSION
- LACK OF TECHNOLOGICAL KNOWLEDGE AND CONTACT WITH SCIENTIFIC PROCESS

{ CONSEQUENCES }



PASSIVE CONDITION &
NO MOBILIZATION TO
OVERCOME
THIS SYSTEMATIC CRISIS

[CURRENT CONTEXT]

{ FACT }

- ANTHROPOCENE
- MASSIVE DATA
- TECHNOLOGY RISE

QUESTIONS

- ENVIRONMENTAL CRISIS
- NOISE & CONFUSION
- LACK OF TECHNOLOGICAL KNOWLEDGE AND CONTACT WITH SCIENTIFIC PROCESS

[CURRENT CONTEXT]

{ FACT }

- ANTHROPOCENE
- MASSIVE DATA
- TECHNOLOGY RISE

QUESTIONS

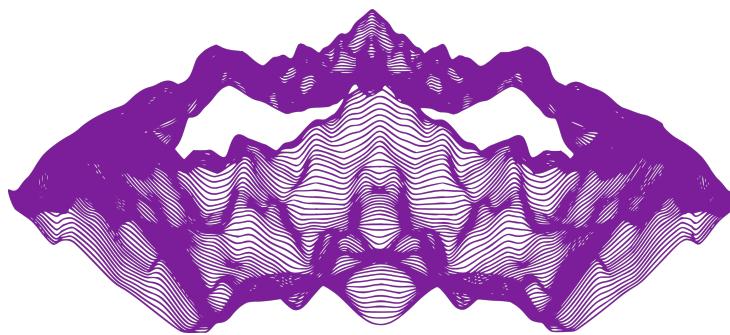
- ENVIRONMENTAL CRISIS
- NOISE & CONFUSION
- LACK OF TECHNOLOGICAL KNOWLEDGE AND CONTACT WITH SCIENTIFIC PROCESS

{ fractaL }

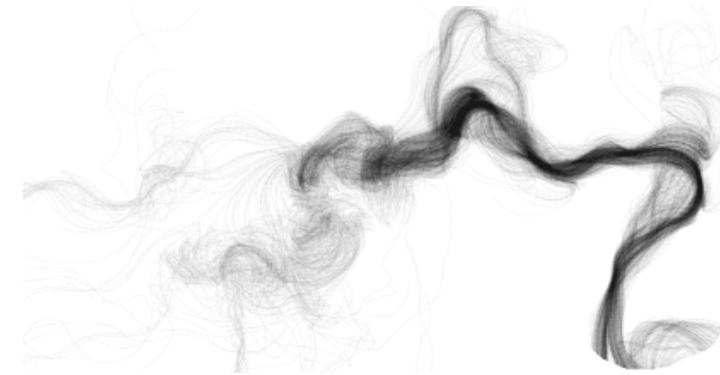
- MAKES THE ECOLOGICAL ISSUE EVIDENT
- VISUALIZE MASSIVE DATA IN SOUNDS & IMAGES
- EDUCATE IN OPEN CODE, OPEN SCIENCE

[What is fractaL?]

The Colors of Waterflow



The Shape of Biodiversity

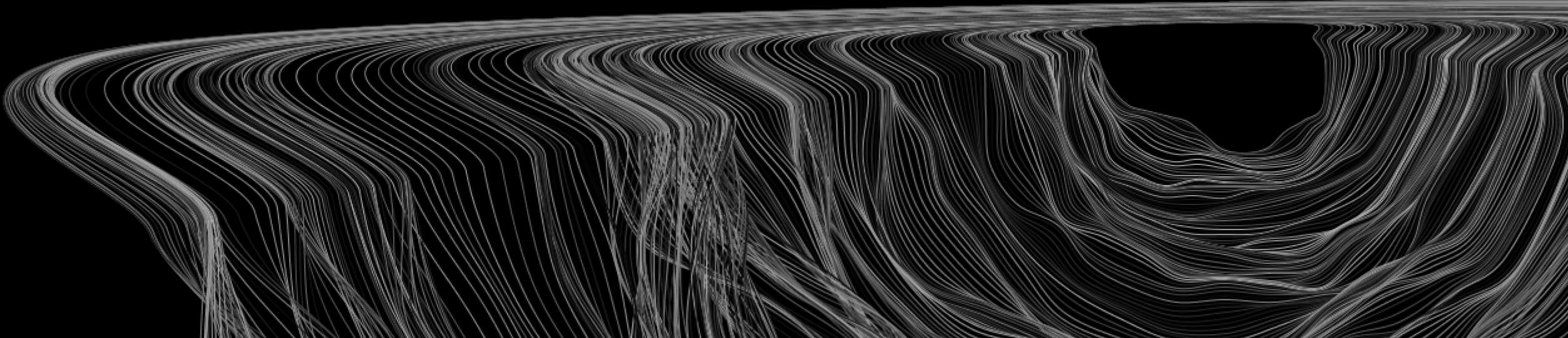


The Shape of Biodiversity



[What is fractaL?]

A 10 months educational program that helps
young people learning **python language**
using and transforming environmental data
into **SOUNDS & IMAGES**



[WE USE]

Technology

{ we develope fractaL CODE as a tool for learning and studing }

{ beginners friendly }

Art

{ we traduce the code into synesthetic rapresentations of images and sounds}

Ecology

{ we use as a base environmental data set and evolutions e.g.: AMAZON }

[WE USE]

Education

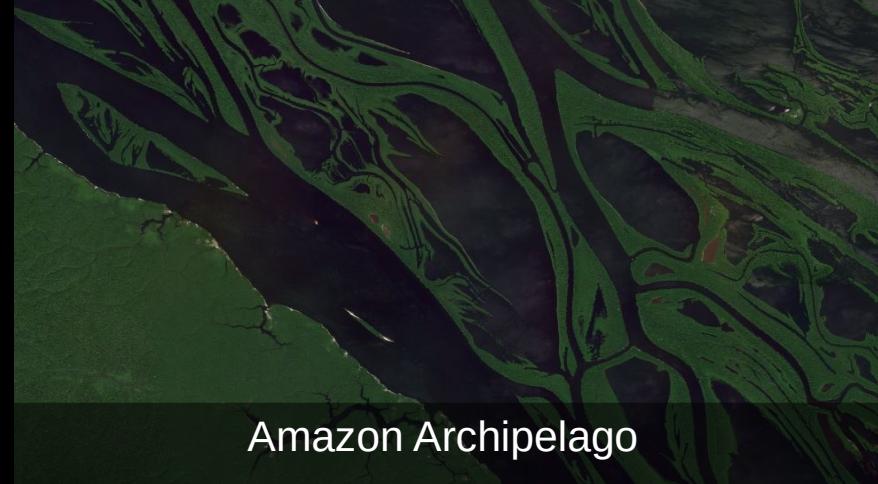
{ Our workshops and classes are thought to transmit strong skills on programming language and scientific thought }

Participation

{ interactive classes and art, participatory process of society in doing science}

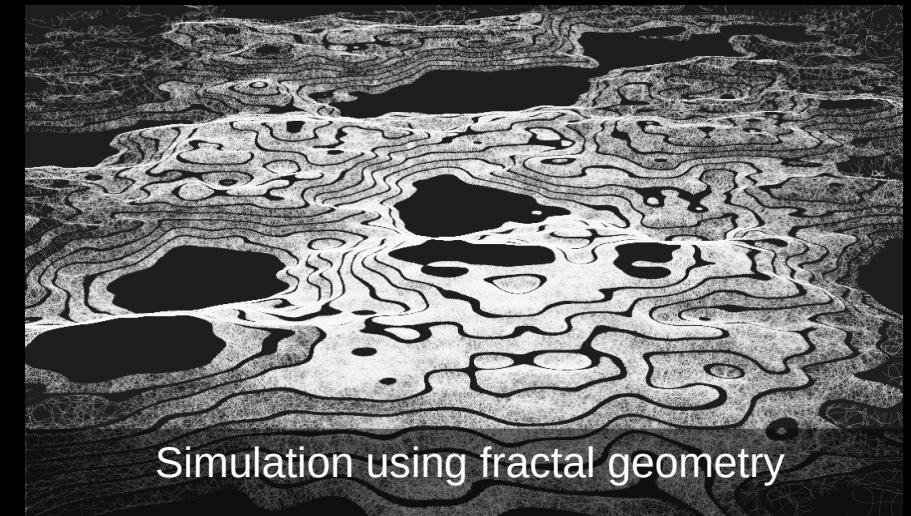
[WE USE]
[**FRACTAL** &
SYNESTHESIA]

Fractal Geometry is a way of measuring the degree of **roughness** or brokenness or **irregularity** in an object. Contrary to triangles, squares, circles, rectangles, the shapes in Fractal Geometry are not regular at all.



Amazon Archipelago

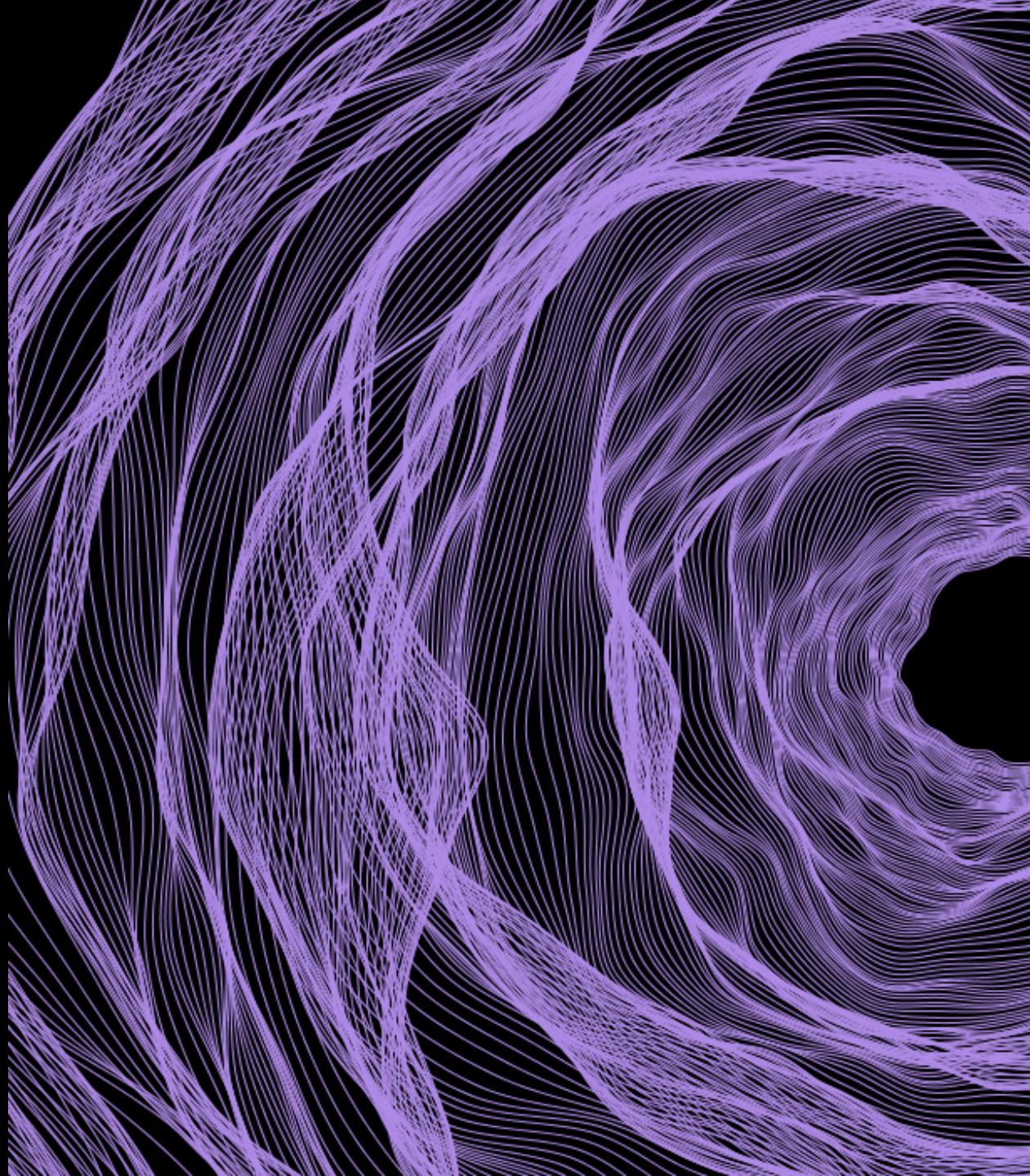
The principles of **Fractal Geometry** are broadly used to generate computer graphics and create digital worlds, or in ecological research as a way to better understand the natural patterns around us.



[WE USE]
[FRACTAL &
SYNESTHESIA]

Synesthesia is a phenomenon in which stimulation of one sensory or cognitive pathway leads to experiences in a second sensory or cognitive pathway.

In **fractaL synesthesia** is used to produce **sounds and images**. Environmental variables that usually can be **felt** or **smelled** will be seen and heard.



[HOW WE MAKE IT POSSIBLE]

[RELEASE & PROMOTION]

June 2019



[HOW WE MAKE IT POSSIBLE] [RELEASE & PROMOTION]



June 2019

{Exhibitions} ● cultural | artistic | civic | free technology centers ● performances short workshop ● educators | broad audience

{Urban Installation} ● squares | urban spaces | schools or sport areas ● projections on building walls music ● 14-18 years old

OTHER PARTNERS {Local communities and partners} ● associations | civic centers | network of members and collaborators

{Public schools and teachers}

{Communication support}

● website content | digital media and networks | local offline & online media & newspapers.

{Where}

● Barcelona, Quilmes, Sao Paulo, Rio de Janeiro

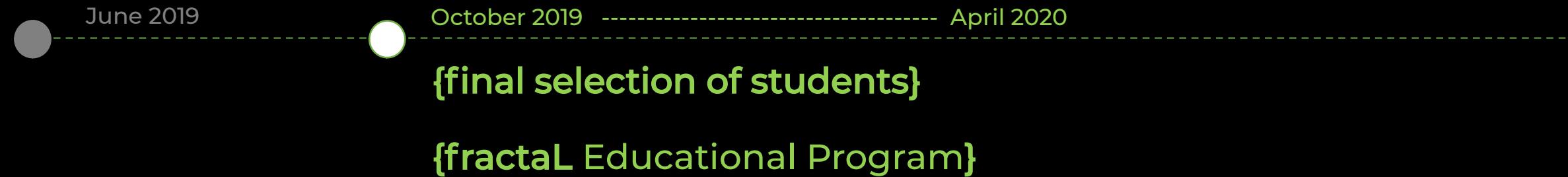
[HOW WE MAKE IT POSSIBLE] [TOOLS & STEPS]

June 2019

October 2019

April 2020

[HOW WE MAKE IT POSSIBLE] [TOOLS & STEPS]



Where

- #### • **Barcelona, Quilmes, Sao Paulo, Rio de Janeiro**

who

- Young people between 14-18 years old

What

- Understanding of Python package and application ecosystem |
Learn Python Syntax through practice on manipulating data |
Experiment with the code and development of a project based on fractal

5 classes of 4 hours (20h in total per course)



[HOW WE MAKE IT POSSIBLE] [TOOLS & STEPS]

June 2019

October 2019

--- April 2020

May 2020

[HOW WE MAKE IT POSSIBLE] [TOOLS & STEPS]



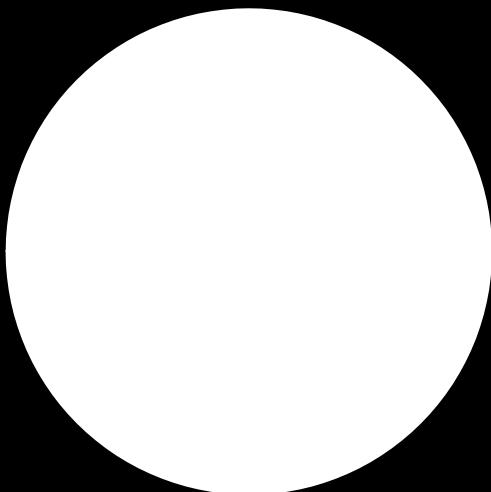
- Barcelona + Virtual Connection with Quilmes, Sao Paulo, Rio de Janeiro Where
- General audience | teachers and educators | participants of the Hackaton | 14-18 years old people | partners Who
- Hackaton, presentation of fractaL development, the final projects presentations, the new year program development 2020 What

2 days

[... TO BE CONTINUED]

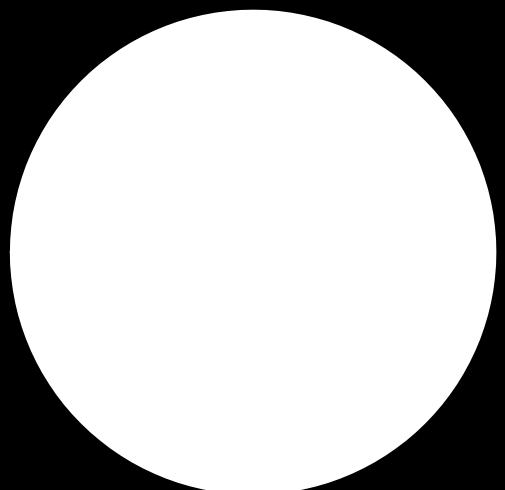
{the fractaL Didactic Program Community}

to find useful information and new opportunities to learn



{the didactic material}

will be shared using open source platforms



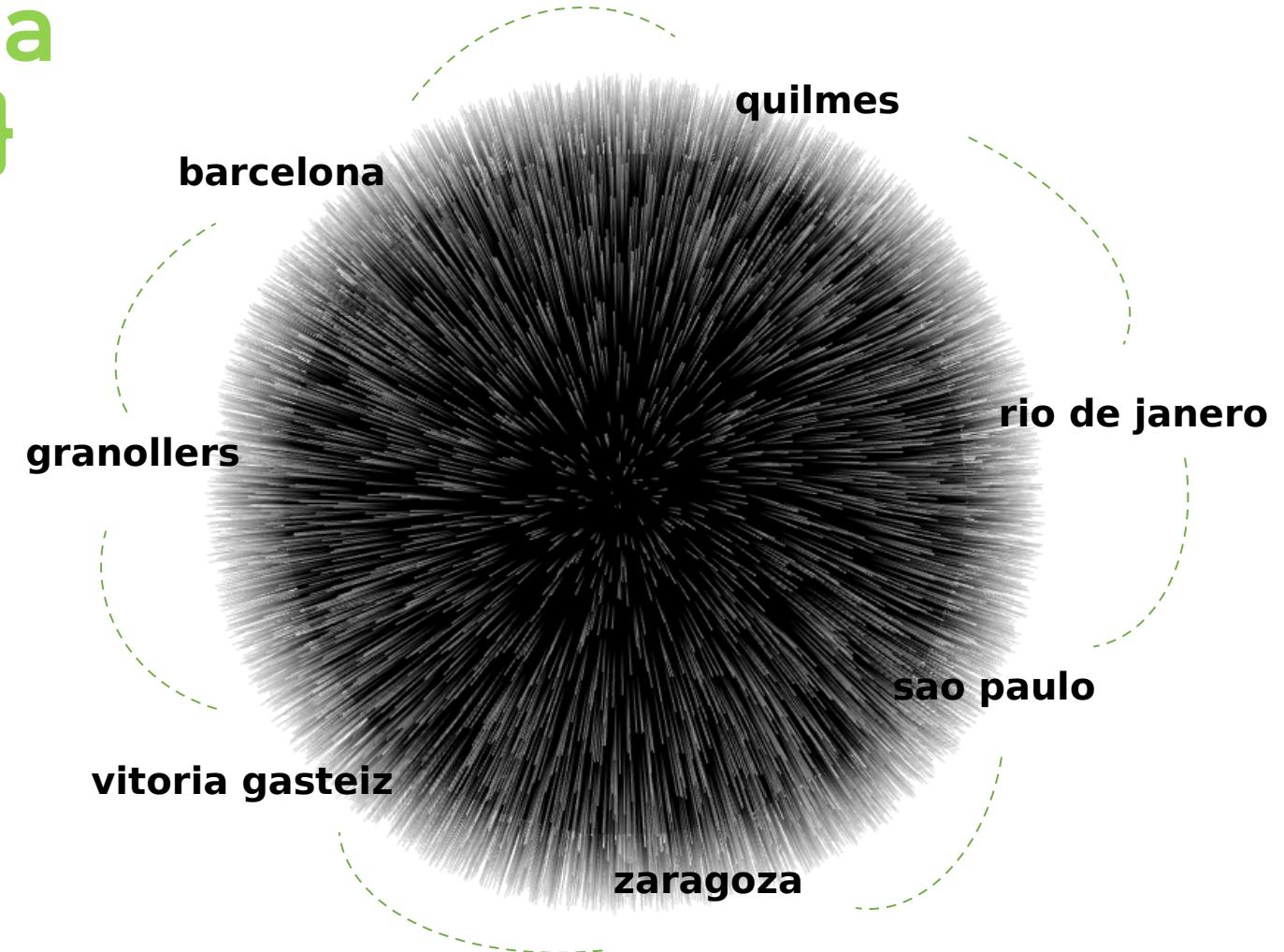
All the digital audiovisual material created in the classes will become gradually part of **{artistic exhibitions}**

[... TO BE CONTINUED]



{from local communities to a global network}

to keep in touch,
create, collaborate



PRIMARY TARGET: {14-18 years old youths}

CHARACTERISTICS: international and diverse audience

SELECTION CRITERIA: gender equity, local-regional community and social inclusion. A priority focus will be given to students from public schools and areas at risk of social exclusion.

Those criteria will be assured by an external group composed by members committed to the principles of Python Foundation.



SECONDARY TARGET: {educators, teachers, broad audience}

[AIMS & BENEFITS]
COUNTABLE

> 350 Young people reached

Workshop hours

> 60

Teaching hours

> 50

3

Countries

5 Public Space Exhibition

Cities

4

[AIMS & BENEFITS]
UNCOUNTABLE

{significant & beautiful representation of data}

{technological
literacy}

{local
focus}

{diversity &
inclusivity}

{openness &
freedom}

{python language
promotion}

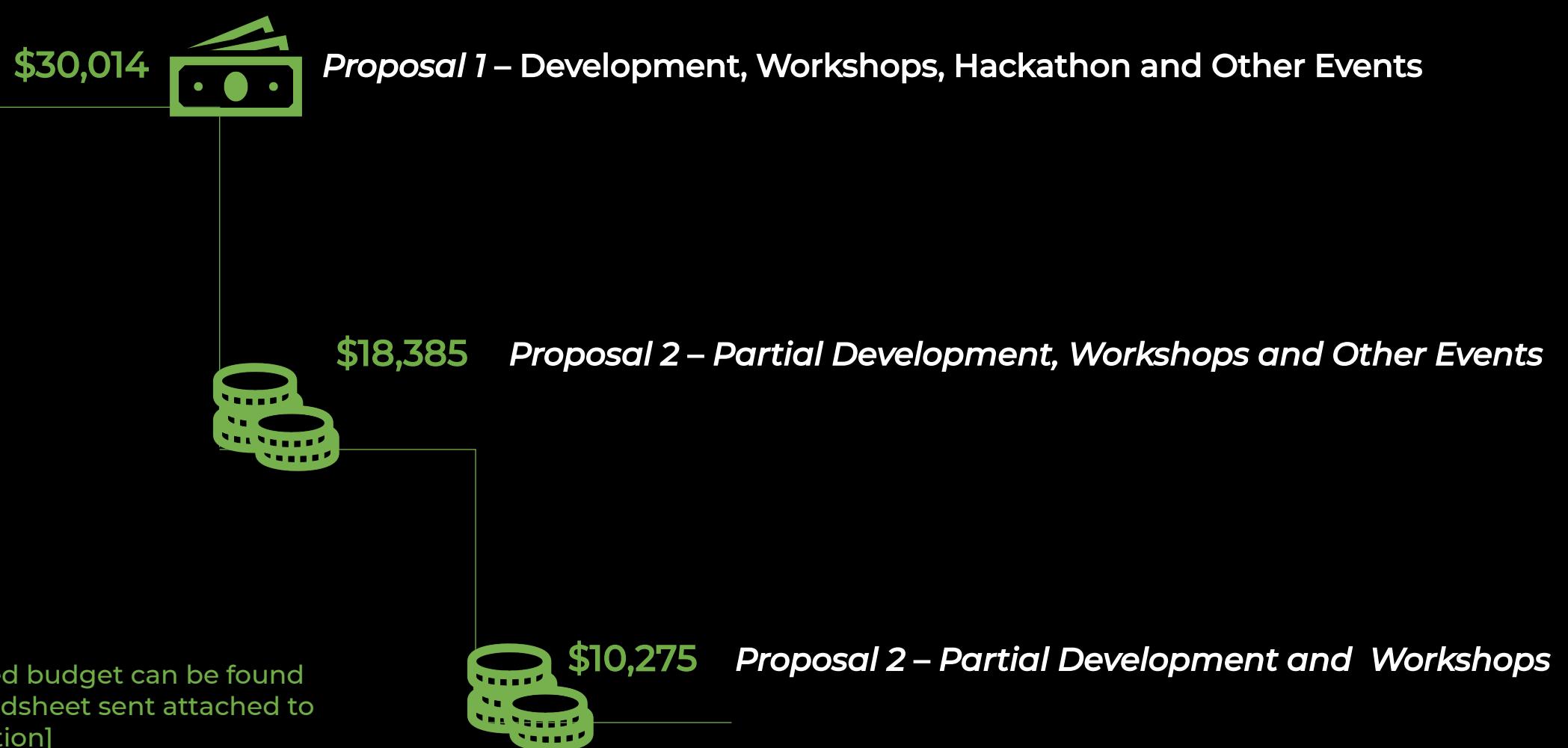
{participation &
collaboration}

{global
integration}

{interdisciplinarity}

{environmental
sensitivity}

[BUDGETS*]



THE TEAM & WHY



Saulo Jacques, PhD
Ecology & Open Technology



Fernando Daguanno
Open Hardware Art

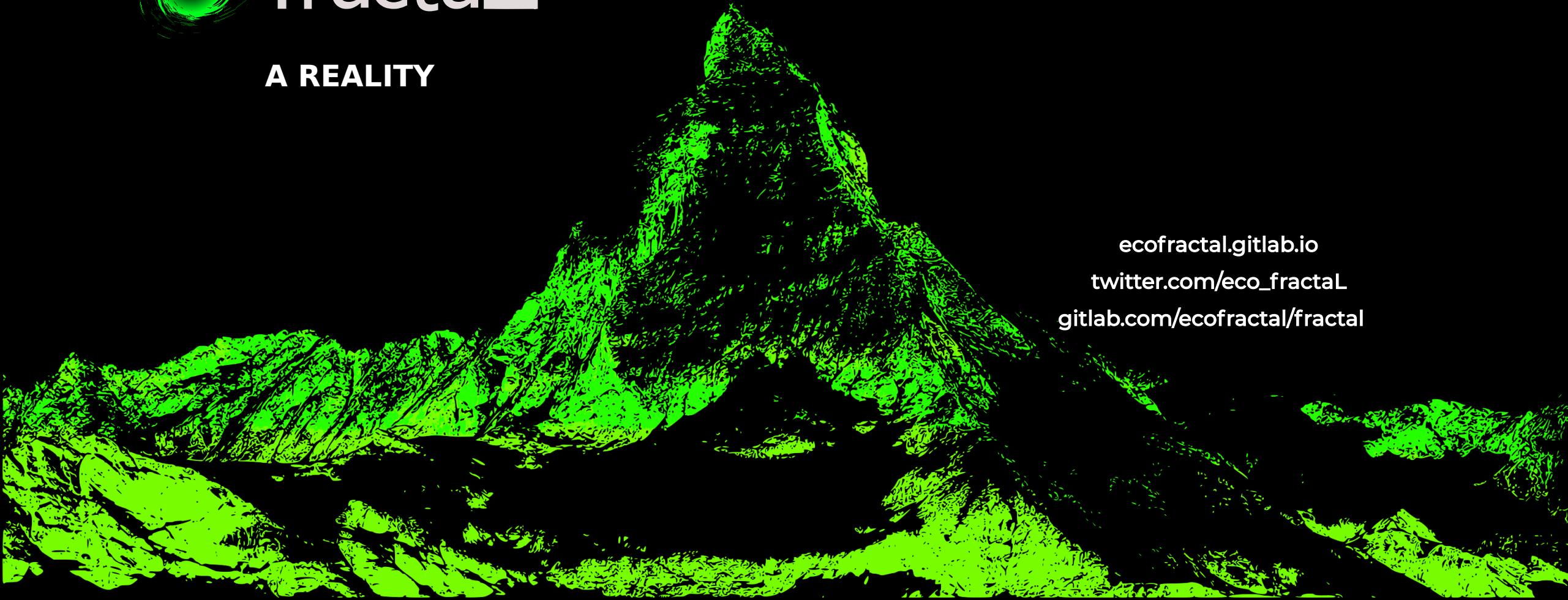


Fabian Sguiglia, PhD
Sound Art & Interactive Systems

[THANKS FOR MAKING]



A REALITY



ecoFractal.gitlab.io
twitter.com/eco_fractaL
gitlab.com/ecoFractal/fractal