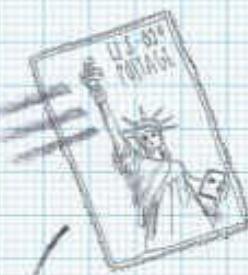


A FRIENDSHIP IN 52 WEEKS OF POSTCARDS

GIORGIA LUPI

Dear Data

STEFANIE POSAVEC



FOREWORD BY MARIA POPOVA



GIORGIA LUPI



Dear Data



STEFANIE POSAVEC

Princeton Architectural Press, New York

To GABRIELE,

and MY PARENTS

CATIA and GIANNI

To STEVE,

AND MY PARENTS

MARILEE AND STEVEN

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Week Fifty: A Week of iPhone Survey
Week Fifty one: A Week of Privacy
Week Fifty Two: A Week of Goodbyes!

foreword by
Maria Popova

“MY EXPERIENCE IS WHAT I AGREE TO ATTEND TO,” William James wrote at the dawn of modern psychology. And yet however perennial this insight may be, it is only a partial truth. Our experience is shaped as much by what we agree to take in as it is by what we refuse – what we choose to leave out – and both are only partly conscious choices. Our attention filters in a fraction of what goes on around us at any given moment and filters out, thanks to millions of years of evolution, the vast majority of the shimmering simultaneity with which the life of sensation and perception unfolds. This highly subjective, selective, imperfect filtration of reality guarantees that however many parallels two human beings may have between their lives, however much common ground, the paths by which they navigate their respective landscapes of experience will be profoundly divergent.

In their year-long visual correspondence project, Giorgia Lupi, an Italian woman living in New York, and Stefanie Posavec, an American woman living in London, capture the inherent poetry of that subjective selectivity. Each week, they jointly selected one aspect of daily life – from sleep to spending habits to mirror use – and depicted their respective experience of it in a hand-drawn visualization on the back of a postcard, then mailed it to the other. Out of these simple diurnal observations emerges the complexity of the human experience – nonlinear, contradictory, and always filtered through the discriminating yet imperfect lens of attention.

The creative constraint of the unifying themes only amplifies the variousness of possibility within each parameter. Despite the substantial similarities between the two women – both are information designers known for working by hand, both are only children, both have left their respective homeland to move across the Atlantic in pursuit of creative fulfillment, and they are the exact same age – their attentional orientation toward each week’s chosen subject is completely different, both in substance and in style. They deliberately used different visual metaphors and information design techniques for each week’s theme, producing an immensely pleasurable duet of sensibilities – side by side, Posavec’s signature spatial poetics and Lupi’s mastery of shape and colour elevate one another to a

higher plane of meaning and delight.

A twenty-first-century testament to Virginia Woolf's celebration of letter-writing as "the humane art," the project radiates a lovely countercultural charm. Ours is the golden age of Big Data, where human lives are aggregated into massive data sets in the hope that analysis of the aggregate will yield valid insight into the individual – an approach no more effective than taking an exquisite poem in English, running it through Google Translate to render into Japanese, and then Google-translating it back into English – the result may have the vague contours of the original poem's meaning, but none of its subtle magic and vibrant granular beauty.

Lupi and Posavec reclaim that poetic granularity of the individual from the homogenizing aggregate-grip of Big Data. What emerges is a case for the beauty of small data and its deliberate interpretation, analog visualization, and slow transmission – a celebration of the infinitesimal, incomplete, imperfect, yet marvelously human details through which we wrest meaning out of the incomprehensible vastness of all possible experience that is life.

MARIA POPOVA is a reader and a writer, and writes about what she reads on Brain Pickings (brainpickings.org), which is included in the Library of Congress archive of culturally valuable materials. She has also written for The New York Times, Wired UK, and The Atlantic, among others, and is an MIT Fellow.

INTRODUCTION

EVER SINCE WE WERE YOUNG, WE HAVE BEEN fascinated with collecting and organizing information from the world around us.

Stefanie remembers going to baseball games with her father, helping him fill out baseball scorecards, slowly compressing inning after inning of the game into pencilled notations on two sides of paper, and feeling excited at being able to capture a moment in time into something that could be neatly tucked away and re-lived at another date.

Giorgia remembers how, as a child, she loved to collect and organize all kind of items into transparent folders that she would then tag with maniacal care. Coloured pieces of papers, little stones, pieces of textiles from her grandmother's tailor-shop, buttons, sales receipts and many more formed her collections, and she remembers the pleasure of categorizing her treasures according to their colours, sizes and dimensions and drawing tiny labels to specify how to read them.

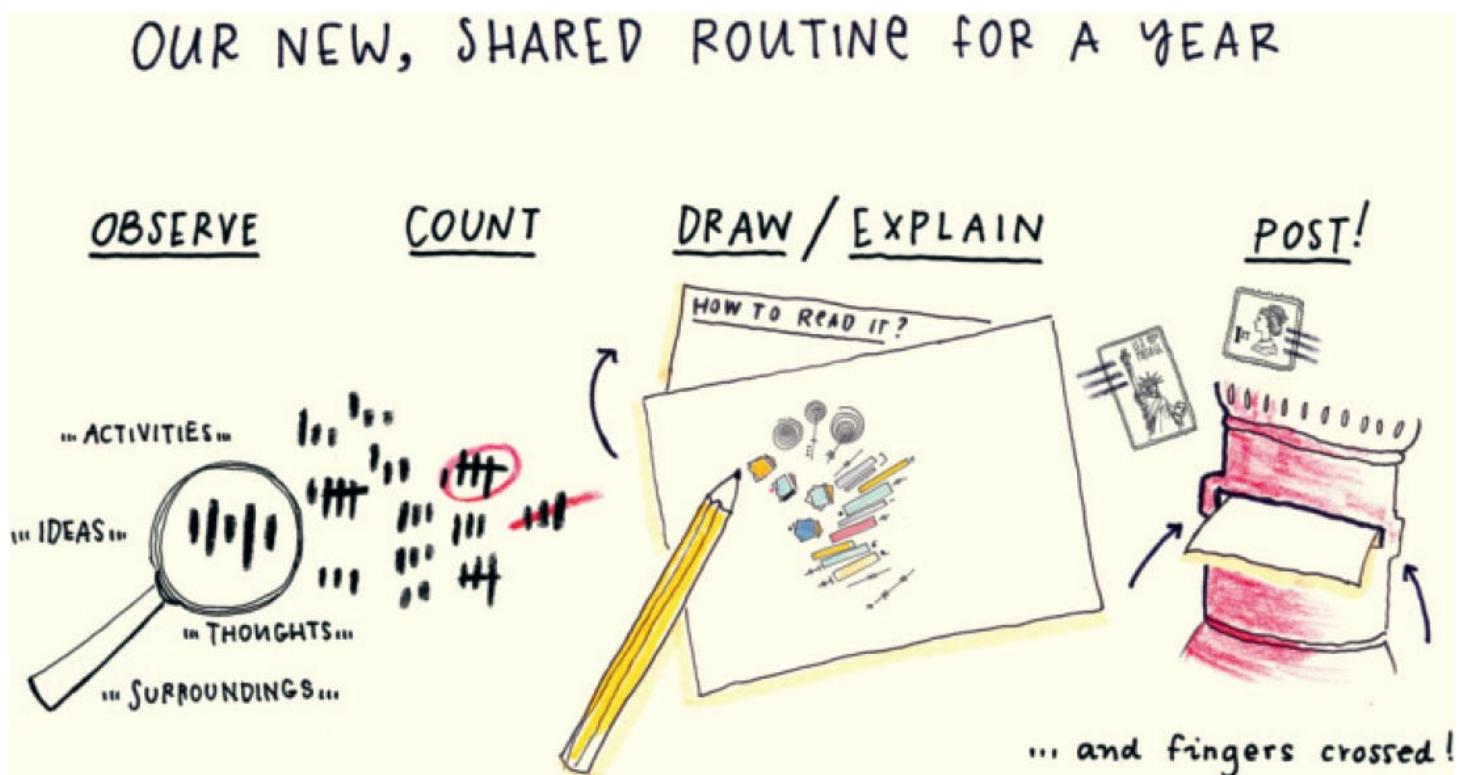
It was only later when we became adults that we realized we were collecting data, and that data was something that we could communicate with while working as information designers.

Unknowingly living almost parallel lives, when we bumped into each other at an arts festival we realized how similar they were. We were each living in a foreign country (Giorgia moved from Italy to New York, and Stefanie, who grew up in Denver, Colorado, now lives in London), we were the same age and were both only children. But, most importantly, we were visual designers who both loved drawing, and specifically drawing with data.

This book is the story of how we, Giorgia and Stefanie, became friends through revealing to each other the details of our daily lives. But we didn't do this by chatting in cafés and bars or on social media. Instead we started an old-fashioned correspondence with an unusual twist. Each week, for a year, we sent each other a postcard describing what had happened to the other during that week. But we didn't write what had happened - we drew

it. And we didn't try to draw about everything that had happened to us: we selected a weekly theme.

Every Monday we chose a particular subject on which to collect data about ourselves for the whole week: how often we complained, or the times when we felt envious; when we came into physical contact and with whom; the sounds we heard around us. We then created a drawing representing this data on a postcard-sized sheet of paper, and dropped the postcard into an English post box (Stefanie) or an American mail box (Giorgia).



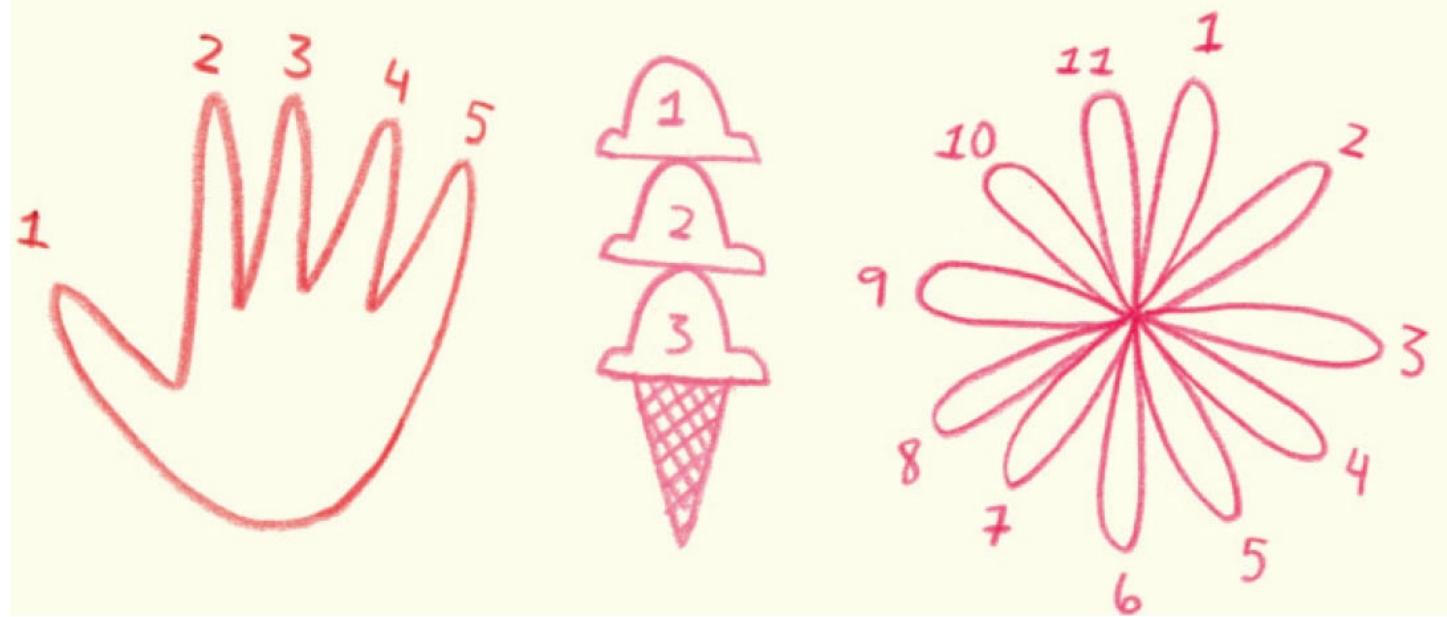
Over the fifty-two weeks, the collecting of data about our lives became a kind of ritual. We would spend the week noticing and noting down our activities or thoughts, before translating this information into a hand-drawn visualization. On the front of the postcard there would be a unique representation of our weekly data, and, on the other side (in addition to the necessary postage and address), we would squeeze in detailed keys to our drawings: the code to enable the recipient to decipher the picture, and to fantasize about what had happened to her new friend the week before.

We started *Dear Data* as a way to get know each other through our data, the material that is most familiar to us: but we soon found we were also becoming more in-tune with ourselves as we captured the life unfolding around us and sketched the hidden patterns we discovered in the details. By noticing our behaviour, we were influencing our behaviour.

We believe data collected from life can be a snapshot of the world in the same way that a picture catches small moments in time. Data can describe the hidden patterns found in every aspect of our lives, from our digital existence to the natural world around us. Every plant, every person, every interaction we take part in can be mapped, counted, and measured, and these measurements are what we call data. And once you realize that data can be gathered from every single being and thing on the planet, and you know how to find these invisible numbers, you begin to see these numbers everywhere, in everything.

Besides *finding* data in the world around us, we are all *creating* data just by living: our purchases, our movements through the city, our explorations across the internet, all contribute to the “data trail” we leave in our wake as we move through life. This data is being collected, counted, and computed – both on a massive scale by companies and institutions seeking insights and answers – and on a smaller scale by individuals seeking to understand more about themselves, using data to “quantify” the self and become more efficient, optimised humans.

EVERYTHING CAN BE MAPPED, COUNTED, AND MEASURED



Because of this, we are said to be living in the age of “Big Data”, where algorithms and computation are seen as the new keys to universal questions, and where a myriad of applications can detect, aggregate, and visualize our data for us to help us become these efficient super-humans. We prefer to approach data in a slower, more analogue way.

We've always conceived *Dear Data* as a "personal documentary" rather than a quantified-self project which is a subtle – but important – distinction. Instead of using data just to become more efficient, we argue we can use data to become more humane and to connect with ourselves and others at a deeper level.

We hope this book will inspire you in many ways: to draw (even if you don't think of yourself as an artist), to slow down and appreciate the small details of your life, and to make connections with other people. You'll find our fifty-two cards in this book, along with the thoughts we had while conceiving and crafting them. They have not been edited: they appear exactly as they did when originally received through the mail, highlighting a year of learning, doubts and indecision as well as love, affection and humour.

Bearing all the scuff-marks of their journey across the ocean, together they form a personal data-diary that first we shared with each other, and now we share with you.

We'll also unfold what we've learned from this year of collecting our daily data, expanding upon how we gained meaning from what we collected and on our artistic process. Starting this year with nervousness and trepidation, we ended it feeling confident in capturing and drawing the moments of our lives: it doesn't take much to get started.

We see data as a creative material like paint or paper, an outcome of a very new way of seeing and engaging with our world. We hope this book will inspire you to see your world through a new lens, where everything and anything can be a creative starting point for play and expression.

GIORGIA LUPI Stefanie Posavec

"Dear
DATA
01

MONDAY,
SEPT 04.

W.1
W.2
W.3
W.4
W.5
W.6



DATA GATHERING

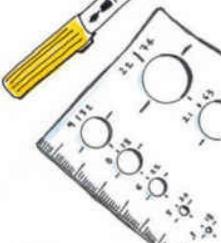
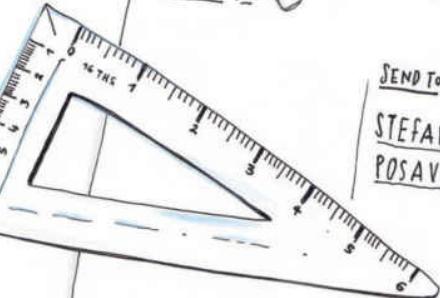
GIORGIA's
desk in
NEW YORK



IT'S
ALLOWED,
ISN'T IT?

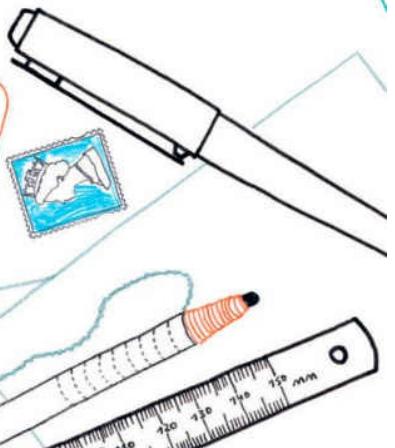
"Dear DATA"

SEND TO:
STEFANIE
POSAVEC



STEFANIE'S
desk in
LONDON

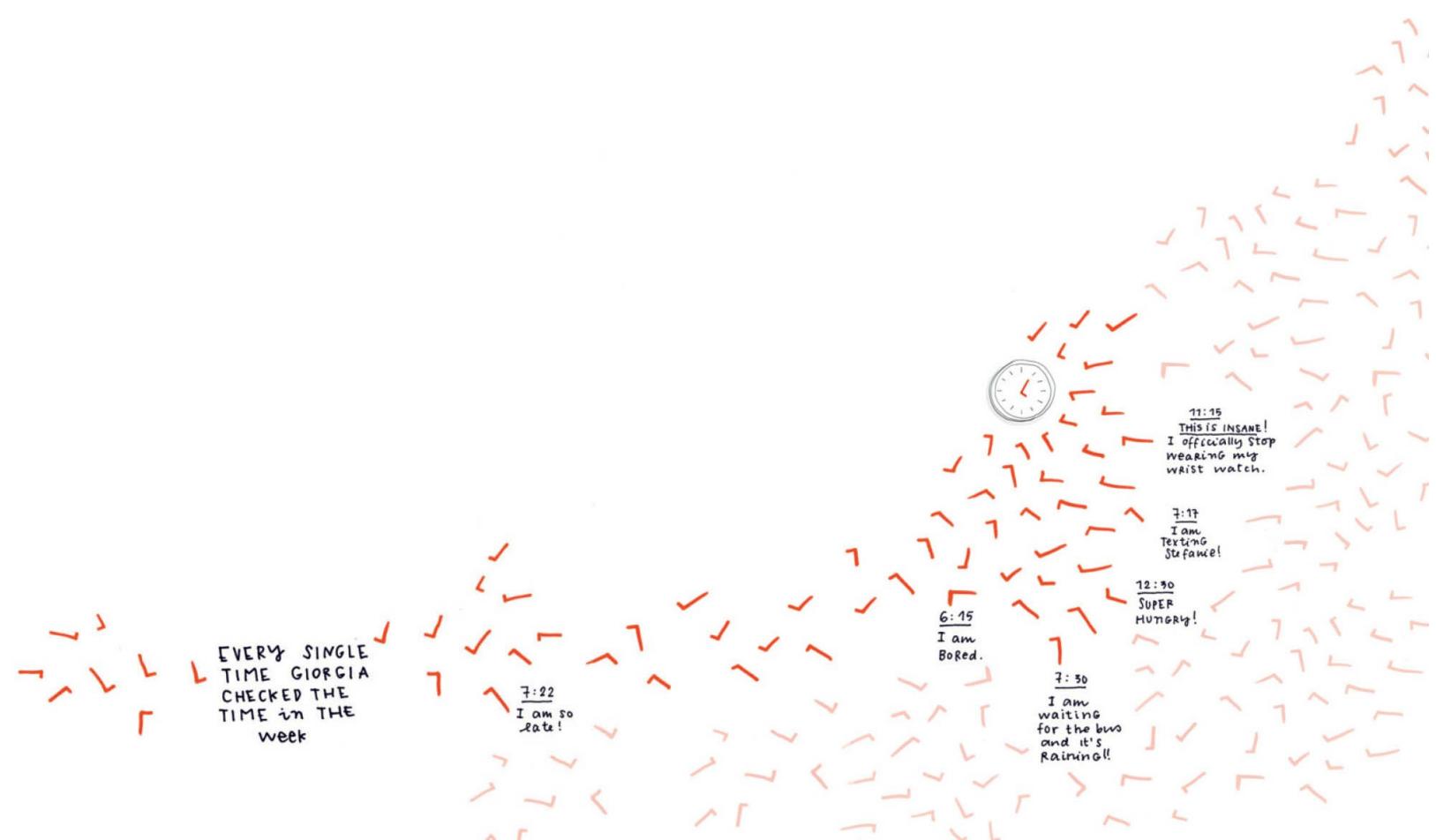
data-
gathering
notebook



week one a week of **CLOCKS**

This was the first week of *Dear Data* – Giorgia and Stefanie were excited, and a bit scared at the same time: would they be able to create something compelling?

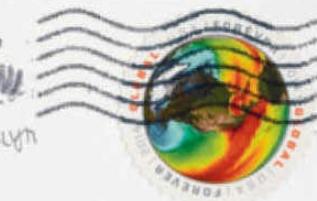
The topic of the first week might seem impersonal: how often did they check the time? But by adding anecdotal details about these moments, they started to tell each other the stories of their days through their data.



.....	o:	o.....	o..	o'	o....x.....	o...o....
-x-----	...oo.	..o..	..o.o....o	...o..oo.	oooo.	o...o...
....o	o....o	..o..	..o....	o...o.o	...o...x..
o...l..	o...oo	..o..	..o..o	..o....	oo.....	o.....
...o...△	o...ooo	ooo..o..	o...o..	...o...o...
G.....	ooo...o..	..o..o..	o.. ..***o..o.....	...o..
....	..***	...o..	***	*****	...o...o..o	*****
....o.	@...	o...o..	..o..oo	o..o...o...	...o..o..	...o..
o..	o..x....	oo...o..	o..	o...o..
..o..	..o..o..	o..x..o..x	..	o...o..
..oo..o..	...o..o..	...o	o..o..o..	..o..o..o..	o...o.....
...o..x..	...o..	...o..o..	o.....	***	*	o...o..o..
....	...o..o..o..o..	oooo..	o..	o...o....
...o..	...o..	o..o..xx..	o..	x..x..
....o	..*	o	*	o...o....
.....	...	x..o	o	...o..

DEAR DATA WEEK 01: WHAT'S THE TIME?

SECOND ATTEMPT NEW YORK NY 100-
GIORGIA LUPI
07 OCT 2014



HOW TO READ IT:

- each symbol represents every moment I glanced at the clock, grouped by hours of the day.
Different symbols and attributes represent why and how I checked the time.

SYMBOLS

- o on purpose: wanted to know what the time was.
 - just glanced: on a phone, mac or else
 - * Because I thought of this project.
 - x I thought "Don't look!"
But I did.
 - 1 Because I was Bored
 - 15 Because I was Hungry
 - A Heard somebody saying
the time aloud. 0012

ATTRIBUTES

- f***k! I'm late!
 - oh, ok. I'm fine.
 - analog support
(i.e. wrist watch)
 - alarm clock ringing.
 - glanced at the clock
while texting or
emailing with
Stefanie. ☺

SEND TO:

STEFANIE POJAVEC

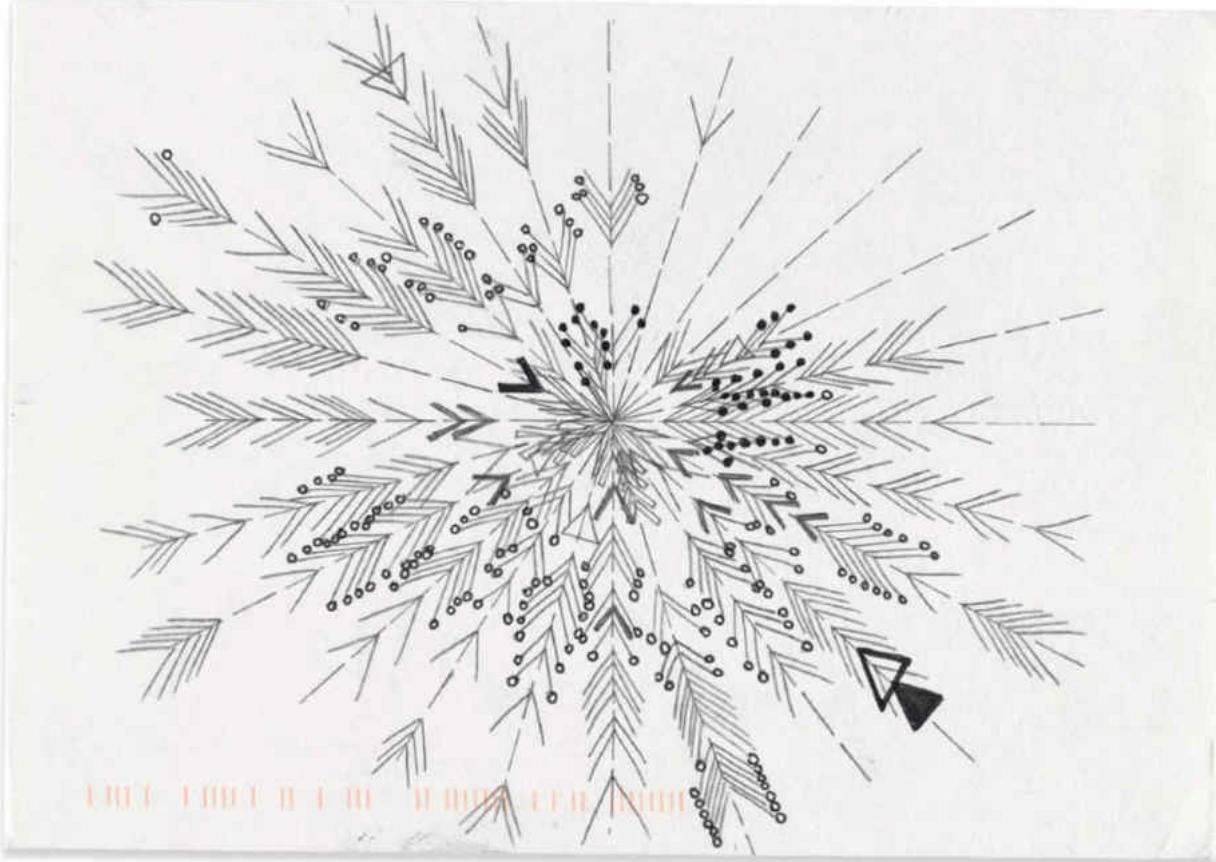
LONDON

[UK]

ENGLAND

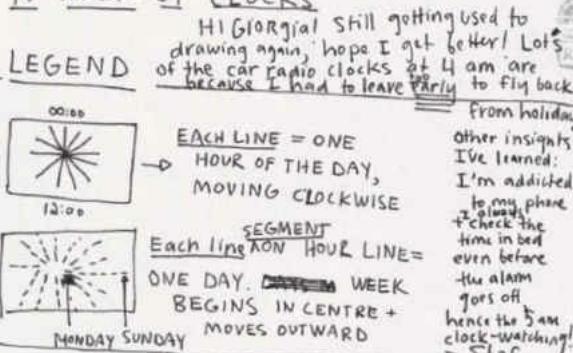
- pink ink pen!

Drawing her first postcard, Giorgia had an idea for her whole collection: from now on every time she tracks something related to Stefanie, or to *Dear Data*, she uses a special pen to represent it!



DEAR DATA : WEEK 01:

A WEEK OF CLOCKS



FROM:
S. POSAVEC
LONDON
UK

ROYAL MAIL
POSTAGE PAID
15-09-2014
54007997

Royal Mail
Jubilee
POSTAGE PAID
15-09-2014
54007997



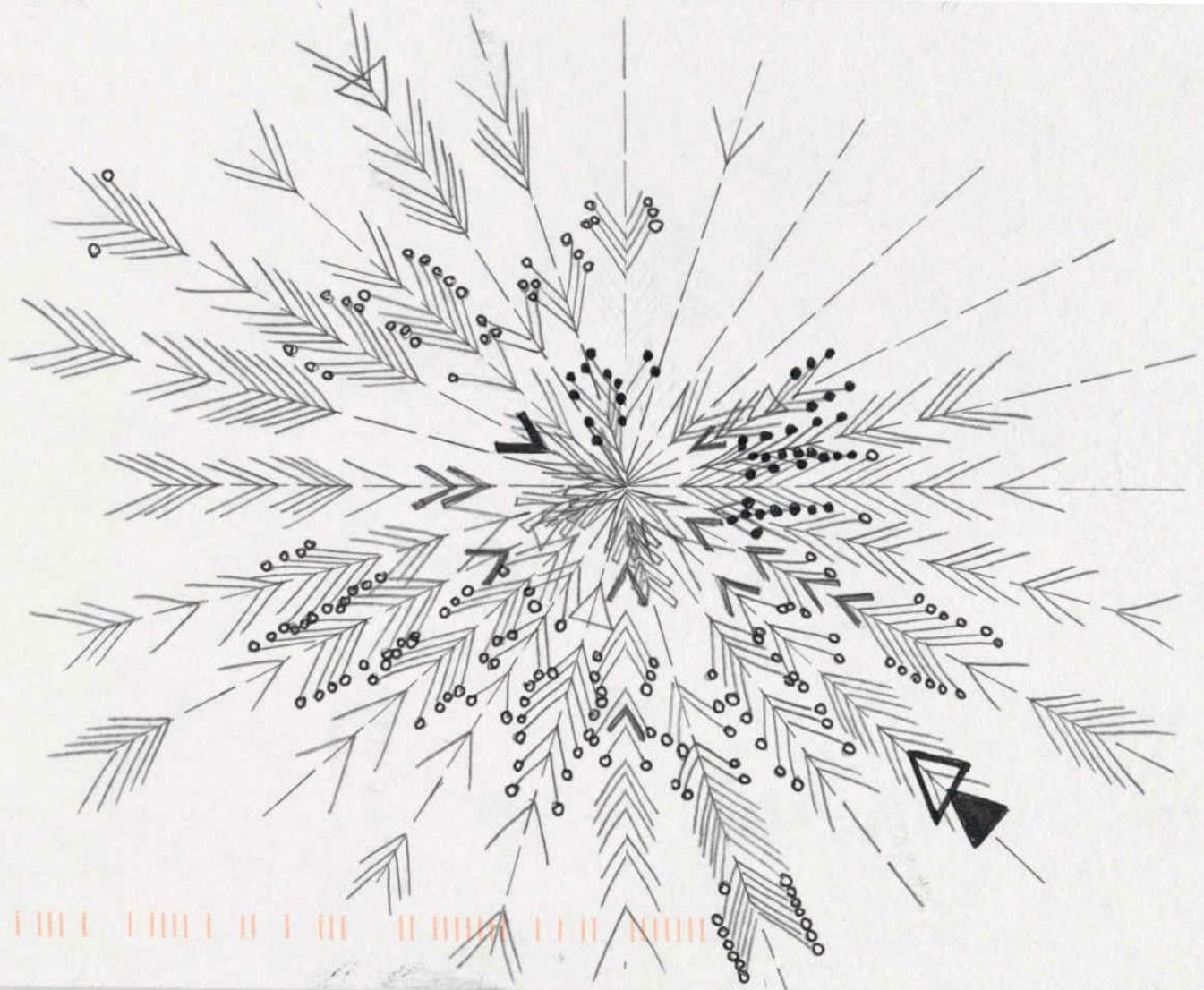
GIORGIA LUPI

BROOKLYN, NY
USA

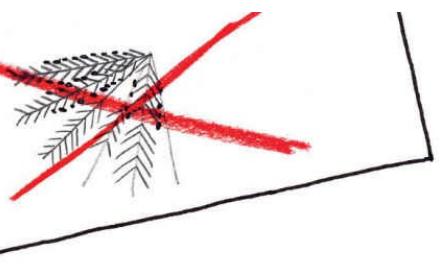
BY AIR MAIL
par avion

Royal Mail

This week Giorgia and Stefanie tried gathering data in small notebooks (tedious), but soon switched to making notes on their phones (much easier). Stefanie's favourite clock to capture: a bell tolling the time in a town in Devon.

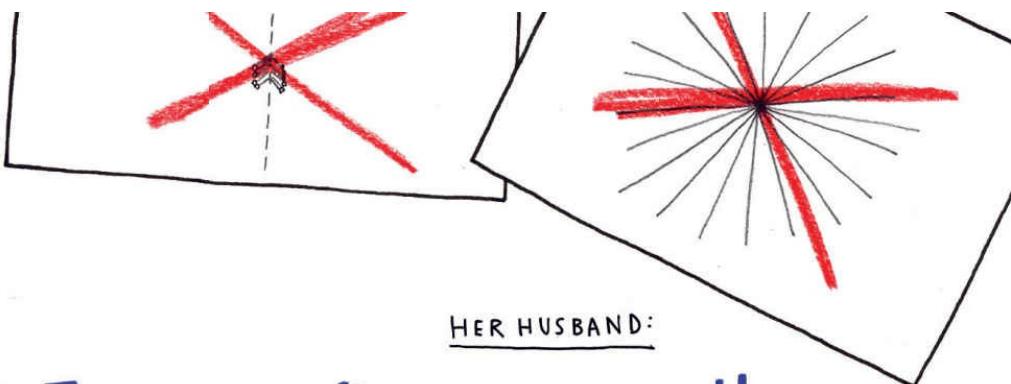


1MM 2MM 3MM 4MM 5MM 6MM



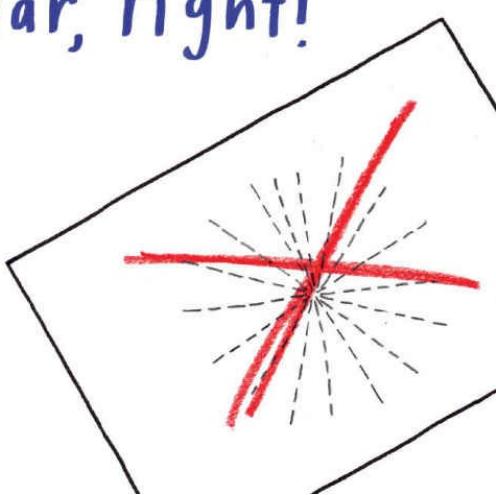
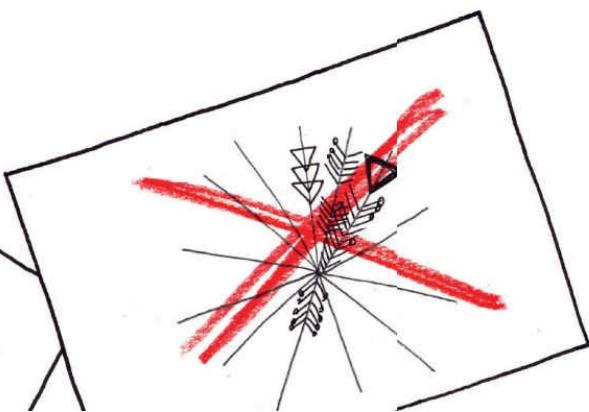
STEFANIE:

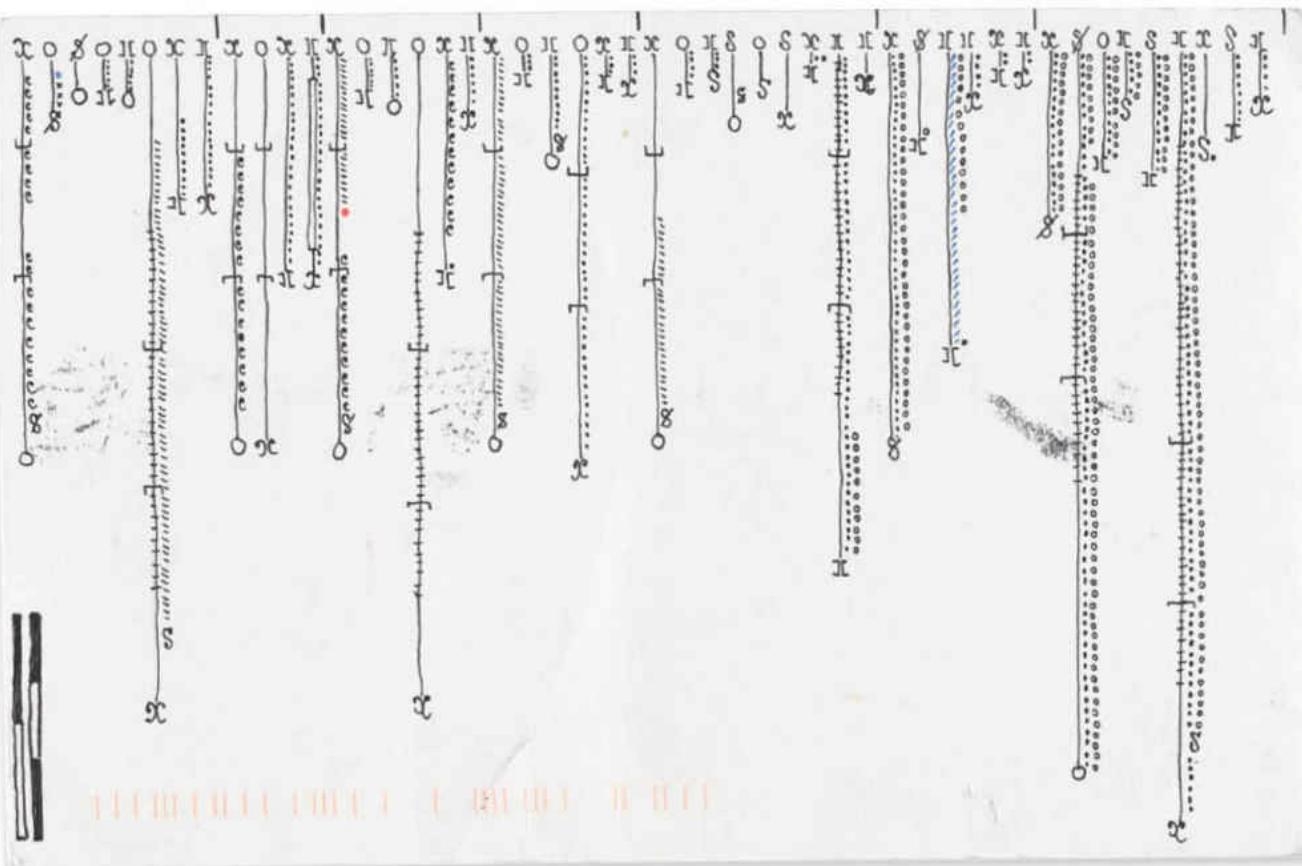
"I'm TERRIBLE
at drawing!"



HER HUSBAND:

"Well, you'll
be better after
a year, right?"





DEAR DATA WEEK 02: STRAIGHT LINES

HOW TO READ IT: → days of the week

- Each line represents a path from a place to another or a planned route (e.g. I wanted to go from Home to work). Accidental stops are indicated along the way.

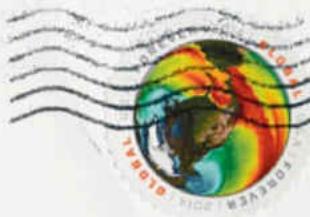
UNITS: 1.2 km (1.2 miles divided by 3 (3 x 0.4) miles)

PATHS:
 — walking
 -+--- subway
 -== bus
] [(Bridge)

PLACES:
 x home
 o work
 s shop/store
 \$ shop-buying something
] [restaurant or pub or coffee shop

NEW YORK NY 1001

25 SEP 2014 PM 15 L



STEFANIE POSAVEC

~~BRUNEL UNIVERSITY~~

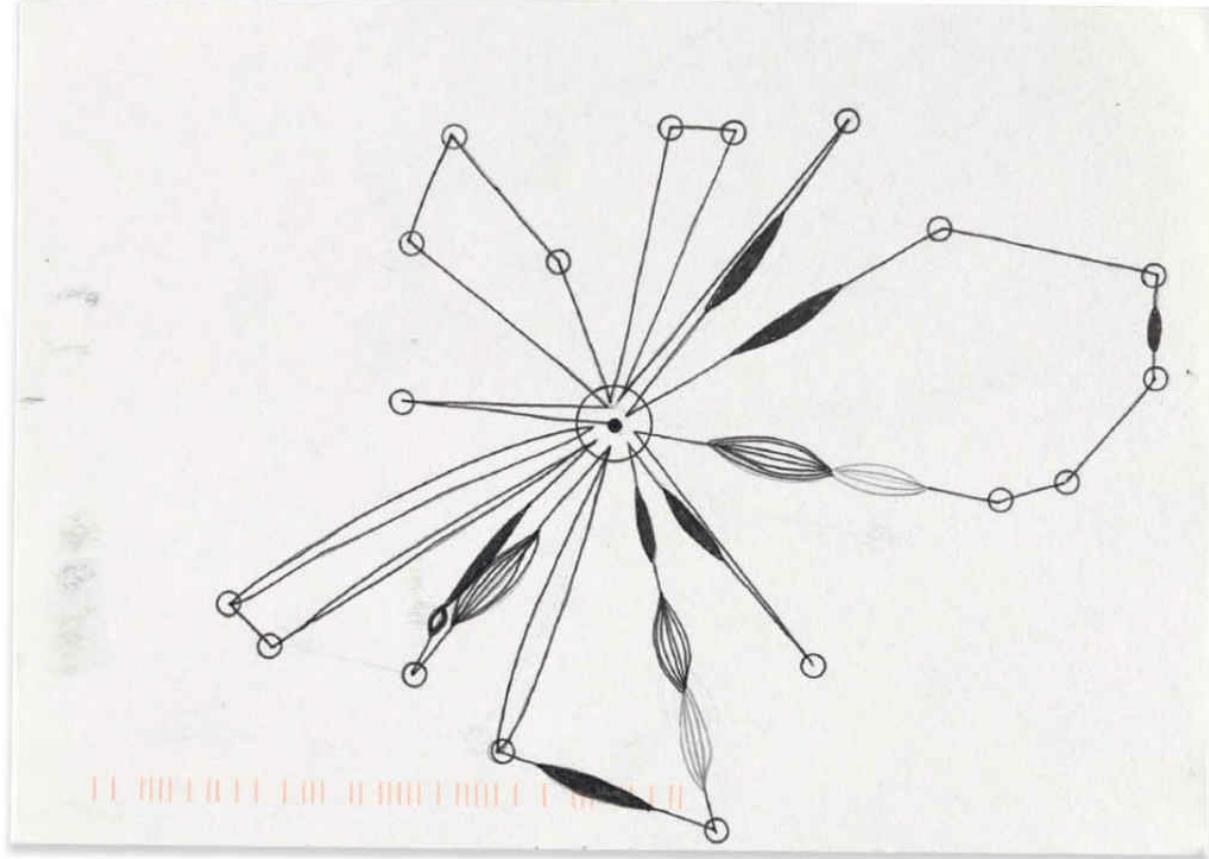
LONDON ~~UNIVERSITY OF LONDON~~

[UK]

PATHS' ATTRIBUTES:

- with boyfriend
- oooo with friend
- eeeee talking over the phone
- listening to podcasts
- under a hard rain with no umbrella
- xxxx got lost
- met with boyfriend
- met with friend
- run into friend who is also your friend and who also does self-reports but is way more famous than the two of us.
- oozzzz talked to stranger

The treat of the week was running into our common friend and famous self-tracker Nick Felton (www.feltron.com) – a nice excuse for Giorgia to use her pink ink pen.



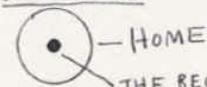
DEAR DATA : WEEK 02

A WEEK OF PUBLIC TRANSPORTATION

HI GIORGIA, THIS ISN'T MY BEST DRAWING, PROBABLY BECAUSE I WALK ALOT, SO THERE ISN'T MUCH OTHER TRANSPORT HAPPENING (EXCEPT FOR THE ONE TIME I RAN TO CATCH A BUS!) STEF

LEGEND

LOCATIONS



THE BEGINNING OF THE WEEK OF TRANSPORT: ALL TRANSPORT MOVES CLOCKWISE

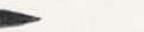
○ - a Location other than home

TRANSPORT: lines between locations are textured with different patterns

WALKING



RUNNING



CAR



BUS



UNDERGROUND



OVERGROUND



TRAIN

NOTE: DISTANCE OF LINES MEANS NOTHING, AS I COULDN'T FIGURE OUT HOW TO PLAN. CALCULATE BY HAND OH, WELL. :)

FROM:
S. POSAVEC
~~LONDON~~
UK



GIORGIA LUPI

~~BROOKLYN, NY~~

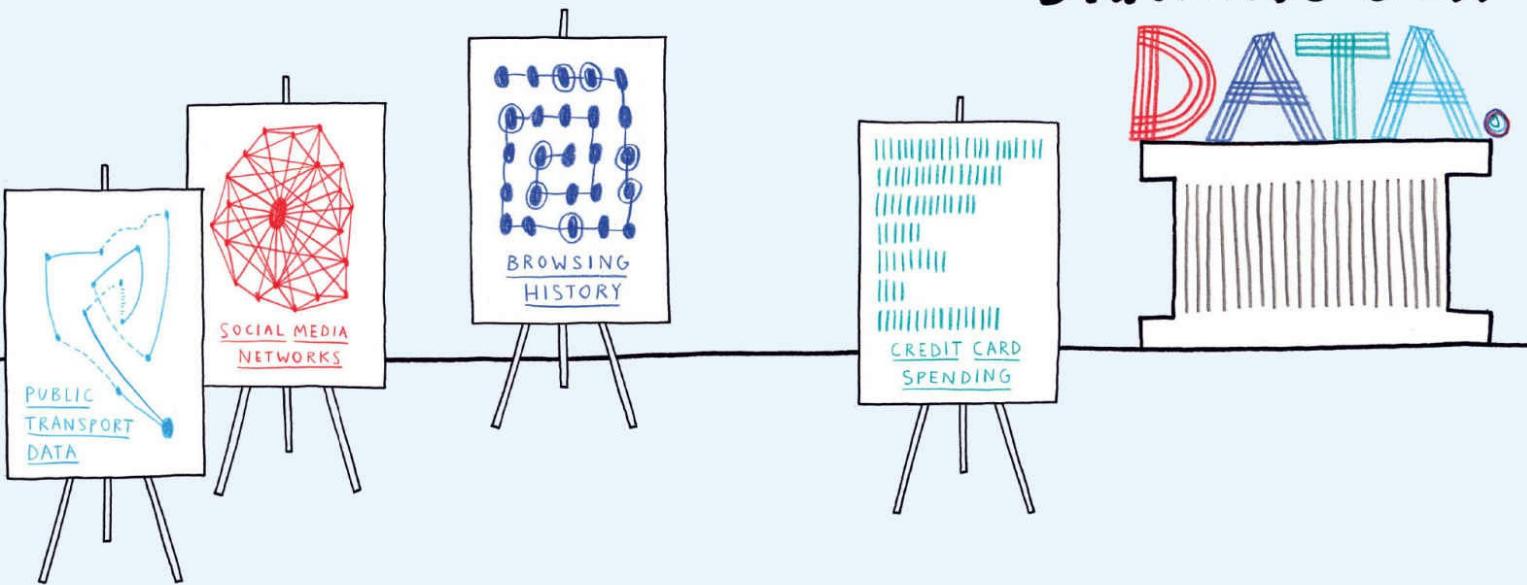
USA

BY AIR MAIL
par avion

Royal Mail®

This was the only week Giorgia and Stefanie used a phone app to track their data: it felt too impersonal, so they agreed to only gather data that computers couldn't track for the rest of the project.

**"DRAWING FROM LIFE"
NOW INCLUDES
DRAWING OUR**

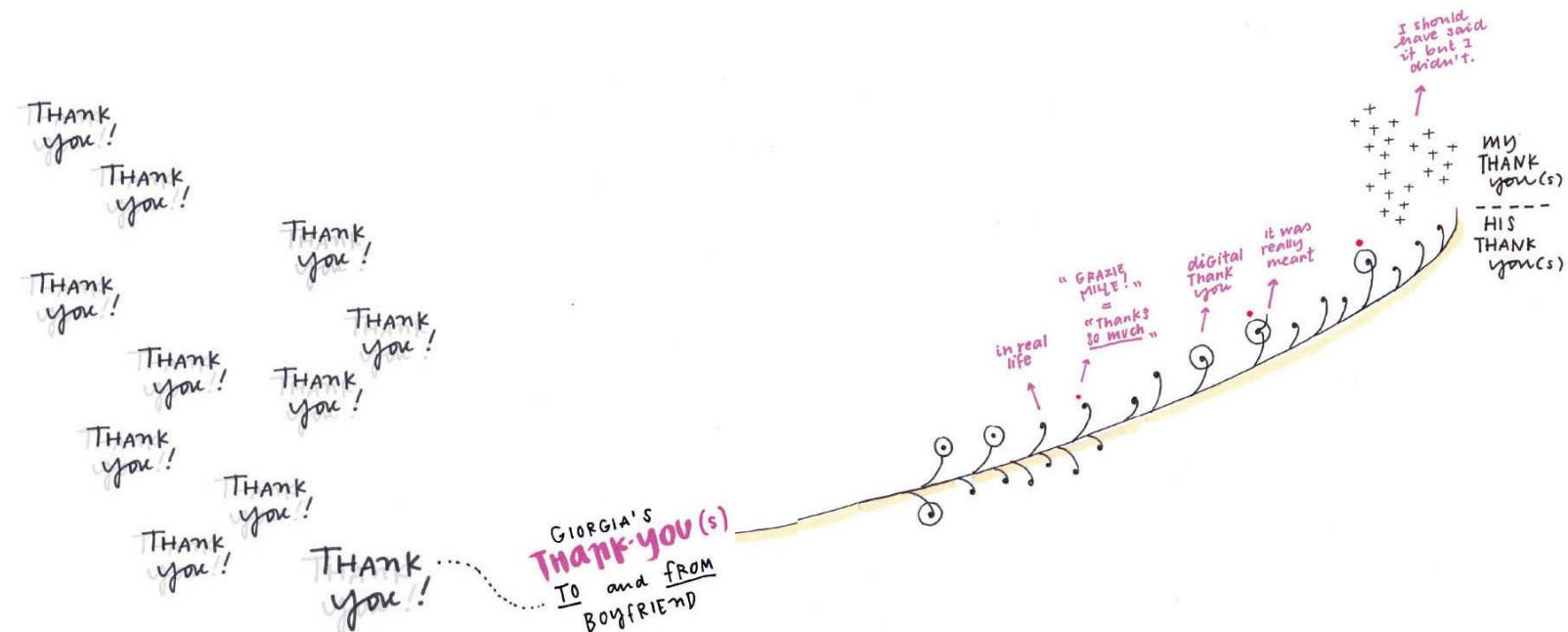


week THREE
a week of

"THANK you!,"

How often do we say "thank you" to the people we meet (and the people we love)?

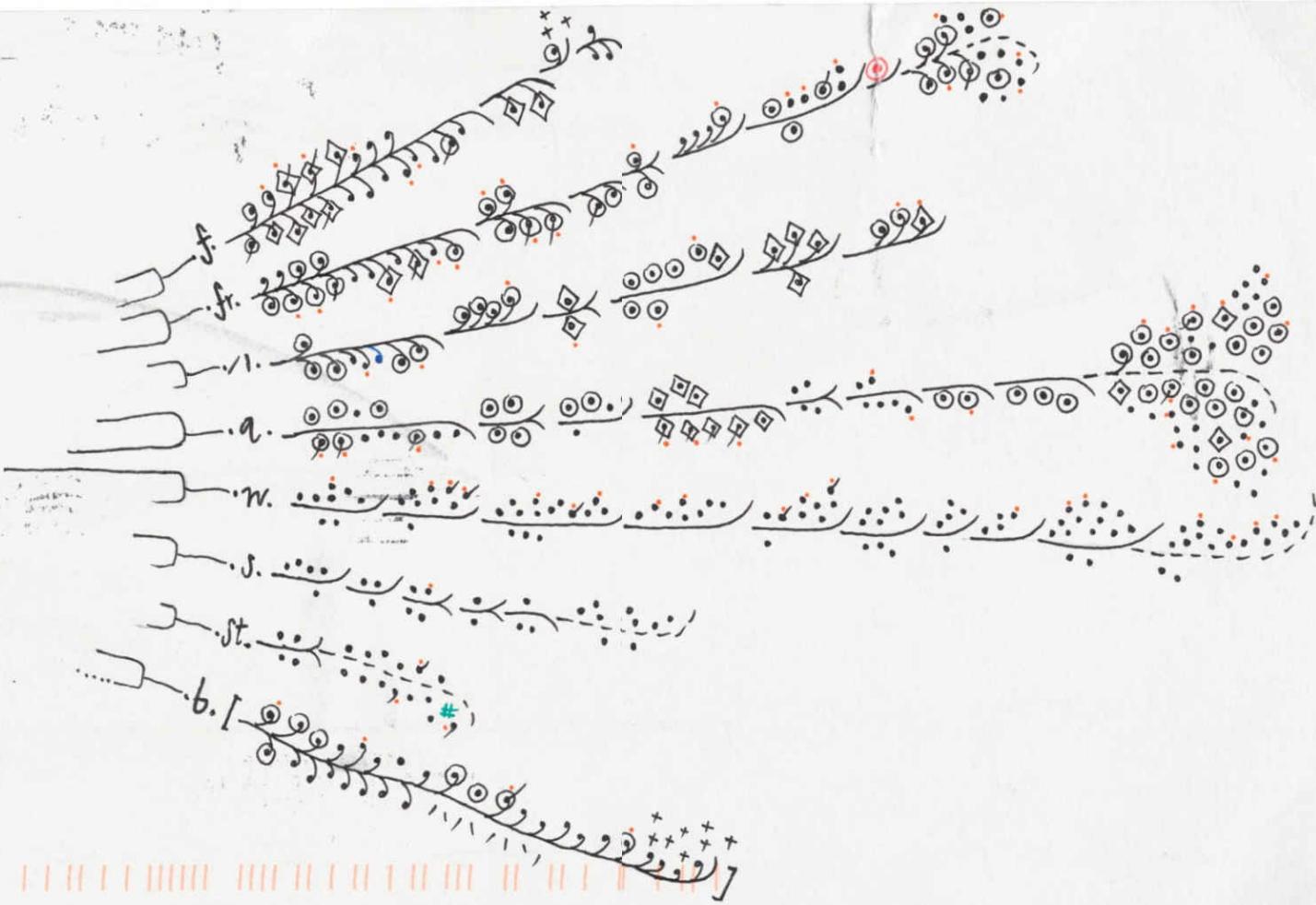
This week, Giorgia and Stefanie wanted to see how kind and gracious they are to others, and realized they should probably be more thankful to their friends and families than to strangers.

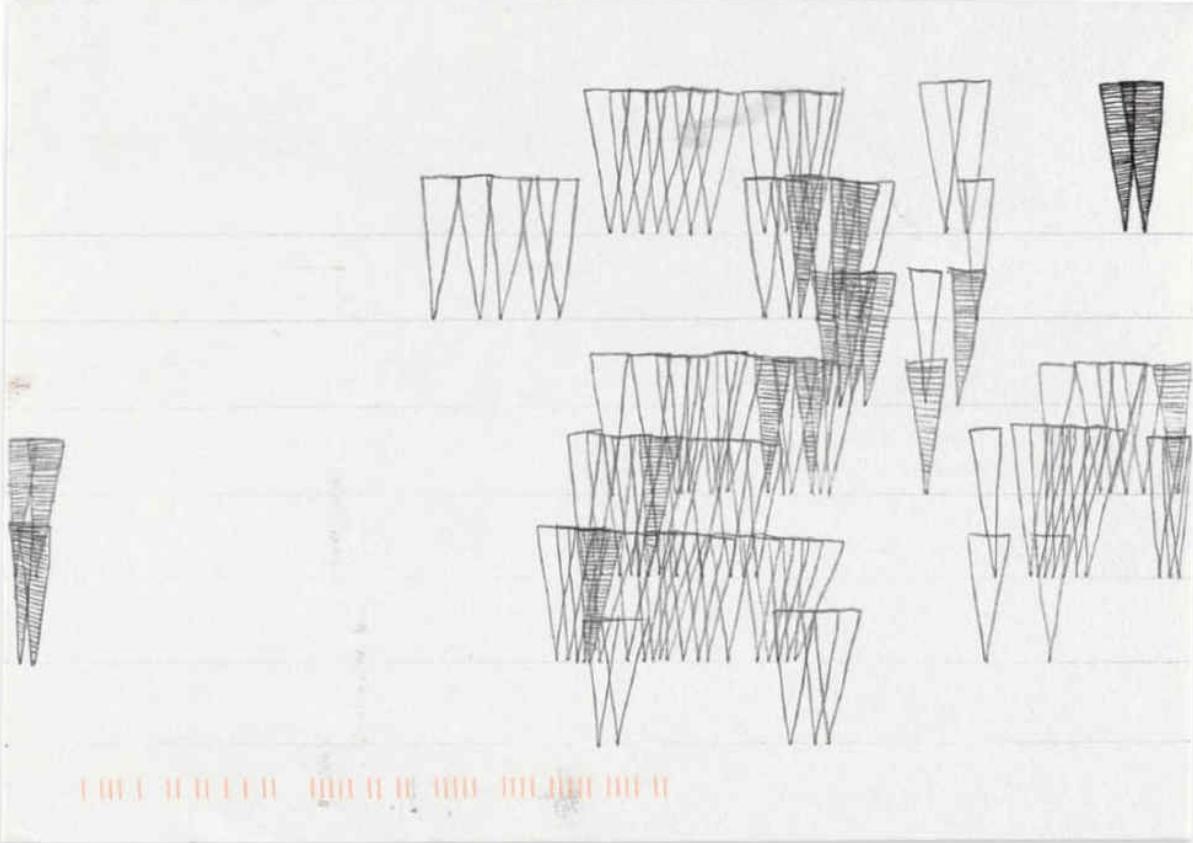


Boyfriend saw my card and said I cheated. He knew he thanked me more than I did.

No way!

This is what happens when you don't count!





DEAR DATA: WEEK 03
A WEEK OF THANK YOUS

Hi GIORGIA! So this week was a challenge: thank-yous are a challenge, particularly within close relationships. I'm sure I missed thank-yous to my husband, but this was an unusual week: I was travelling for work to Helsinki, so I spent mornings in my hotel room and really didn't ~~thank anyone but shop workers + airport workers!~~ DATA GATHERED ON ALL ~~of~~ VERBAL THANK-YOUS, ON PHONE OR IN PERSON.

LEGEND



EACH DAY REPRESENTED BY A HORIZONTAL LINE. EACH THANK-YOU PLACED ON LINE ACCORDING TO TIME OF THANK-YOU

TOTAL STRANGER ACQUAINTANCE / WE'VE BEEN FAMILIARLY INTRODUCED VERY CLOSE RELATIONSHIP (MY HUSBAND)
#124985282 PROBABLY TIME APPROXIMATIONS DUE TO IMPERFECT HAND DRAWING SKILL

FROM:
 S POSAVEC
 LONDON, UK



GIORGIA LUPI

BROOKLYN, NY

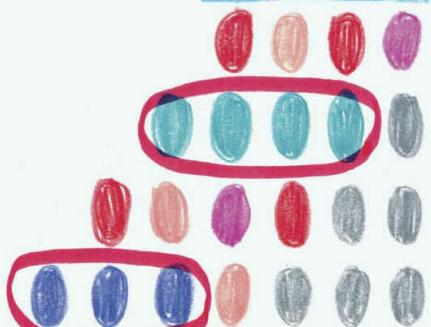
USA

BY AIR MAIL
 par avion
 Royal Mail®

Stefanie's favourite thank-yous from this week: whispering *kiitos* to shopkeepers in Finland because she didn't feel comfortable speaking Finnish.

DOING THE
"WORKINGS OUT"
CREATES MORE
OPPORTUNITIES
FOR PERSONAL
DISCOVERY.

LIFE
x DATA



INSIGHT



1 2 3 4 5 6 7

66 DEAR DATA

WEEK 04: MIRROR MIRROR ON THE WALL

HOW TO READ IT:



Each "drop" represents a single "look" at myself reflected.

Each horizontal line is a day of the week. "looks" are ordered chronologically. The inclination of the line represents whether that day is above or below the average in n. of "looks".

- LENGTH indicates the intention:

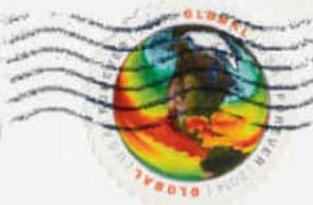
- tried to Avoid not to report
- seen myself while not thinking of it
- purposely checking how I looked like

- ATTRIBUTES:

- thought I should cut my hair
- thought I should change dress
- thought I was cool!
- didn't see myself

- COLOR = WHERE I saw myself
- mirror of my Bedroom
 - mirror of my Bathroom
 - window / shop-window
 - mirror of hairdresser while having a hair-cut
 - mirror of cafe / restaurant's Bathroom
 - mirror of the Bathroom at work
 - screen of iPhone or Mac
 - Others
 - Camera of my iPhone while doing a selfie.

FROM:
NEW YORK CITY 100
07 OCT 2016 12 L
BROOKLYN
NY - USA



SEND TO:

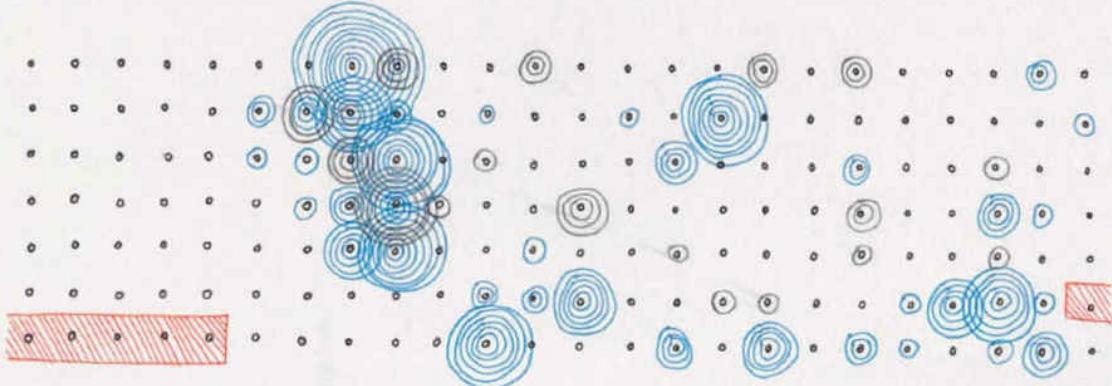
STEFANIE POSAVEC

LONDON

[UK]

ENGLAND

Without telling each other, Giorgia and Stefanie both drew a colourful postcard. Giorgia started noticing how she is still somehow influenced by the previous week's topic: thinking about it for a second every time she said "thank you"!



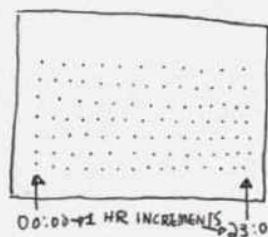
DEAR DATA - WEEK 04

A WEEK OF MIRRORS

THE DATA:

EVERY TIME I CHECKED MY APPEARANCE
IN SOMETHING REFLECTIVE, ^{SUCH AS A} MIRROR
OR WINDOW ON STREET.

LEGEND



LINE Wobble due to me drawing the legend on a very wobbly high-speed train!

MONDAY
↓
SUNDAY

○ - LOOKING IN MIRROR AT HOME

○ - LOOKING IN MIRROR OUTSIDE OF HOME

□ - DATA VOID

THE 1ST INSTANCE OF REFLECTION-CHECKING STARTS IN CENTRE & MOVES OUTWARD.

112188 DUE TO ME GOING CLUBBING AND GETTING TOO DRUNK TO REMEMBER TO TRACK... PRETTY SURE I LOOKED IN MIRRORS BUT WHO REALLY KNOWS?

Celebrating
Joan...
Remarkable
UKives Stamps

FROM:
S. POSAVEC
[REDACTED]
LONDON
1944-2002

Royal Mail
Mount Pleasant
Mail Centre
07-10-2014
31350609



To:

GIORGIA LUPI

BROOKLYN, NY

USA

BY AIR MAIL
par avion

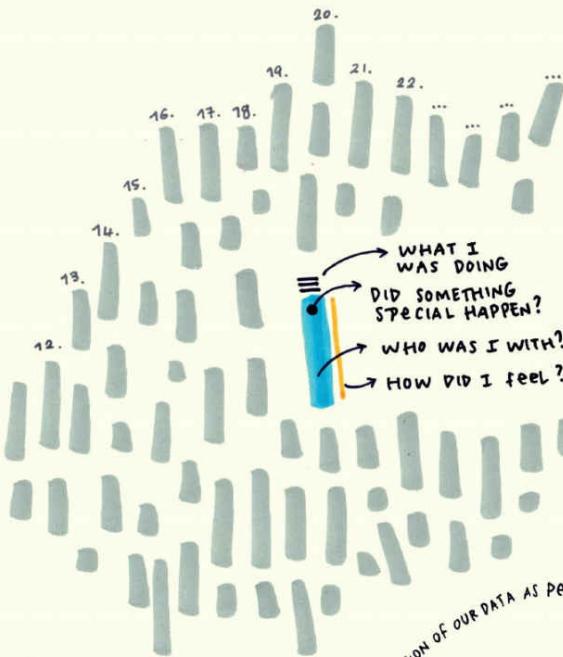
Royal Mail®

On Saturday night Stefanie went to a club while carrying a disco ball covered with hundreds of tiny mirrors yet somehow forgot to enter this into her data (though you can likely guess the reason).

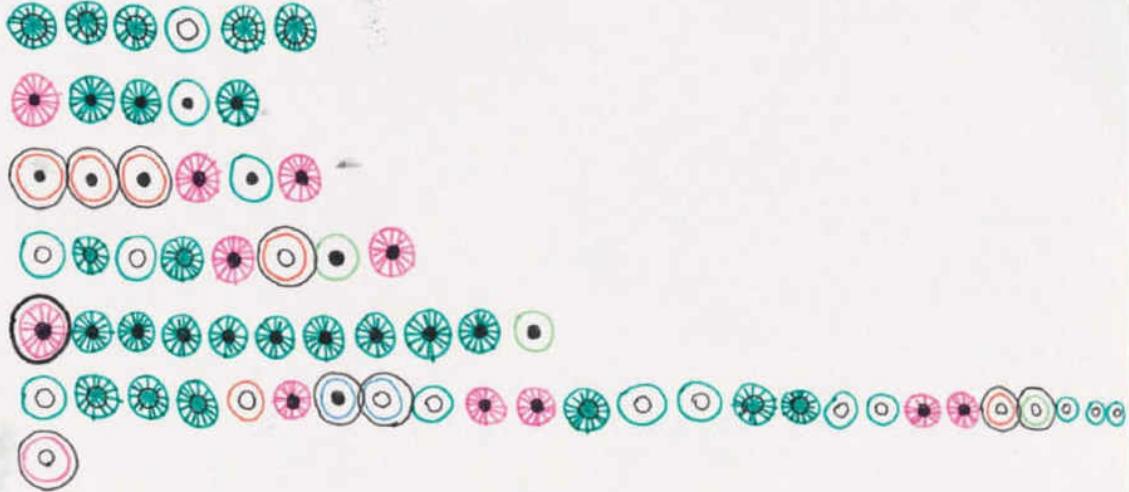
IT IS ONLY
BY ADDING
**PERSONAL
CONTEXT**
THAT YOU GET
CLOSER TO REAL
MEANING



WE SHOULDN'T EXPECT ANY APP TO TELL US SOMETHING NEW ABOUT OURSELVES.



FOR FIFTY-TWO WEEKS, WE EMPHASIZED THE OBSERVATION OF OUR DATA AS PERSONAL STORIES.



THE REVENGE OF THE CIRCLE

DEAR DATA - WEEK 05

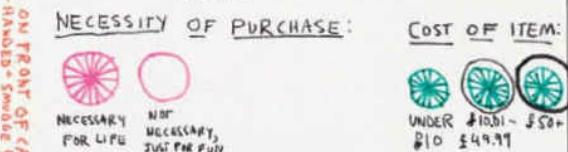
A WEEK OF THINGS I BUY

LEGEND

	AM	→	PM
M	○○○○		
T	○○○○○○		
W	○○○○○○		
TH	○○○○○○		
F	○○○○○○		
S	○○○○○○		
S	○○○○○○		

NOTES ON DATA:
 - ONLY INCLUDES ITEMS PURCHASED THROUGH DAY.
 NO RENT, GYM, ETC.
 - ROUGH PRICE ESTIMATE DUE TO VARIOUS 'MULTI-BUY' DEALS, TRANSPORT PRICE CAPS.
^{TOP 5 PURCHASES / MOST EXPENSIVE}
 1 TRAIN FROM LON-SHEFFIELD
 2 POLISH FOOD DINNER W/FRIENDS
 3 VANS TRAINERS
 4 BEAUTY TREATMENT (MAY... AHEM)

~~DATA IS PART OF A SERIES OF 52 WEEKS~~
 EACH ITEM PURCHASED IS REPRESENTED BY A CIRCLE:



TOTAL SPENT £320.17

FROM:
 S. POSAVEC
 LONDON
 ENGLAND
shake

Royal Mail
 FIRST CLASS
 Mail Centre
 13-10-2014
 54005597



GIORGIA LUPI

~~BROOKLYN, NY~~

USA

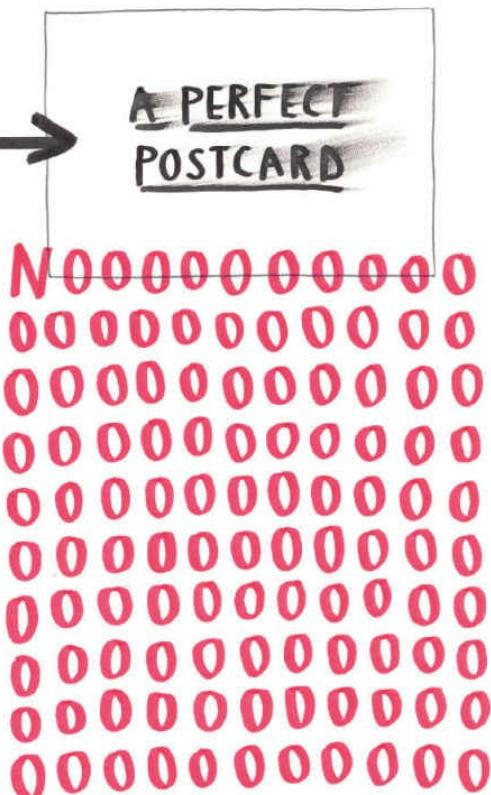
AIRMAIL

Stefanie learns that being honest with your data-gathering includes being very open about your personal beauty treatments, even if they are slightly embarrassing!

STEFANIE'S BATTLE AGAINST
LEFT-HAND SMUDGES



Three seconds later:



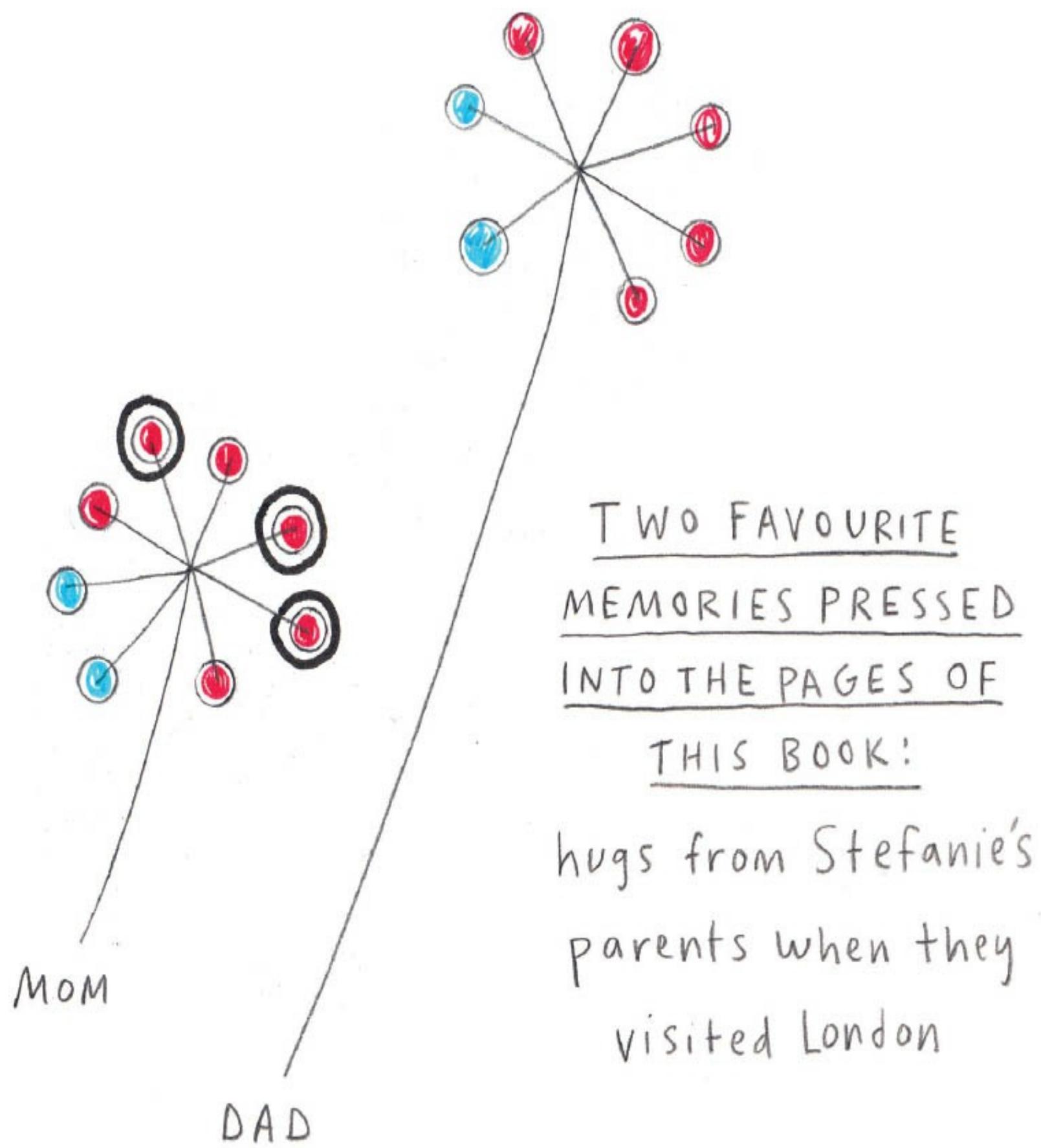
WEEK SIX

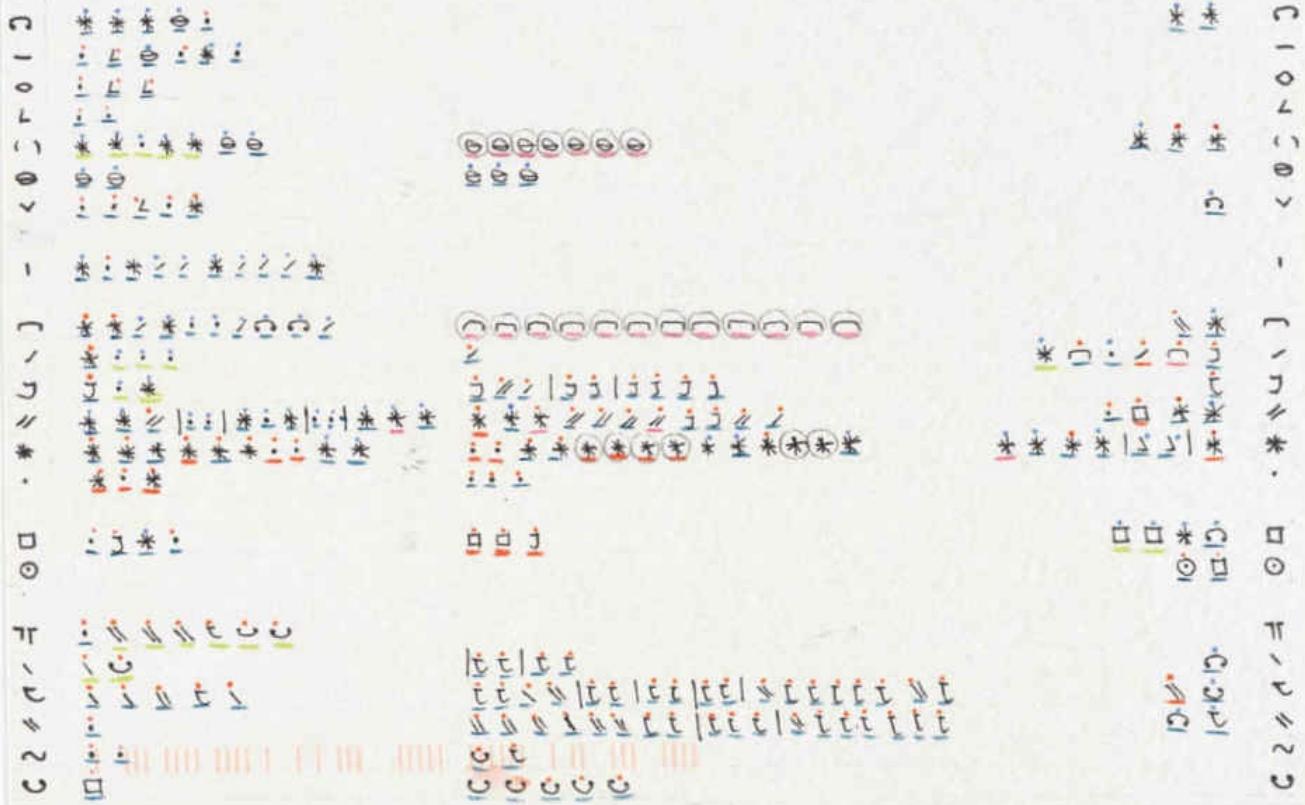
A WEEK OF

PHYSICAL CONTACT

Living in a big city full of people, we are bumped into and jostled on a regular basis. But how often do we intentionally give or receive physical contact?

This week, Giorgia and Stefanie decided to collect data on physical contact, ranging from perfunctory handshakes with professional acquaintances to contact that was slightly more . . . “intimate”.





"DEAR DATA"

WEEK 06: DON'T TOUCH ME NOW!

HOW to READ it: Each little symbol represents a physical contact.



→ THE 3 MAIN VERTICAL ALIGNMENTS stand for:

1. Somebody touched ME
2. the contact was MUTUAL
3. I touched Somebody

→ HORIZONTAL GRID AND SYMBOLS indicate PARTS OF THE BODY:

1 head
— forehead
○ eyes
— nose
(7) cheeks
● lips
▼ chin
— neck
— shoulders
* arm
— elbow
— forearm
* hand
* fingers
□ torso/back
○ belly
— hips
— leg
— knee
— calf
— ankle
○ foot



} the same symbols are replicated for the contacts: meaning which parts of our bodies touched during the contact.

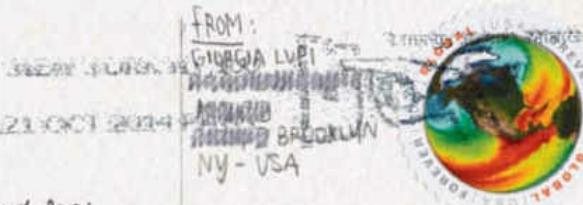
- Contacts are ordered chronologically for each part of the Body for the 3 main categories.

ATTRIBUTES:

- * boyfriend
- * friend
- * stranger
- * Kid

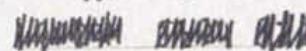
SPECIALS:

- Italian kisses on cheeks
- 2 contacts
- very late
- American ANG
- m time
- Hard's shake



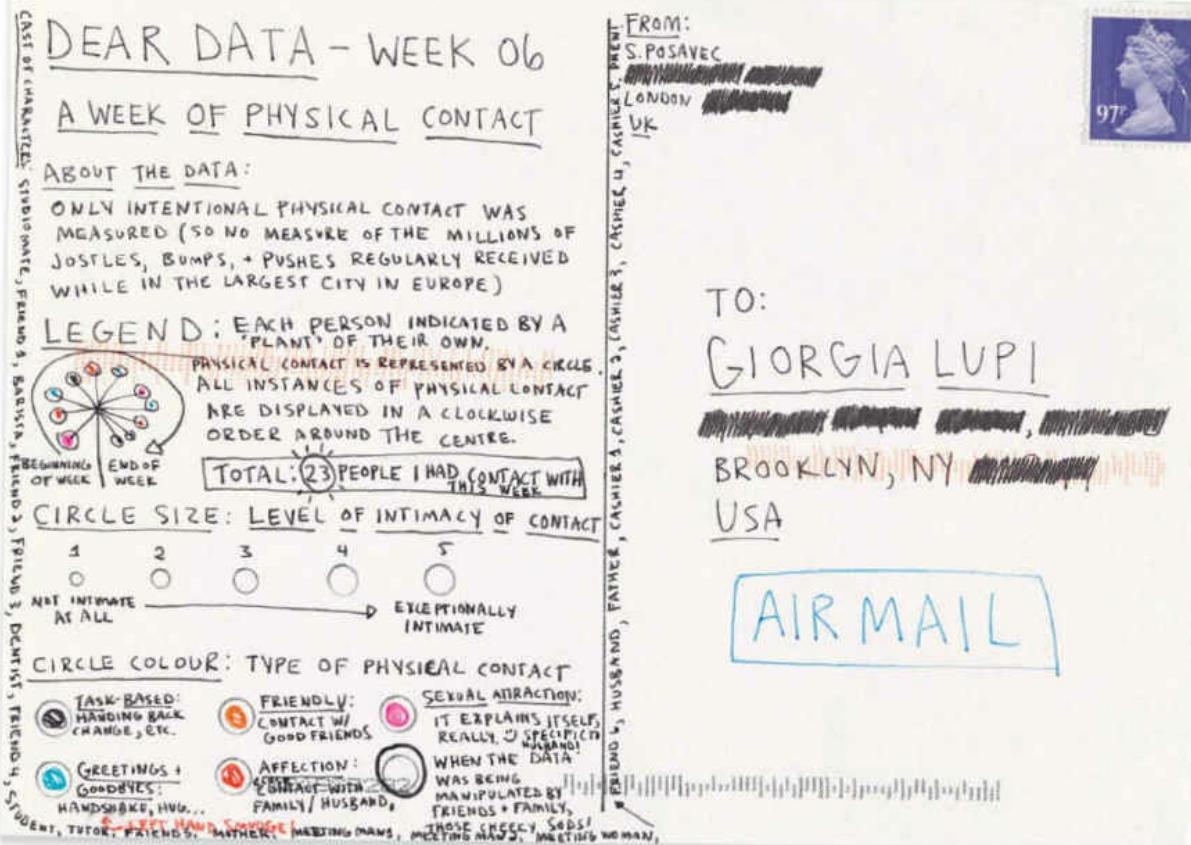
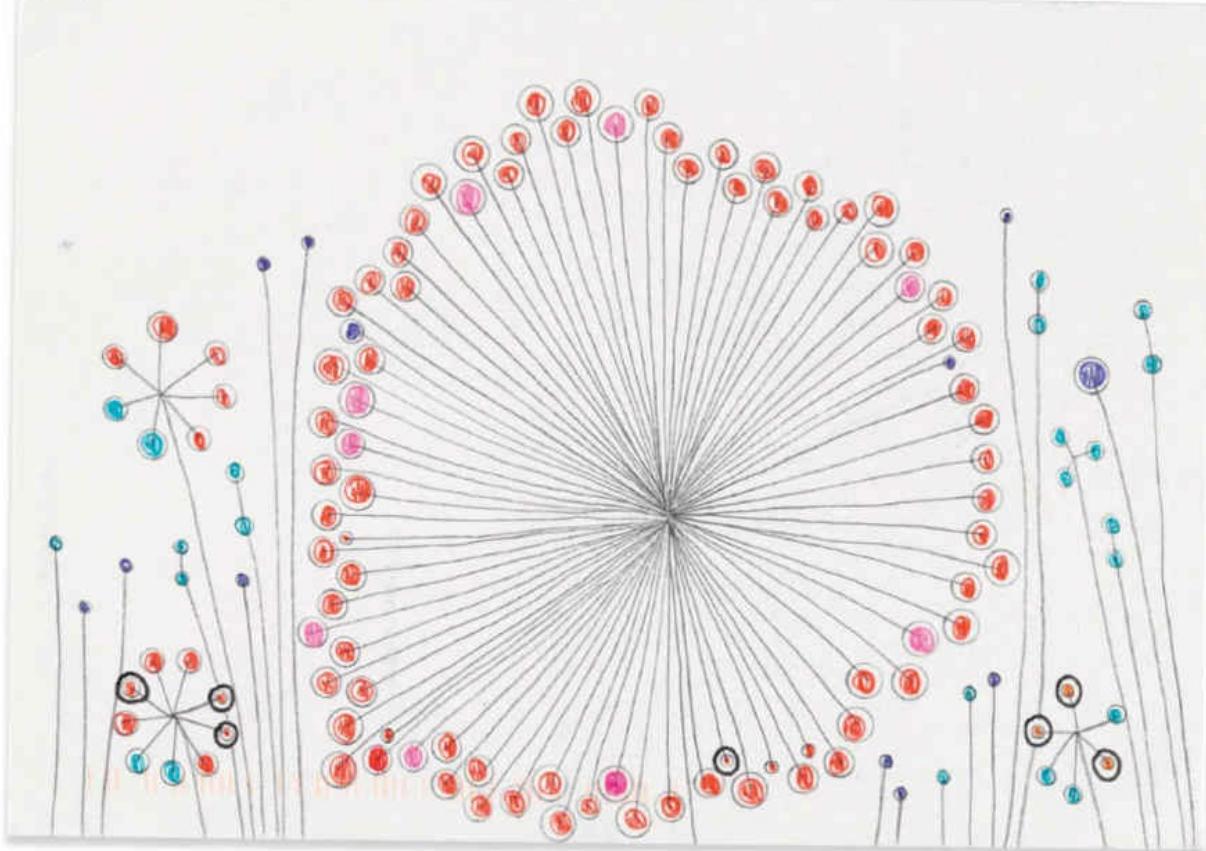
SEND TO:

STEFANIE POSAVEC



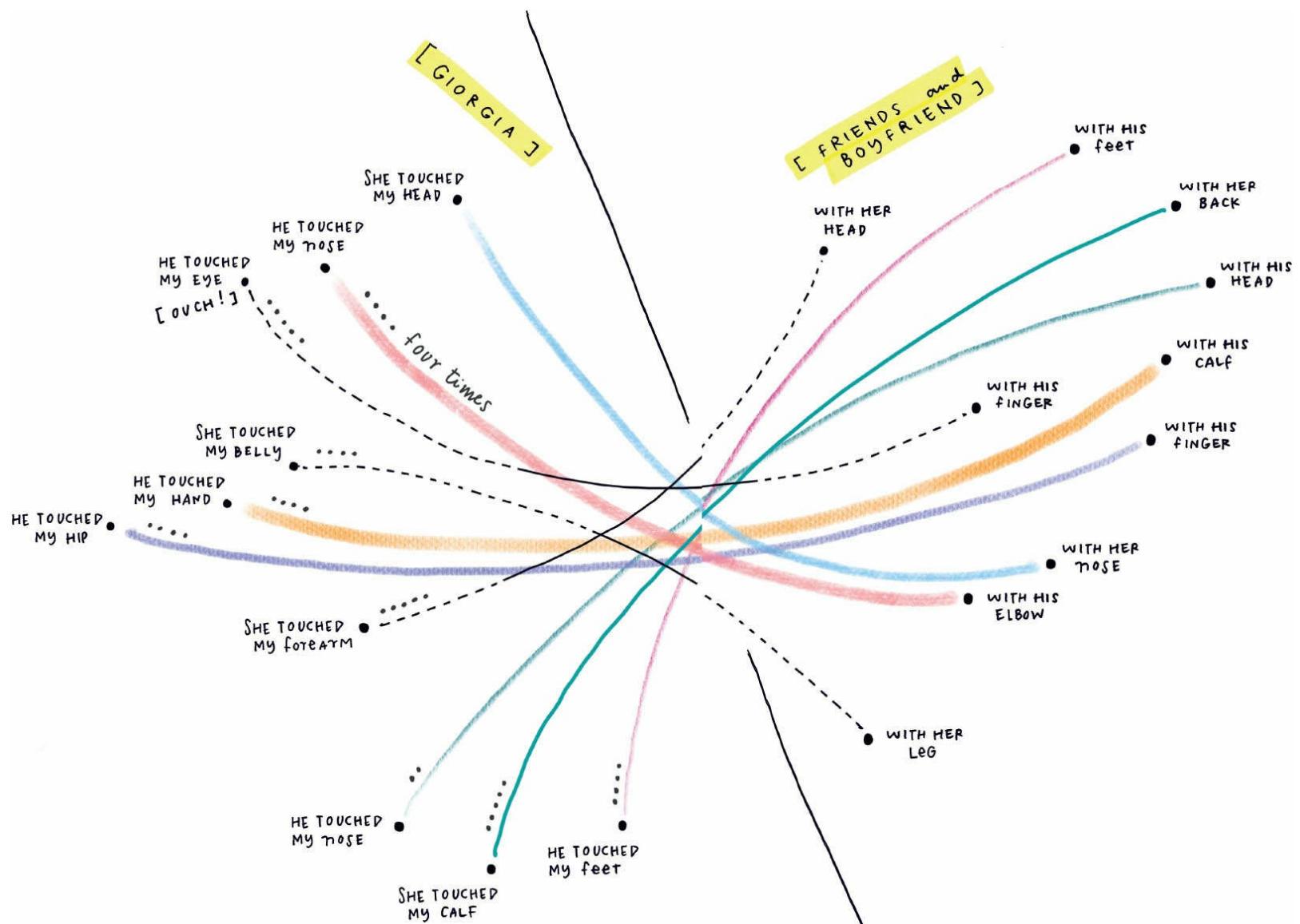
- UK -
ENGLAND

Giorgia wanted to try something different here and she mocked-up a "body-shape" to represent her physical hetic of the outcome, but still thinks it has a valid structure!



For months after, every time Stefanie looked at this dataset she would feel a pang of homesickness, and miss her parents: a perfect example of how data can inspire emotion.

When your friends and family don't take your data collection seriously.



This week turned out to be the first week of collective engagement after the beginning of *Dear Data*. My friends and boyfriend touched me in unlikely ways to be part of my data gathering — i.e. spoil my data — and this added a performative nuance to the week.

(It was fun!)

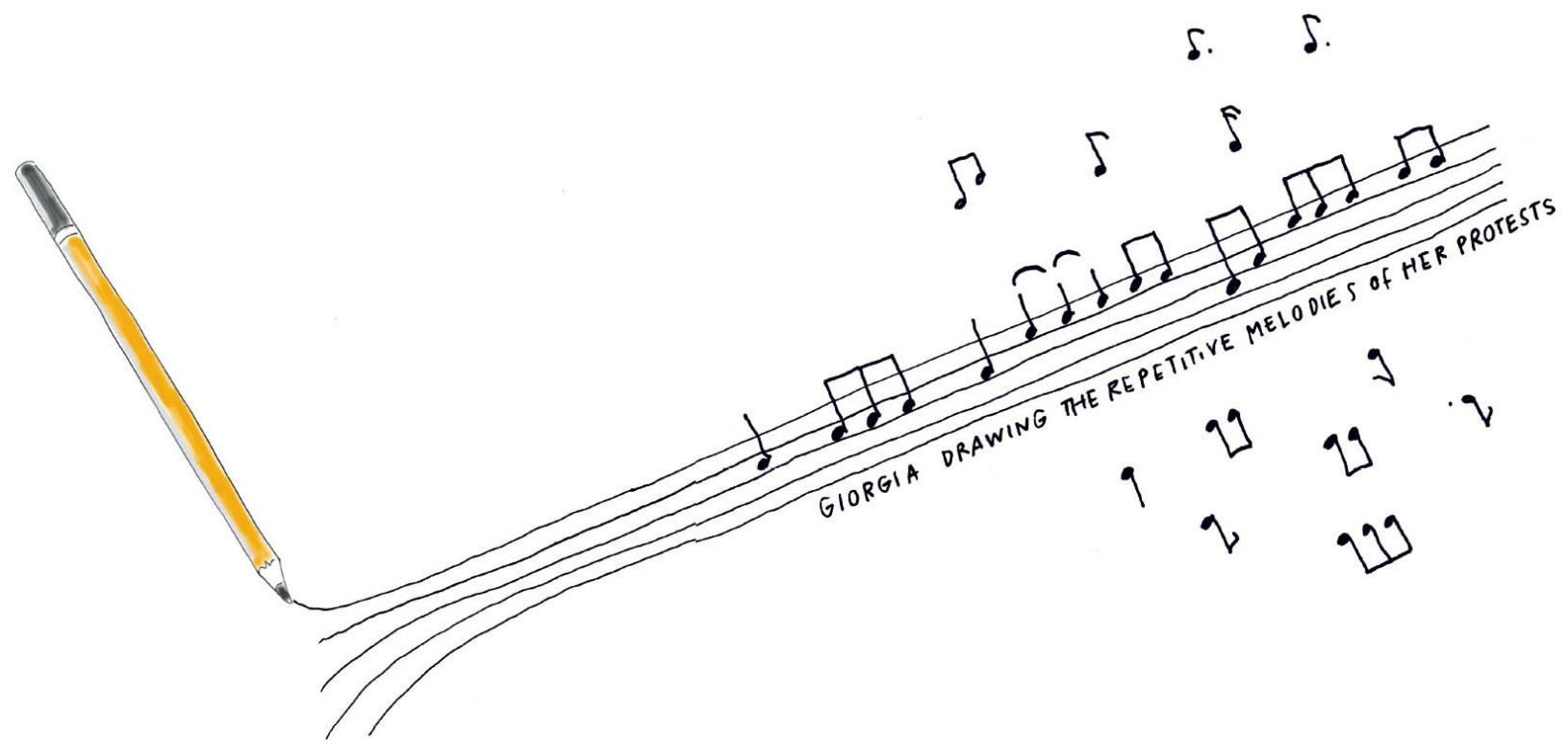
week seven

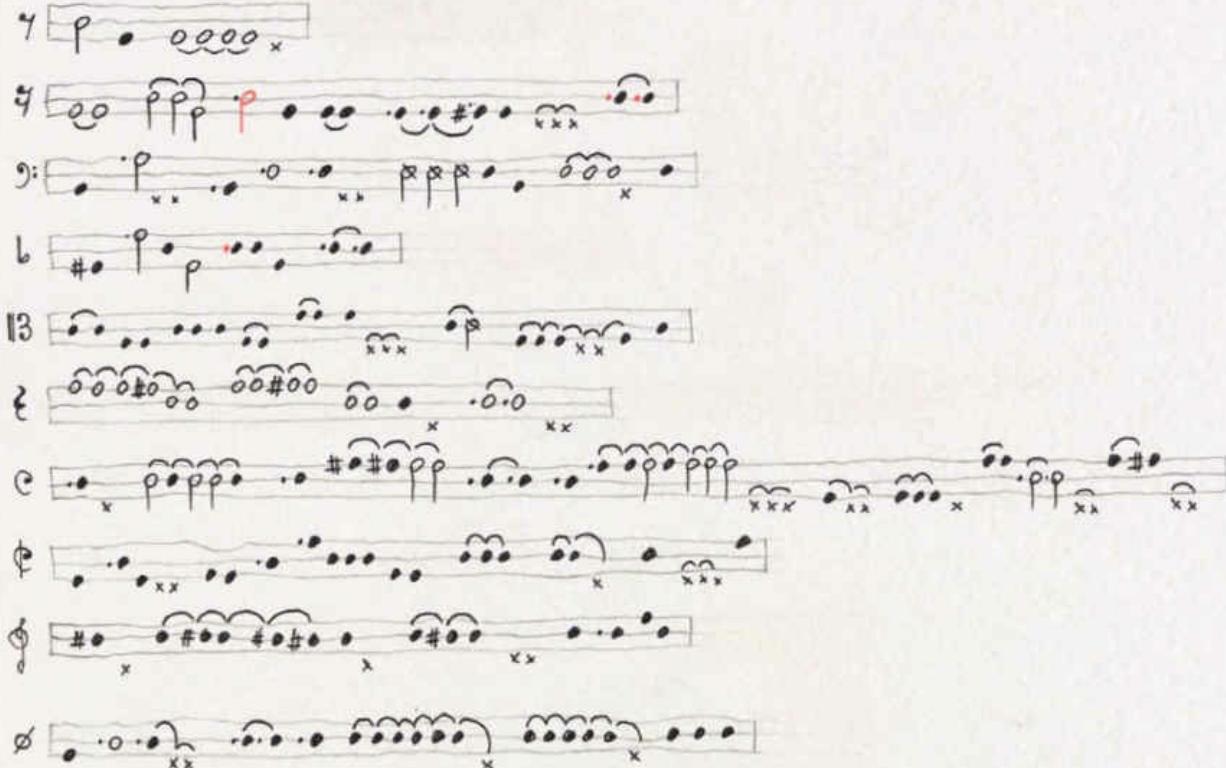
a week of

complaints

How often do we complain, what do we rant about, and how many of our complaints are unnecessary?

This week's postcards were delivered in person, as the following week, Stefanie and Giorgia hung out together in New York.





"DEAR DATA"

WEEK 07: MUSICAL COMPLAINTS

HOW TO READ IT:

Each "note" is a single complaint I said.
(i.e. every single time I expressed dissatisfaction or annoyance about a situation or particular thing)

Each "Score" represents a typology of things I complained about, featuring complaints in chronological order.

SCORES:

- 4 - ME AS A PERSON (e.g. "I am so... angry / obsessive...")
- 5 - ME AT WORK (e.g. "I should've done ...")
- 6 - WORK (e.g. "this project isn't going well!")
- 7 - TECHNOLOGY (e.g. "the sonner is not working!")
- 8 - SERVICE/FOOD (e.g. "OMG the waiter is so slow!")
- 9 - SOMEBODY (e.g. "He's really a jerk ...")
- 10 - COLD (e.g. "I am freezing! The A.C. is crazy!")
- 11 - HOW I FEEL (e.g. "So tired!!", "so bored!!")
- 12 - BOYFRIEND (e.g. "You're snoring! You haven't....")
- 13 - OTHER (e.g. "I spent 1 hour waiting for...")

POSITIONS OF NOTES:

- | | | |
|---|-----|---|
| 1 | • → | ACTUAL need to complain |
| 2 | • → | average " " " |
| 3 | • → | MOREAL " " " |
| 4 | -x- | MISSING COMPLAINTS:
Thought of complaining
But didn't do! |

FROM:
GIORGIA LUPI
100 E 14TH STREET
MOMA BROOKLYN
NY - USA



SEND TO:

STEFANIE POSAVEC

100 E 14TH STREET
MOMA BROOKLYN

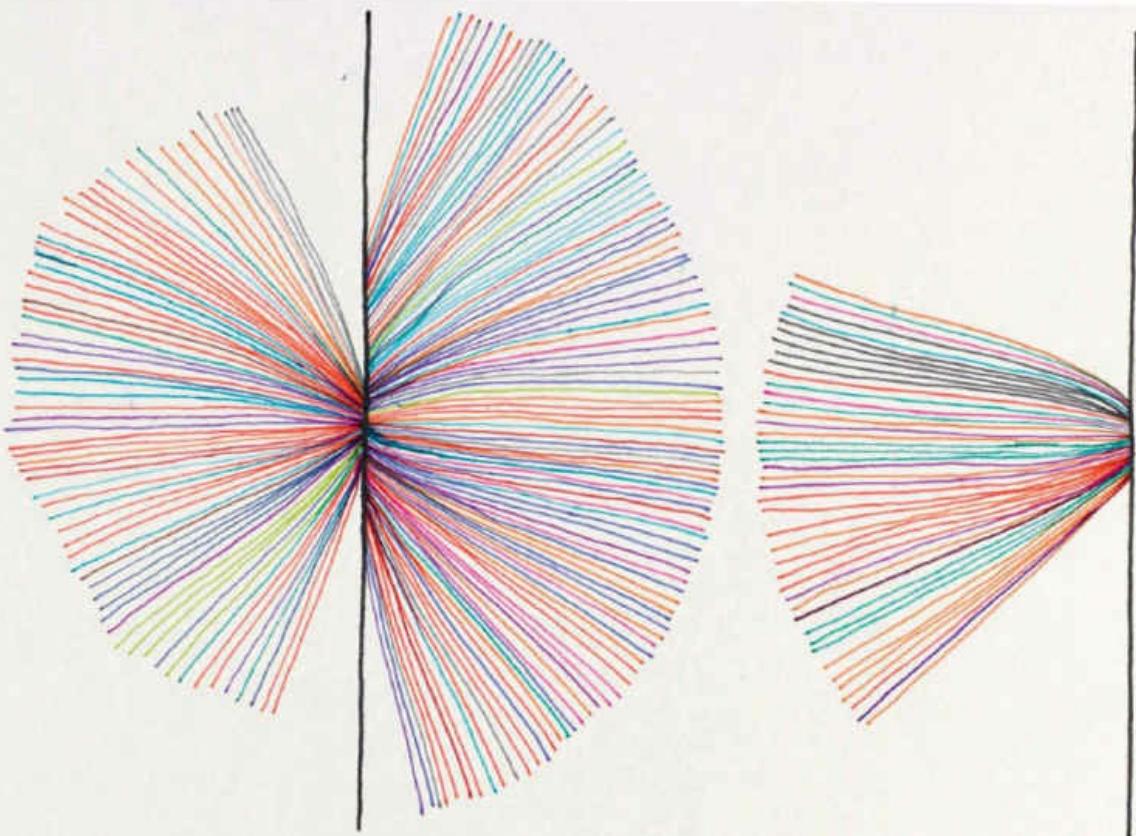
LONDON

- UK -

ENGLAND

DELIVERED BY
HAND (SPECIAL NYC
DELIVERY!)

What better visual reference than a musical score to show the repetitiveness of Giorgia's protests and the "level" of complaint: whether they are justified or totally out of place.



DEAR DATA - WEEK 07

A WEEK OF COMPLAINTS*

*AND GENERAL GRUMPINESS

HOW TO READ IT: (I ~~THREW DOWN MY~~ PENS WHEN I FINISHED)

(COMPLAINT #7) WHAT IS WRONG WITH ME??

ALL COMPLAINTS IN

CHRONOLOGICAL ORDER

EXCEPT 'COMPLAINTS TO ME'

BECAUSE (COMPLAINT #2) I

MESSED UP THE ORDER +

BY THAT TIME I HAD

ALREADY SPENT 1.5 HOURS

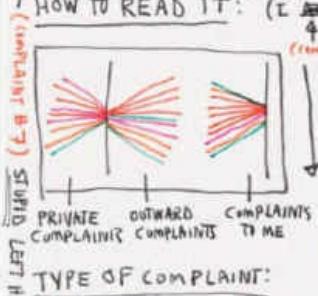
ON THIS... AARGH! AND

(COMPLAINT #2) THIS PART

OF THE DRAWING IS NOT

SYMMETRICAL WHICH

BOTHERS ME!!



TYPE OF COMPLAINT:

WEATHER
HUSBAND
ANIMALS
FAMILY
SOCIETY
THE WORLD TODAY
ACQUAINTANCES/
STRANGERS
MY APPEARANCE
FRIENDS
WORK

HEALTH
HUNGER
MYSELF
TECHNOLOGY/
MEDIA
MONEY
INNATE
OBJECTS
TRANSPORT

MAIN STATS	
PRIVATE COMPLAINTS:	67
OUTWARD COMPLAINTS:	100
COMPLAINTS TO ME:	43
NO OF PEOPLE WHO	
COMPLAINED TO ME:	5
NO OF EXAMINERS:	MY DAD
COMPLAINED TO:	10
I COMPLAINED MOST ABOUT MY	
FAMILY	(SORRY MOM + DAD I LOVE YOU!!)
+ SECOND MOST COMPLAINING ABOUT	
MY HUSBAND	(SHE'S GONE F
	COLLAPSED)

THIS PEN (COMPLAINT #8) LEAKED + SMUDGED
MY DRAWING + GOT ALL OVER MY HANDS!

*AND A WEEK OF COMPLAINTS ABOUT HOW I FKED UP THIS DRAWING! (COMPLAINT #5)

FROM:
S POSAVEC
LONDON
UK



TO:
GIORGIA LUPI

BROOKLYN, NY

USA

DELIVERED BY
HAND (SPECIAL NYC
DELIVERY!)

Note the hand-drawn stamps: these postcards were delivered in person in New York!

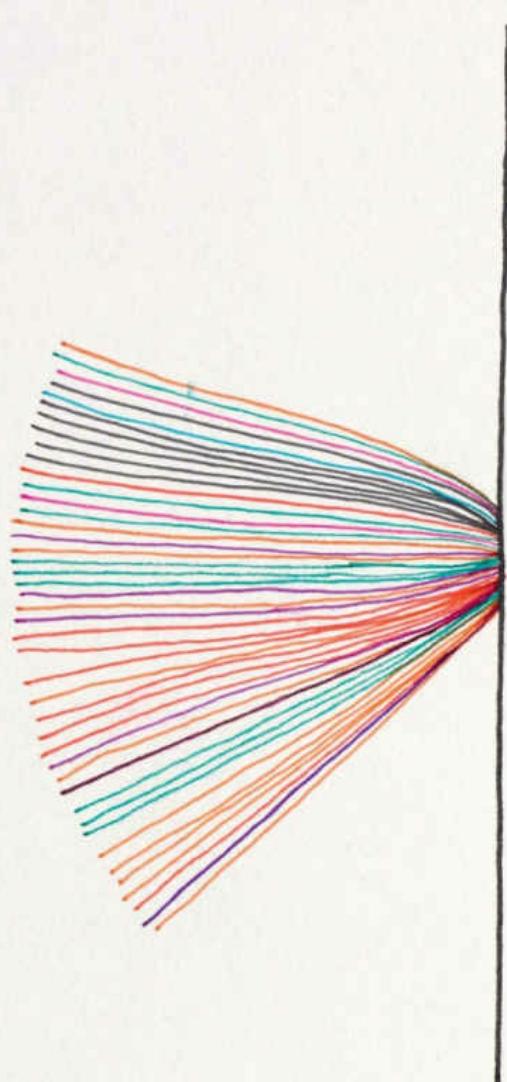
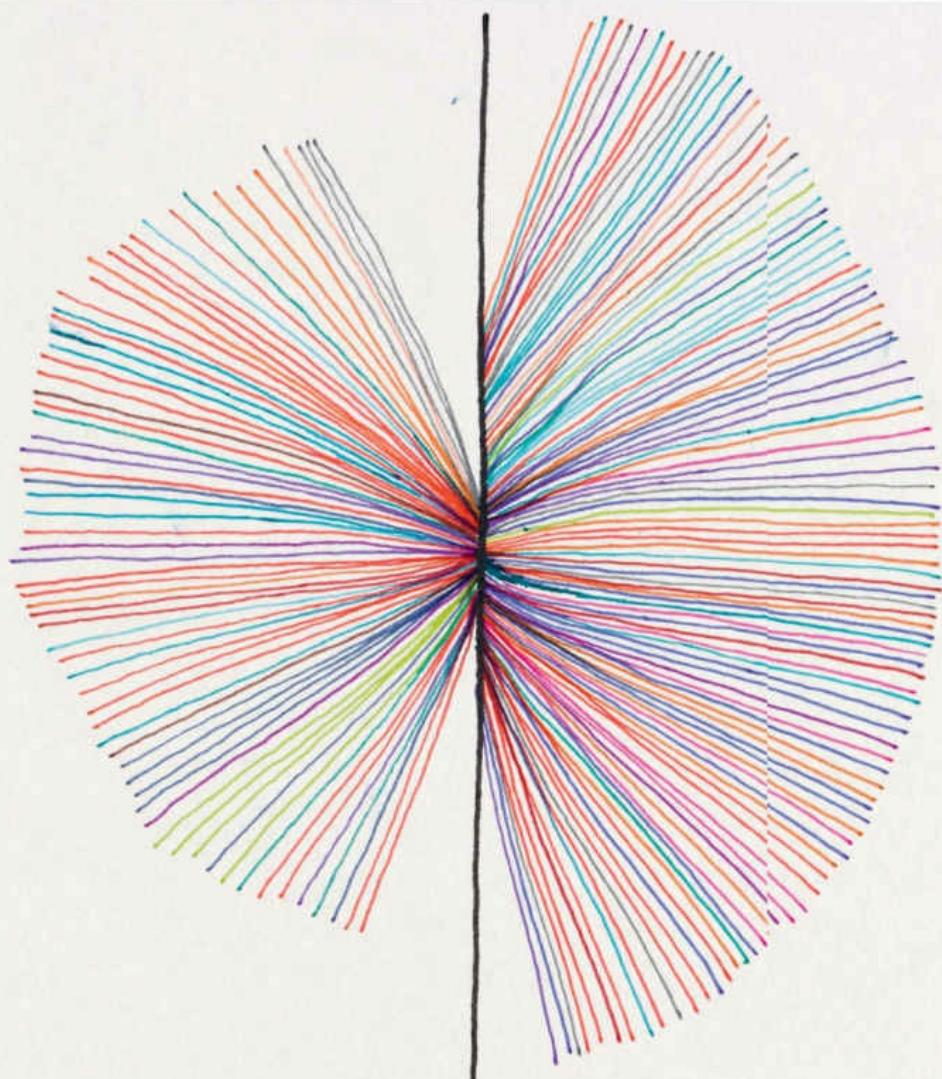
che freddo! questo posto fa vomitare! I can't stand HER any MORE! EPA colpa tua che russavi! VOGLIO andare via ora!
Questo cab mi fa venire il vomito! che schifo questo posto!
ma come potevi pensare che andasse Bene? they are just crazy with the A.C.! Ho sonno! Cosa sono tutti quegli scottex in Giro? Dai sistema la tua roba non la posso vedere così!
NO va beh ma è uno st****o! Ma come si fa a comportarsi così? Dio se odio Google-drive! it's not working again, I mean, we pay for it! THIS place is so f*****ing cold!
No più serio sto morendo di freddo fai qualcosa! Ma è colpa sua se non sta funzionando! I haven't been preparing enough and It will be a disaster! NON ho niente da mettermi per il talk! NON RUSSARE !!! smettila di Russare non ce la faccio più! Non ho dormito nulla ed è tutta colpa tua! E quando pensavi di farlo? E' ancora in ritardo! I am so much not an interesting person, I can only talk about my work. It was ok but I could have done better. I wasn't at my best I could have been better. Questo posto è freddissimo voglio andare via!! che freddo! Sto congelando! Madonna ma ha dei problemi sta cameriera! Ma cosa avevi in mente, perché gli hai scritto? Non riesco a lavorare così! Non ho chiuso occhio sono stanchissima! ma dai sti americani hanno dei problemi però eh?! He was so out of place! Questa luce fa ca****e! I don't want to go! I so much don't want to go!
Non funziona la mail ancora! Uffa che p****e! cioè ha servito prima loro di noi non è giusto! Si Gela! Questa birra sa di verdura! che schifo c'è il cilantro, Bleah! che casino adesso mi metto a urlare anche io! we've ordered 10 minutes ago and our drinks aren't here yet! Can you turn the heater up because it's really freezing in here! Sono così fuori forma uffa! ti sei dimenticata ancora! ma come non è possibile che non ce l'abbiano! Tira la tenda della doccia quante volte te lo devo dire! Che freddo! No va beh sto gelando! Cene andiamo per favore? Eh ma cosa pensavi che fosse un bel locale? Si cameriere non ci c***a! yes we were here before them! che freddo! questo posto fa vomitare! I can't stand HER any MORE! EPA colpa tua che russavi! VOGLIO andare via ora!
Questo cab mi fa venire il vomito! che schifo questo posto!
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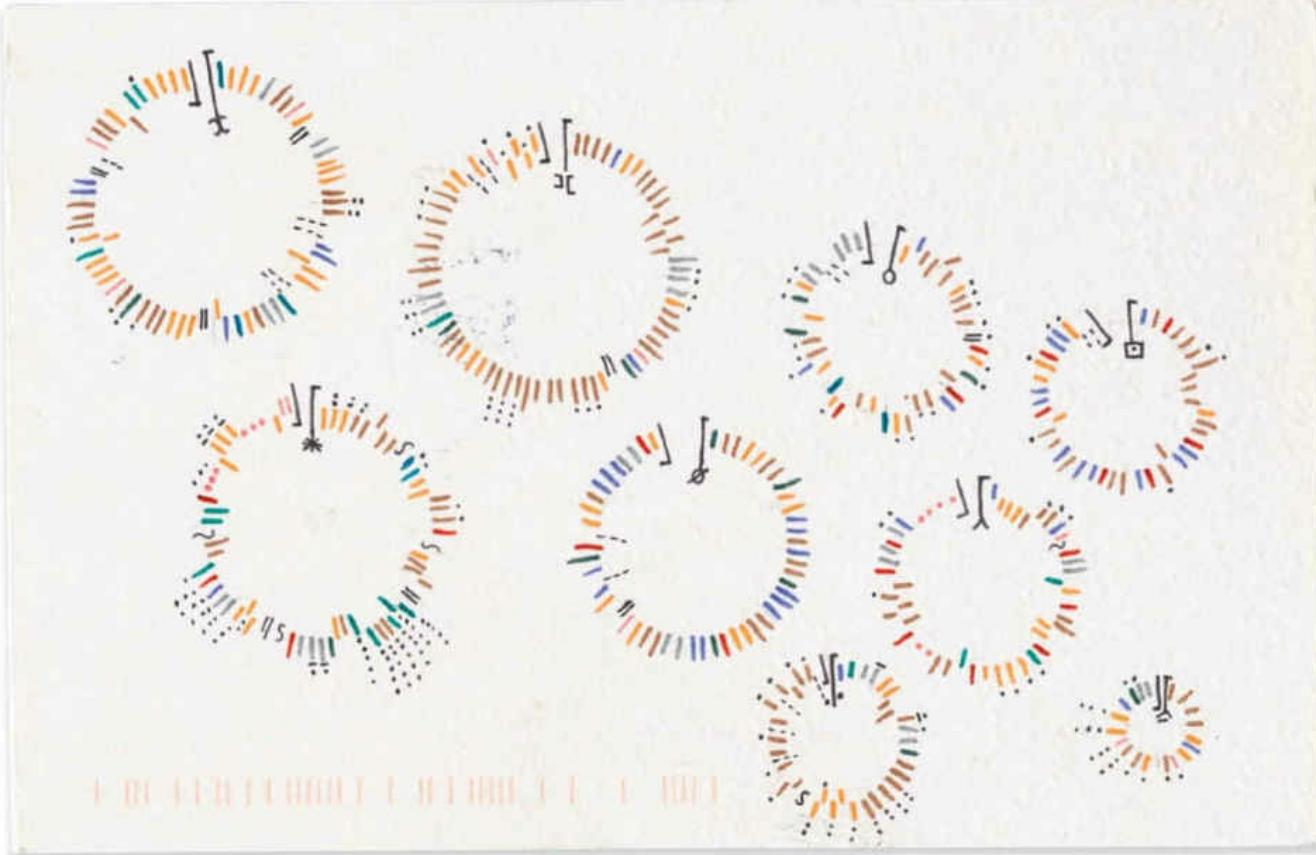
così? Dio se odio Google-drive! it's not working again, I only talk about my work. It was ok but I could have done better. I wasn't at my best I could have been better. Questo posto è freddissimo voglio andare via!! che freddo! Sto congelando! Madonna ma ha dei problemi sta cameriera! Ma cosa avevi in mente, perché Gli hai scritto? Non riesco a lavorare così! Non ho chiuso occhio sono stanchissima! Ma dai sti americani hanno dei problemi però eh?! He was so out of place! Questa lince fa cattive! I don't want to go! I so much don't want to go! Non funziona la mail ancora! Uffa che p**e! cioè ha servito prima loro di noi non è giusto! Si Gela! Questa birra sa di verdura! Che schifo c'è il cilantro, Bleah! che casino adesso mi metto a urlare anche io! We've ordered 10 minutes ago and our drinks aren't here yet! Can you turn the heater up because it's really freezing in here! Sono così fuori forma uffa! Ti sei dimenticata ancora! ma come non è possibile che non ce l'abbiano! Tira la tenda della doccia quante volte te lo devo dire! Che freddo! No va beh sto gelando! Cene andiamo per favore? Eh ma cosa pensavi che fosse un bel locale? Il cameriere non ci c*ka! Yes we were here before them! This isn't fair! I hate technology, why it's not working?! I have no idea why but it has been off the whole day, someone should come and repair it! I have been waiting here 15 minutes! I am really tired! Sono stanchissima!! Why it's always so f***ing cold in here?! I mean I am wearing my coat! I can't believe we have to do this! Gli avevo chiesto di consegnarmi i files ieri, come sempre è in ritardo! Ma cosa ci vuole a tenere la lince più bassa?! La pagniamo 80 dollar all'ora e non paga nemmeno la laundry! Che freddo! Ma cosa pensavi quando gli hai scritto? Ti sei dimenticato ancora! SHE WAS 45 MINUTES LATE, AGAIN!! Non ce la faccio più la prossima volta non la chiudo, giuro! Che freddo! Non serve a niente questo networking, lo sapevo! Come te lo devo dire di non lasciare la roba in giro?! Che freddo! I won't come to this place anymore, it's freezing! La birra non sa di niente!

ADMISSIBLE
COMPLAINTS

Giorgia realizing what should have been very clear from the beginning.







66 DEAR DATA

WEEK 08: PHONE ADDICTION!

HOW TO READ IT:



PLACES / sit.:

- ✗ while walking
- * while working
- while waiting for something or somebody
- ∅ in the bathroom
- on the couch
- on the bed
- △ other places at home
- ▷ cafe / restaurants / shops ...
- ≈ public transportation

Every circle represents a PLACE or SITUATION where I checked my phone, somehow ordered from left to right according to how many times I did it in that place.

Every single LINE is a SINGLE TIME place. I interacted with my phone, ordered chronologically per each place.

COLORS: the reason why I picked it:

- text / email
- social media
- other APPS
- check the time
- check the weather
- phone call
- text with somebody who was in the room
- to charge it
- text / email with you
- take pictures of our postcards!
- ... dots = while with others (e.g. family)
- = used others' phone

ATTRIBUTES:

- outside = I picked it PURPOSELY
- inside = Because of an alert
- ~ = turned the phone facing the table not to see it
- ... didn't pick it because I didn't want to report
- = thought it was ringing but wasn't!

NEW YORK CITY ZOO
GIORGIA LUPI
05 NOV 2015
BOSTON
MANHATTAN BROOKLYN
- NY - USA



SEND TO:

STEFANIE POSAVEC

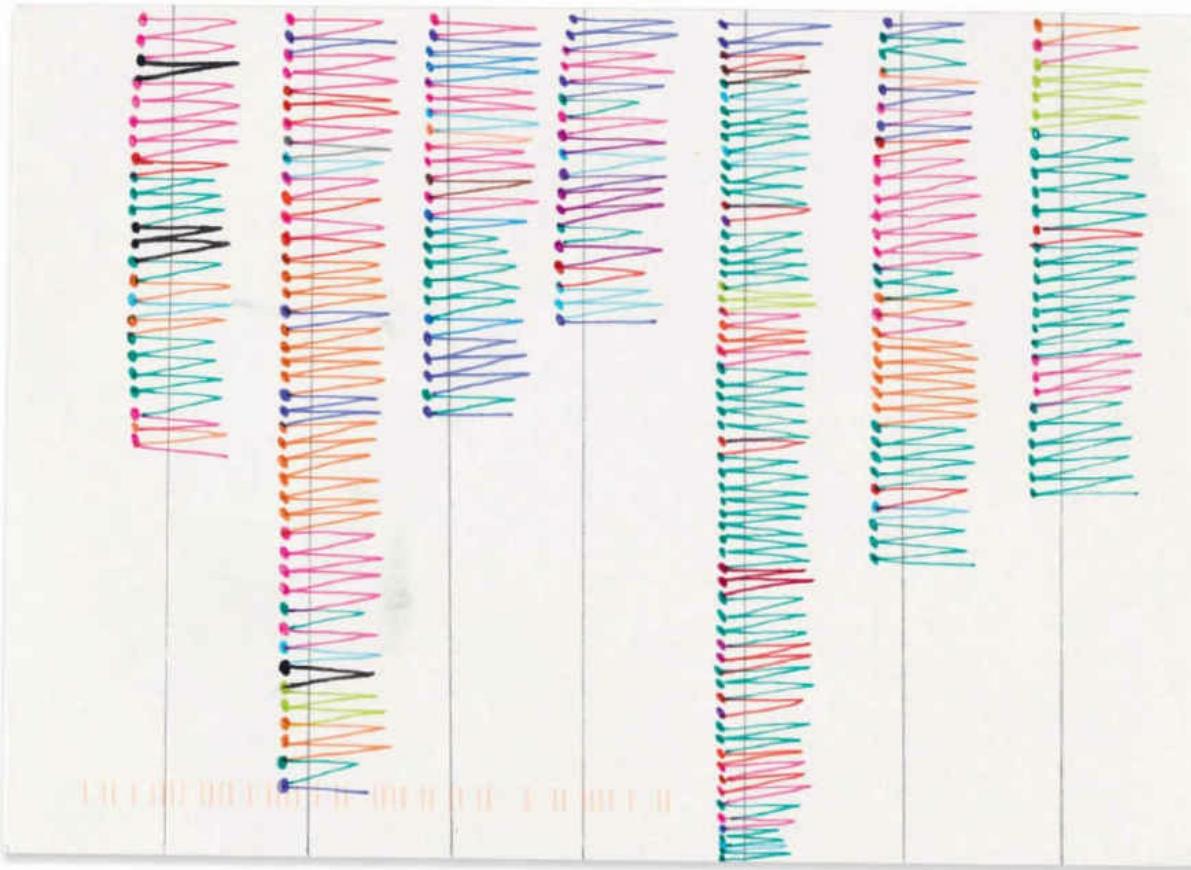
STEFANIE POSAVEC

STEFANIE POSAVEC

- UK -

ENGLAND

Yes, Giorgia realizes she does need to cut the cord with her phone (as do most of us). She was interested in the correlations between where she checks her phone and what she does with it, so the structure of her drawing reflects that.

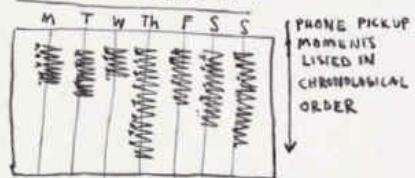


DEAR DATA - WEEK 08

A WEEK OF PHONE ADDICTION

THE DATA: I TRACKED EVERY TIME I PICKED UP MY PHONE IN THE FIRST INSTANCE. (MULTIPLE INTERACTIONS NOT TRACKED)

HOW TO READ IT:



REASONS FOR PICKING UP PHONE:

- DOING WORK
- LOOKING @ MAP
- CHECK/SEND MSG
- CHECK THE TIME
- PLAY MUSIC
- TURN ON/OFF ALARM
- CHECK/SEND EMAIL
- FORCE OF HABIT, NO REAL REASON
- CHECK SOCIAL MEDIA
- TAKE NOTES
- CHECK TO SEE IF PHONE IS SAFE
- TO LOOK BUSY
- TO CALL ME: 24935282
- TO TAKE PHOTO

TO CALL
SOMEONE:
ONLY FOUR
TIMES!

DRAWING NOTES:
THIS IS A WEEK WHERE I SPENT LOADS OF TIME + WASTED MULTIPLE POSTCARDS AND I STILL AM NOT TOTALLY HAPPY W/ MY DRAWING! OH WELL, YOU WIN SOME, YOU LOSE SOME. STEF

FROM:
S.POSAVEL
[REDACTED]
LONDON
UK



TO:
GIORGIA LUPI

[REDACTED]
BROOKLYN, NY [REDACTED]
USA

BY AIR MAIL
par avion

Royal Mail®

On Tuesday and Saturday Stefanie was mostly airborne and listening to music, as can be seen in her data drawing.

WEEK NINE

A WEEK OF

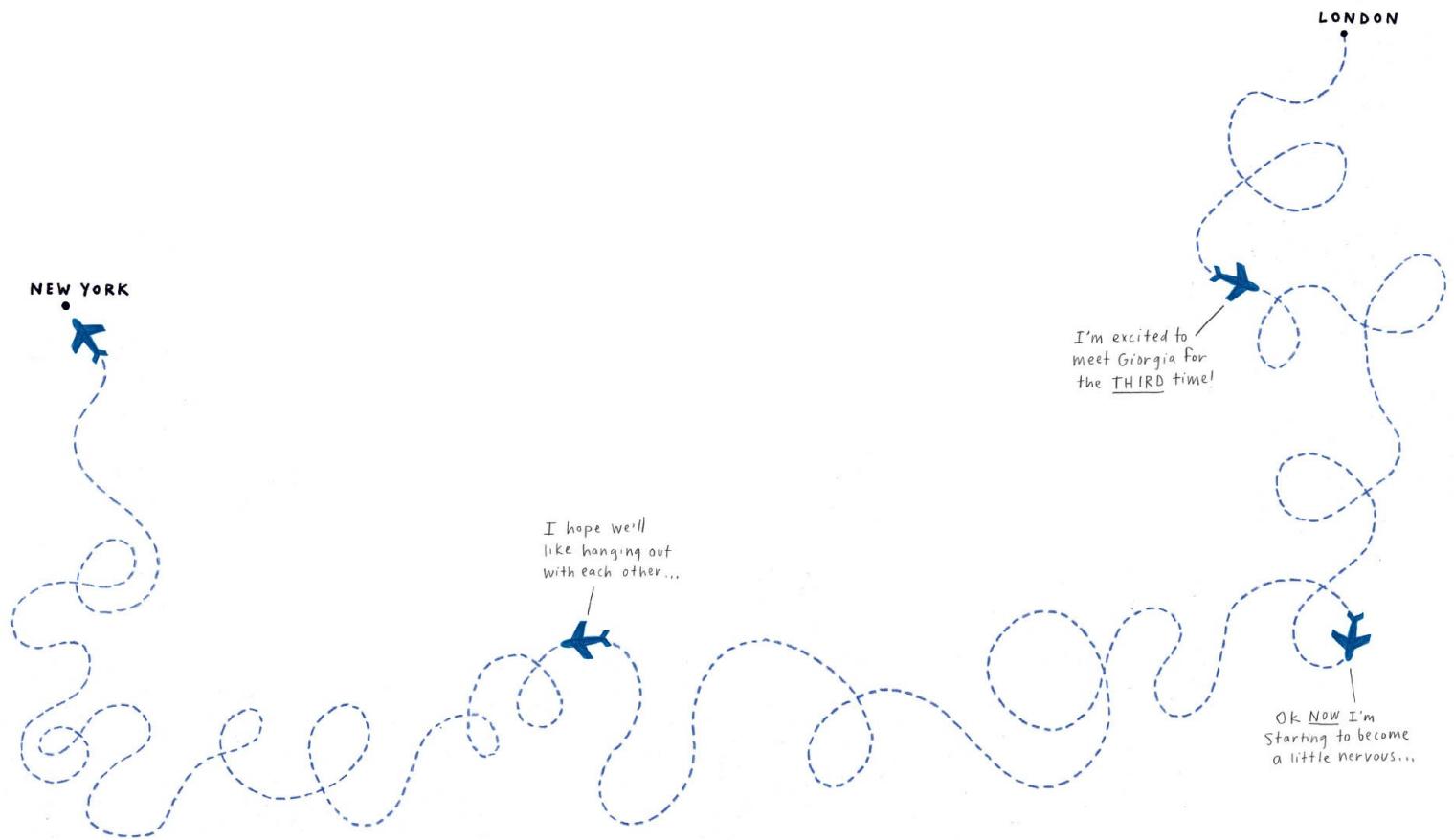
Giorgia & Stefanie

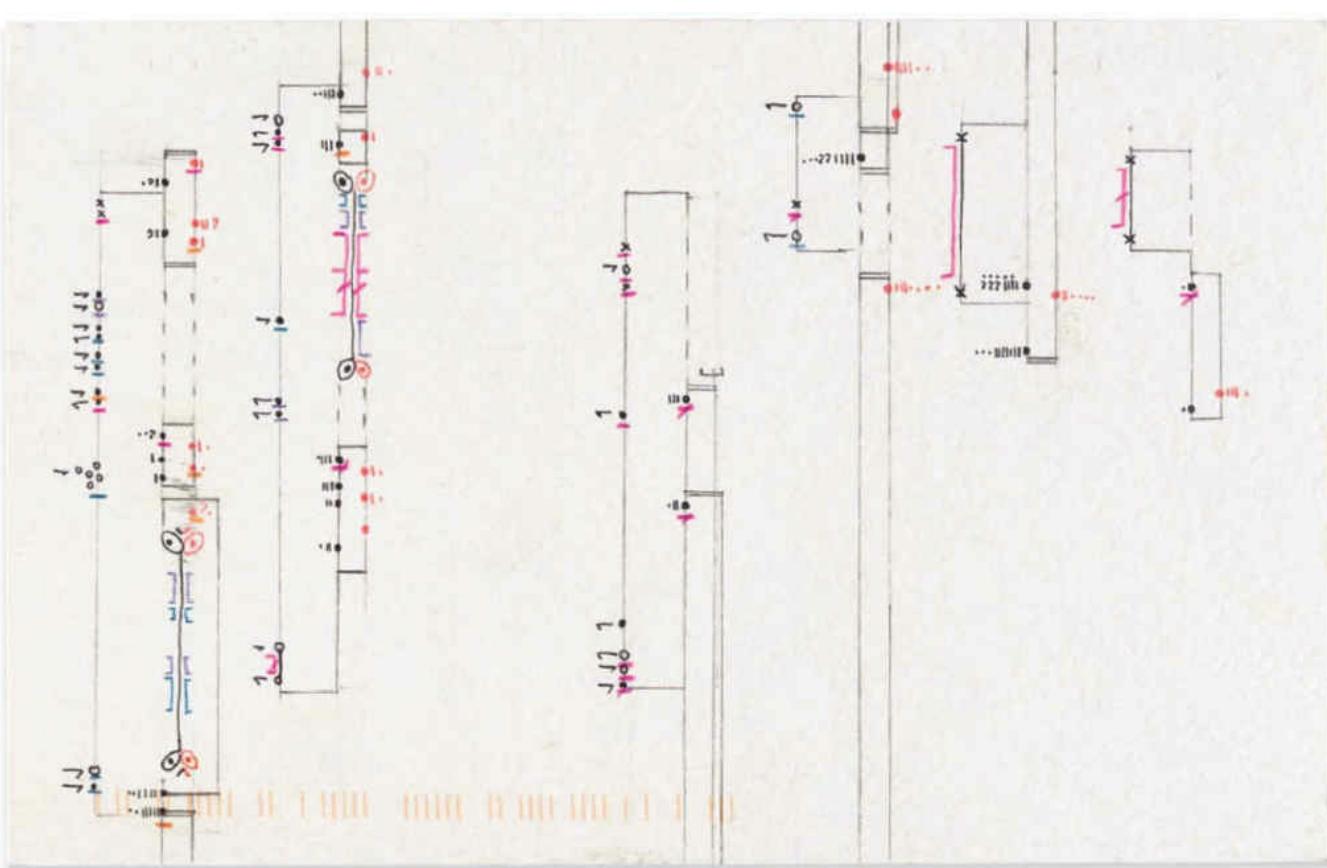
This week Stefanie had the opportunity to travel to North America for work: a perfect excuse to visit New York City, and also meet Giorgia in person for the third time ever.

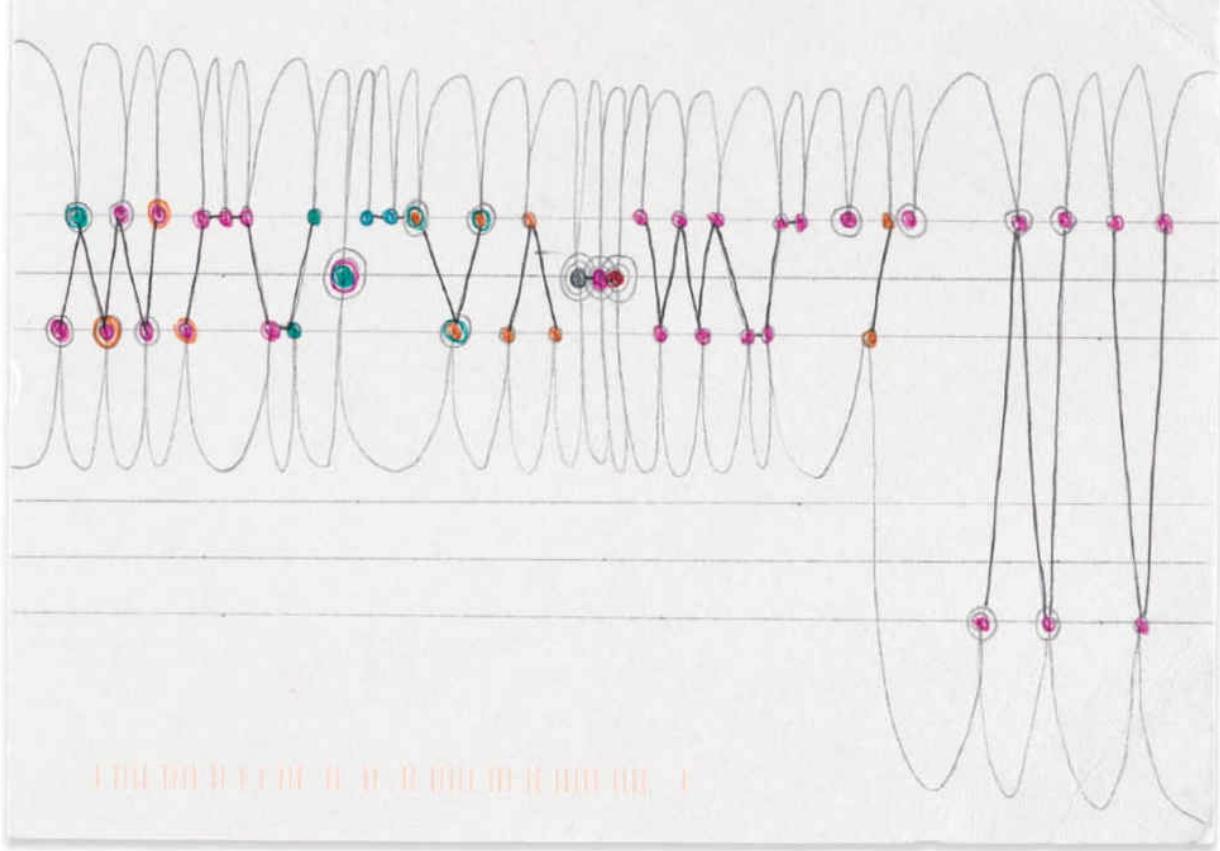
It was still the early stages of *Dear Data*, and the two of them were beginning to know each other better through various channels: not only postcards, but emails, video calls, and text messages. However, they were both nervous in anticipation of hanging out together: would they get along in real life? Would they be friends?

To commemorate this in-person meeting, Giorgia suggested they spend the week tracking all their interactions with each other, ranging from digital interactions to the times they spent time together in person.

STEFANIE'S THOUGHTS DURING
HER FLIGHT ACROSS THE ATLANTIC



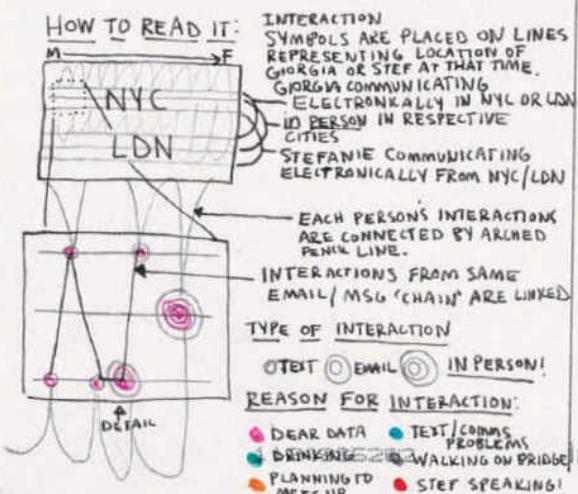




DEAR DATA - WEEK 09

A WEEK OF ~~DATA~~ INTERACTION: NYC!!

THE DATA: TAKEN MAINLY FROM PHONE/EMAIL RECORDS + MEMORY (NOTE: WHILE INTERACTIONS ARE IN CHRONOLOGICAL ORDER THERE MAY BE INACCURACIES DUE TO CLOCKS CHANGING IN AUTUMN + INTERNATIONAL TRAVEL CAUSING ISSUES W PHONE CLOCK)



FROM:
SPOSavec
[REDACTED]
LONDON [REDACTED]
UK



TO:
GIORGIA LUPI

[REDACTED]
BROOKLYN, NY
[REDACTED]
USA

BY AIR MAIL
par avion

Royal Mail®

"Stef speaking": Stefanie was talking about her work as a designer in the workspace that Giorgia works in.

NEW YORK

DEAR STEFANIE,

we have been
writing
with
data



,
GIORGIA

In our correspondence, we didn't speak English or Italian — we spoke Data.

Week Ten
a week of

To-do lists



GIORGIA'S WEEK



For this week, Giorgia and Stefanie tracked their to-do lists, their ways of addressing their tasks, and how much they *really* got done by the end of the week.

Analysing the way each of them organizes their lists tells us a lot about her personality and her way of planning her time.



'66 DEAR DATA WEEK 10: TO-DO LISTS!

SECOND
ATTEMPT!

FROM:
G. LUPI

30 DEC 2012 NEW YORK CITY

- NY - USA



- HOW TO READ IT:
- 1 Accurate projects
 - 2 personal projects
 - PINK = Dear Data!
 - 3 Life / admin stuff

vertical lines =
a change I made
on the whole TO-DO LIST

[] [] * I merged
* 2 to-do.
lists! ☺

] topic closed!

] topic still open
at the end of
the week

the postcard shows all of the CHANGES I made
on my TO-DO LISTS on EVERNOTE app.
(not considering other documents such as
our "Dear data", q. doc)

Each DASH is a single ITEM, grouped
as they are written on my to-dos.
SQUARE BRACKETS = main groups / sub. groups.

ATTRIBUTES

- item written in ITA } represented only at the start of the to do
- item written in Engle } to do
- just sitting there (not modified)
- ± I modified the item
- ✗ I migrated the item on my i-calendar
- ✗ I migrated the item on boyfriend to-do ☺
- marked as High priority
- + Done! Deleted!

- * - I started a Brand new to do list on paper while away from my mac
- o = I wrote an email to myself from iPhone to remind me to make some to dos
- other (connection links to the items I wrote) to dos

SEND TO:

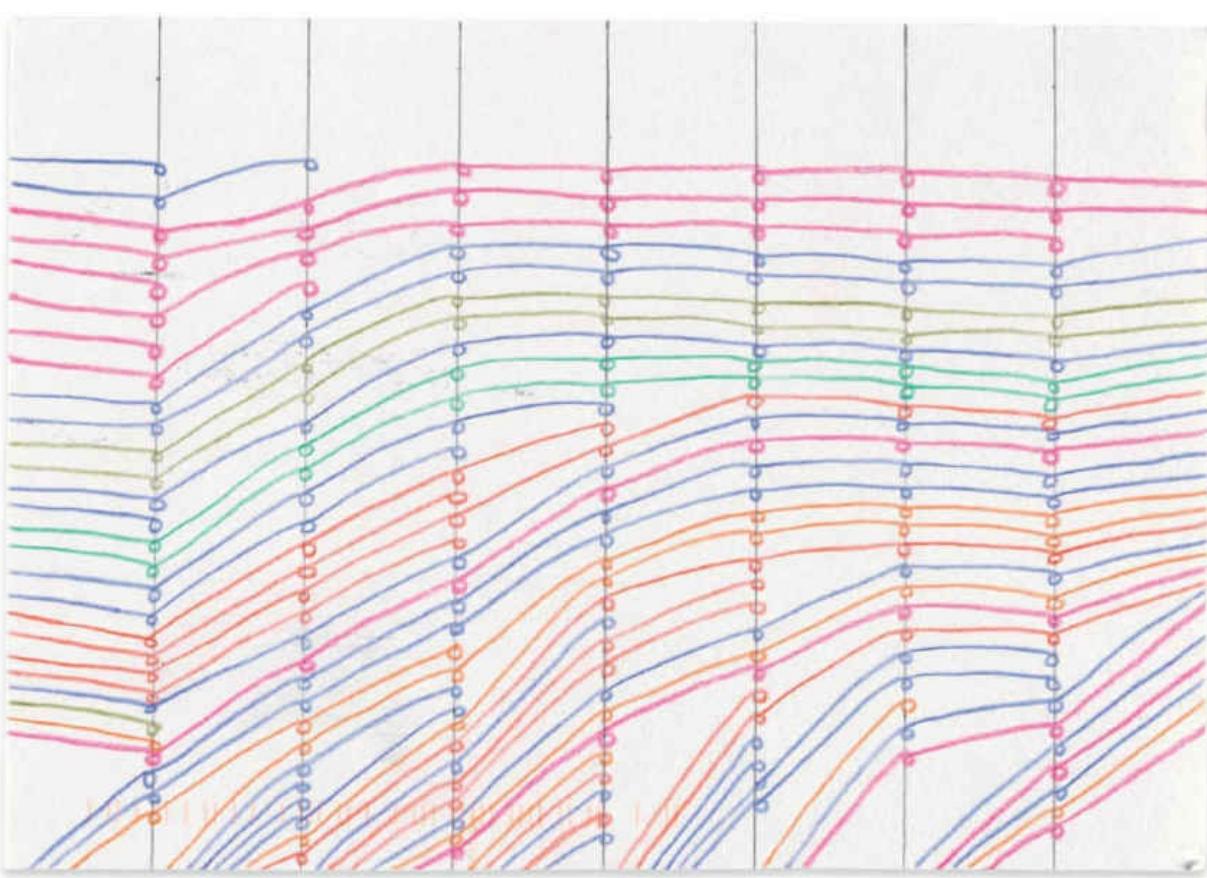
STEFANIE POSAVEC

~~LONDON~~

- UK -

ENGLAND

With her drawing Giorgia wanted to show Stefanie how many times she modifies items on her lists without actually doing them, and how many tasks are sitting there for ever, without any action. Argh!



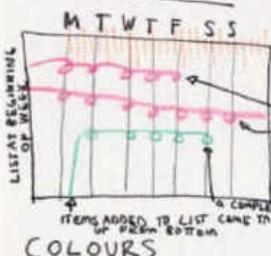
DEAR DATA - WEEK 10

A WEEK OF TO-DOS
(OR: A TO-DO LIST NEVER DIES.)

THE DATA: ALL CONTENTS OF MY TO-DO NOTEBOOK FOR 7 DAYS.

HOW TO READ IT:

KEY STATS:
61 ITEMS ON LIST / ONLY
33 COMPLETED!!
(oops)



COLOURS

- DEAR DATA TASKS: OOPS, SORRY FOR NOT DOING ALL OF THESE GIORGIA!
- COMMUNICATION/EMAILS TO WRITE
- PERSONAL/HOUSE-BASED ADMIN
- WISHFUL THINKING (EX: GET TICKETS FOR A GALLERY, etc.)
- THINGS TO DO FOR FRIENDS
- THINGS TO DO BEFORE WORK

FROM:
S. POSAVEL
LONDON



97p

TO:
GIORGIA LUPI

BROOKLYN, NY
USA

AIR MAIL

After this week of data-gathering, Stefanie realized that her to-do list never decreases, but always achieves a sort of stasis: in short, she may as well stop worrying about getting everything done, because the list will never, ever die.



EVERYONE SECRETLY STORES DATA

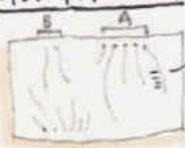
(EVEN IF THEY DON'T ADMIT TO IT)





66 DEAR DATA WEEK 11: EMOTIONAL DATA!

HOW TO READ IT:



Every single little "dash" represents an emotion/occurrence I felt, I collected my emotions every time I felt a "change" of status.
 - Colors = kind of emotions
 - groups = activities (i.e. what I was doing)

A: WORK

e = emails
 w = working on projects
 t = talking about work
 "d.d. = dear data related!"

mr = meetings

B: OTHER
 wt = waiting for something
 wk = walking!

C: LIFE

mv = morning prep.
 l.d. = lunch/dinner

s = Shopping!

p = planning something

sp = SPA!!

e = events/lectures/concerts

c = couch after dinner

EMOTIONS

- yellow = unproductive
- orange = stressed
- red = anxious/not feeling ok
- dark red = confused
- light orange = just ok!
- purple = relaxed
- pink = happy
- grey = silly
- black = blurry/clouded (but ok)
- blue = productive/motivated
- dark blue = excited
- green = nostalgic

ATTRIBUTES

- alone
- with boyfriend
- with friend(s)
- with coworker/clients

[Not that I go to the SPA every week! Ha!]

FROM:
 G. LUPI
 NEW YORK CITY
 BROOKLYN
 26 NOV 2019 - NY USA



SEND TO:

STEFANIE POSAVEC

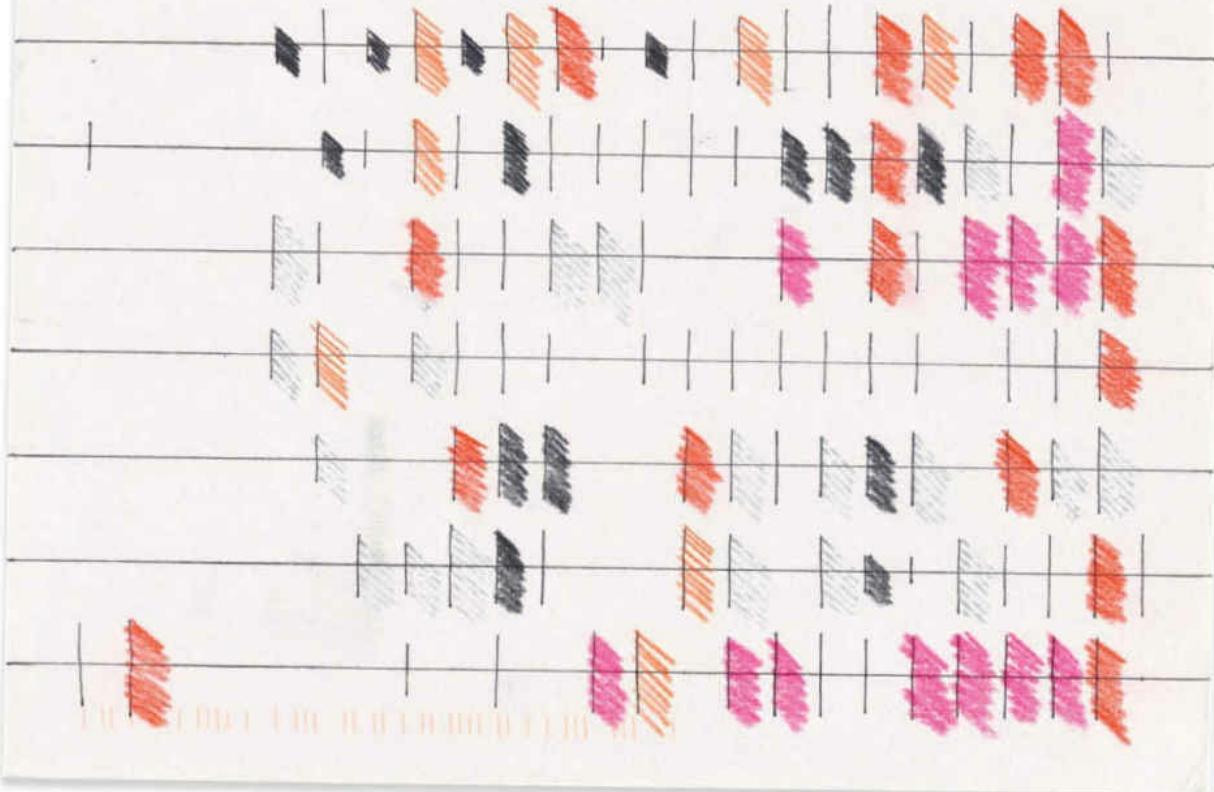
~~REINHOLD WILHELM~~

LONDON ~~REINHOLD WILHELM~~

-UK-
 ENGLAND

IF THERE IS A
 LITTLE DOT
 MEANS THE
 WEATHER WAS
 BAD! ☺

By adding contextual details, such as if the weather was nice, or what she was doing at the time, Giorgia was able to add interesting correlations to her "emotions" collection.



DEAR DATA

- WEEK 11
AND POSTING COS
THE 1ST DIDN'T ARRIVE,

THE DATA: GATHERED HOURLY. GAPS IN
GRRRK

DATA DUE TO SLEEP/DRUNKENNESS/ MY
DATA-GATHERING TIMERS IN MY PHONE
NOT GOING OFF WHEN THEY SHOULD

HOW TO READ IT



EACH LINE (VERTICAL)
REPRESENTS ONE HOUR
OF DATA.

THE LENGTH OF EACH
BLACK LINE REPRESENTS
HOW I FEEL, ON A SCALE OF 1-10:
BAD → NO 1'S → NO 9'S → AMAZING

ARGH NOT ANOTHER SNUFFLE

THE TOP 5 EMOTIONS/
FEELINGS ARE INDICATED
IN THE DRAWING:

TIRIED HAPPY ANGRY EXCITED EFFICIENT



AS IN
GETTING
SHOT
DONE.
FEELING
PRODUCTIVE!

OTHER RECORDED
EMOTIONS INCLUDE:

AWKWARD HUNGRY
BORED IN PAIN
CALM INSECURE
CONTENT DRUNK
EDGY MELANCHOLY
EMBARRASSED MISCHIEVOUS
FRIENDED NEUTRAL
OPTIMISTIC RELATED
RELAXED SAD
SHY SHY

MAILED BY AIR MAIL
TO GIORGIA LUPI

FROM:
S.POSAVEC
[REDACTED]
LONDON UK



TO:

GIORGIA LUPI

BROOKLYN, NY

USA

BY AIR MAIL
par avion

Royal Mail®

A busy work-week for Stefanie, hence how tired she was. She was at a house party on Saturday (note the late hours on Sunday morning). On Sunday evening she spent a few happy hours with old friends from her hometown.



**DATA CAN
MAKE US MORE
HUMAN**

and HELP CONNECT WITH
OURSELVES and
OTHERS at a
DEEPER LEVEL

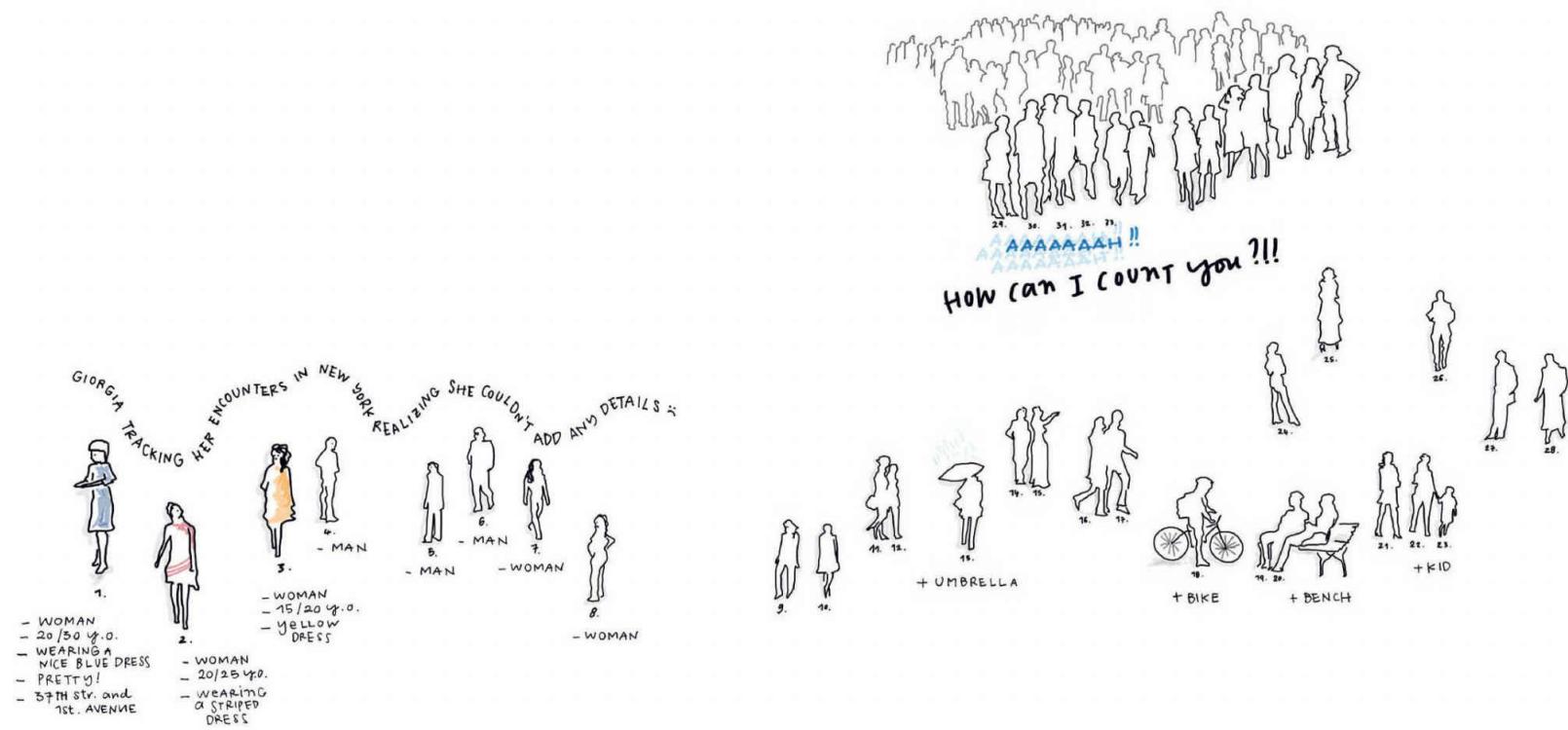
week Twelve

a week of

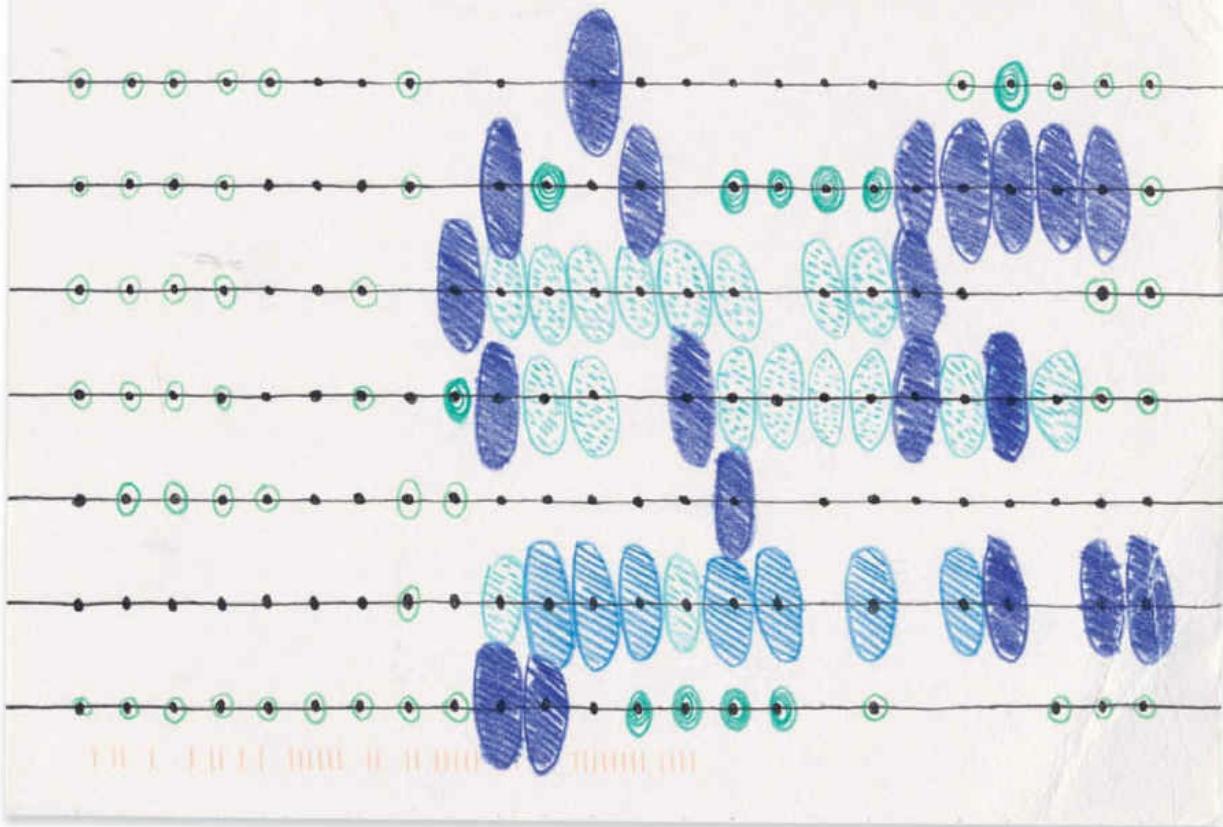
people

How much time do we spend alone during a week, and how much with people we know? How many times are we surrounded by complete strangers?

For this week Giorgia and Stefanie captured how many people were in their vicinity every hour on the hour: since they both live in big cities, they wanted to find a way of recording the moments where they are surrounded by strangers.



And then you happen to enter the Apple Store the day of the launch of a new product.

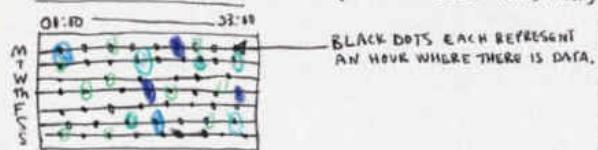


DEAR DATA - WEEK 12

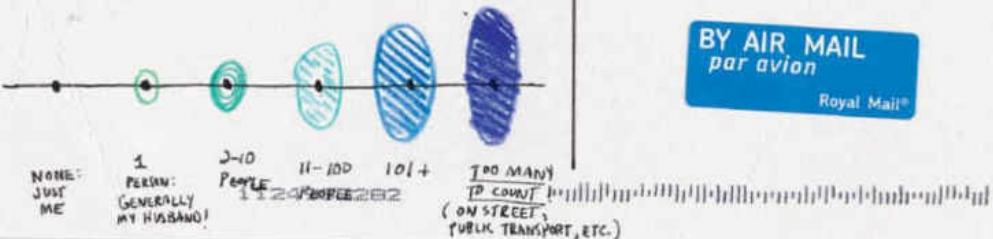
A WEEK OF PEOPLE

THE DATA: I TRACKED THE NUMBER OF PEOPLE IN MY VICINITY (SO THE # OF PEOPLE IN THE ROOM I WAS IN, OR THE # OF PEOPLE IN ANY ENCLOSED SPACE). THIS WAS HARD TO GATHER, HENCE ME RESORTING TO REPRESENTING THE DATA THROUGH USING BANDING. NOTE: SOME DATA IS MISSING DUE TO MY HAPHAZARD DATA GATHERING!

HOW TO READ IT: (NOT MUCH SLEEP THIS WEEK)



NUMBER OF PEOPLE IN MY SPACE/VICINITY:



TO:
GIORGIA LUPI

BROOKLYN, NY
USA

BY AIR MAIL
par avion

Royal Mail®

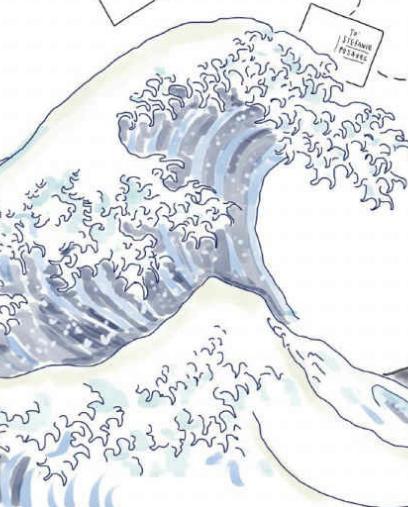
Wednesday and Thursday, Stefanie was teaching a two-day workshop in a small room, and on Friday she was speaking in front of a crowd of people . . . both of which are seen in the drawing's patterns.

perfect
POSTCARD!



GIORGIA IS
SO PROUD!

posted: Dec 1st,
NEW YORK



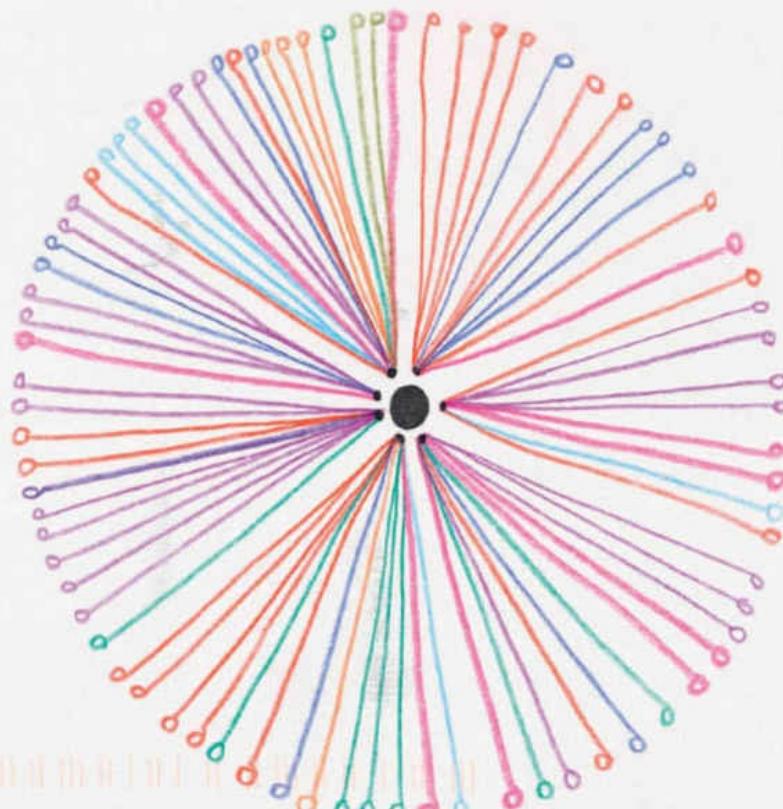
Received: JAN 2nd,
LONDON



This is the point at which we realized our postcards live lives of their own, and we have a third party collaborating in *Dear Data*: the Postal Service of two countries.

Our cards carry not only a visual representation of our weeks, but also one of their travels across the ocean.

THE NON-LINEAR
MYSTERIOUS JOURNEY
OF OUR CARDS
ACROSS THE ATLANTIC.



DEAR DATA

-WEEK
13

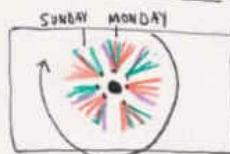
A WEEK OF DESIRES*

OR: A WEEK OF HOW SELF-CENTRED I AM, HAI

THE DATA: I TRACKED WHENEVER
I FELT I REALLY DESIRED/WANTED
SOMETHING. TRIED TO BE AS HONEST
AS POSSIBLE.

THOUGH I'VE FOUND WAYS OF OBSCURING SOME
NEEDS/DESIRERS... A DATA VIS IS NEVER
NEUTRAL, RIGHT? I LIKE A BIT OF MYSTERY...

HOW TO READ IT:



EACH DESIRE IS REPRESENTED
BY A COLOURED LINE. DESIRES
ARE DIVIDED INTO DAYS, AND
ARE ORGANISED IN
CHRONOLOGICAL ORDER.

HAPPINESS FOR ALL

BASIC HUMAN NEEDS:
SEX/EXERCISE/SLEEP/
NEEDING THE BATHROOM... I
WILL LEAVE IF I'D
EVERYONE ELSE TO DABSY.

BUS DESIRES: I ALWAYS
WANT MY BUS TO TURN UP.

CONFIDENCE

DESIRERS RELATING TO
FRIENDS

DESIRE RELATING TO
HUSBAND

WORLD PEACE

ENDING HUNGER

DESIRERS:

APPEARANCE-RELATED:
TO LOOK BETTER, ETC.

FOOD/DRINK: COFFEE,
ALCOHOL, DINNER...

WORK-RELATED:
TO CAME UP WITH IDEAS,
BE A BETTER DESIGNER

CLEANER AIR FOR THE WORLD!
NEW CLOTHING: NEW JEANS,
COAT, SCARF, CARDIGAN

FROM:

S. POSAVEC

LONDON

UK

10 December

Royal Mail
Mount Pleasant
Mail Centre
10-12-2014
44314464



TO:

GIORGIA LUPI

BROOKLYN, NY

USA

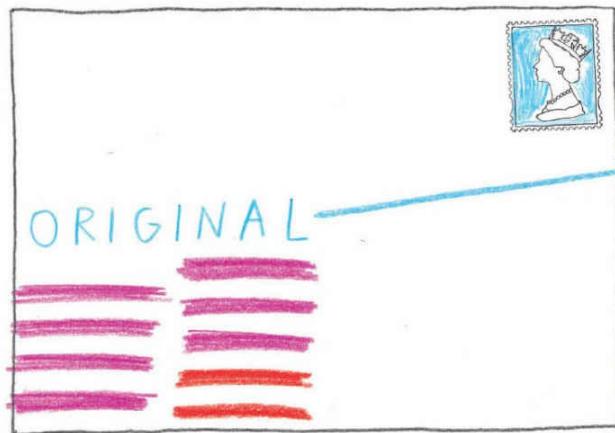
BY AIR MAIL
par avion

Royal Mail®

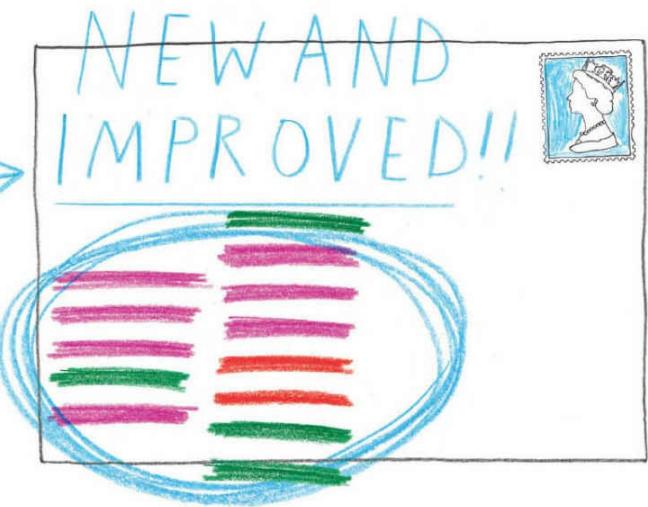
"Basic human needs": intentionally obscured to save Stefanie some embarrassment. Look closely, because some of her desires in the legend aren't found in the actual drawing . . .

STEFANIE'S LEGEND

TAMPERING*



ORIGINAL



NEW AND
IMPROVED!!

* in the hopes Giorgia won't look too closely

TYPES OF DESIRES

1 SELF-centred
desires and wants

2 One of the FEW desires
where I wasn't thinking
only of myself

3 FAKE worldly and noble
desires that will hopefully
make me seem like less
of an awful person

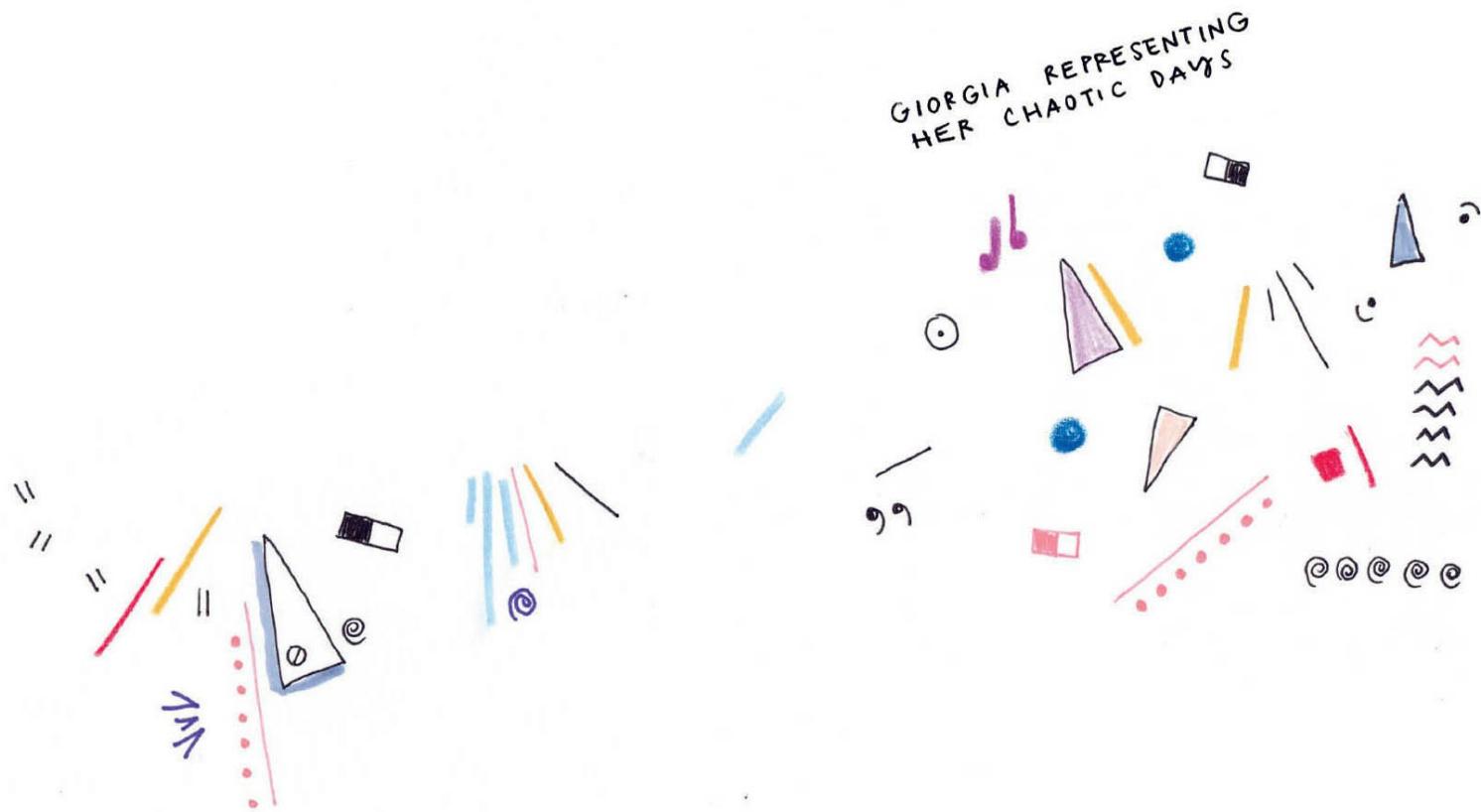
week fourteen

a week of

"SCHEDULES."

At week fourteen Giorgia and Stefanie decided to observe how they spent their time, focusing on their schedule and thus mapping their (productive!) activities, even though they interpreted the week's theme differently.

Giorgia collected every single work *task* she performed during the week: emails sent, video calls, meetings, problems she solved, talks delivered, projects reviewed, and so much more, to give Stefanie an idea of her days at work. While Stefanie tracked everything she *did* — for every waking hour.



"The positioning and rotation of the elements are an absolutely random and direct function of the aesthetic composition I want to create."

(AND TAKING SOME ARTISTIC FREEDOM FOR ONCE)





GG DEAR DATA

WEEK 14: (ABSTRACT) PRODUCTIVITY!

FROM:
TRIBORG M. GLOP
BKLYN-QNS-STATION
16 DEC 2014
TO: STEFANIE POSAVEC
BROOKLYN
NY - USA



HOW TO READ IT:



Every single element is a TASK performed during the week. the POSITION and ROTATION of the elements ARE ABSOLUTELY RANDOM and function of the aesthetic! 😊!

SYMBOLS = different tasks

- ✓ = line = Email sent (length = a.px. email length)
- = skypecall done (dimension = a.px. duration)
- △ = meetings! (dimens = duration)
- ✓ = solved a problem
- = planned something
- ⊗ = delivered a talk
- ◎ = produced a document (→ ⊗ → n. of edit sessions)
- = came up with ideas
- = reviewed a project
- ✗ = tweeted s.thing
- = saved Adobe files
- ✗ = bought something

COLORS = with whom / to who

● Stef! or Deardata related tasks

● boyfriend (often work related)

● partners at - - - - -

● team at - - - - -

● client / potential client

● other (coworkers- friends)

□ produced a design

□ drawn / stretched n useful things

□ created a to-do

□ scanned a document

↑ helped some body

□ administrative stuff

□ home related things

□ other

SEND TO:

STEFANIE POSAVEC

~~ENGLAND~~

LONDON ~~ENGLAND~~

- UK -

ENGLAND

Giorgia has always been fascinated by abstract art, and she used it as her main reference: she mixed pens, pencils and markers and plain shapes with more unconventional ones, to compose a futuristic poster of her week of work tasks.

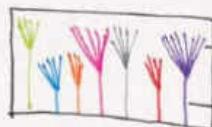


DEAR DATA - WEEK 14

A WEEK OF SCHEDULES:
HOW I SPENT MY TIME

THE DATA: I TRACKED AS MUCH OF MY SCHEDULE AS I COULD, DOWN TO THE MINUTE. IT'S AS COMPLETE OF A PICTURE AS POSSIBLE (SOME HOURS ARE MISSING, OH WELL)

HOW TO READ IT:



(EACH LINE) ON THE 'HEAD' OF THE 'PLANT' REPRESENTS 20 MINUTES (DATA ROUNDED UP/DOWN NECESSARILY)
(EACH PLANT) REPRESENTS ONE WAY I SPEND MY TIME.

WAYS I SPENT MY TIME (RECORDED IN HOURS+MINS)

SLEEPING 50:31

PERSONAL MAINTENANCE (SHOWER, MAKEUP, CHANGE)

8:31

WORKING (projects, meetings) 27:03

INTERNET/EMAIL/WORK + PERSONAL

1:00

TRAVELLING TO GET SOMEWHERE (BUS, TRAIN, WALKING) 16:12

CONSUMING TRAD. MEDIA (FILM, TV, PAPER)

7:00

DRINKING/EATING SOCIALLY 13:21

SHOPPING (GROCERIES-CLUBES)

5:37

PREPARING/EATING MEAL 12:51

CLEANING/TIDYING HOUSE

2:47

ATTENDING LIVE PERFORMANCE 1:49

SPENDING TIME WITH CHILDREN

1:49

TENDING TO FINANCES SOMETHING GIORGIA-RELATED! 0:53

TRYING TO OFFER MY HUSBAND SAME DATA PRIVACY HEH..

0:47

YOU WILL SEE SOON...

FROM:
S POSAVEC

LONDON

UK

It's Christmas
Last posted 12/18/2014

1st Class - 20th December

2nd Class - 18th December

Royal Mail
Mount Pleasant
Royal Leamington
17-12-2014
43200205



To:
GIORGIA LUPI

BROOKLYN, NY

USA

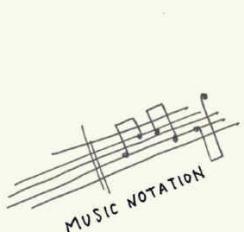
BY AIR MAIL
par avion

Royal Mail®

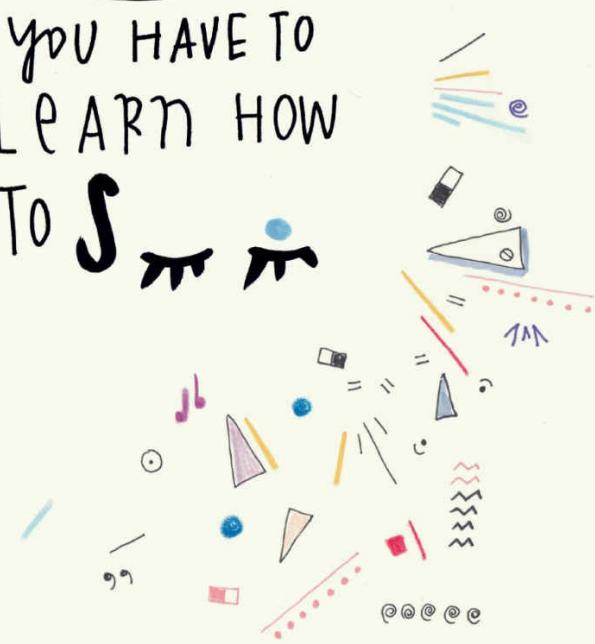
Stefanie sent Giorgia a present ("something Giorgia-related") for being so hospitable while she was visiting her in New York.

TO LEARN TO DESIGN

YOU HAVE TO
LEARN HOW
TO SEE



OBJECTS IN THE WORLD

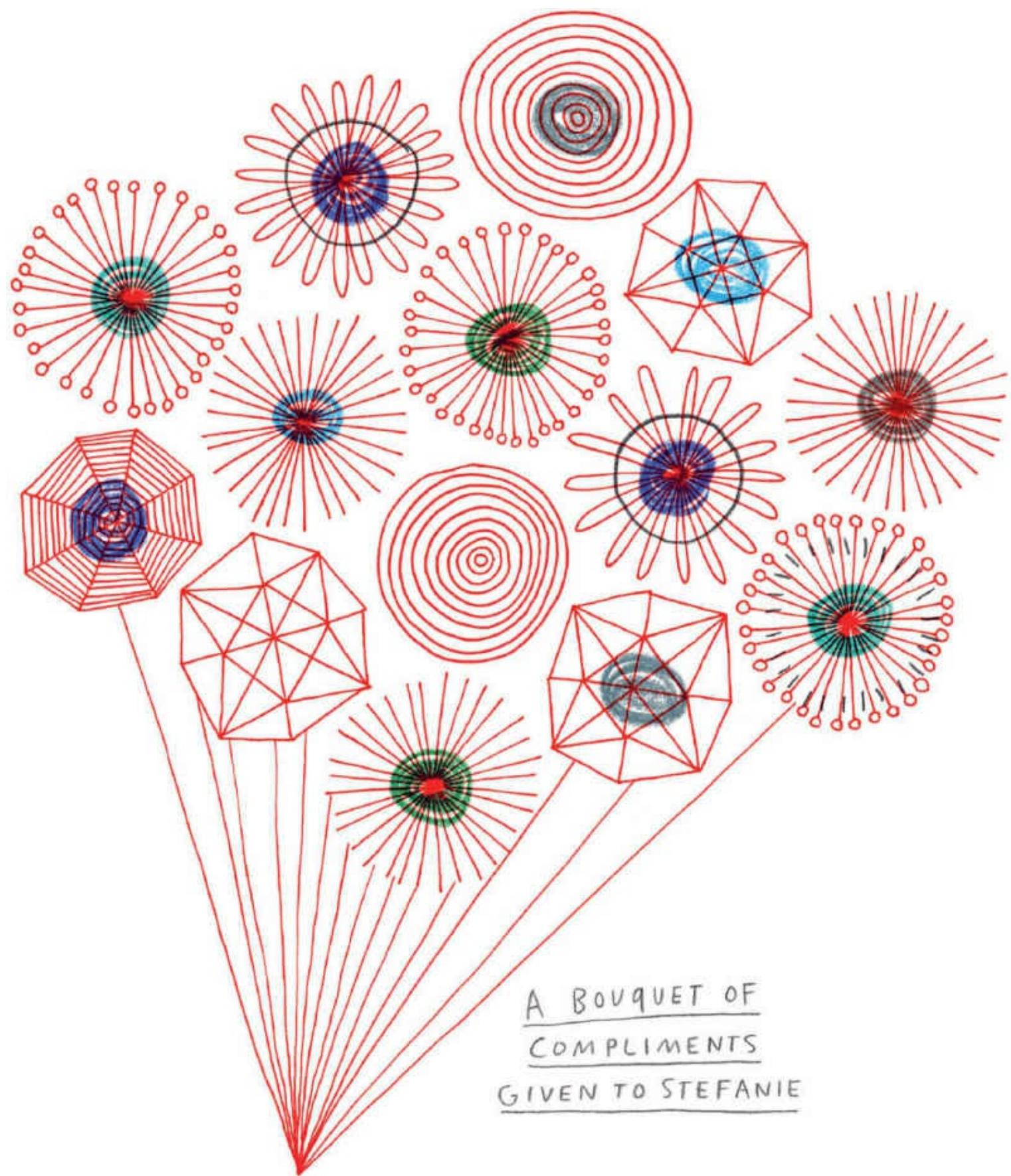


WEEK FIFTEEN

A WEEK OF

Compliments

Hands on hearts, Stefanie and Giorgia aren't vain, they promise! However, this week, they decided to investigate more closely the compliments that came their way (and also gave in return), so as to appreciate and savour the kind words and thoughts that their friends and family had given them.



A BOUQUET OF
COMPLIMENTS
GIVEN TO STEFANIE



66 DEAR DATA

WEEK 15: COMPLIMENTS

HOW TO READ IT:



Every little square is a COMPLEMENT / Appreciation I gave or received during the week.

A. B.

A. Left side: Compliments I gave ☺
B. Right side: compliments I received

Side color = "topics"

- work, related
- dear data related
- how one's look / chess
- How one is (personality)
- something specific one did

Inner circle = to / from who

- boyfriend
- Stefanie
- friend
- acquaintance
- coworker
- Family
- stranger / person I don't know

Right symbol = medium

- twitter
- email
- text
- Real life
- Skype/Hangout/ phone

compliments are somehow organized chronologically from the center to the outside

NEW YORK CITY USA G. LUPI

25 DEC 2014

BROOKLYN
NY - USA



SEND TO:

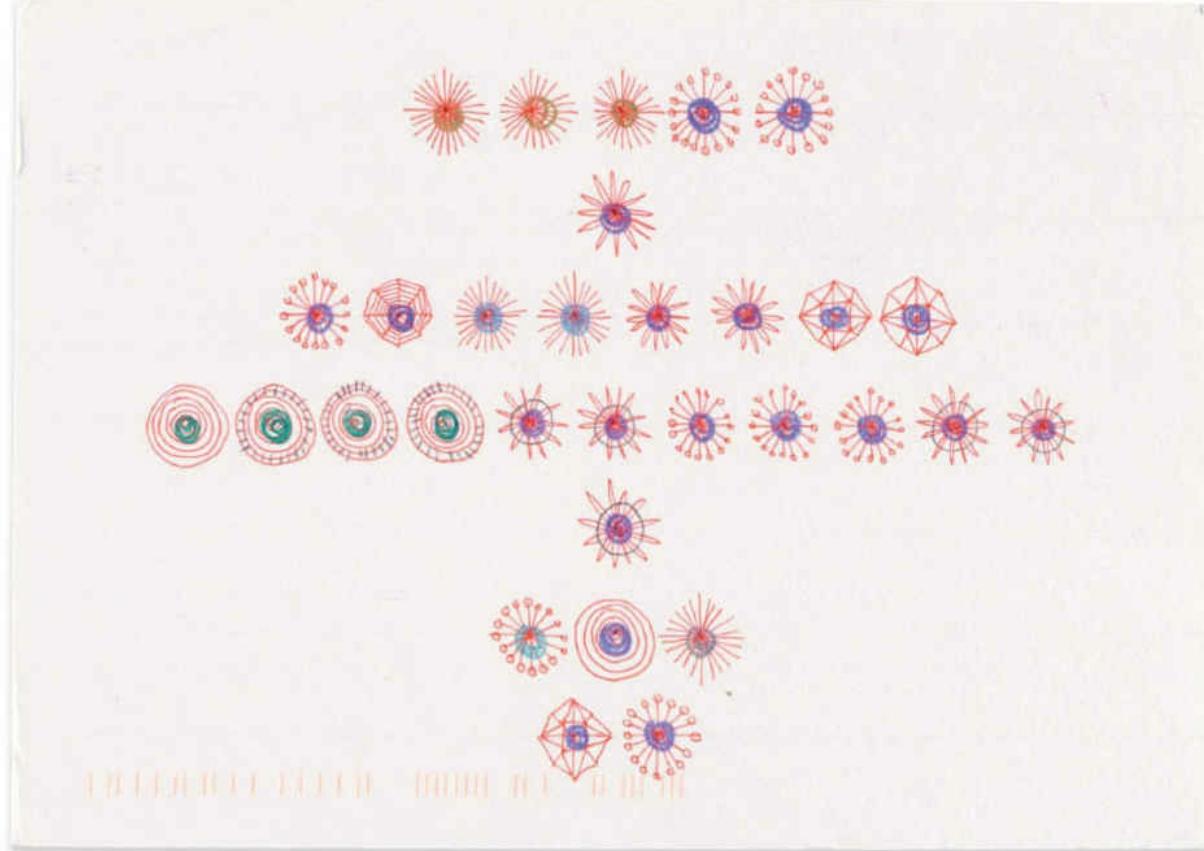
STEFANIE POSAVEC

~~LONDON~~

-UK-

ENGLAND

Giorgia's drawing reflects her negligence. She divided the space into two separate parts: the compliments she gave and the ones she received: tiny symbols and lots of white space for the ones she *should* have said.



DEAR DATA - WEEK 15

A WEEK OF COMPLIMENTS

* I ACCEPT THAT THIS MAKES US A LITTLE VAIN BUT OH WELL, HAHA.
THE DATA: I DIDN'T TELL ANYONE I WAS TRACKING THIS (EXCEPT FOR YOU, + WE CAN SEE WHAT HAPPENED THERE! (SEE BELOW)).

NOTE OF DATA VOID FRIDAY + SATURDAY:
THREE BOOZY XMAS PARTIES / NIGHTS OUT
IN 48 HOURS MEANS I WAS NOT SO GOOD AT
KEEPING TRACK, OOPS.

HOW TO READ IT:

M →	→ 80 80
T →	→ 2
W →	→ 80 80
Th →	→ 80 80
F →	→ 80 80
Sa →	→ 80 80

- EACH COMPLIMENT IS REPRESENTED BY ONE SYMBOL. * I HAD TO MAKE THEM AS FLOWERY AS POSSIBLE TO MAKE UP FOR SUCH WEAK DATA!
- ALL COMPLIMENTS ARE ORDERED IN CHRONOLOGICAL ORDER FOR THAT DAY, FROM LEFT TO RIGHT.

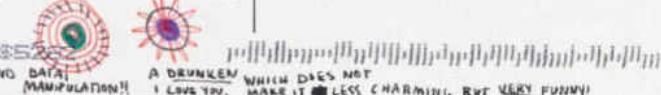
TYPE OF COMPLIMENT:



PERSON GIVING THE COMPLIMENTS:



CONTEXT OF COMPLIMENT:



FROM:

S POSAVEC

LONDON

UK

Royal Mail
Mount Pleasant



44200367

TO:
GIORGIA LUPI

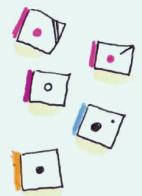
BROOKLYN, NY

USA

BY AIR MAIL
par avion

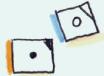
Royal Mail®

Stefanie drew each compliment in an elaborate, flowery style to indicate how they are as appreciated (and potentially sometimes as superficial a sentiment) as a bouquet of flowers.



THE VERY
FEW COMPLIMENTS
I MADE
THIS WEEK.

SMALL DATA
IS THE NEW
BIG DATA



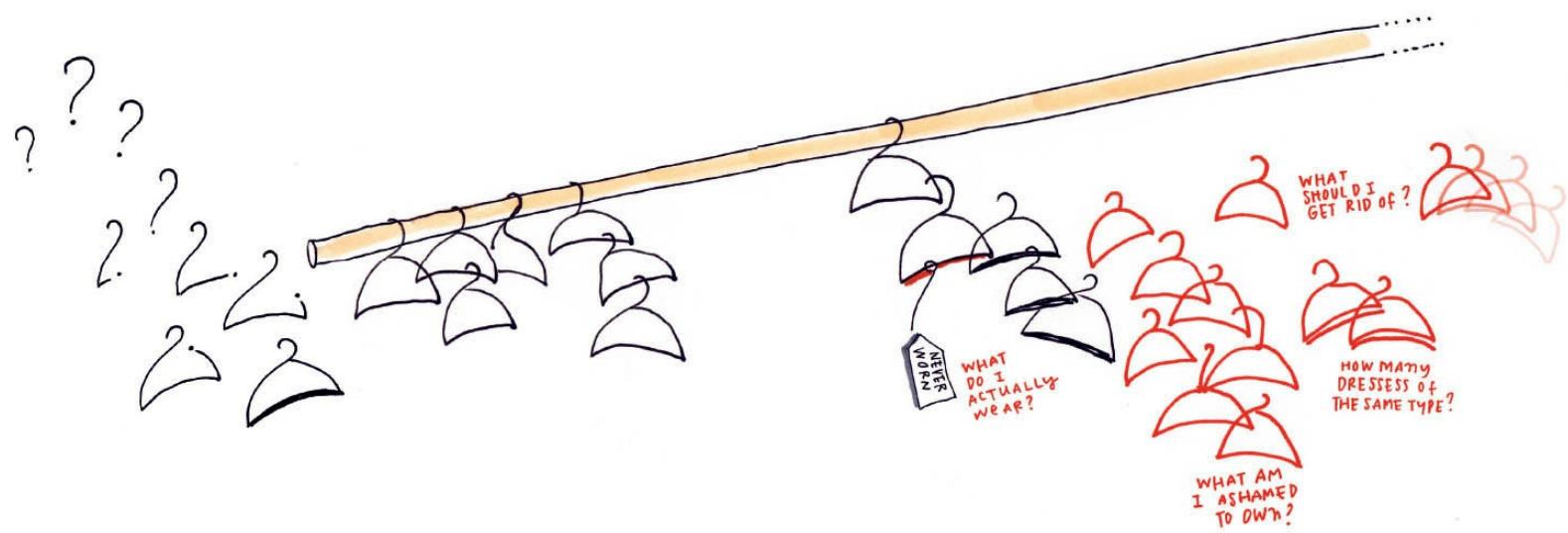
week sixteen
a week of
our CLOSETS

GIORGIA,
IN THE U.K.
WE USE
WARDROBES!

This week Giorgia and Stefanie decided to take an “archaeological” approach to getting to know each other. Just once in the week they would analyze their closets (or wardrobes!) and categorize and quantify them.

They wanted to see beyond tracking activities and into how their personalities are expressed.

Giorgia walked to her closet with many questions:

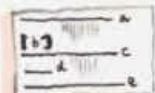




"DEAR DATA"

WEEK 16: HOW MANY DRESSES!

HOW TO READ it:



This is a very literal visual representation of my wardrobe. Every single element is a DRESS / garment. Dresses are positioned exactly as they are ordered inside the wardrobe, as explained below.

NB: main categories [drawer] : { other } i.e. closet at the entrance of the living room.
a = upper wardrobe, featuring from LEFT to right:

'jackets' 'pants' 'dresses' '{' coats '} { ' berets' 'scarves' }

b = things that belongs to boyfriend, located on the middle shelf.

» EVERYTHING between THICK SQUARE BRACKETS in the drawing belongs to boyfriend ☺

c = lower part of the wardrobe, featuring :

'pants' 'short' 'skirts' 't-shirts' 'long' 'sweaters' 'dresses'
Sweatshirts Cardigans

d = lower shelf, featuring :

'jeans' 'robe'

e = [drawers] and ground, elements in the drawers are indicated with SYMBOLS

ATTRIBUTES (only for clothes)

- = has stripes
- = has patterns
- = didn't wear for at least 1 year

□ = link = same piece, ≠ color

SYMBOLS

- 9 Socks
- 7 tights
- underpants
- ~ bra
- \ top
- II Shoes
- (x) beret that belongs to a friend

FROM:

G. LUPI
MATERIALIA
ADDRESS:
110-112 BROOKLYN
NY - USA



SEND TO:

STEFANIE POSAVEC

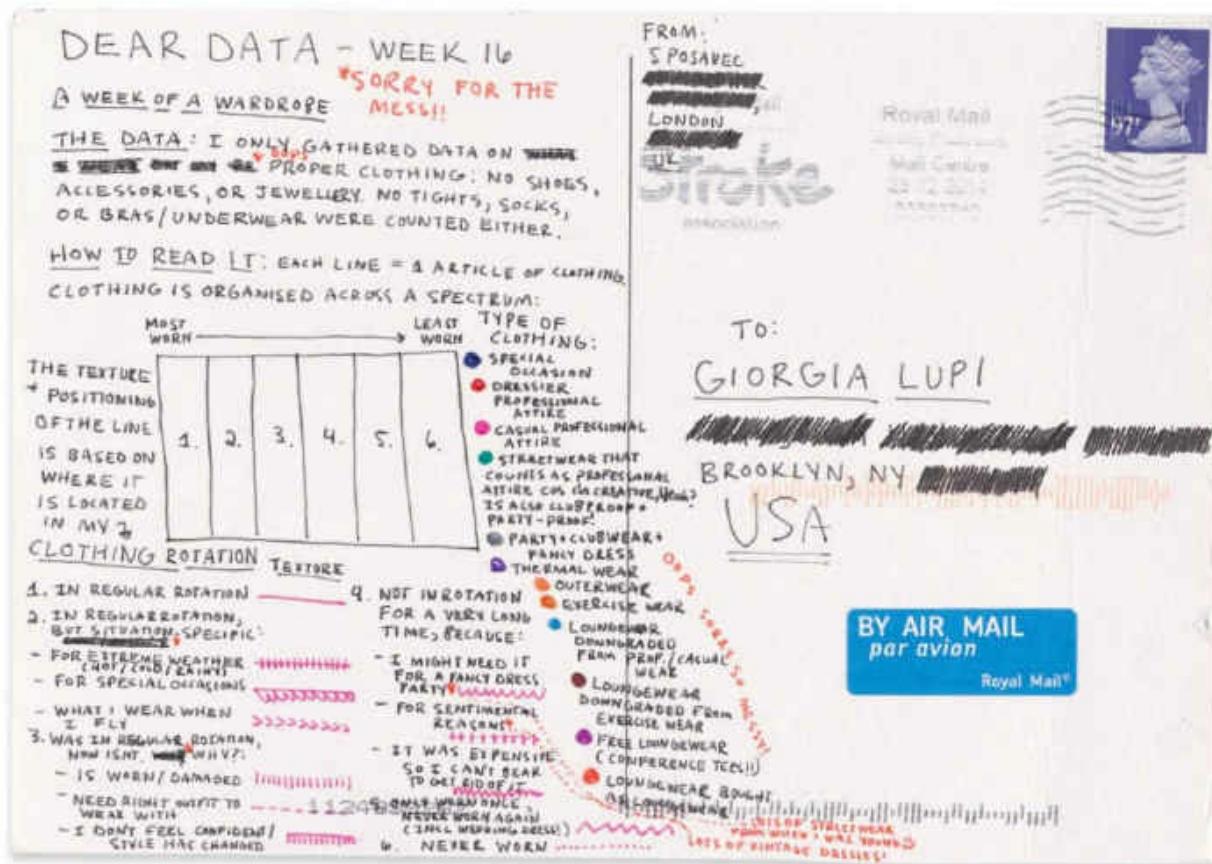


LONDON

- UK -

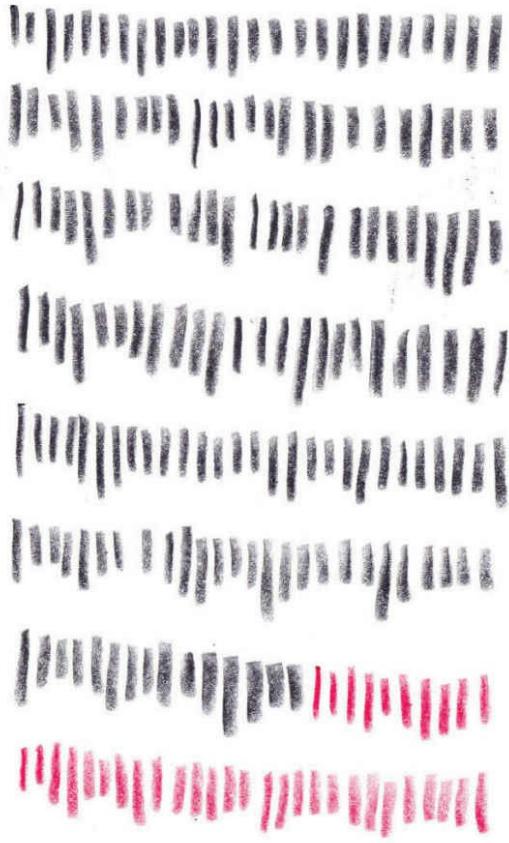
ENGLAND

Since everything in her closet is well ordered, colour coded and folded according to her rules, Giorgia pushed this point and literally represented it visually, to show Stefanie how obsessive she is.



Stefanie and Giorgia both came up with similar visual approaches, but that's where it ends: embarrassingly, all Stefanie's clothing during this survey was crammed into a filing cabinet!

GIORGIA'S CLOTHES



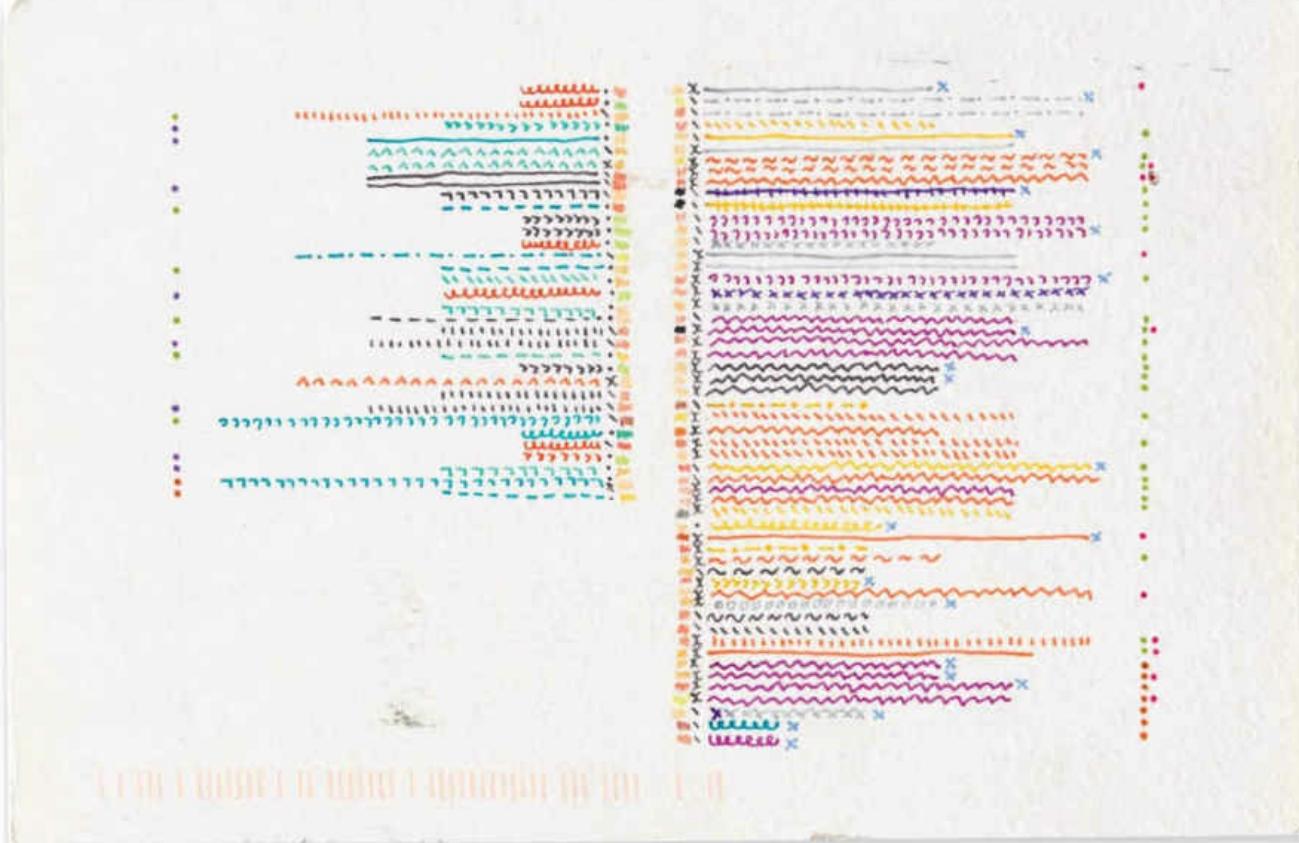
BOYFRIEND'S CLOTHES



| = WHAT I ACTUALLY WEAR

| = WHAT HE ACTUALLY WEARS

Once I had drawn my postcard, I walked back to my closet with a throwaway bag. When I was finished I had four bags full of clothes I haven't worn for the past year. Hooray to *Dear Data*!



66 DEAR DATA WEEK 17: FOOD PREFERENCES!

HOW TO READ IT:



Each line with its attributes represents a FOOD that I love (right) or hate (left). I wrote down all of the foods that CAME to mind and ordered them from the top to the bottom accordingly (i.e. as I thought of them)

FOODS!

The little color scribble indicates the main color of the food.

SYMBOLS

- * = single element (e.g. cinnamon, salt, lettuce)

- X = cooked dish or very specific one (e.g. OREO Cookies, mozzarella sticks)

- \ = general food (e.g. milk chocolate, seasoned cheese)

LINE TYPE = main ingredient

- meat
- cheese
- ~~~~ fish
- gggg chocolate
- - - source
- ~~~ berries
- |||| candies
- nnn bread/grain
- >>> vegetables
- ||||| spicy/velvety
- xxx milk/cream
- fruit
- oooo beans
- aaaa extracts
- 777 none of the above

LINE LENGTH = kcal/100g

<50	50-100	100-300	300-500	750+
00012230001				750+

I had it last week! ☺

Booleans attributed

- to drink / liquid
- you normally eat it with your hands
- suggested by boyfriend
- typical american
- From Chicago. Ha!

LINE COLOR = flavour, as I perceive it!!

- plain flavour
- bitter / sour
- spicy
- greasy / fried
- aged / salty / savoured
- cheesy / creamy
- sweet - fruity - choco
- candied - honeyed
- DIGESTING! ~~old~~ below

FROM:
G. LUDI
MOMMA BEAT
BROOKLYN
NY - U.S.



SEND TO:

STEFANIE POSAVEC

LONDON

-UK-

ENGLAND

Giorgia calls herself a selective (picky) eater. She always eats the same things and dislikes many types of food, so she played with it in her postcard. She also kept things a little mysterious and made it into a guessing game for Stefanie.



DEAR DATA - WEEK 17 (ALREADY !!!!!)

A WEEK OF FOOD PREFERENCES

(SORRY THE DRAWING IS SO BORING!)

THE DATA: I MODIFIED A LIST OF FOODS/FLAVOURS FROM THE FLAVOUR THESAURUS, BY NIKI SEGNI + RATED ALL FOODS + FLAVOURS ON A 1-10 SCALE (1 = I HATE IT; 10 = I LOVE IT AND WOULD EAT IT ALL THE TIME) NOTE: ONLY BASIC INGREDIENTS ARE MENTIONED, NO PREPARED FOODS!

HOW TO READ IT:



EACH REPRESENTS ONE FOOD/FLAVOUR.

IF THE SYMBOL IS COLOURED LIKE IT'S A FOOD/FLAVOUR I

REALLY ONLY ATE WHEN I MOVED TO THE UK.

BASICALLY, I REALLY DISLIKED

EVERYTHING STRONG,

EACH ROW REPRESENTS

ONE NUMBER ON 1-10 SCALE

WITH 10 AT THE TOP.

AMERICAN CANDY, PICKLES -

PLANTAIN CHIPS/CHIPS -

BLACK LIMONADE + HARIBO

COLOURS:

- ANIMAL BY-PRODUCTS (MILK, EGGS, CHEESE, MEAT-CURED, MEAT-OFFAL, NUT, ROASTED BEAN (COFFEE, CHOCOLATE), SPICE, VEGETABLE, VEGETABLE-PICKLED)
- FISH, FUNGUS, HERB, HOT+SPICY HERB/SPICE, MEAT
- FRUIT, HERB, HOT+SPICY HERB/SPICE
-
-
-
-

FAVOURITES (ALL 20s!):

HARD CHEESE, EGG, BUTTER, WATERMELON, APPLE, ORANGE, MUSHROOM, CORIANDER, CHILLI, BACON, GAMMON, SALAMI, CHOCOLATE, POTATO, ONION, GARLIC, CABBAGE, CAULIFLOWER, ASPARAGUS, RED PEPPER, PARSNIP, CARROT, SQUASH, PUMPKIN, TOMATO, LEEK, SPINACH, ROCKET/ARUGULA, GHERKINS.

FROM:
S. POSAVEC
LONDON
UK
Stroke
association

Royal Mail
Mount Pleasant
Mail Centre
07-01-2015
44022000



TO:

GIORGIA LUPI

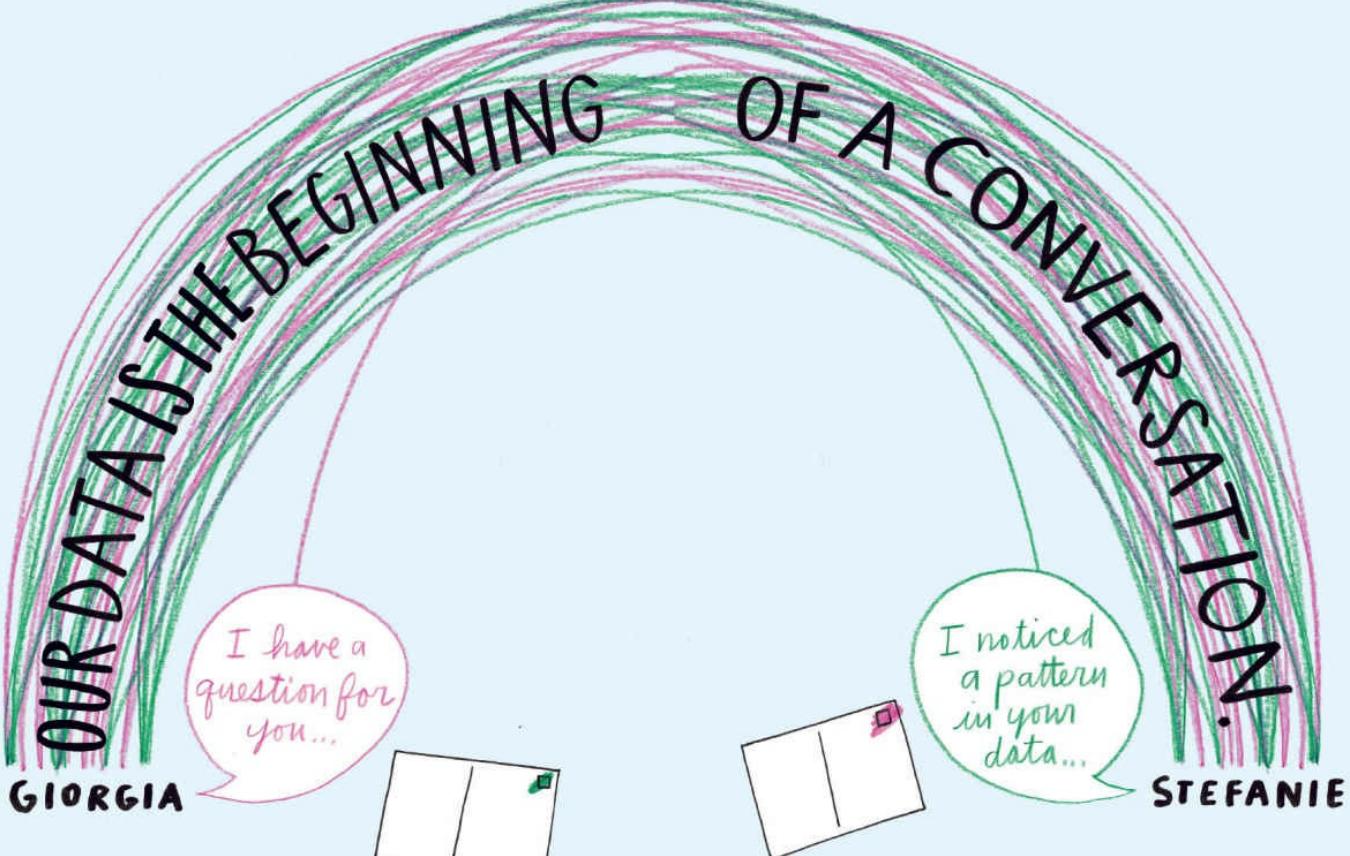
BROOKLYN, NY

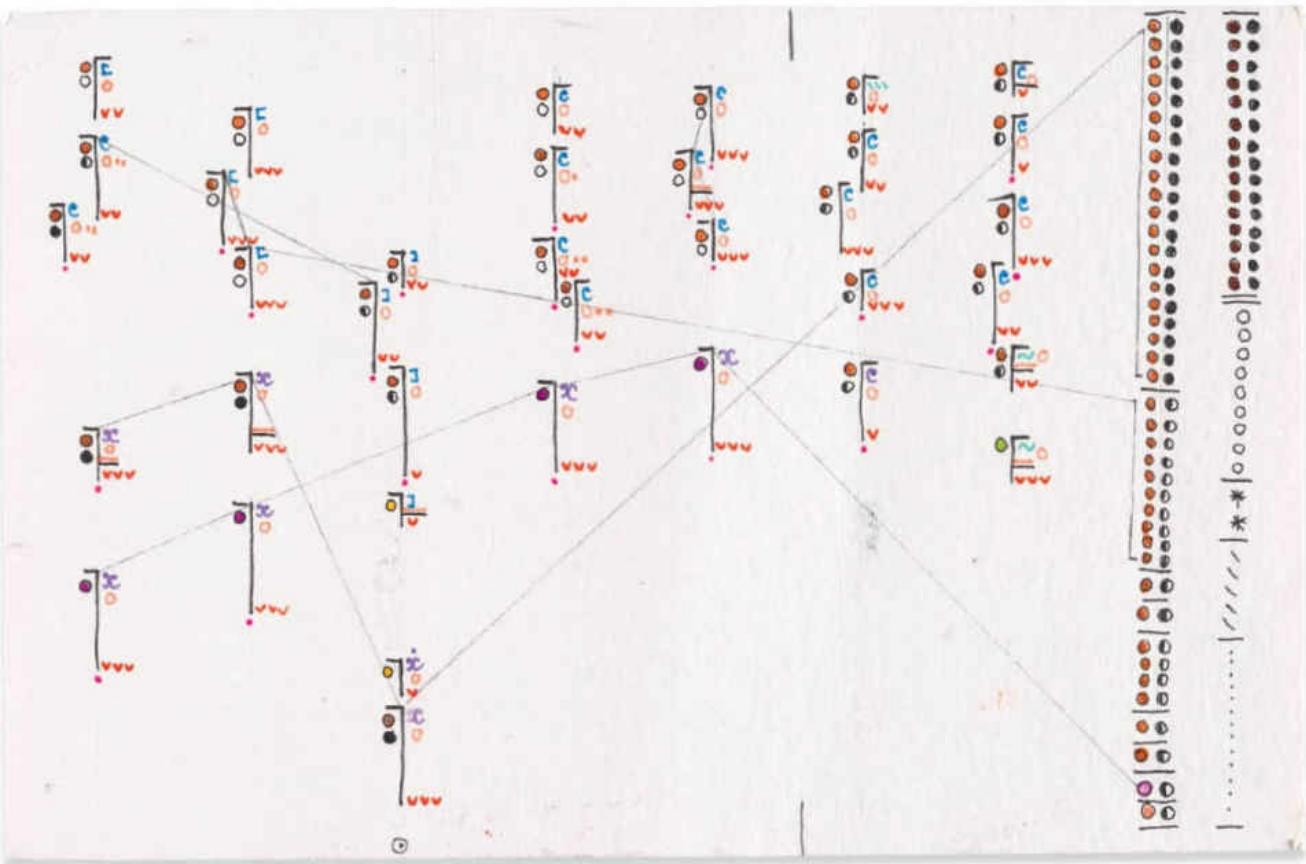
USA

BY AIR MAIL
par avion

Royal Mail®

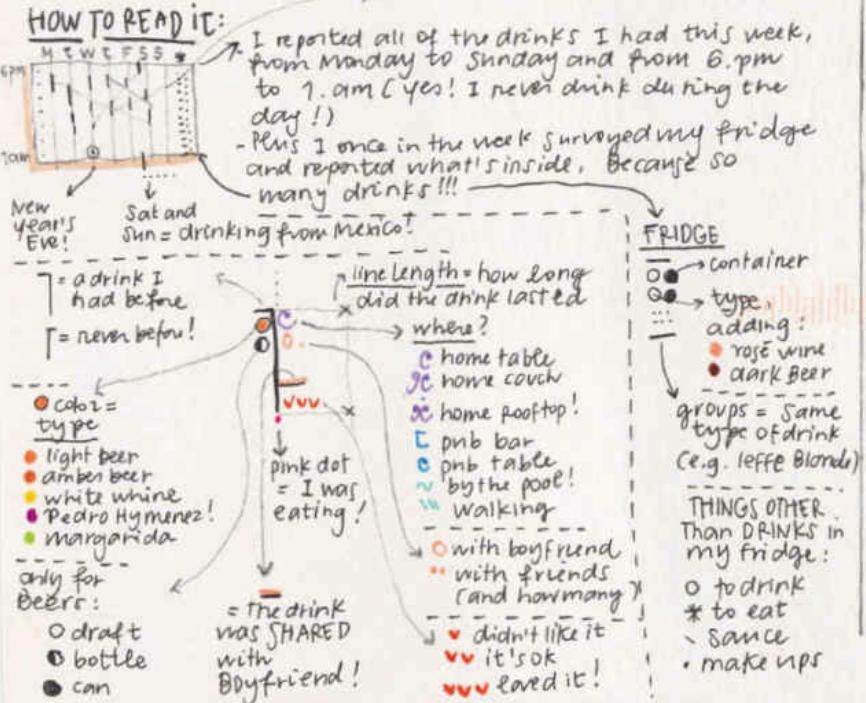
Stefanie and Giorgia both confessed their love for sugary, brightly coloured Haribo gummy sweets in conversation.





66 DEAR DATA

WEEK 18: HOW MANY DRINKS...!
(connected drinks = the same drink!)



FROM G. LUPI
MILANO
ITALIA
BROOKLYN
NY - USA



SEND TO:

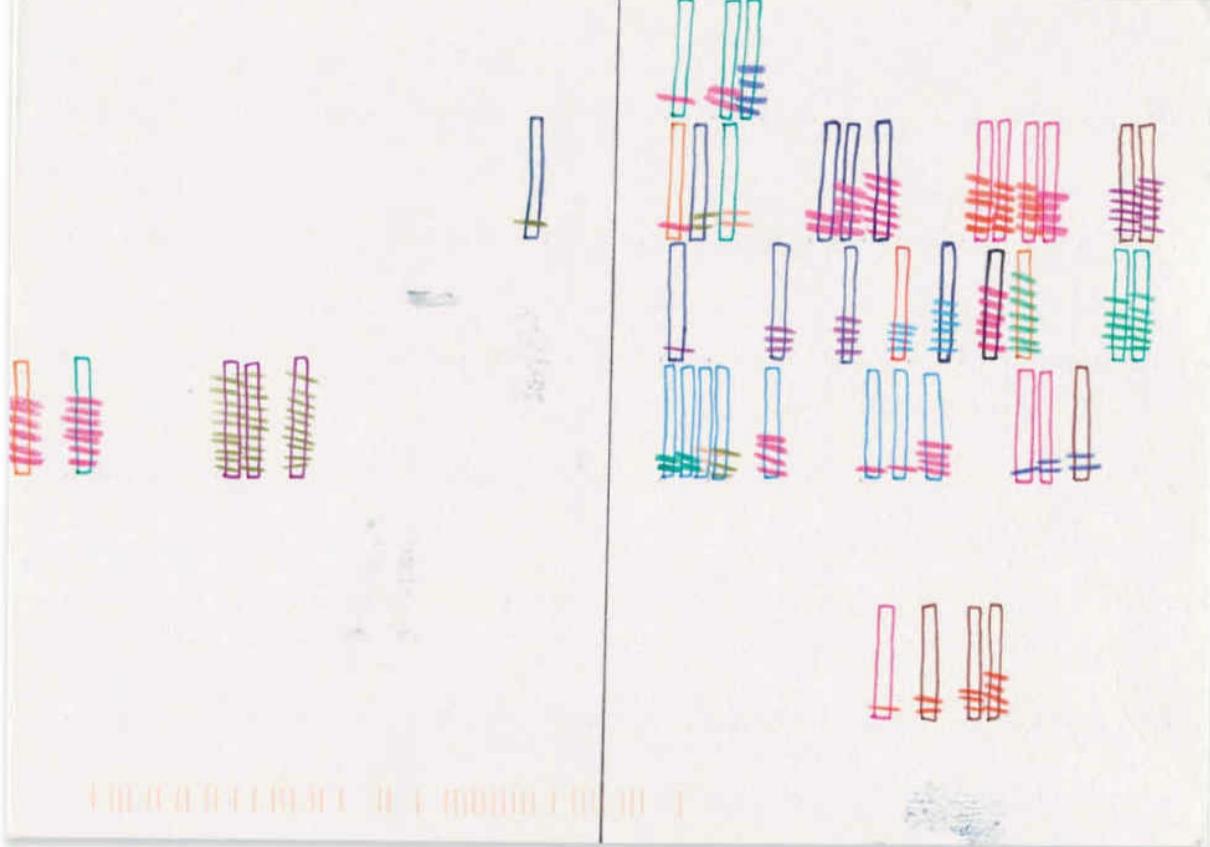
STEFANIE POSAVEC

LONDON

- UK -

ENGLAND

If last week's food preferences didn't humiliate Giorgia enough, here is an even more disgracing set of data. She almost only drinks beers, but never before 6.00 pm: the timeline begins at 6.00 pm, reflecting her drinking rigidity!



DEAR DATA - WEEK 18

A WEEK OF DRINKING: HAPPY NEW YEAR!

THE DATA: I TRACKED WHENEVER I HAD A DRINK. THIS PROVED DIFFICULT AS THE NIGHT WENT ON (NOTE: I'M PRETTY SURE I DRANK WITH DINNER* ON WEDNESDAY NIGHT (IT WAS NYE AFTER ALL!) BUT NOTHING WAS TRACKED... BUT I WAS DRINKING ALL DAY, SO MY MEMORY IS HAZY)

HOW TO READ IT:



FROM:
S. POSAVEC
[REDACTED]
LONDON
[REDACTED]
UK



TO:
GIORGIA LUPI

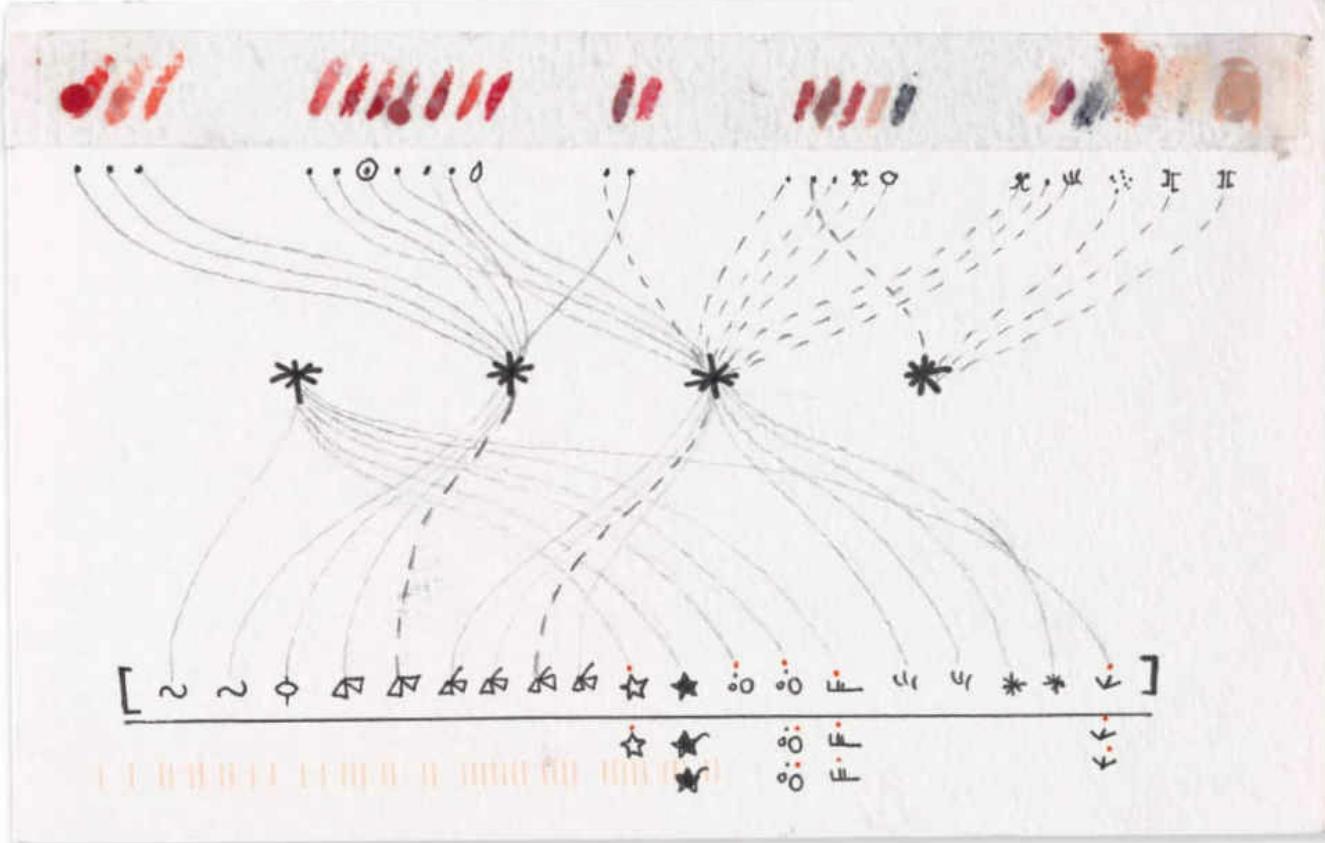
[REDACTED]
BROOKLYN, NY [REDACTED]

USA

BY AIR MAIL
par avion

Royal Mail®

Stefanie's drinking rules are more relaxed than Giorgia's: any time after noon is socially acceptable (except for one beer at 10 am this week on a train with friends: she drank the beer so she could enter it in her data!)



DEAR DATA

WEEK 19: BEAUTY and MAKE UP!

HOW TO READ IT:

A	B	C	D	E
...
*	*	*	*	*

Make up products I have, represented through their actual TRACE/texture ☺

Beauty products I have (i.e. stuff that can't be used to draw!)

[products in use stored/closed]

- ~ skin cream
 - ◊ eye cream
 - ◊ perfume
 - ☆ shampoo
 - ★ Conditioner
 - ◊ Bath Soap
 - ~ toothpaste
 - ~ Hair gel
 - * face soap
 - ↓ hand soap
 - (*) perfume small sample
 - (*) conditioner small sample
- general products
Beauty products
don't have a particular order from left to right

HOW MUCH DO I USE THEM?
Connection lines indicate this.

- 1: daily
- 2: apr. 1 or 2 times a month
- 3: almost never
- 4: I think I have never used it!

ATTRIBUTES

- ~~ Bought in the U.S.
- ~~ Bought in Italy
- Bought online

FROM:
NEW YORK CITY

21 JAN 2015 PM



SENT TO:

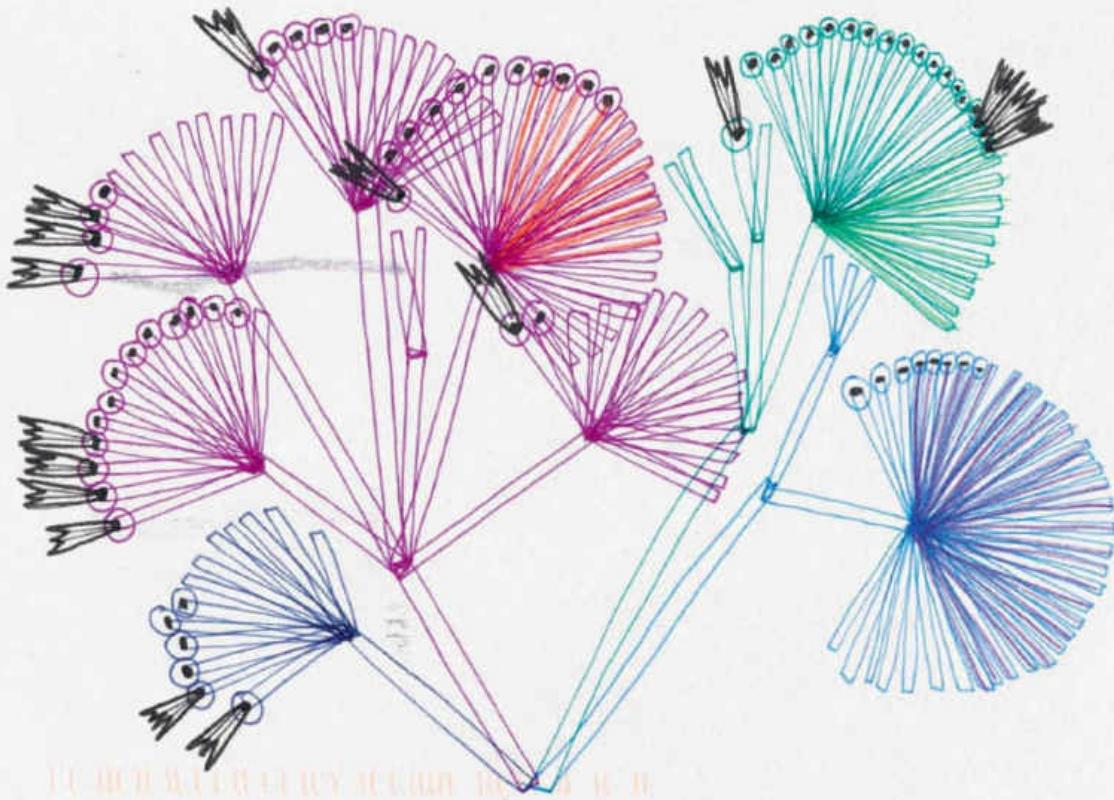
STEFANIE POSAVEC

LONDON

- U.K. -

ENGLAND

Giorgia's main data story runs around the sixteen similar-coloured lipsticks that she still keeps on buying but almost never wears. Since she wanted Stefanie to see how similar they are, she used them as her markers.



DEAR DATA - WEEK 19

A WEEK OF BEAUTY

THE DATA: I COUNTED ALL OF MY CONSUMABLE BEAUTY PRODUCTS (EXCEPTING RAZORS, I WASN'T SURE ABOUT THOSE). I DIDN'T TRACE ANYTHING I SHARE WITH MY HUSBAND (TOOTHPASTE) OR ANYTHING HEALTH-RELATED. I ALSO INCLUDED ALL TRAVEL-SIZED PRODUCTS I HOARD.

HOW TO READ IT:

EACH ITEM IS REPRESENTED BY A [REDACTED], ORGANISED INTO THE FOLLOWING CATEGORIES THROUGH THE USE OF A TREE DIAGRAM:



NOTE: ORGANISATION OF PRODUCTS SIMPLE DUE TO TOO MUCH SHUFFLE! I HAVE SMALLER CATEGORIES BUT I DON'T HAVE YOUR PATIENCE HA!

[REDACTED] PRODUCT IN REGULAR ROTATION

[REDACTED] PRODUCT I USE EVERY DAY W/O FAIL

TOP 3 PRODUCTS:

LIPSTICK (I LOVE RED LIPSTICK) → BODY LOTION (EVERYONE GIVES IT AS A GIFT!) → NAIL POLISH

TOTAL PRODUCTS: 174!

FROM:
S. PASAVEC
[REDACTED]
LONDON
UK
stroke

Royal Mail
ROYAL MAIL
Mail Centre
21-01-2015
43617156



TO:
GIORGIA LUPI

BROOKLYN, NY

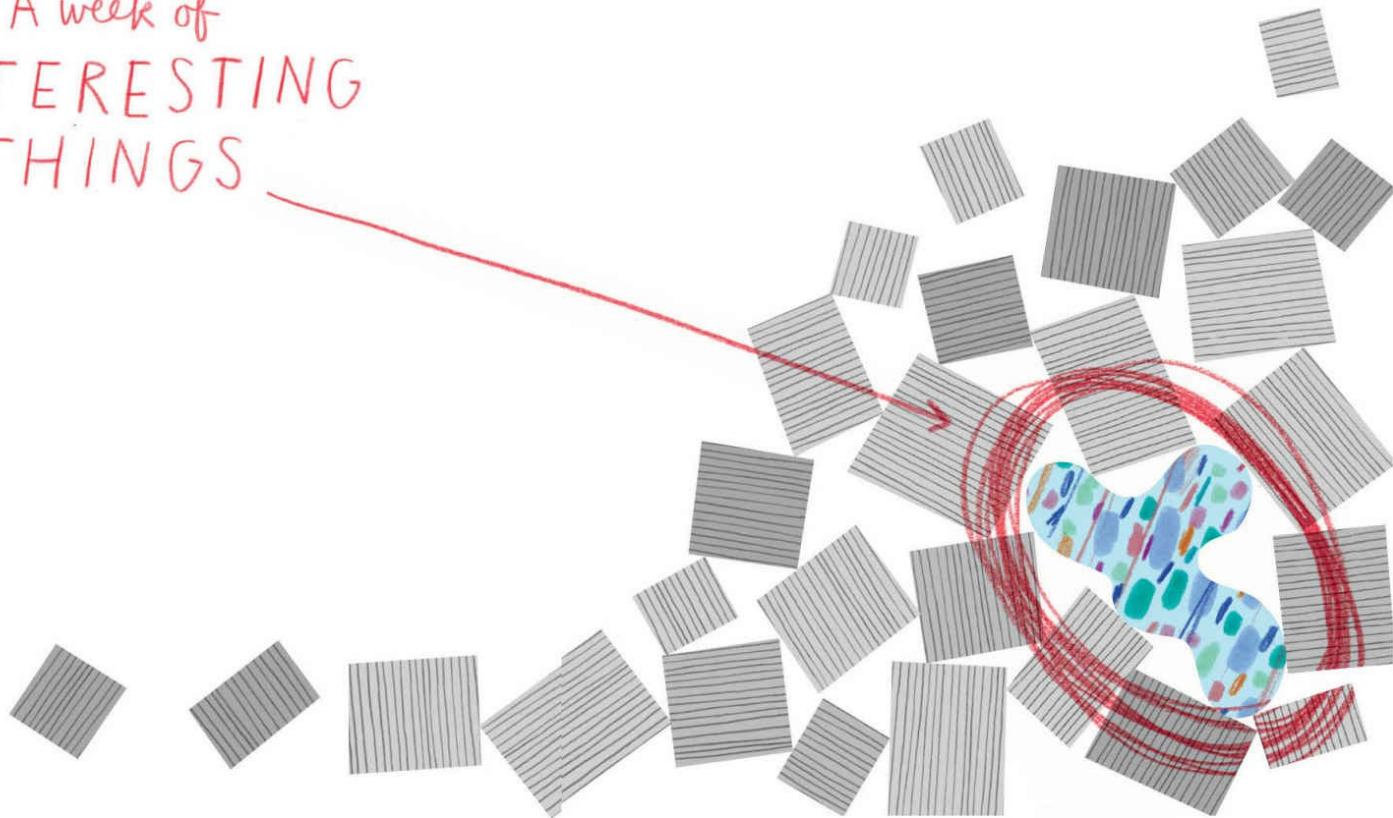
USA

BY AIR MAIL
par avion

Royal Mail

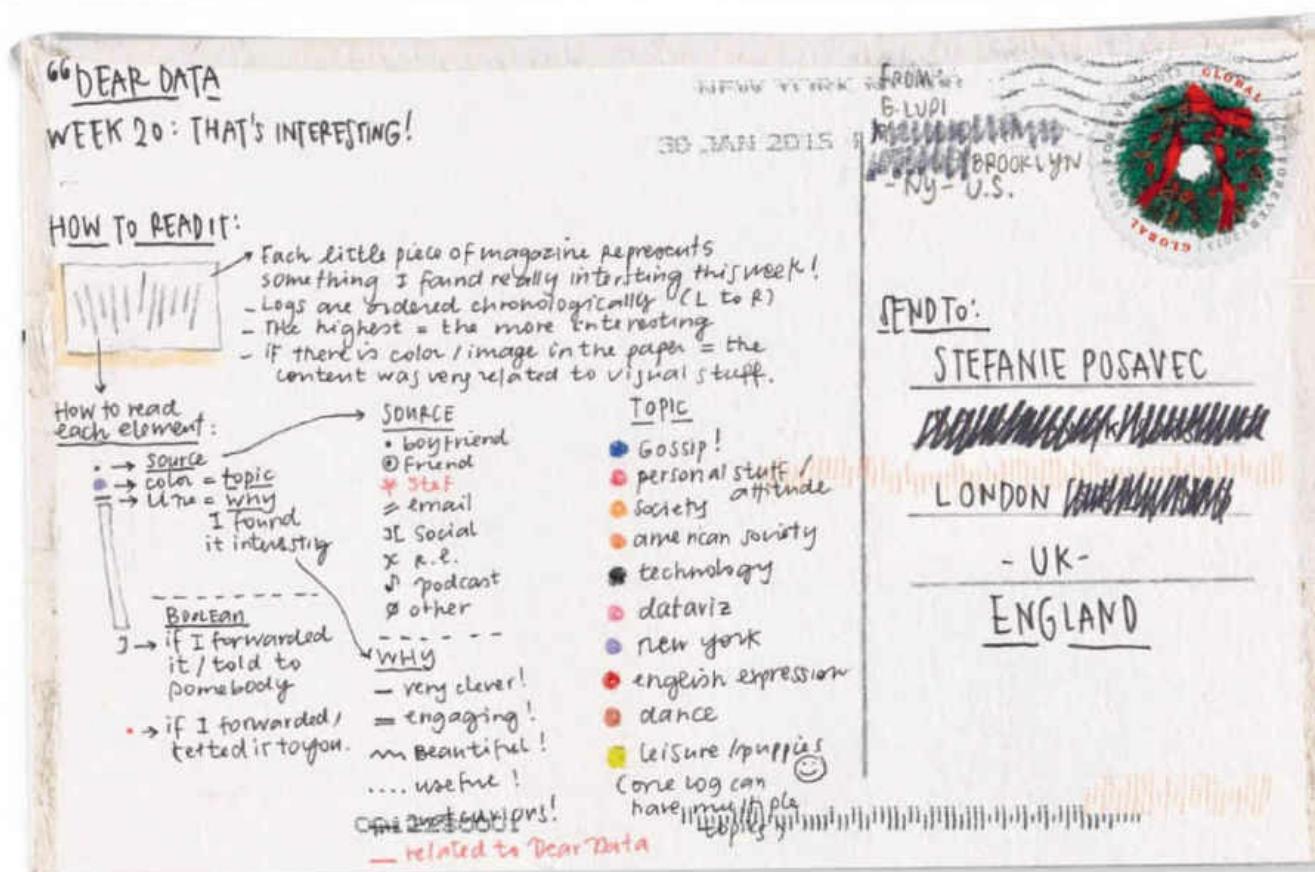
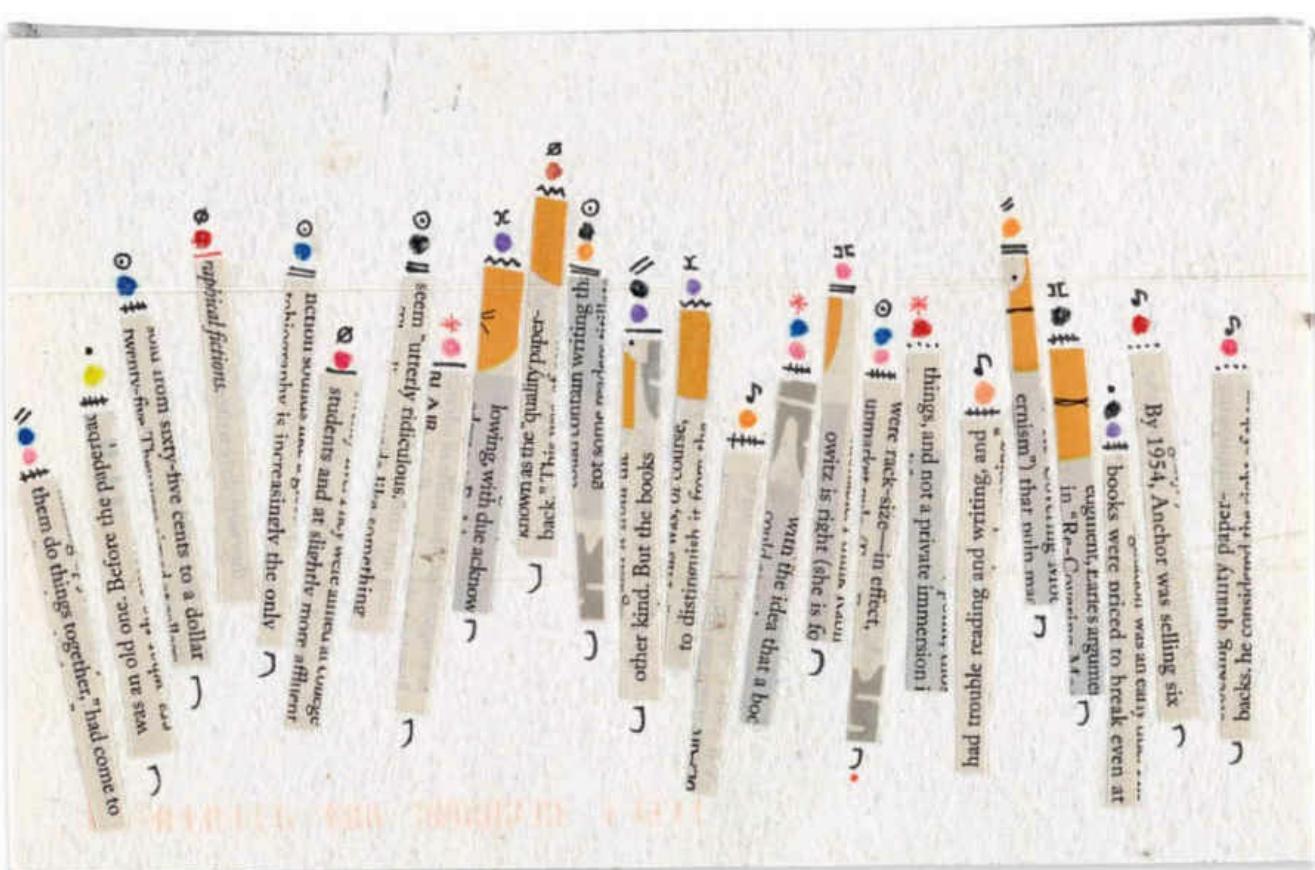
For Stefanie, honest data-gathering means writing down all of the embarrassing beauty products you use, no matter how much she winces every time she reads her postcard.

Week twenty:
A week of
**INTERESTING
THINGS**



Stefanie was concerned that in this year of drawing she and Giorgia weren't testing themselves and pushing themselves to learn more drawing techniques, so for this week they worked with a new material to represent their data: collaged paper.

This week the pair gathered data on the people, objects and ideas that piqued and excited their interest as they went about their daily routine.



How fun is it that they both experimented with collage without telling each other? Given the topic of the week, Giorgia cut apart an issue of the *New Yorker* to use as her drawing material. (Sorry!)



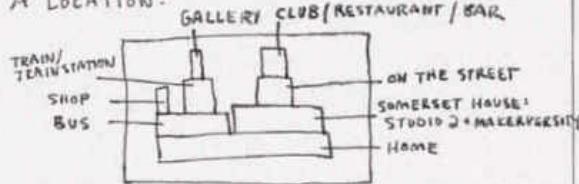
DEAR DATA - WEEK 20

A WEEK OF INTERESTS

THE DATA: whenever I found my interest/attention focused on something, I noted down the interest, what made me interested, and where I was.

HOW TO READ IT

Each bit of coloured paper represents a location:



WHAT I WAS INTERESTED IN:	/ WHY I BECAME INTERESTED:
ART: SYSTEMS ART, SCULPTURE, DIGITAL ART CURATION, ALEXANDER BRODKEY + IVA LUTKIN...	CONVERSATION
CURRENT EVENTS: IMMIGRATION...	EMAILING FRIEND
DEAR DATA! CHORD HERO...	LISTENING TO MUSIC
DESIGN MATERIALS: 3D PRINTING...	LOOKING AT ARTWORK
DESIGN PROFESSION: DESIGN INTERNSHIPS...	MESSAGING FRIEND
HISTORY/CULTURE: TRAVELLING FOR WORK...	INTERNAL THOUGHTS
LEISURE: CYCLING...	READING ARTICLE ON WEBSITE
LITERATURE: JOAN DIDION, JENNIFER PRYCE...	READING BOOK
LONDON: RIVER THAMES AT NIGHT...	READING NEWSPAPER/ NEWS SITE
MUSIC: APPRENTICE, BALLOON/VOUS...	TWITTER
RELATIONSHIPS: PIA TWIGGY, NGORUNGU...	WATCHING TV SHOW
THE HUMAN BODY	

FROM:
S POSAVEC
LONDON
Stroke
RECORDED

Royal Mail
Peterborough
Mail Centre
27-01-2016
X5353240



TO:

GIORGIA LUPI

BROOKLYN, NY

USA

AIRMAIL

This postcard wasn't mailed by Stefanie, but rather was handed to someone in a university mailroom to post, making Stefanie blush: what would this person think about this snippet of data shoved into their hands?

badges he considered the "newspaper".

By 1954, Anchor was selling six

books were priced to break even at

cugent, Earle's argument

in "Re-Covering the

ernism") that min mar

had trouble reading and writing, and

things, and not a private immersion i

were rack-size—in effect,

owitz is right (she is fo

with the idea that a bo

to distribute it to usages

other kind. But the books

were some reading material

back. The paper-

got some reading material

seem "utterly ridiculous."

owing with due acknow

something

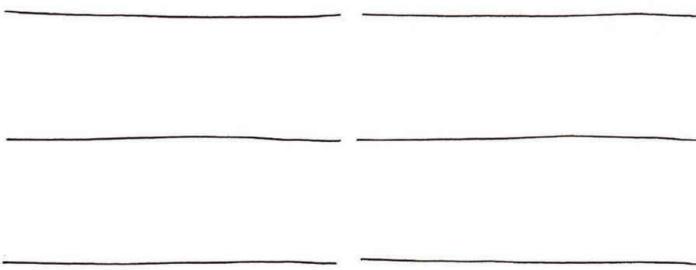
students and at slightly more affluent

nations some and also is increasingly the only

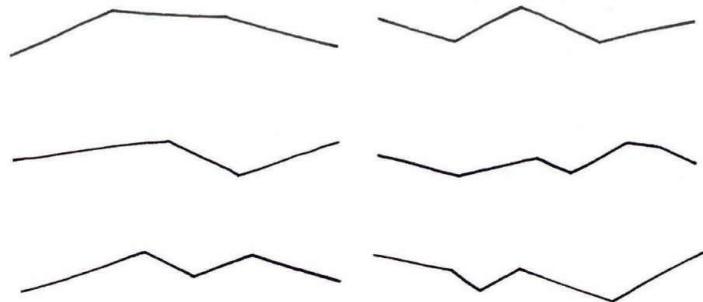
raphical fictions.

was an old one. Before the paper,

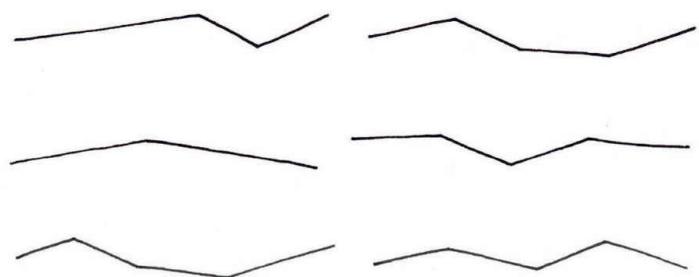
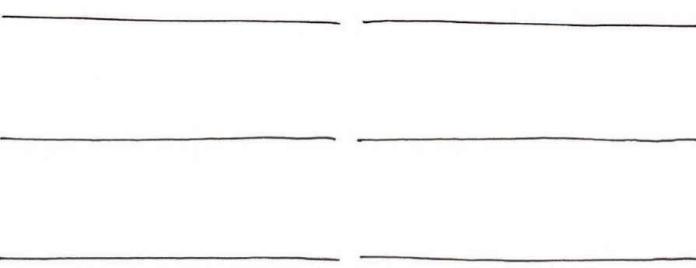
"them do things together," had come to

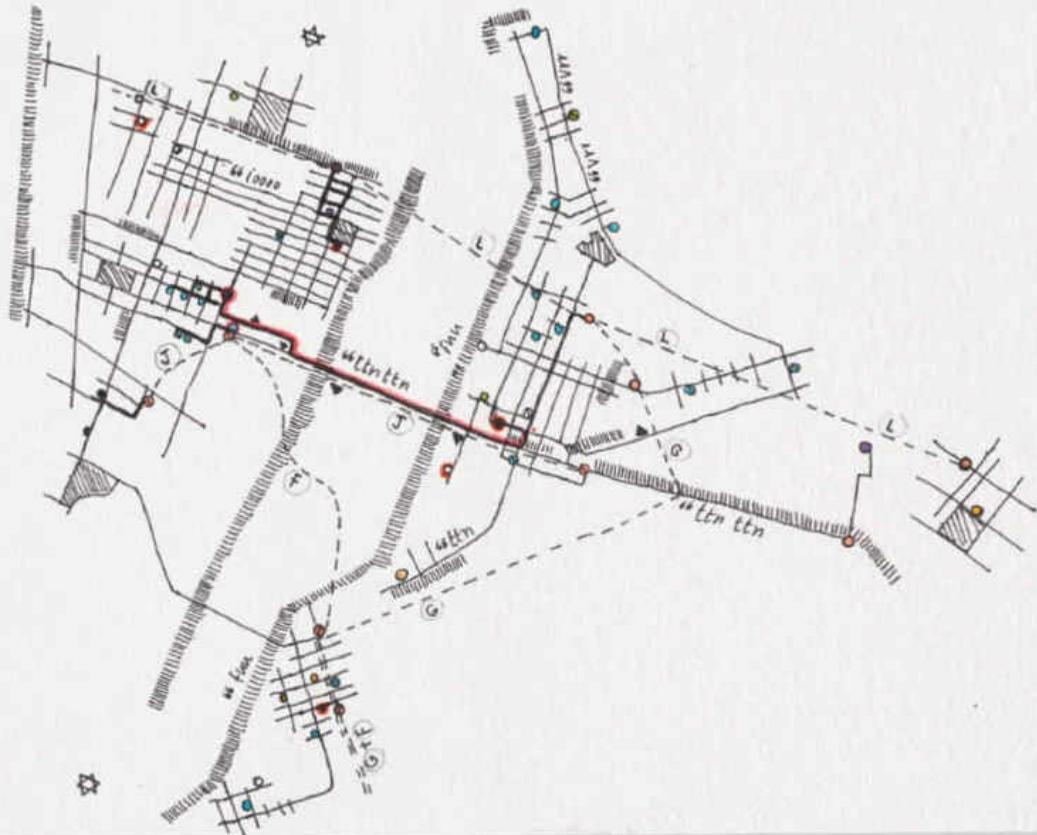


SIDE VIEW OF HOW STEFANIE'S POSTCARDS
ARRIVE IN GIORGIA'S MAIL BOX:



SIDE VIEW OF HOW GIORGIA'S POSTCARDS
ARRIVE THROUGH STEFANIE'S MAIL SLOT (SIGH):





66 DEAR DATA WEEK 21: MY IMAGE OF THE CITY

HOW TO READ IT:

MY NEW YORK !!

N.B. I started by placing my horse on the empty card and went from there.

My Add ons:

- * ~~O~~ places
I've been
with you!

"vr" : eventual
sounds I recalled

③ L names of trains!

NODES:

- home / there
 - coffee
 - pub / resto
 - hairdresser
 - friend's place
 - subway station
 - other

Dear Stefanie,
this week I wanted to make an experiment, and draw you a map of New York as I have it ~~in~~^{on} my mind. I followed the "IMAGE OF THE CITY," study by Kevin Lynch, and I drew a sketchmap of my city without looking at any map and placing details as if I were illustrating daily trips and the sequences of events that I recall.

LYNCH ELEMENTS:

1. PATHS → "channel of movement,
road, street, alley, ...
> always merging
2 points

2. EDGES → "linear elements not
considered a path by the
observer"

3. NODES → "the strategic foci which
observer can ENTER ...
• major
○ minor +
○ minor -
→ particular shape for parks,
plazas ..."

4. LANDMARKS → "the external features that
act as a reference point ...
★ major

Distances and proportions

SEND TO:

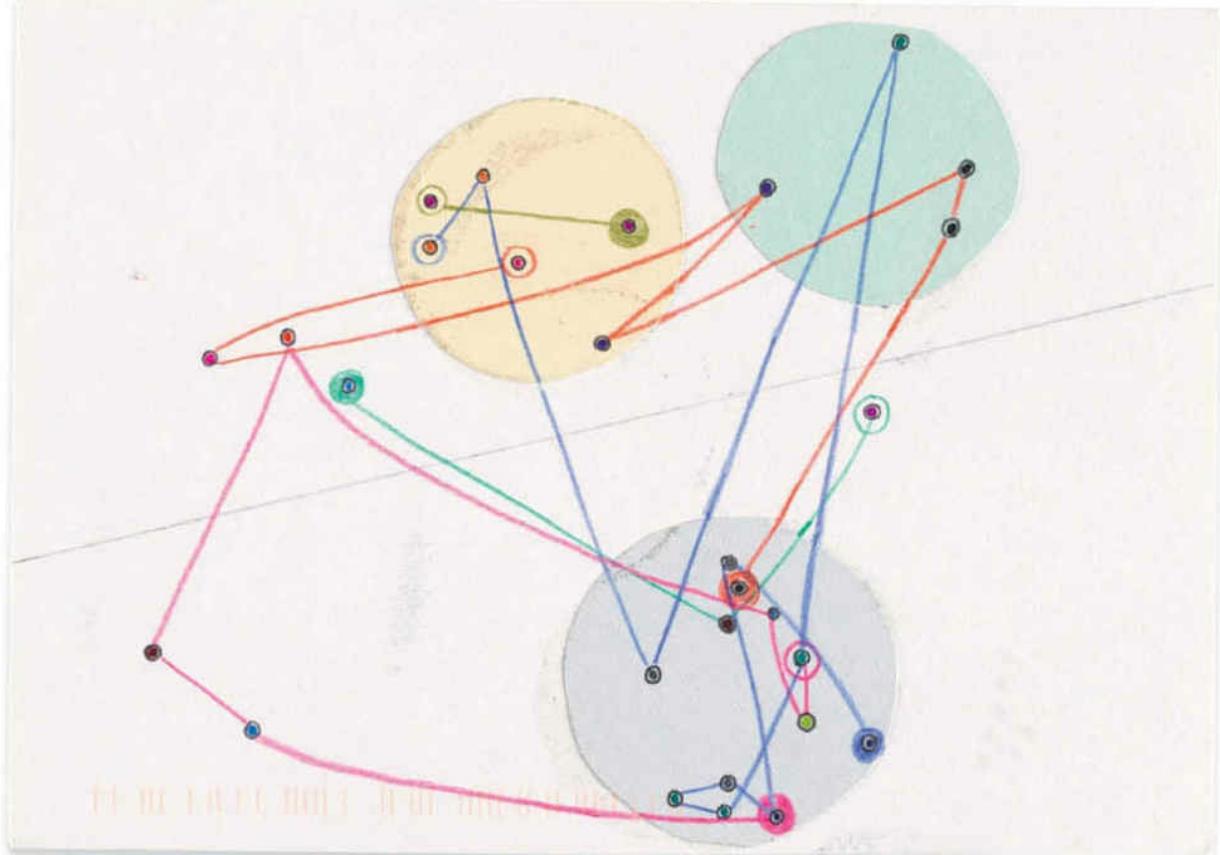
STEFANIE POSAVEC

LONDON

LONDON

- 10k -

ENGLAND



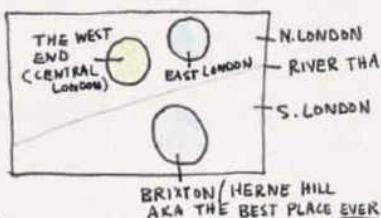
DEAR DATA - WEEK 21

A WEEK ABOUT MY LONDON

THE DATA: THE MOST IMPORTANT, MEMORABLE LOCATIONS WHILE I'VE LIVED IN LONDON (SINCE 2001 ON+OFF!), TAKING IN EVERYTHING FROM STUDY, TO MARRIAGE, + THEN CITIZENSHIP.

HOW TO READ IT

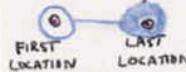
① A STYLISED MAP OF LONDON IS DRAWN ON THE CARD:



② EACH IMPORTANT LOCATION IS MARKED BY A ●, COLOURED IN WITH THE TYPE OF LOCATION IT IS:

- SHOP
- UNIVERSITY/ CLASSROOM
- TOWN HALL
- RESTAURANT
- CLUB
- STUDENT HOUSING
- HOUSE/FLATSHARE
- TEMPORARY STAY
- OWNED FLAT/ HOUSE
- COMPANY
- SHARED STUDIO
- ROYAL PARK

③ IMPORTANT LOCATIONS ARE GROUPED INTO THEMES, + LINKED IN CHRONOLOGICAL ORDER:



- EVERYWHERE I'VE EVER LIVED, FROM STUDENT HOUSING TO MY OWN HOUSE
- EVERYWHERE I'VE WORKED, FROM TOPSHOP TO URBAN OUTFITTERS TO PENGUIN TO ERIC CARLE!
- EVERYWHERE I'VE STUDIED (AIU + ST. MARTINS)
- ALL MAJOR LOCATIONS IN MY MARRIAGE: 1ST MEETING, 1ST HOOKUP, 1ST DATE, PROPOSAL, WEDDING, 1ST HOUSE/ CEREMONY TO CELEBRATORY DINNER (DINNER BY HESTON BLUMENTHAL)

FROM:
S POSAVEC
[REDACTED]
LONDON
UK
Stroke
association

Royal Mail
Mount Pleasant
Mail Centre
02-02-2015
23300324



TO:

GIORGIA LUPTI

BROOKLYN, NY,
USA

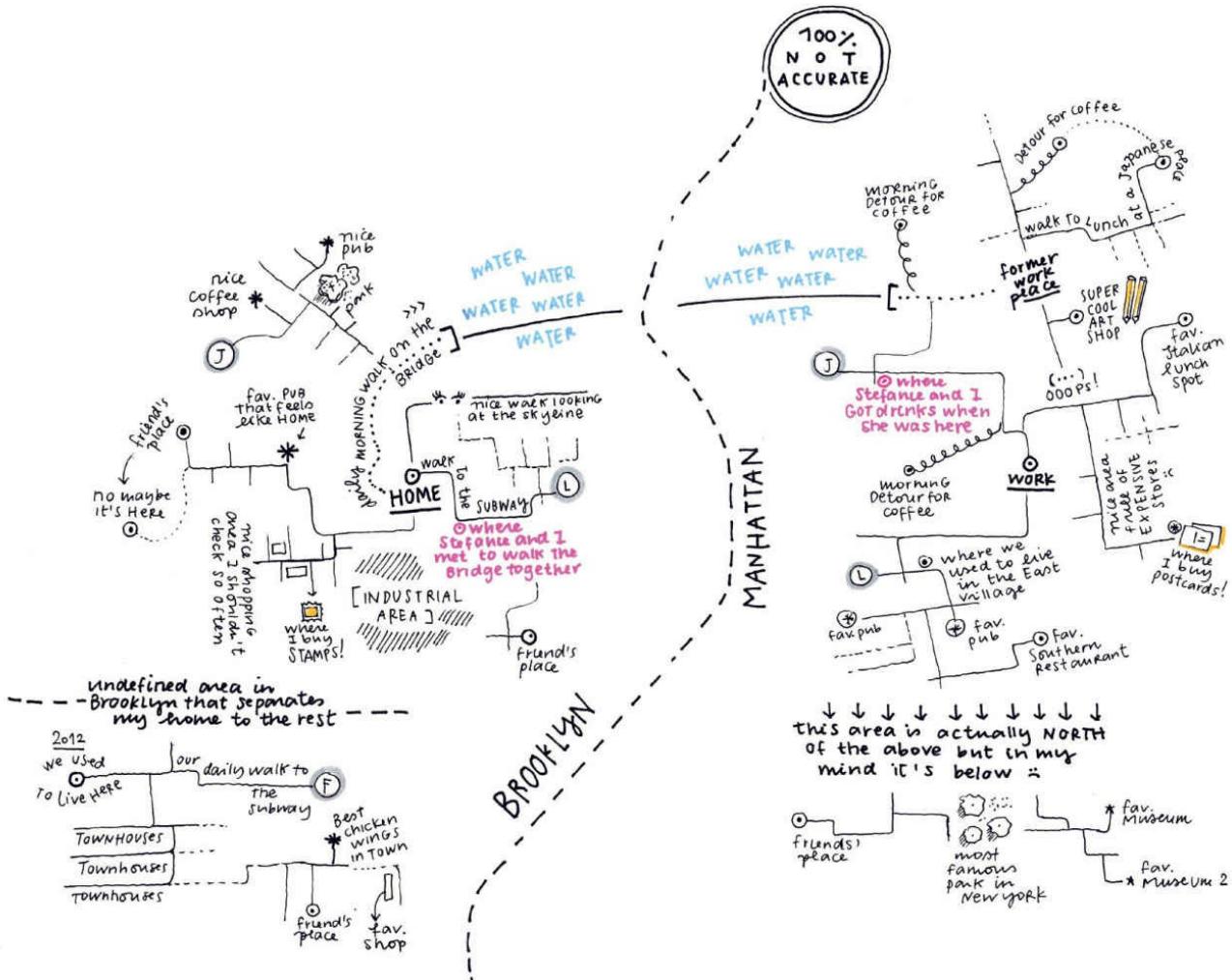
AIR MAIL

In her adopted city, Stefanie has become an aggressively patriotic South Londoner, due to how many happy life memories have happened for her in Brixton and Herne Hill.

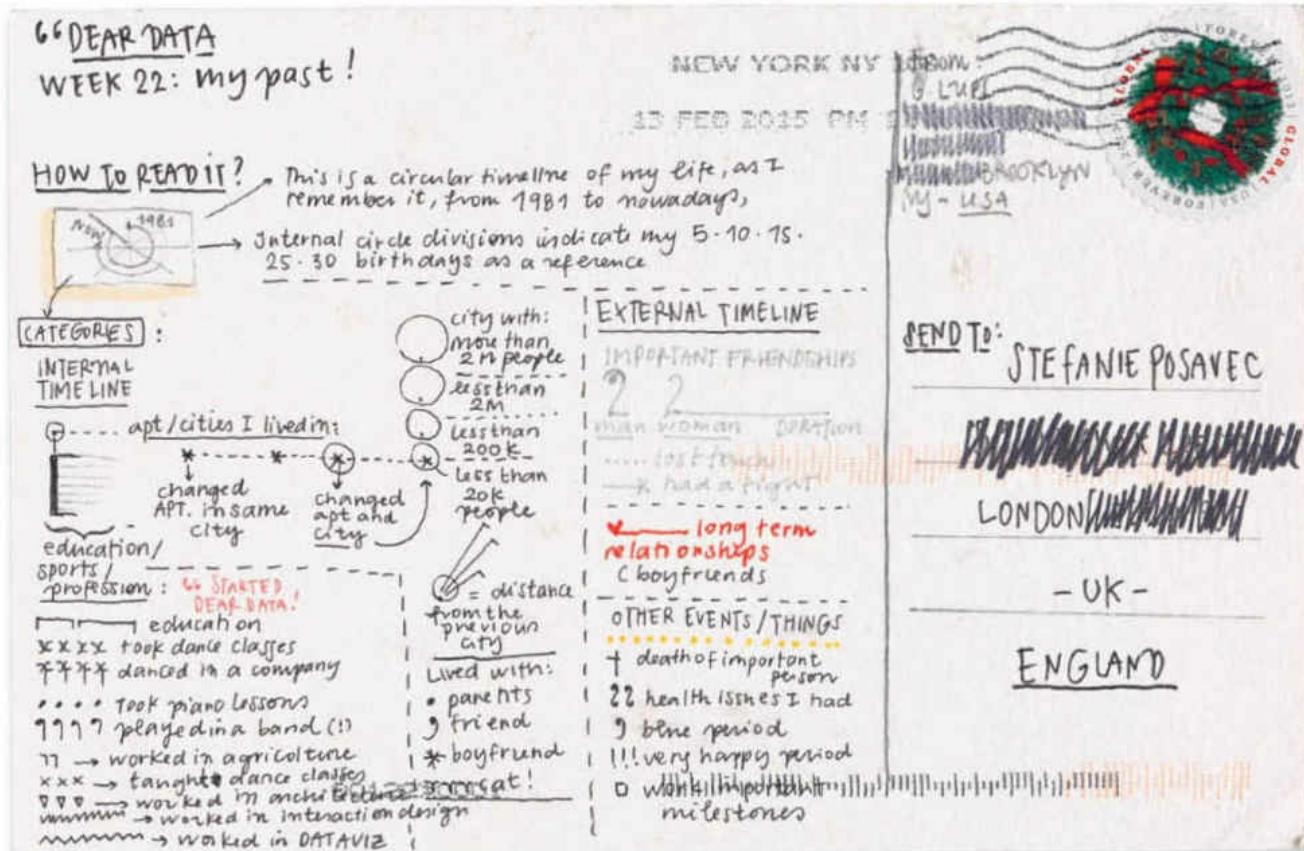
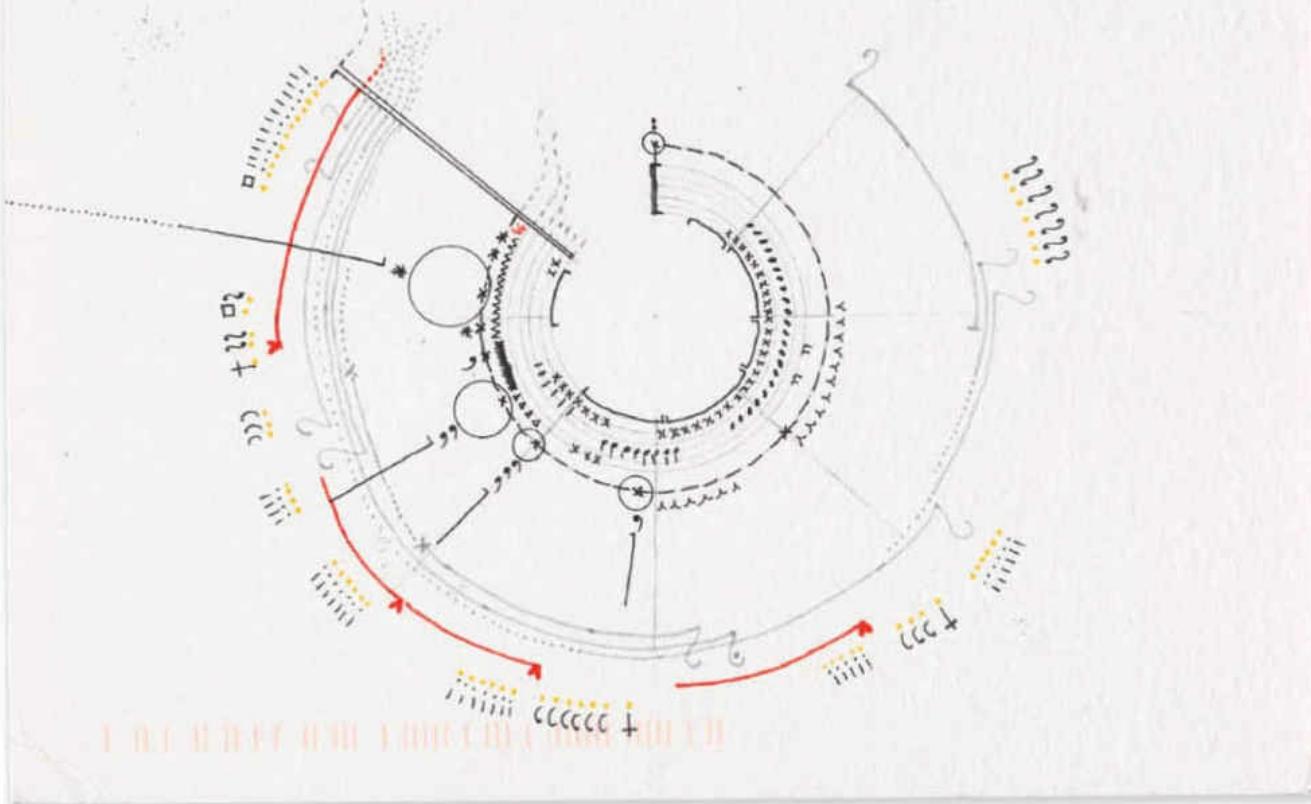
GIORGIA'S NEW YORK WITH CLOSED EYES



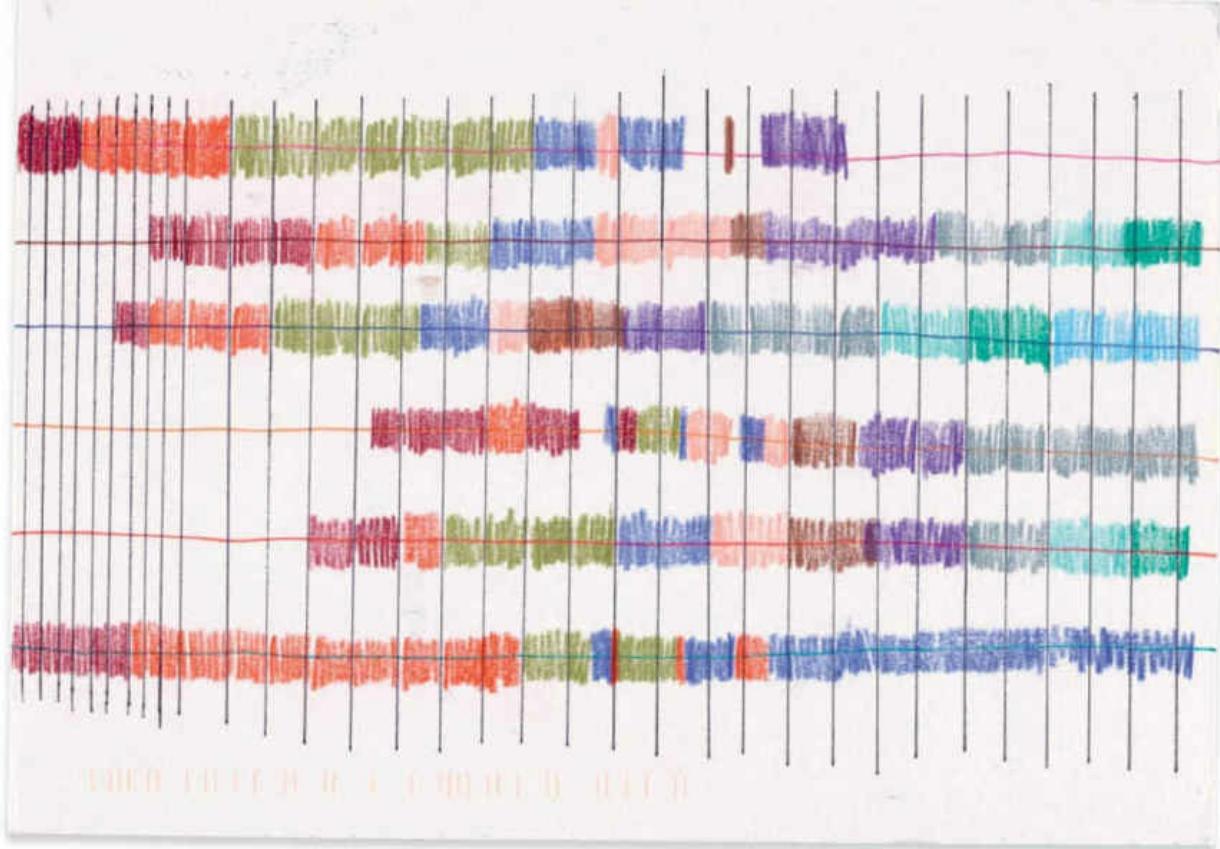
Instead of drawing a map of New York, I drew my mental image of it.



Following the work of urban sociologist Kevin Lynch, I created my image of the city following my perception of the ways I go about walking in New York every day, with my mundane little encounters and memories. I wasn't in New York while drawing this postcard, I was far away at my parents' in Italy: what better way to really "imagine" my city in my mind!



A postcard on Giorgia's past that led to a shameful revelation upon receipt: Stefanie asked for more details, and Giorgia had to text her a picture of when she used to play in a heavy metal band and only dressed in black.



DEAR DATA

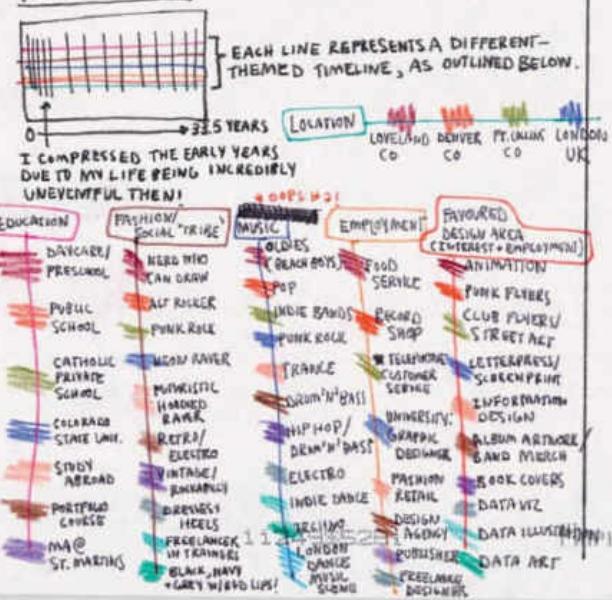
- WEEK 22

HABA DOPS
ILL CENTRE IT IN!

A WEEK OF MY PAST SELVES

THE DATA: ALL DATA PULLED MY MEMORY, SO I'M SURE THERE SOME INACCURACIES (OK, LIKELY QUITE A FEW!)

HOW TO READ IT



FROM:

S.POSAVEC

LONDON

UK

POSTAGE PAID
10-03-2015
13002463



TO:

GIORGIA LUPI

BROOKLYN, NY

USA

BY AIR MAIL
par avion

Royal Mail®

Stefanie thought using the same colours for every single category would have simplified the data for Giorgia, but realized later that she may have made her drawing more complicated to read!

A MAP OF THE NEUROSES THAT UNFOLD
WHEN STEFANIE READS GIORGIA'S POSTCARD

① GREAT! ANOTHER POSTCARD ARRIVED!

② WOW, GIORGIA COLLECTS
A LOT OF DATA.

③ SO. MUCH. DATA.
HOW DOES SHE DO THIS?

④ WHAT?
EVEN MORE DATA?
HOW? HOW?

FROM:
GIORGIA

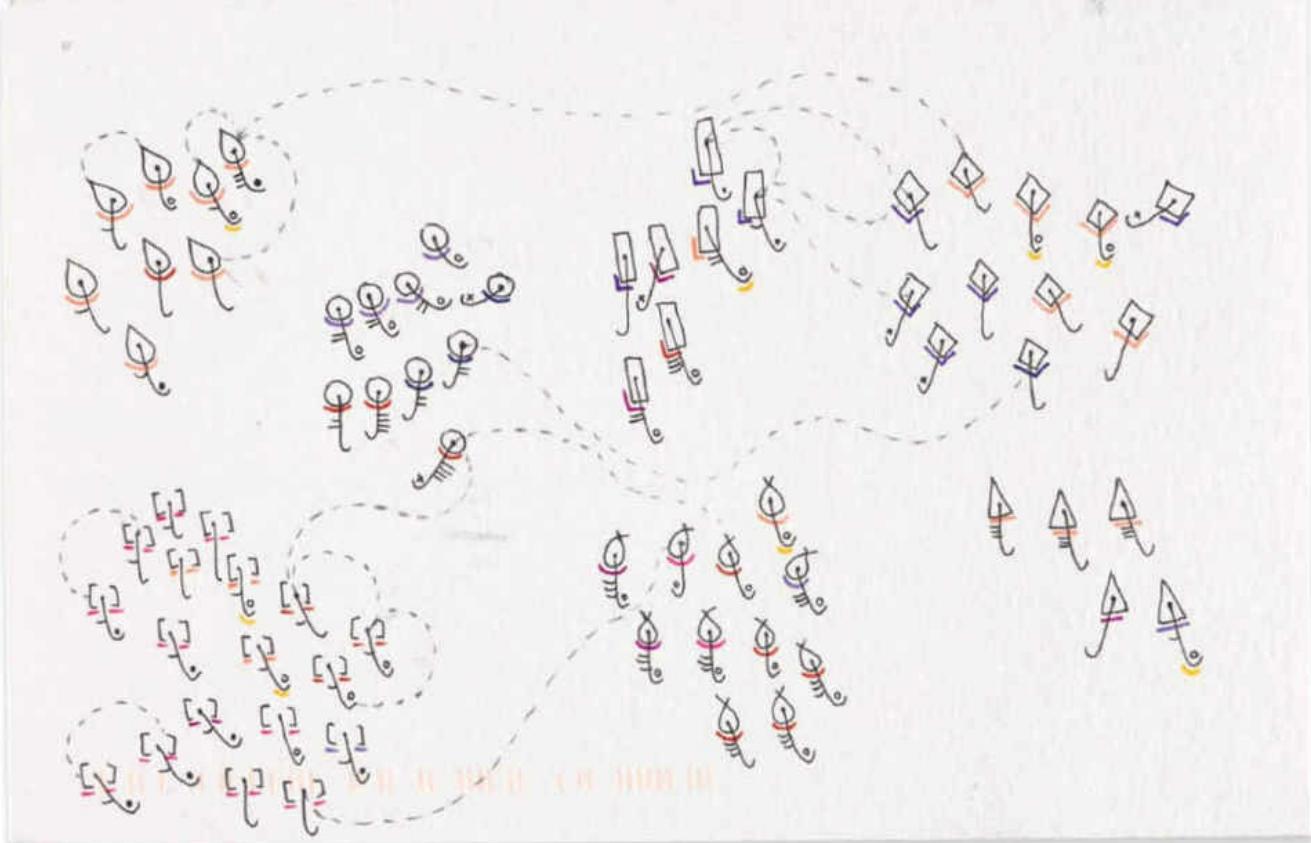


TO: STEFANIE

⑤

AND HER LEGEND IS ALWAYS
SO NEAT AND TIDY AND
MINE IS A MESS I MUST
TRY HARDER NEXT WEEK

AAARRGHHHH



"DEAR DATA"

WEEK 23: BE NICE(R)!

NEW YORK, NY

19 FEB 2015 PM

from:
GLOBAL
MAIL

NY - USA
BROOKLYN



HOW TO READ IT



this week I TRIED to be VERY nice with people ON PURPOSE, for THIS week of DearData!
Every single element is a performative act of niceness!
elements are grouped by "topic" (see legend)

TOPIC: WHAT DID I DO?

- showed physical affection (hug/kiss/holding hands...)
- made some time (to spend together, to help...)
- showed interest (asked questions, listened...)
- sparing some bad things (criticizes, snapping, nagging, complaining...)
- smiled!
- physically helping (carrying something, picking something up...)
- apologized (for something I did)

TO whom / for who?

- boyfriend
- mom
- dad
- friend
- coworker
- stranger
- other

*

Dashed lines connect actions that were very close in time (e.g. same situation)

HOW DID I FEEL THEN?

- happy!
- better
- just ok
- useful
- irritated
- anxious

p.s. this was a special week

EVENTUAL OTHER NOTES

- x it was hard!
- o could do more often
- o it was easy!
- v thought it can become a new habit!

SEND TO:

STEFANIE POSAVEC



LONDON

UK - ENGLAND

On their journey, Giorgia and Stefanie tried to use data to become better human beings, at least for a week. This week they performed nice acts on purpose, to be able to then report them. The hardest week ever.



DEAR DATA - WEEK 23

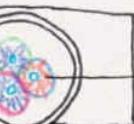
A WEEK OF BEING NICE

(OTHERWISE ENTITLED "WHY I'M A TOTAL UNCARING ASSHOLE..." WITH PROOF! :)

ABOUT THE DATA: I ONLY TRACKED NICE ACTS THAT WERE TRULY HEARTFELT, SO NO 'COMMON COURTESY' ACTS WERE COUNTED (LIKE SAYING PLEASE + THANK YOU, ETC.) I DON'T THINK THE DATA-GATHERING MADE ME ANY NICER THAN NORMAL, ALAS.

HOW TO READ IT:

LOOK!
CAN YOU SEE
THOSE TINY
SPECKS ON
THE PAGE?
BETTER USE
A MAGNIFYING
GLASS!



WOW... THERE AREN'T
THAT MANY.
EACH SPECK IS ONE
NICE THING I DID THAT
WEEK.

PERSON	PLUS →	NICE THING →	PLUS →	LOCATION
○ HUSBAND	○ STUDENT	BOUGHT FOOD	○ ONLINE	(DIGITAL COMMUNICATIONS)
○ FRIEND 1	○ STUDMATE	BOUGHT GIFT	○ FRIEND'S HOUSE	
○ FRIEND 2	TWITTER	BOUGHT DRINK	○ HOME	
○ FRIEND 3	○ FOLLOWER 1	GAVE COMPLIMENT	○ PUB/RESTAURANT	
○ FRIEND 4	TWITTER FOLLOWER 2	HELD DOOR OPEN	○ STUDIO	
○ COLLEAGUE 1		WENT OUT OF WAY TO MAKE THEM FEEL SENT ARTICLE THEIR BIRTHDAY	○ SHOP/ SHOPPING CENTRE	
○ COLLEAGUE 2				
○ STRANGER 1				
○ STRANGER 2				

FROM:
S. POSavec
[scribbled]
LONDON
UK [stamps]
Association

Royal Mail
Mount Pleasant
Mail Centre
17-02-2015
London



To:

GIORGIA LUPI

BROOKLYN, NY

USA

BY AIR MAIL
par avion

Royal Mail

Stefanie drew the moments she was trying to be nicer very small, to highlight how she wasn't as kind as she would have liked to be this week.

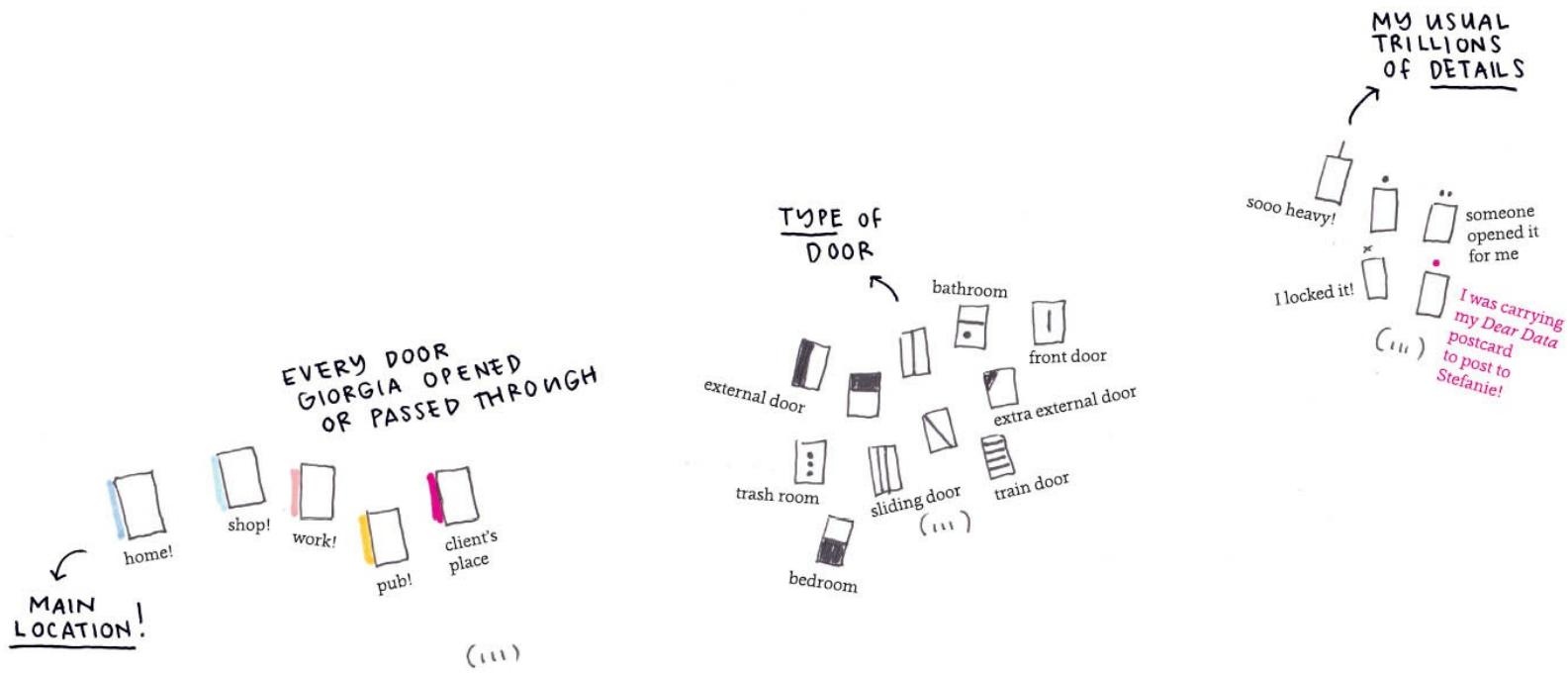
week Twenty-four

a week of

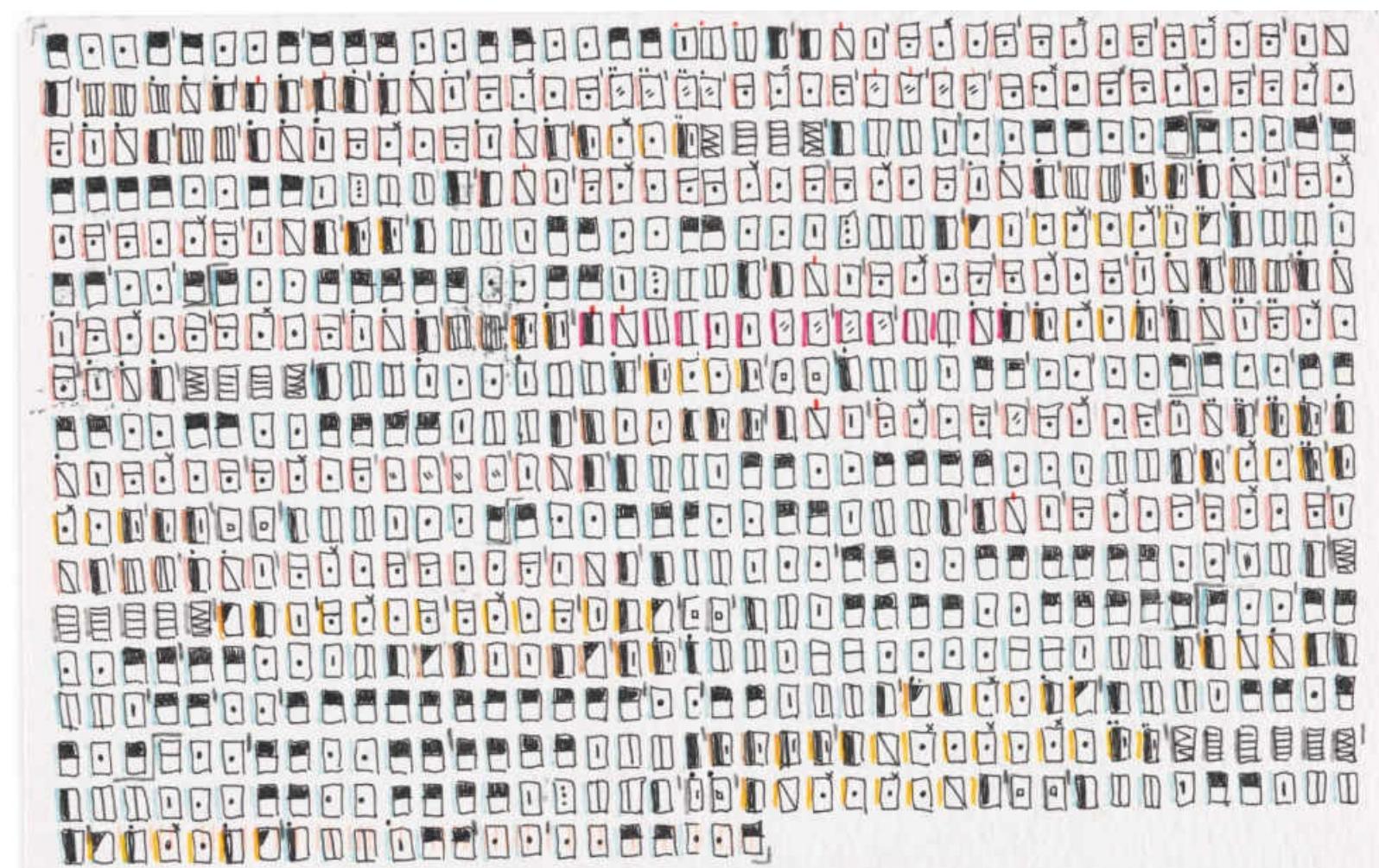
D || : RS

This week Giorgia and Stefanie were tracking the doors they passed through. As much as it sounds an unusual dataset, it was a pretext to show each other the pace of their days through their external and internal environments.

It is a reminder that you can still see the story of a life lived, even in the most uncommon types of data tracking, if you add the right details to your gathering.



Why can't I help oooooooooverdetailing my data collections???



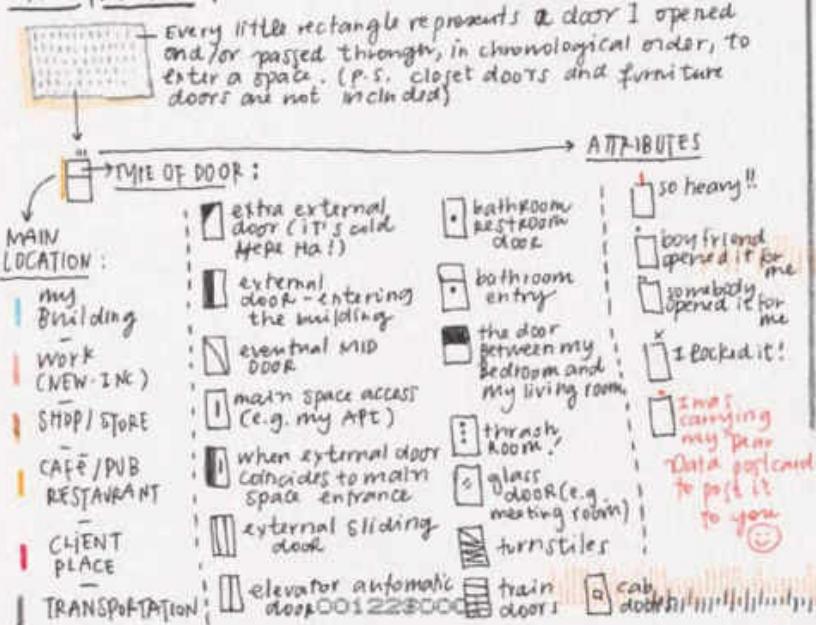


"DEAR DATA
WEEK 24: DOORS' PATTERNS

FROM:
NEW YORK CITY
24 FEB 2015



HOW TO READ IT:



SEND TO:

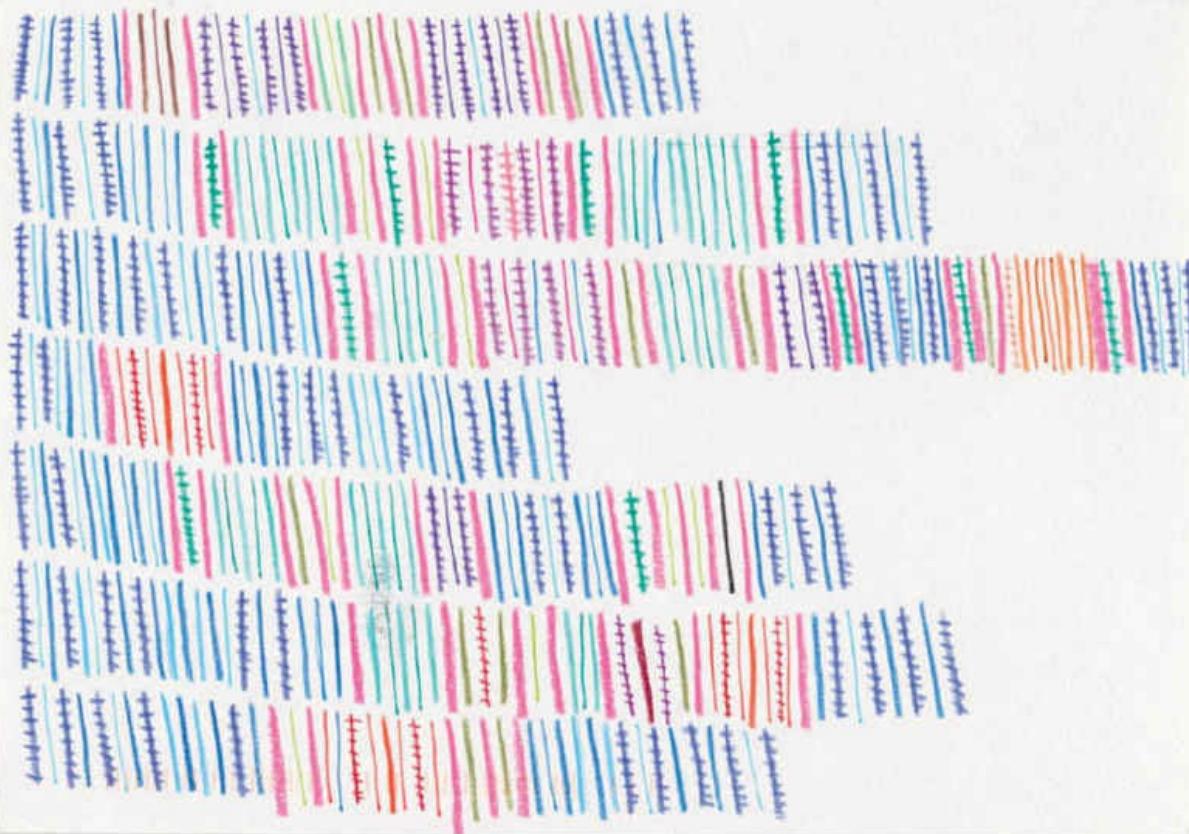
STEFANIE POSAVEC

LONDON

- UK -

ENGLAND

After spending more than six hours drawing this hyper-detailed card, Giorgia texted Stefanie as she posted it: "You need to know that if this one doesn't get to you I won't redraw it. You'll see what I mean."



DEAR DATA

- WEEK 24
SECOND
POSTING
ARGH!!

A WEEK OF DOORS/SPACES

ABOUT THE DATA: I GATHERED DATA ON ALL OF THE SPACES I PASSED THROUGH IN THE WEEK, BOTH INTERNAL + EXTERNAL. A SPACE IS DEFINED BY WHETHER I HAD TO PASS THROUGH A DOOR OR NOT.

HOW TO READ IT:

IN CHRONOLOGICAL ORDER

M	T	W	TH	F	S	S

EACH SPACE IS REPRESENTED BY A:
OR A (CROSS-HATCHED LINES
CARRY NO IMPORTANCE;
MAINLY ONLY FOR
DIFFERENTIATION BETWEEN
SIMILAR COLOURS!) THIS
DECISION ON THE BACK CARD IS MADE BY
CHANCE (BUT... SOON ANNOYING JU
SHOPS/RESTAURANTS
TO REDRAW

THE TYPES OF SPACES I PASSED WAS A LOT MINUTE SPONTANEOUS
THROUGH INCLUDE:

IN THE HOME/ PERSONAL SPACE:	DOCTOR:	SHOP:
BEDROOM	DOCTOR'S OFFICE	BRISTOL M&G BLDG.
SPARE BEDROOM (1 OF 2)	WAITING ROOM	PUB/RESTAURANT/ CAFE/BAR
GROUND FLOOR (OPEN PLAN; INLS, KITCHEN + LOUNGE)	UNIV. BLDG.	FRIEND'S HOUSE:
TOILET	CLASSROOM	MAIN HOUSE BASEMENT KITCHEN LOUNGE
BATHROOM	TEA ROOM	GYM:
STUDIO:	CULTURAL CENTRE:	MAIN BLDG. GALLERY
STUDIO BLDG.	TRANSPORT:	CHANGING ROOM EXERCISE ROOM
STUDIO SPACE	BUS	* CHANGING ROOM + TOILETS ARE FOUND ACROSS DIFFERENT SPACES
OUTSIDE:	TUBE/TRAIN	
IN THE STREET	CAB	

FROM:
S. POSAVEC
[REDACTED]
LONDON
[REDACTED]
UK

340 - 2015

Royal Mail
Public
Mail Centre
06-05-2015
31807221



To: GIORGIA LUPI

BROOKLYN, NY

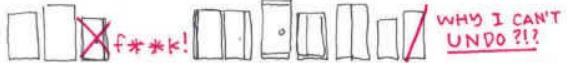
USA

BY AIR MAIL
par avion

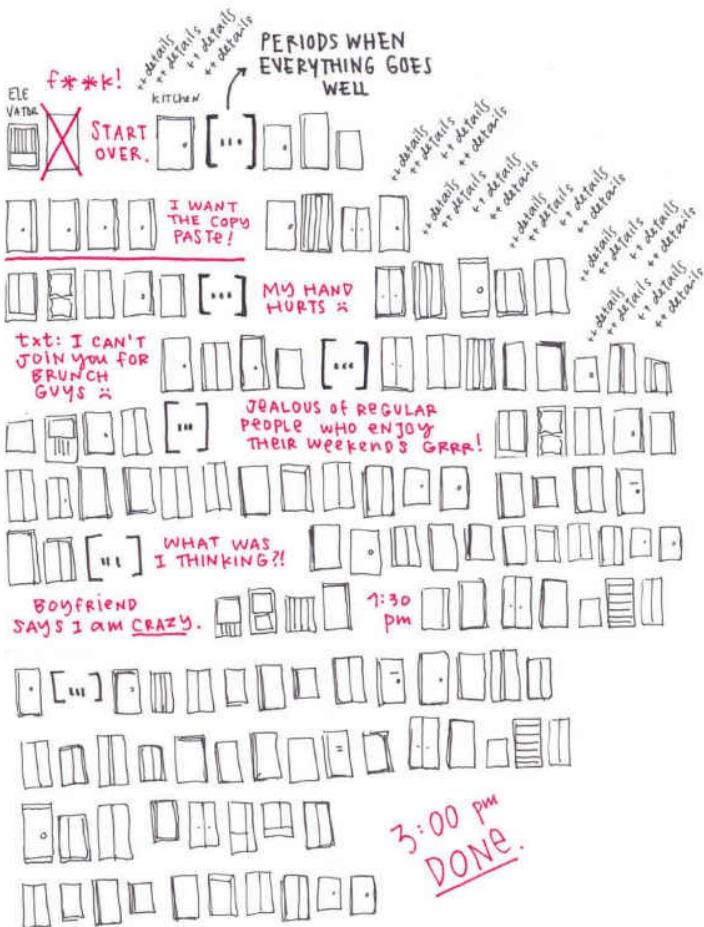
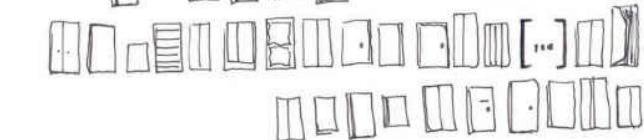
Royal Mail®

Unfortunately, while Giorgia's postcard arrived, Stefanie's postcard didn't, so she had to draw hers again (luckily it wasn't as detailed, but it was still supremely annoying).

SATURDAY
MORNING
9:00 AM
START!



COUNTDOWN
TO FREEDOM



Why you will never see such a crazily detailed card from Giorgia again.

SPENDING TIME
WITH YOUR DATA IS
SPENDING TIME
WITH YOURSELF.

I DISCOVERED
SOMETHING NEW!

I never noticed
HOW MANY TIMES
I DO THIS!

I DIDN'T
KNOW THAT!

OH! I WASN'T
AWARE OF THIS!

LOOKING FORWARD
TO DATA-TELLING
THIS TO STEFANIE!

wow!
I see
a PATTERN
here!

week twenty-five

a week of

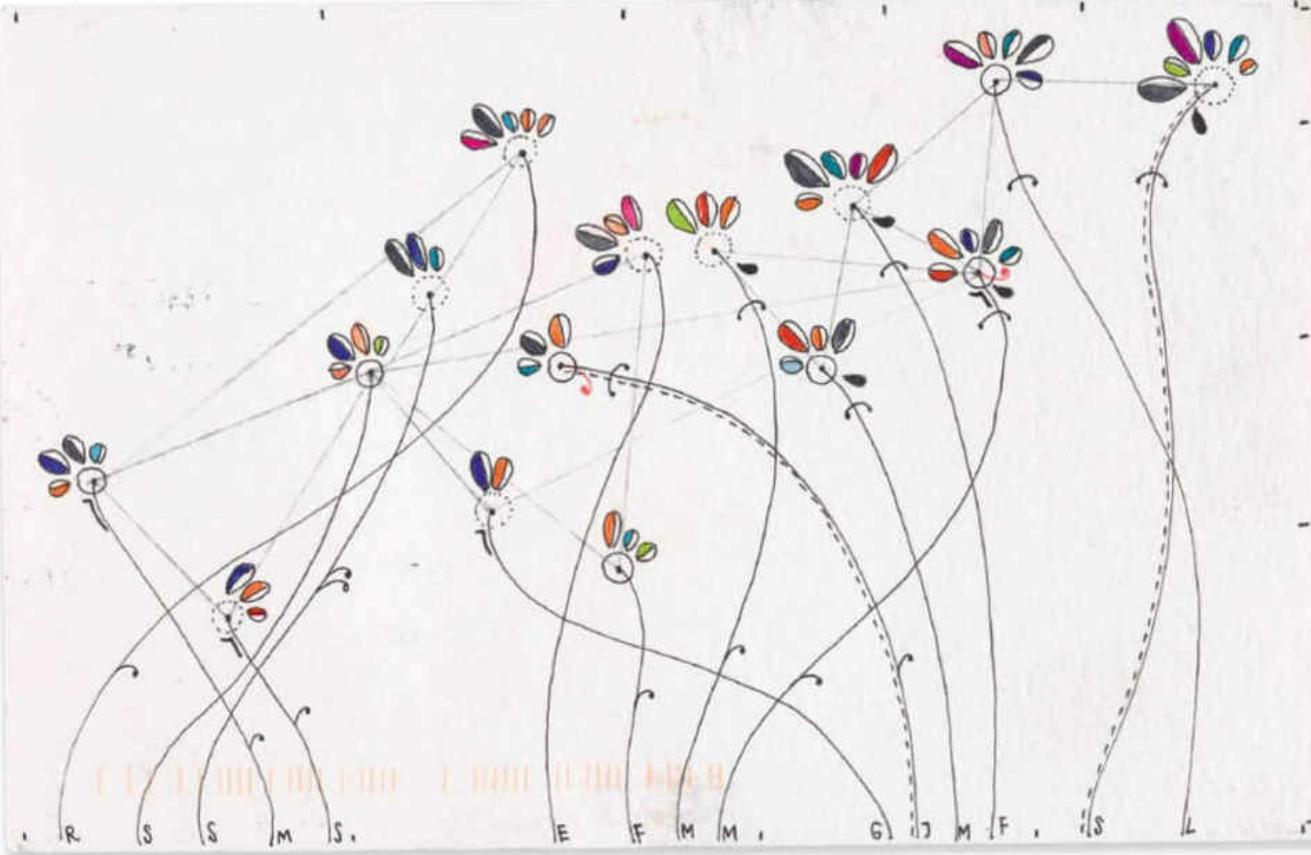


At week twenty-five, Giorgia and Stefanie decided to share another important part of their lives: their friends. But how could they transform them into data?

Giorgia represented only her very close friends, who she feels are like family, while Stefanie included a broader range of pals and mapped out many details of their relationships.

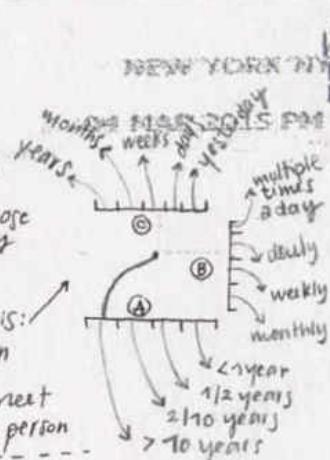
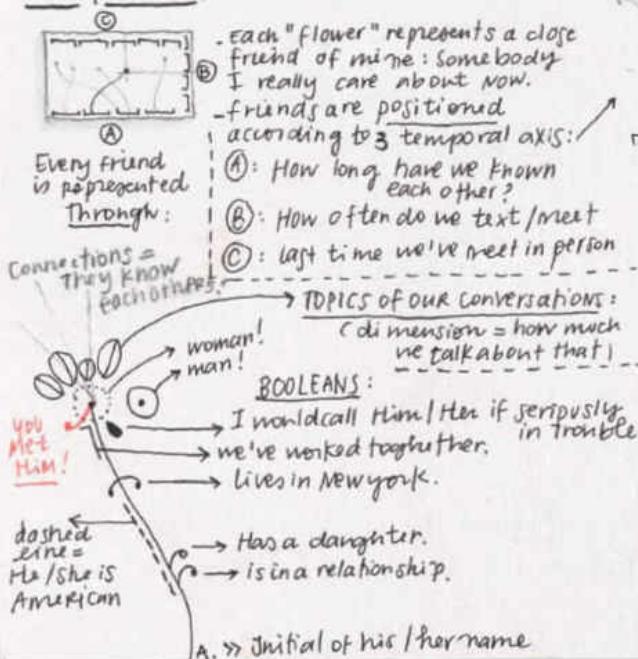


In fifty-two weeks Stefanie and I became true friends. Before starting *Dear Data* I couldn't imagine we could become so close, sharing details of our lives that we wouldn't tell to almost any of our other close friends.



"DEAR DATA" WEEK 25: MY FRIENDS!

HOW TO READ IT?



FROM: G. LUPI
TO: STEFANIE POSAVEC
NEW YORK NY USA
MURANO
NY - USA



SEND TO:

STEFANIE POSAVEC

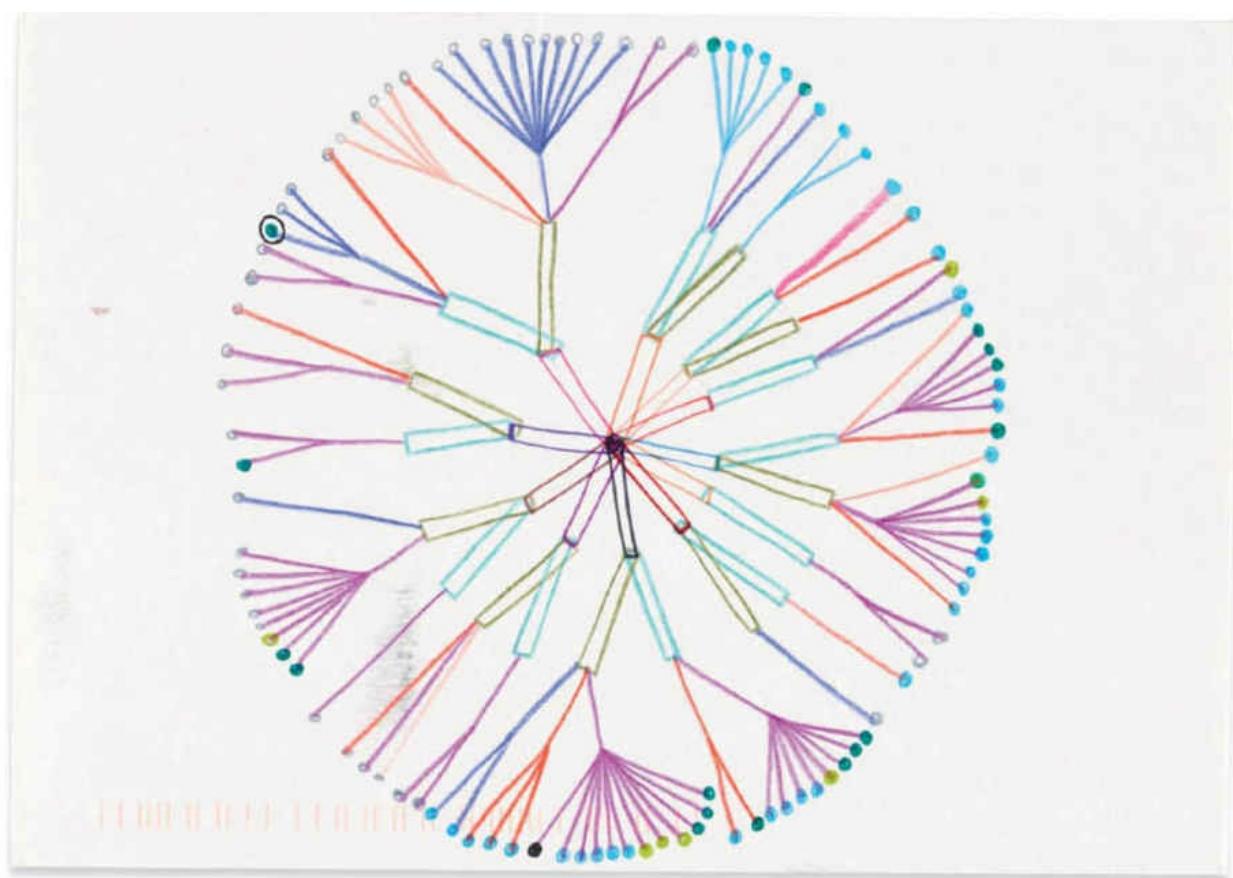
~~LONDON~~

- UK -

ENGLAND

- our jobs
- our past
- love life/dating
- New York
- our feelings/ personal stuff
- our daily life
- gossip! people we know
- expectations/ plan for future
- other (culture, media...)

Giorgia's closest friends are her data flowers. She hopes they will read this book, figure out where they are on her card, and accept her data-flowery homage to their friendship.



DEAR DATA - WEEK 25

A WEEK OF FRIENDS

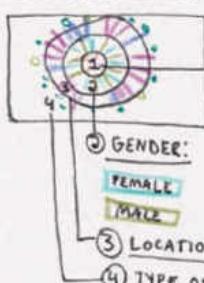
THE DATA: I GATHERED DATA ON ALL MY CURRENT FRIENDS.

A CURRENT FRIEND IS DEFINED AS MEETING TWO OF THESE CRITERIA:

- I'VE MET THE PERSON IN REAL LIFE
- I'VE SEEN THEM IN THE PAST 3 MOS. OR WILL SEE THEM IN THE NEXT 3 MOS.
- I WOULD SEEK THEM OUT AT AN EVENT
- I USUALLY SEE THEM ON A NIGHT OUT
- I WOULD GET DRUNK WITH THEM (OR ALREADY HAVE)
- I'VE CRIED IN FRONT OF THEM
- THEY'VE SEEN ME AT MY WORST + ARE STILL AROUND
- I WOULD ASK THEM FOR ADVICE OR HELP (SOMEHOW)
- I WOULD VISIT THEM WHEREVER THEY ARE

HOW TO READ IT:

NOT INCLUDED: FAMILY



MY FRIENDS ARE ORGANISED AS A TREE DIAGRAM, ORGANISED BY:

- ① MAIN GROUP / SOCIAL SCENE:
DENVER HUSBAND'S OLD FRIENDS
DATA CLUBBING / CYCLING /
COLLABORATORS SCIENCE FRIENDS
STUDIOMATES PUBLISHING FRIENDS
CURRENT + ETC ART / DESIGN

JOB AT AWFUL BRIXTON AGENCY HOUSESHARES

- ② GENDER:
FEMALE
MALE
- ③ LOCATION:
LONDON UK EUROPE USA DENVER
- ④ TYPE OF FRIEND:
CONFIDANTE (18 FF)
SOMEONE WHO INVITES ME TO THEIR WEDDING (OR HAVE HAD ONE)
PEOPLE I SEE ON A NIGHT OUT

SECOND POSTING ATTEMPT!
FINGERS CROSSED...

FROM:
S. POSAVEC
[REDACTED]
LONDON
UK 73700293

Royal Mail
proud to support
Stroke
association



TO: GIORGIA LUPI

BROOKLYN, NY

BY AIR MAIL
par avion

Royal Mail®

Most of Stefanie's friends (and her marriage) were made through the Brixton houseshares she lived in during her twenties.

How do I
LOVE THEE?

COUNTING

SOMETHING

means it
matters.

MOMENTS
I FELT LOVE
FOR MY HUSBAND

I ~~WILL~~
MY GOOD FRIEND

MY GOOD FRIENDS

MOMENTS WHEN I FELT POSITIVE THOUGHTS

HUGS GIVEN
TO MY PARENTS
ON THEIR VISIT

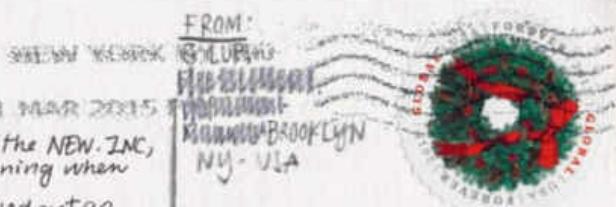
EVERY TIME
I LAUGHED

100



DEAR DATA

WEEK 26: WORKSPACE!



SEND TO:

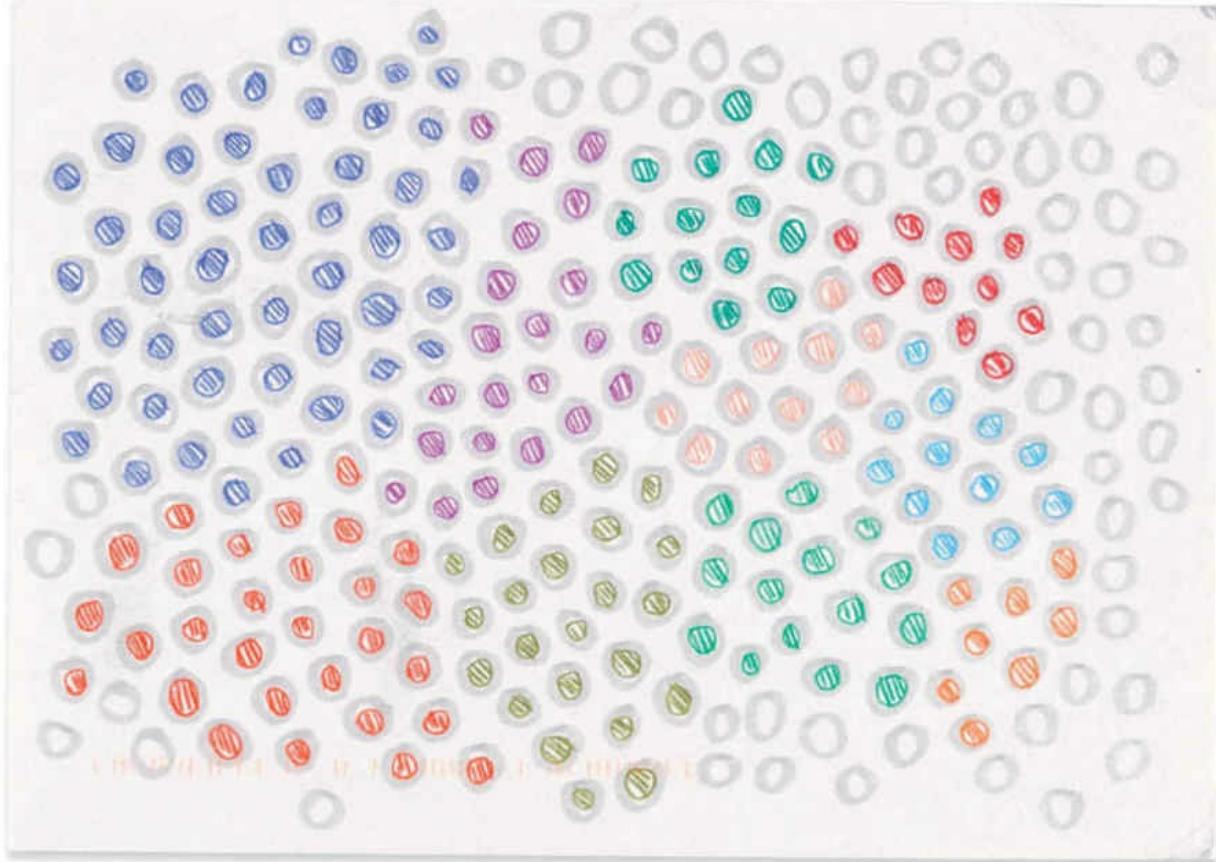
STEFANIE POSAVEC

LONDON ENGLAND

- UK -

ENGLAND

Giorgia surveyed her working space at 5:00 am, spying her coworkers' (messy) desks and finding the most unlikely objects.



Stefanie rummaged through the detritus on her desktop in her shared studio and realized she doesn't have much of anything useful (well, "useful" in the professional sense).

WEEK TWENTY-SEVEN

Stefanie's

**WORST
DATA
VOID
EVER.**

MONDAY
MORNING

SUNDAY
EVENING

I feel as though I'm forgetting something... oops.



"DEAR DATA WEEK 27: MEDIA!"

HOW TO READ it: this blue plant represents what I read / watched / listened to this week.
DISCLAIMER: I didn't include fiction reading / TV shows / crime podcasts (ah!) and strictly work related stuff, to give you an idea of what interests me.

- Every Branch is a TOPIC
 - love/dating/relationships
 - habits/daily routines
 - childfree! (ehm!)
 - new york things
 - personal - self improvement
 - Book reviews
 - ✓ etiquettes
 - general design
 - UX · UI / datavis
 - business strategy
 - team management
 - ① visual perception
 - Social media stuff

Topics are positioned from LEFT to right according
1st article I read chronolog

EVERY LEAF IS 1 ARTICLE / PRICE

- » if LEAF is on the LEFT = it so much clicked with me!
 - » LEAF on the Right = just OK!
 - » EMPTY LEAF = didn't finish it ☺

Color =
Type

- online
- anti-cl.
- video
- podcas
- paper
- magaz

- 1-5 mins
 - 3-10 mins
 - 10-20 mins
 - >20 mins

what was I
doing?
• relax on the couch
• waiting
• walking
• relax after work
• Supposed to work
• I'm driving in the car

SENT TO: RECEIVED FROM:

A circular postmark from Brooklyn, New York, featuring a festive wreath design with red bows.

SEND TO:

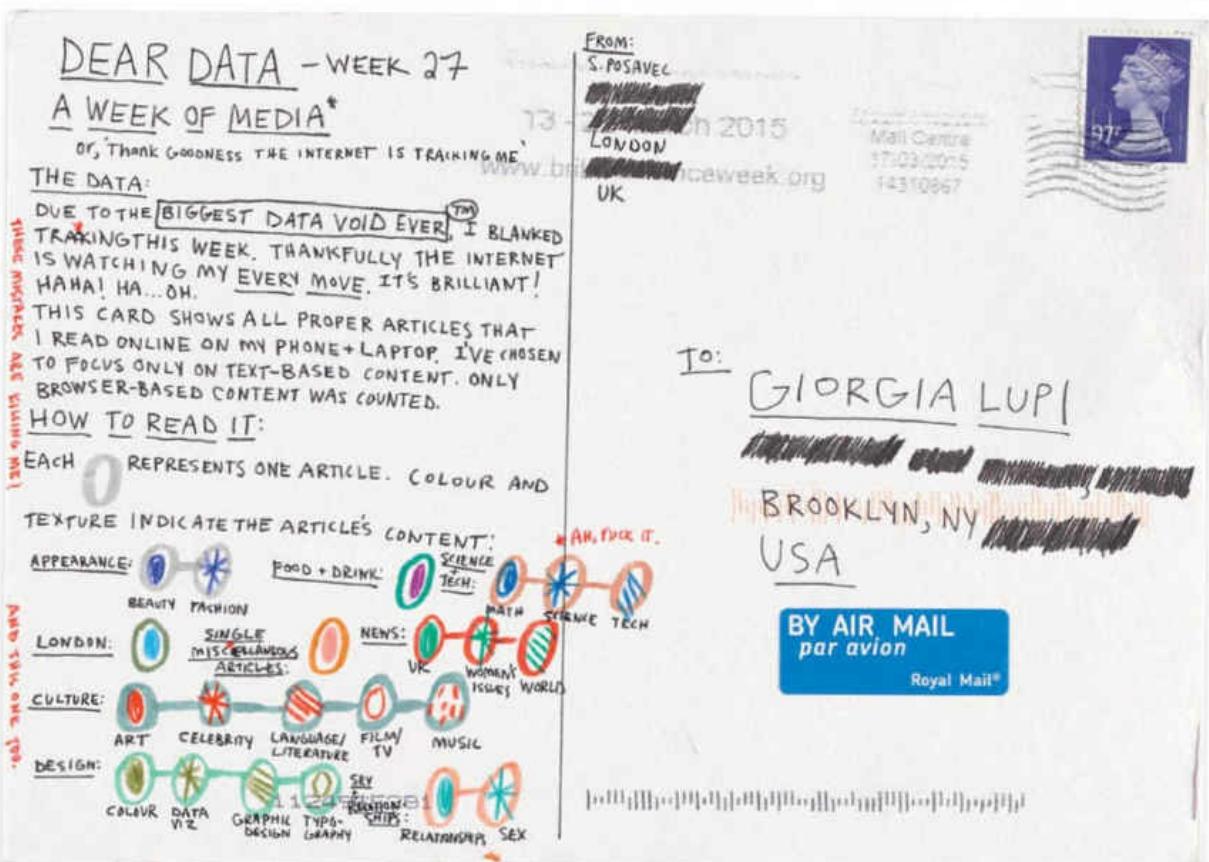
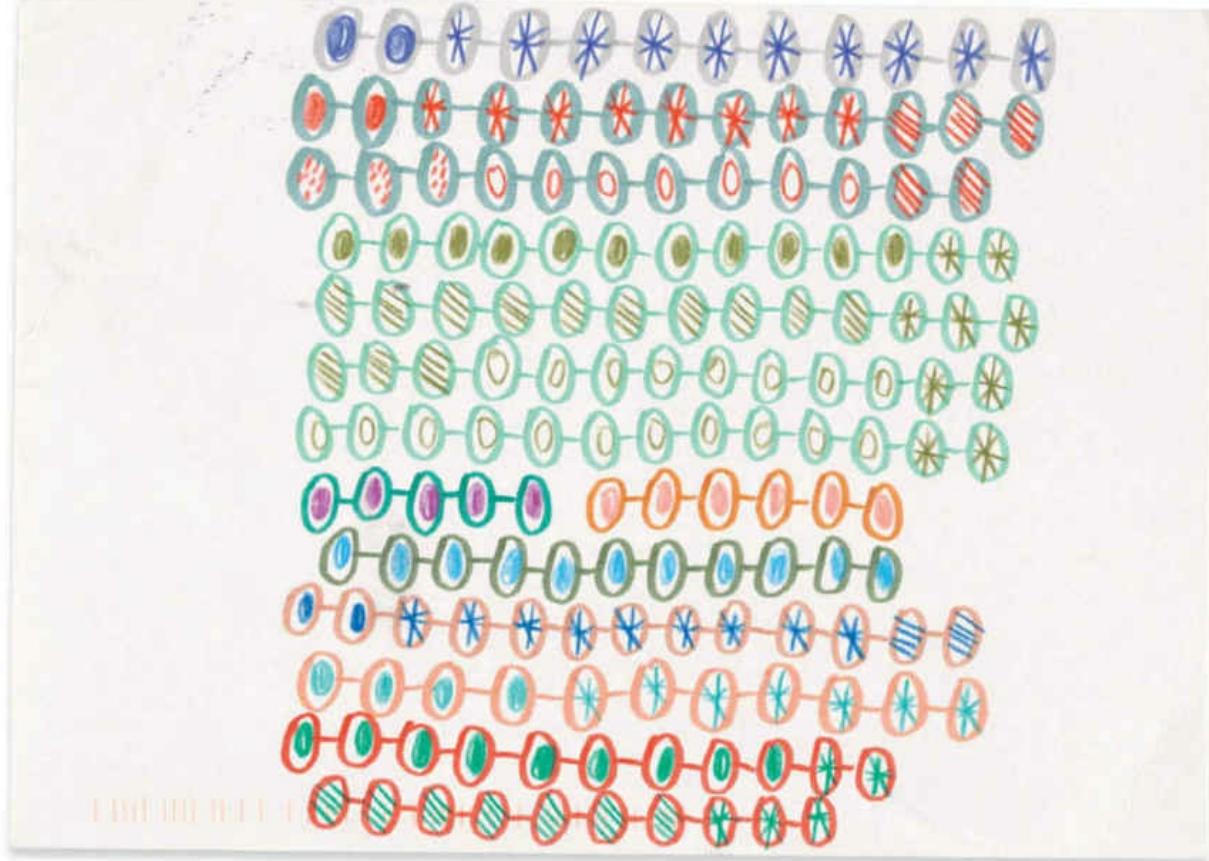
STEFANIE POSAVEC

W W W W W W W W W W W W

LONDON

- UK -

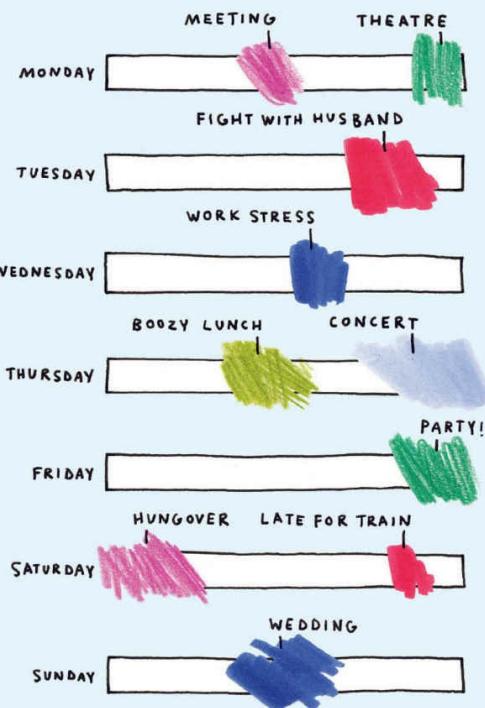
ENGLAND



Besides Week Two, this is the only week where Stefanie unintentionally relied on technology for her data-gathering (and thank goodness, otherwise she would have had to send an empty postcard to Giorgia).

MOMENTS YOU
DON'T NOTICE
ARE AS TELLING AS
THOSE YOU DO.

A WEEK OF DATA VENTS



WEEK TWENTY-EIGHT

A week of SMILING

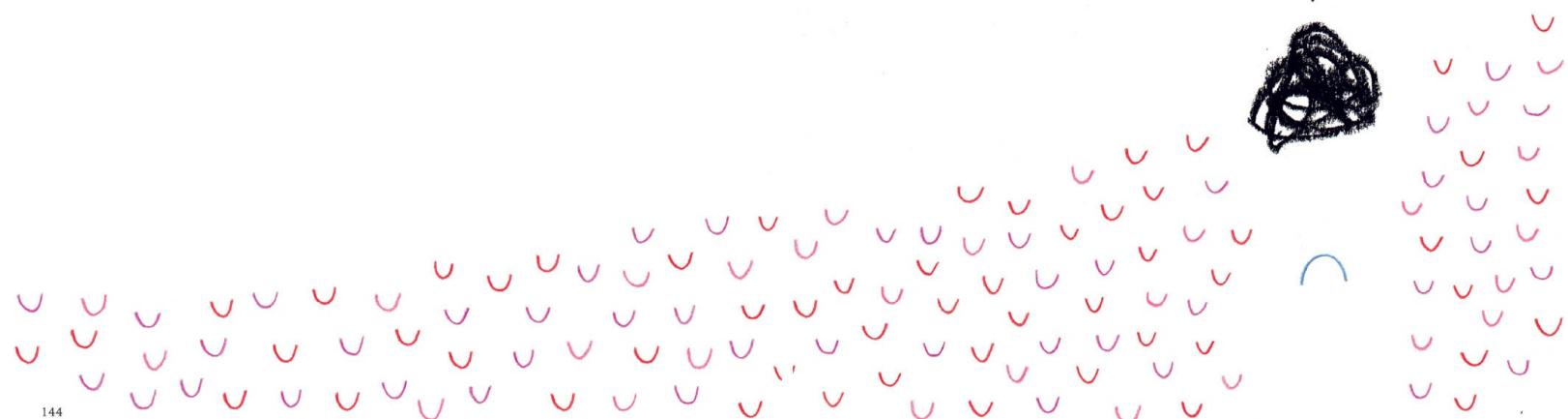
at

STRANGERS

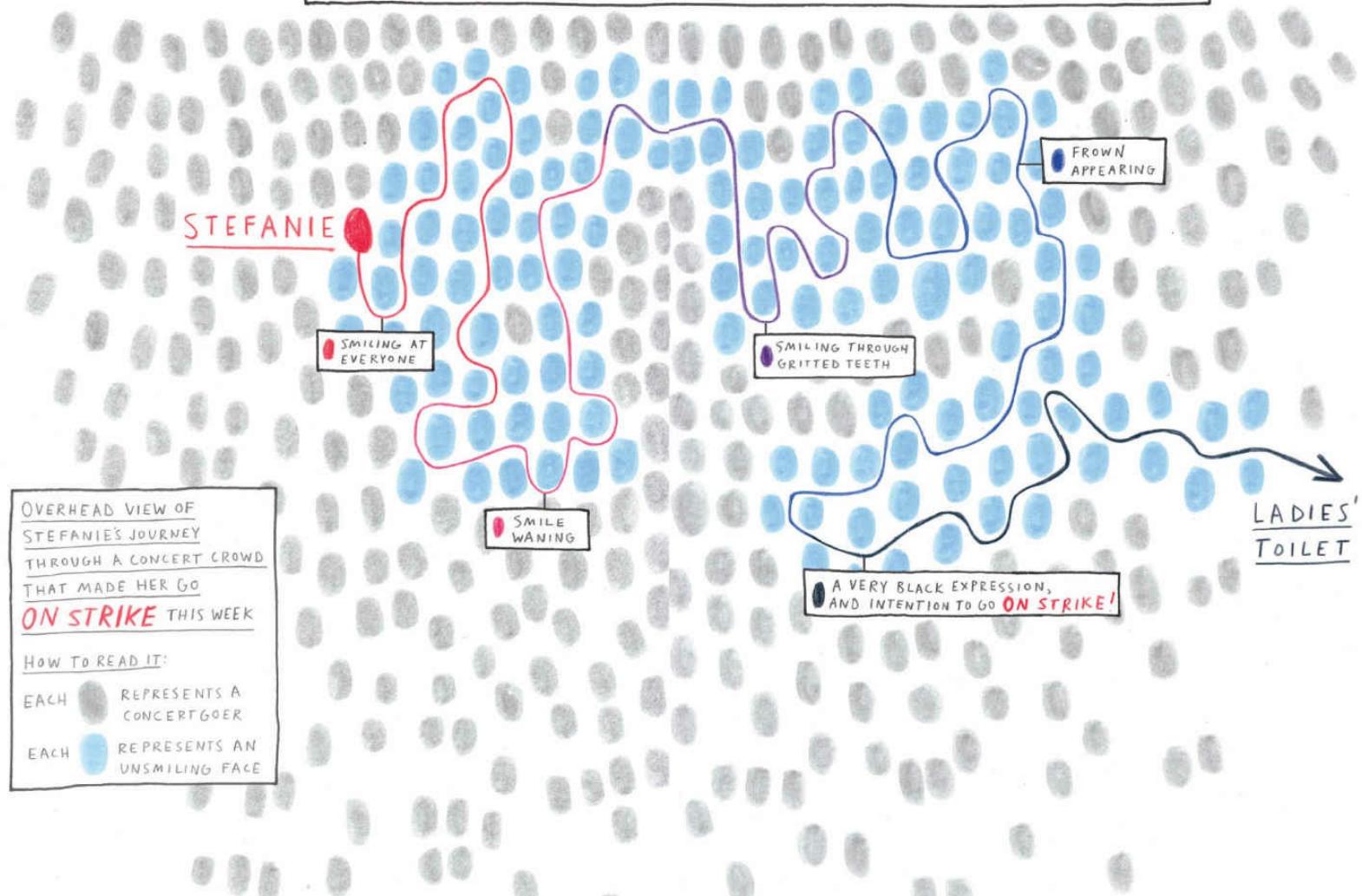
This week, Giorgia thought it might be nice to use her and Stefanie's data-collecting as an opportunity to smile at more strangers than they usually did: a formidable challenge in two metropolises filled with busy, often unsmiling denizens.

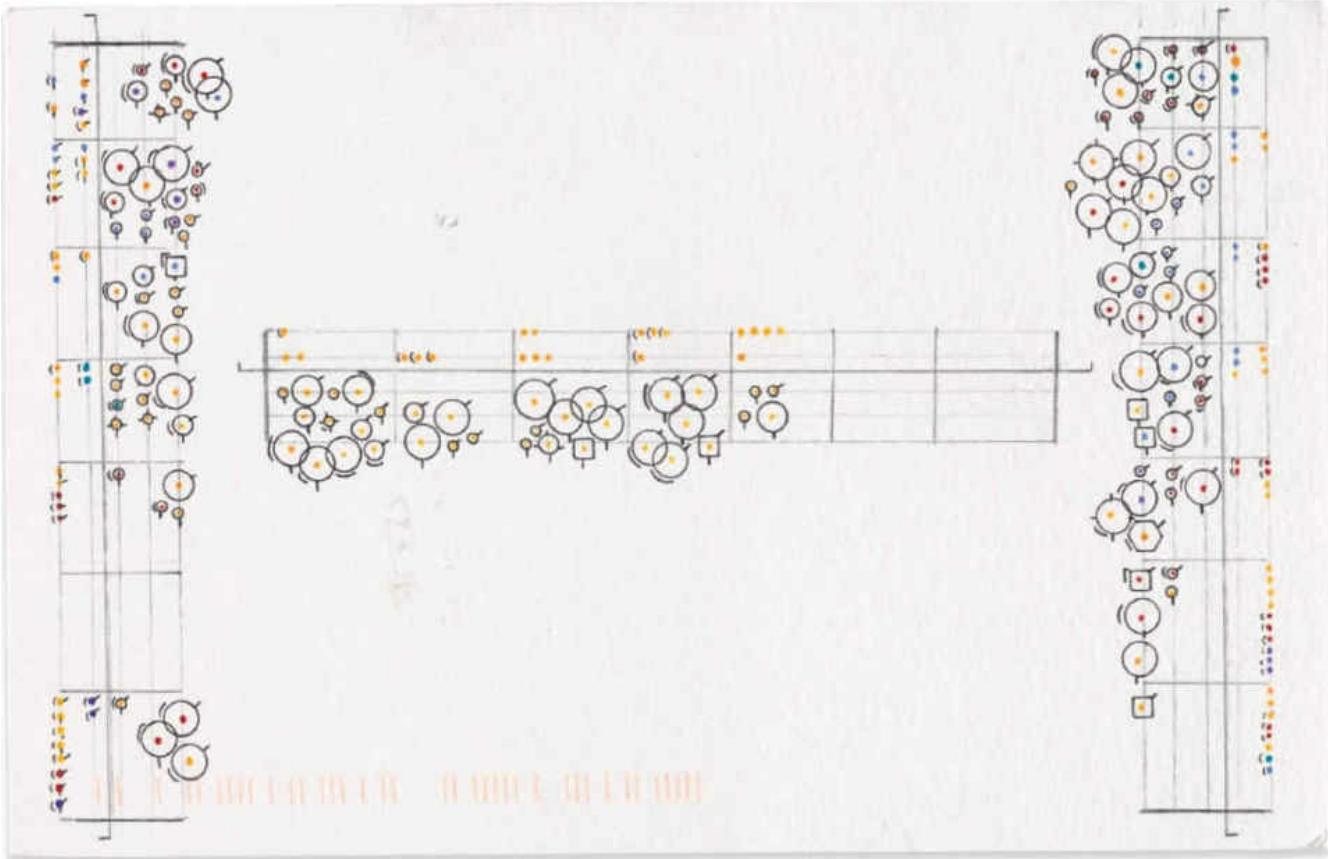
"Performative" weeks such as these turn Stefanie into a sulky, petulant teenager being forced to do something she doesn't want to do, but she gritted her teeth and gave the challenge her best shot. Would she survive this week of trying to smile at strangers, or would this performative week be the straw that broke the camel's back?

STEFANIE
ON THE STREETS OF
LONDON DURING
PERFORMATIVE WEEKS



STAGE





WEEK 28: SMILING TO STRANGERS! ☺

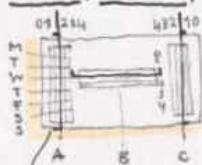
DEAR DATA ↗ OOOOPS!

TAKING SMILES DAY

25 MAR 2015 PM



HOW TO READ IT



This week I smiled to strangers. (SO HARD!)
I recorded all of the times I smiled to a perfect
stranger: no acquaintances / no waiters/waitresses or
people I had conversation with. Just perfect strangers.
→ A: Smiles in Manhattan
B: smiles while walking on the Williamsburg Bridge
C: smiles in Brooklyn

How to read the
staff: My SMILES

0-1 = not smiled

2-3-4 = smiled

— 4 My smile was
every good
smile!
— 3 nice smile but
not best

— 2 half smile/
not genuine

— 1 I wanted to
smile but was
embarrassed

— 0 I thought I
should smile but
just didn't!

Who were them?

♀ woman

♂ man

♀ couple

♂ group

THEIR REACTION:

○ they smiled back!

○ they didn't notice me ☹
and my smiles

○ they PRETEND they didn't
notice my smile and
looked away

□ they smiled at me
first!

○ he stopped me after I
smiled and asked
“Do we know each
other? ☹”

SITUATION:

- walking / street
- shop / store
- restaurant / pub
- event
- public transportation
- elevator

Giorgia drew a schematic map of her smiles divided per areas in the city: she thought people would smile less in Manhattan than in Brooklyn, but it is not quite true!



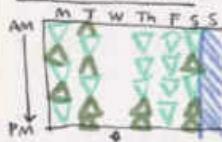
DEAR DATA - WEEK 28

A WEEK OF SMILES

OR: "WHY I'M AN ASSHOLE (PART 2),
BUT SO IS EVERYONE ELSE!"

THE DATA: I TRIED TO GO OUT OF MY WAY TO
SMILE AT PEOPLE BUT ABSOLUTELY HATED IT.
LOCATION, TYPE OF PERSON (MAN/WOMAN/CHILD),
+ THEIR RESPONSE TO MY SMILE WERE ALL TRACKED
CULMINATING IN A MASSIVE DATA VOID
OF PROTEST AT THE END OF THE WEEK.

HOW TO READ IT:



BLANK DAY: ONLY
REUSED AFTER
I DIDN'T LEAVE
THE HOUSE ALL DAY!
BAD HABITS OF A
FREELANCER...

EACH TRIANGLE REPRESENTS
THE RESPONSE I RECEIVED TO
A SMILE.



LOCATION OF SMILE:
MY ESTATE STREET CAFE TRANSPORT
SOMEONE'S OFFICE CLUB CONCERT SHOP/ MARKET

SPECIAL SYMBOLS:

MY NOTES SAY THIS REPRESENTS:
- THE MULTITUDE OF ASSHOLES
WHO WOULD LET ME THROUGH
THE CROWD WHEN I NEEDED TO GET
STOPPED SMILING at the end &
IN PROTEST TO ASSHOLES (I WAS A LITTLE DRUNK)

FROM:
SPOSAVEC
[REDACTED]
LONDON
UK
[REDACTED]

Royal Mail
Mount Pleasant
MB1 5JN
26-03-2015
44301575



TO:

GIORGIA LUPI

[REDACTED],
BROOKLYN, NY

USA

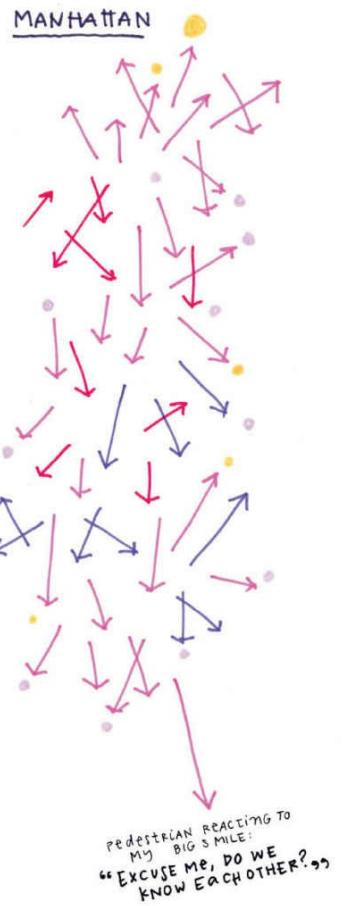
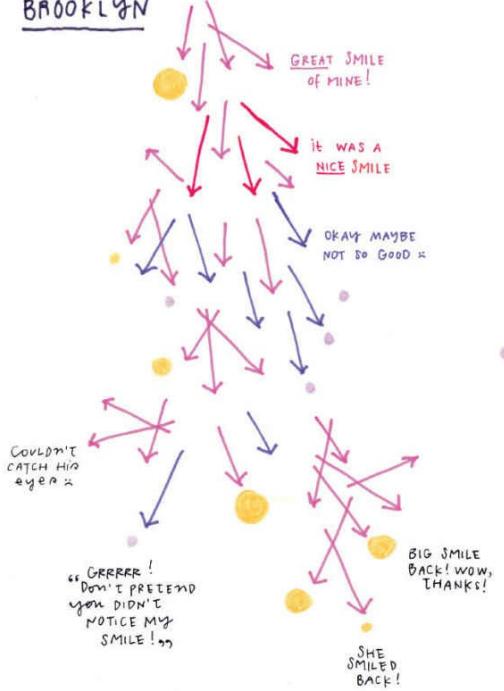
BY AIR MAIL
par avion

Royal Mail®

Stefanie drew right-side-up and upside-down triangles for this week as she thought they looked visually similar to smiles and frowns.

GIORGIA'S
PATHS THROUGH
THE CITY TO CATCH
STRANGERS' ATTENTION
WITH HER SMILES

BROOKLYN



WEEK TWENTY-NINE

A week of a BOYFRIEND / HUSBAND (giorgia) (Stefanie)

For many weeks now, Giorgia and Stefanie knew they wanted to spend time gathering data on their partners (the additional collaborators in this project, due to their patience with non-stop data-gathering!). However, as the pair didn't want their partners to influence the data-gathering process, they both agreed to gather this data secretly and only tell their partners about it afterwards (asking permission from them to use their data, of course).

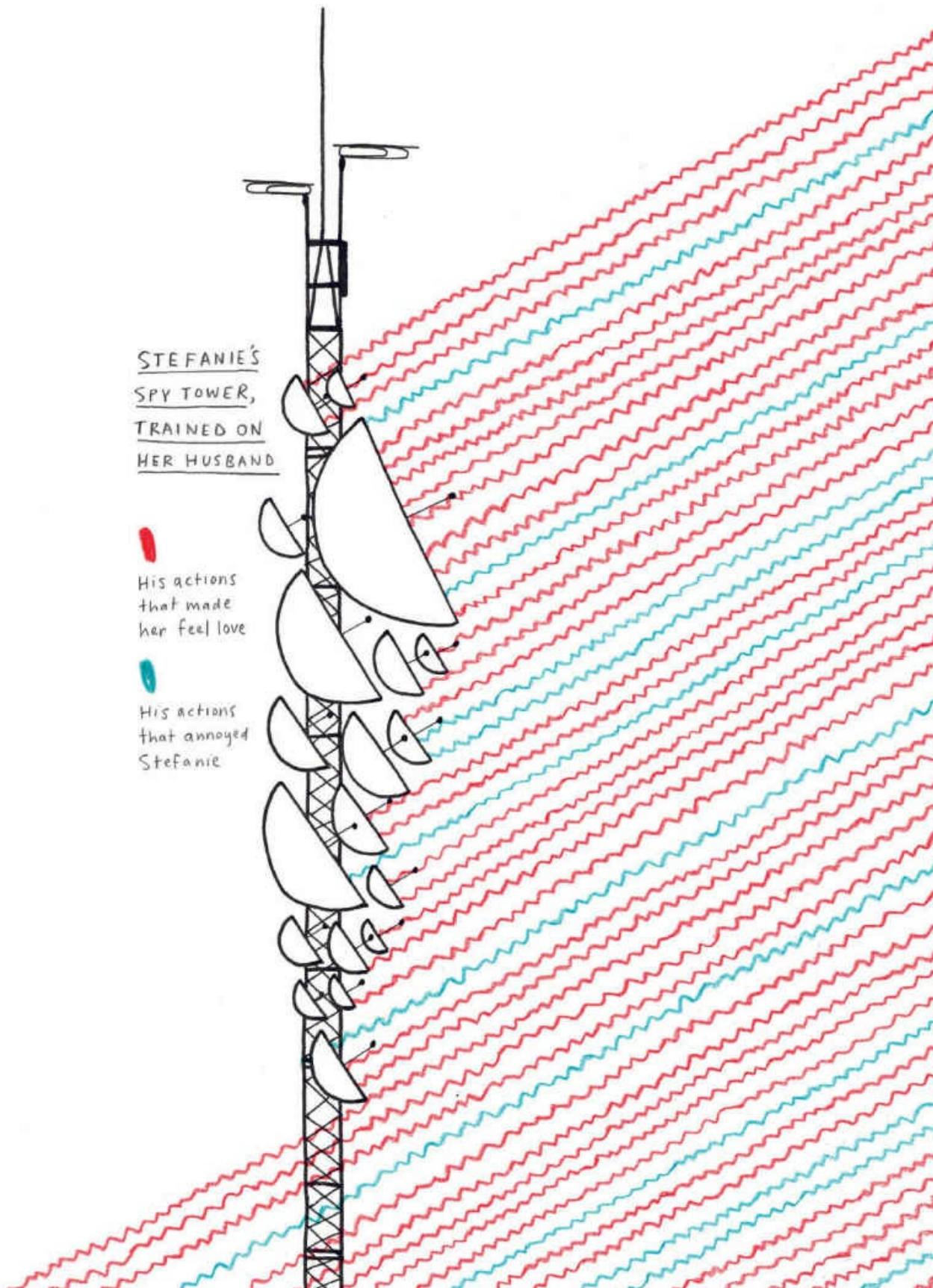
Both Giorgia and Stefanie decided to track moments where their partners inspired positive or negative feelings in them, and had to change the subject when asked the usual question: "What are you tracking this week?"

However, as the week unfolded Stefanie felt a little uneasy: was it ok to secretly spy on your husband if you were doing it out of love? Or was it as questionable as secret data-gathering would be if a police force or a government was collecting data without permission?

STEFANIE'S
SPY TOWER,
TRAINED ON
HER HUSBAND

His actions
that made
her feel love

His actions
that annoyed
Stefanie

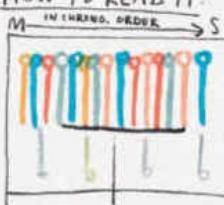




DEAR DATA - WEEK 29

A WEEK OF MY HUSBAND
OR THANKS HUSBAND FOR LETTING ME PUBLISH YOUR DATA
THE DATA: I TRACKED ALL OF THE TIMES
MY HUSBAND INSPIRED FEELINGS OF LOVE IN
ME, AND ALL OF THE TIMES HE INSPIRED
FEELINGS OF ANNOYANCE!

HOW TO READ IT:



EVENTS THAT INSPIRED FEELINGS OF LOVE

EVENTS THAT INSPIRED FEELINGS OF ANNOYANCE

LINE SHOWS WHEN WE WERE ON HOLIDAY; MY HUSBAND GOT OFFLIGHTLY THIS WEEK!

FEELINGS OF LOVE:

N OF INSTANCES:

8 HIS BODY
REAS: AS PER MY HUSBAND
HIM FOR HIS MIND!!

6 HIS GENERAL APPEARANCE

6 BEING KIND + COURTEOUS TO ME

6 HOW HE WEARS HIS CLOTHES WELL

5 PHYSICAL CONTACT

5 PERSONALITY

5 HIS SH*T BUT ENDEARING JOKES

5 HIS SUPPORT OF DEAR DATA!

4 HIS PATIENCE WHEN I'M AT WORK & EXCITING ME TO WAIT FOR DELIVERIES

3 HE MAKES ME LAUGH

3 HIS CONFIDENCE

3 HIS SMILE AND —

FEELINGS OF ANNOYANCE:

N OF INSTANCES:

5 TECHNICAL DIFFICULTIES:
SWARING AT PHONE, LOSING CHARGERS, ACTING LIKE HE LIVES IN THE 20TH CENTURY!

5 SNORING + OTHER ANNOYING RESPIRATORY SOUNDS!

2 DITHERING WHILE TAKING PHOTOS: HE ALWAYS TAKES AGES

3 FIDGETING CONSTANTLY

1 LOSING FREELANCE WORK

1 I DON'T KNOW... NOTES SAID 'BEING ANNOYING'

1 HE'S PLEASED W/ MY APPEARANCE EVEN WHEN I'M NOT!

NEVER GOING TO LEARN, NEVER GOING TO LEARN, NEVER GOING TO LEARN,

FROM:
S. POSAVEC
[REDACTED]
LONDON
UK

To: GIORGIA LUPI

[REDACTED]
BROOKLYN, NY

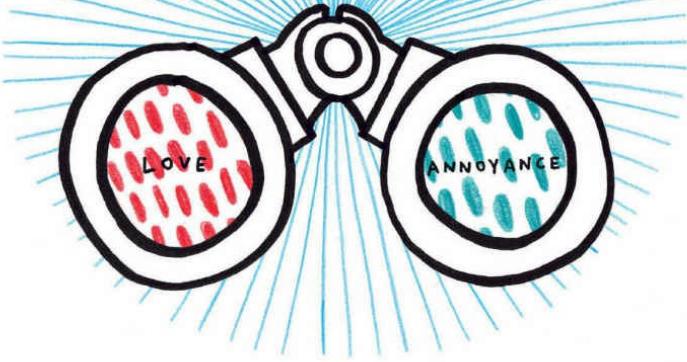
USA

BY AIR MAIL
par avion

Royal Mail

Since she was using his data, Stefanie asked her husband to approve the final postcard: due to "His Body" being the thing that most often inspired feelings of love, he asked her to add a caveat in red pen!

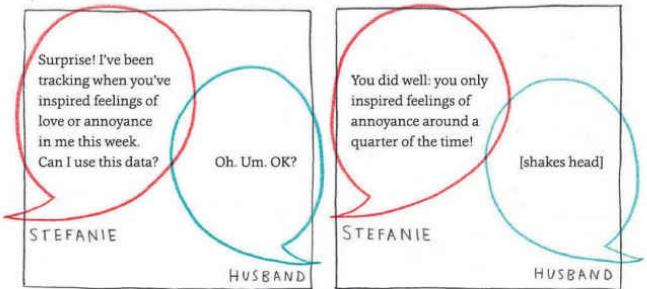
STEFANIE'S DATA-STALKING CONFESSION



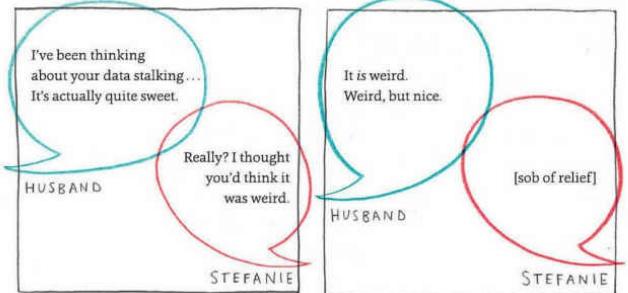
BY COUNTING ALL HER BOYFRIEND'S POSITIVE ACTIONS, GIORGIA REALIZED HOW MANY THERE ARE, AND HOW LITTLE ATTENTION SHE USUALLY PAYS TO THEM.

YOU SHOULD ALL TRY THIS AT HOME, AT LEAST FOR A WEEK.

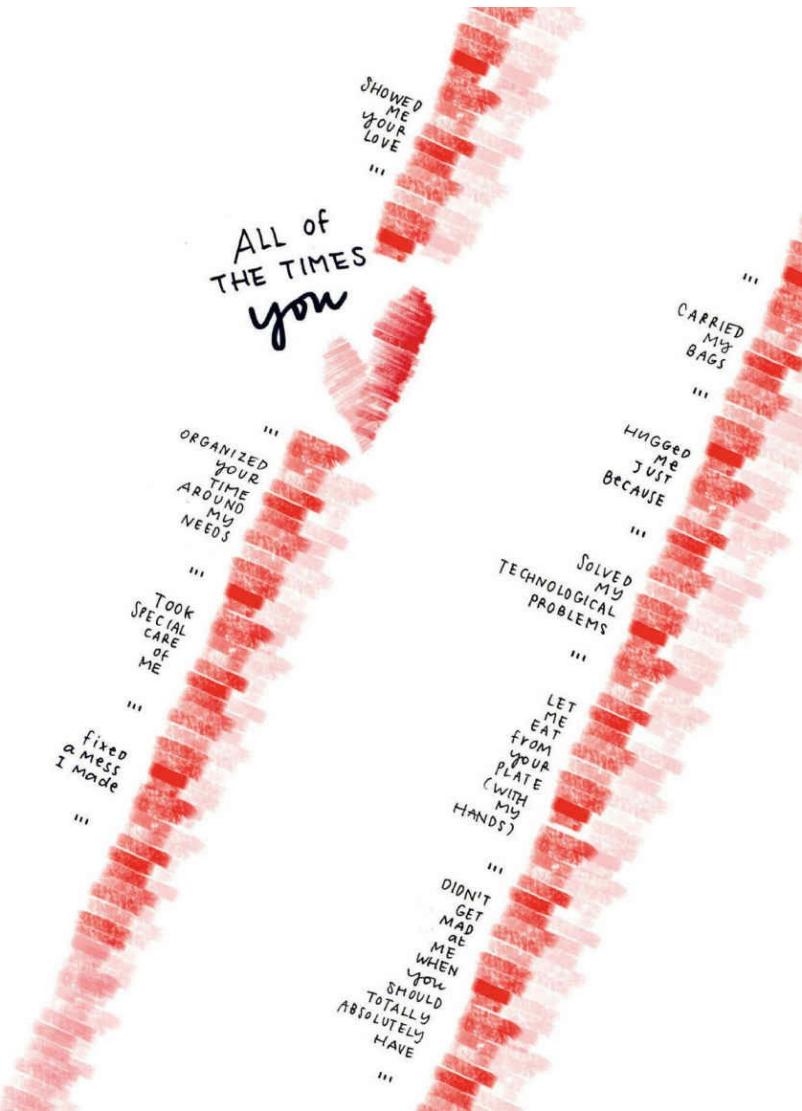
SUNDAY EVENING, BEFORE BED



MONDAY, MAKING DINNER



I data you





"DEAR DATA"

WEEK 30: MY TIME ALONE

NEW YORK

NY 100 NEW YORK CITY GROUP

ED APR '15

FRI 107 APR 2015

FROM:

GLOBAL

BROOKLYN-NY

USA

Energy Action Month



SEND TO:

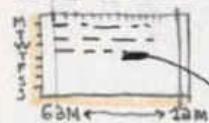
STEFANIE POS'



LONDON

- UK -

ENGLAND



THE PLACE I
WERE:

Home:

Bedroom
living room/
couch

Bathroom

work place

conf. room
Bathroom

street/walking

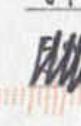
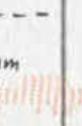
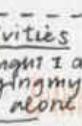
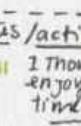
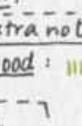
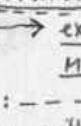
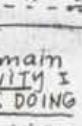
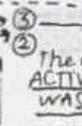
Subway

pub/rest. mainspace

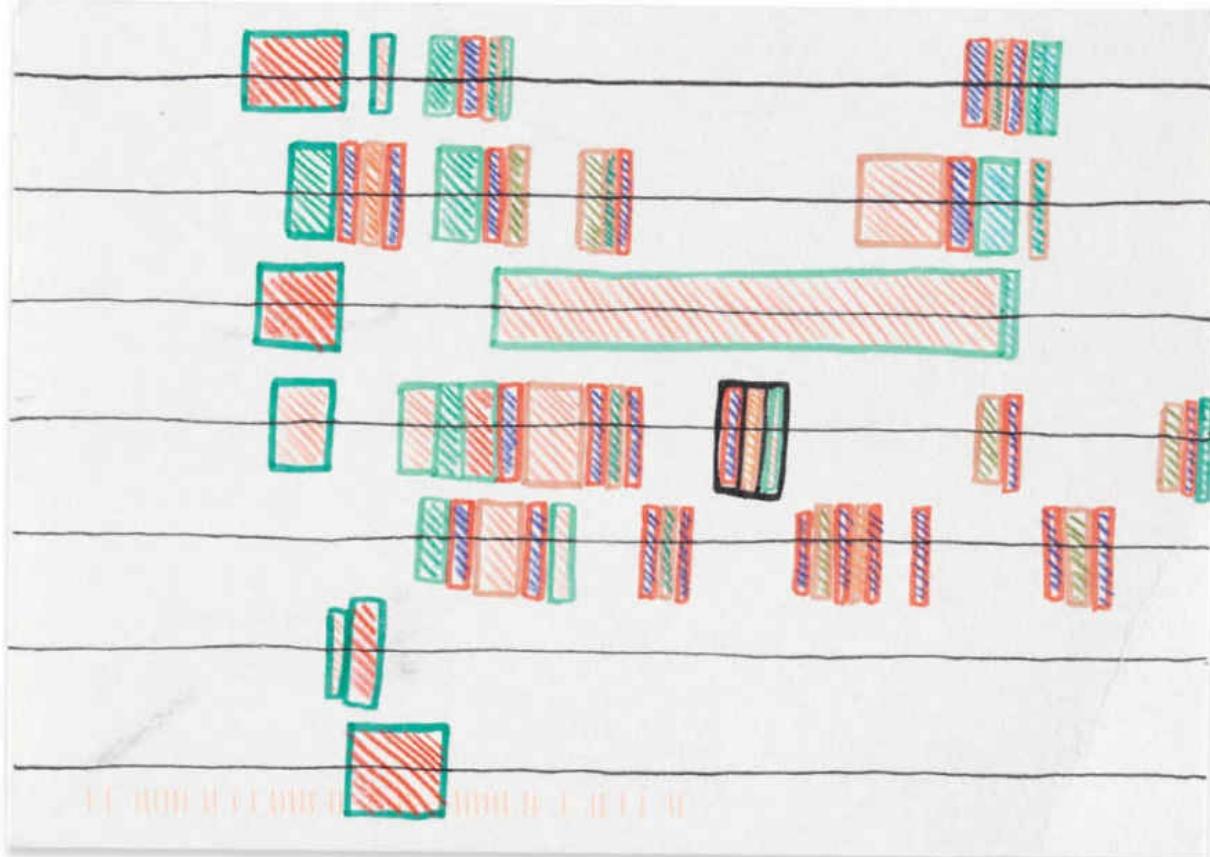
Dub/Rest. batroom

Shop/grocery/museums

public office



Giorgia's drawing of the negative space of her time alone during her days. It was a special week since her boyfriend was away, and she happened to spend much more time on her own than usual.



DEAR DATA - WEEK 30

A WEEK OF BEING ALONE

THE DATA: I COUNTED MOMENTS WHEN I WAS ALONE, ALONE BEING THAT I WAS IN A PLACE FILLED WITH STRANGERS OR IN A PLACE WHERE I WAS PHYSICALLY ALONE. I'VE ALSO DIFFERENTIATED BETWEEN BEING ALONE AND FEELING ALONE.

HOW TO READ IT:

M	22:00
T	
W	
T	
S	

EACH REPRESENTS A TIME I WAS ALONE. THE WIDTH OF THE BAR INDICATES THE LENGTH OF TIME I WAS ALONE IN THIS PARTICULAR SITUATION, SCALED TO THE WIDTH OF THE CARD (=534 HOURS.)

WAYS I WAS ALONE:

- IN HOUSE WITH HUSBAND ASLEEP
- PHYSICALLY ALONE IN A SPACE
- ALONE IN A SPACE FILLED W/ STRANGERS
- ALONE IN A CITY OF STRANGERS (OUTSIDE)
- THE ONLY TIMES I FELT EMOTIONALLY ALONE

WHAT I WAS DOING WHEN I WAS ALONE:

- EXERCISING
- SHOPPING
- WORKING
- DEAR DATA!
- WASTING TIME ON INTERNET
- MORNING/ EVENING Routines
- WALKING
- TRAVELLING (WORK)
- BUYING/ PREPARING FOOD, GETTING COFFEE

TOP 3 ACTIVITIES I DID WHILE ALONE THIS WEEK:

- ① WORK-17:11 (I WORK FROM HOME WHEN I'M LAZY)
- ② DEAR DATA- 6:56
- ③ WALKING- 5:46 (I WALK TO/FROM MY STUDIO)

FROM:

S POSAVEC

~~stroke support~~
~~LONDON~~
~~UK~~
~~association~~

Royal Mail
Mount Pleasant
Mail Centre
07-04-2015
44016000



TO: GIORGIA LUPI

BROOKLYN, NY

USA

BY AIR MAIL
par avion

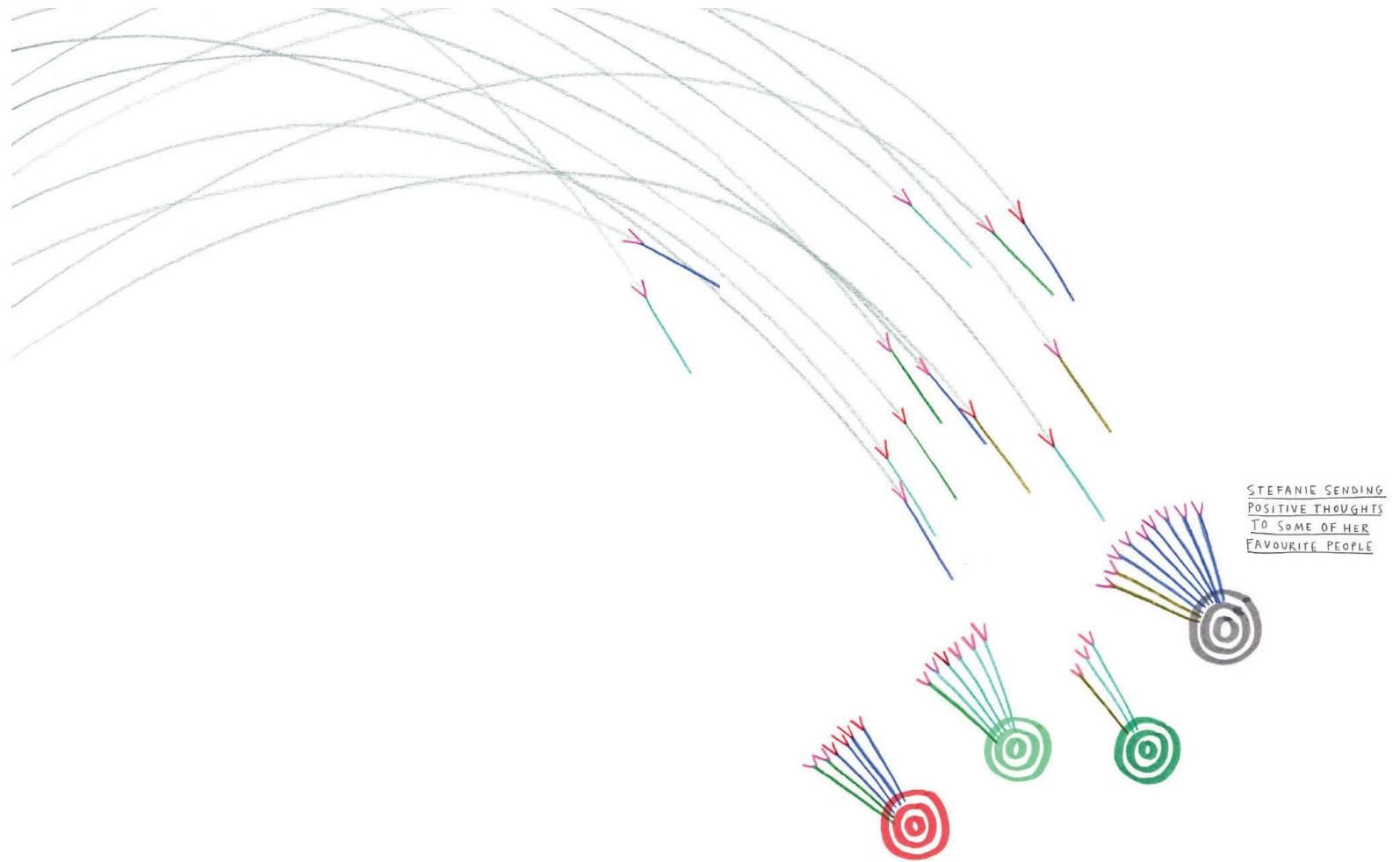
Royal Mail®

Stefanie is an early riser, evidenced by all her early-morning drawing: she works on *Dear Data* in the mornings to keep her evenings free for spending time with her husband and friends.

WEEK THIRTY-ONE

A week of POSITIVE THOUGHTS

The flowers were blooming, the days were growing longer, and Giorgia and Stefanie were filled with the optimism that comes with warmer weather. To commemorate this, they chose to spend a week tracking the positive emotions they felt as they walked through a week of springtime. When would they feel positive thoughts, and to whom or what would these positive thoughts be directed?





DEAR DATA
WEEK 31: positive feelings!

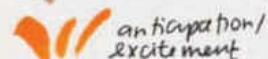
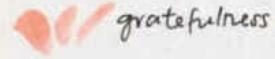
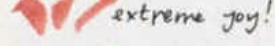
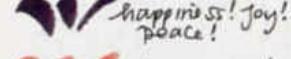
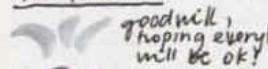
HOW TO READ IT:



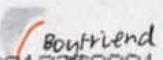
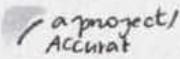
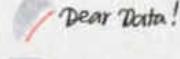
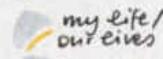
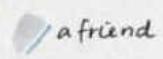
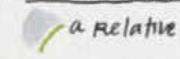
This week I collected every feeling of goodwill and positivity.

Each plant is a kind of feeling, and attributes specify to whom/what - why and eventual other notes.

THE FEELINGS



FOR WHOM-WHAT



WHY

- spring! sun! weather
- my city!

- I look good!
- event happened or will happen

- a condition/feeling
- I - ne - stu - we are in

- I have such good friends
- it's working out

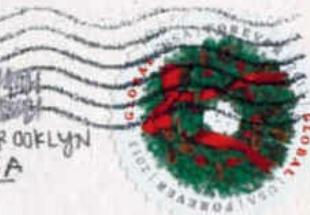
SPECIFIC ONES:

- found a rare italian product
- Book! Book! Book!

- EXTRAS
- I was walking!

NEW YORK CITY
14 APR 2015 FOR

FROM
G. LUPI
TO
STEFANIE POSAVEC
BROOKLYN
NY - USA



SEND TO:

STEFANIE POSAVEC

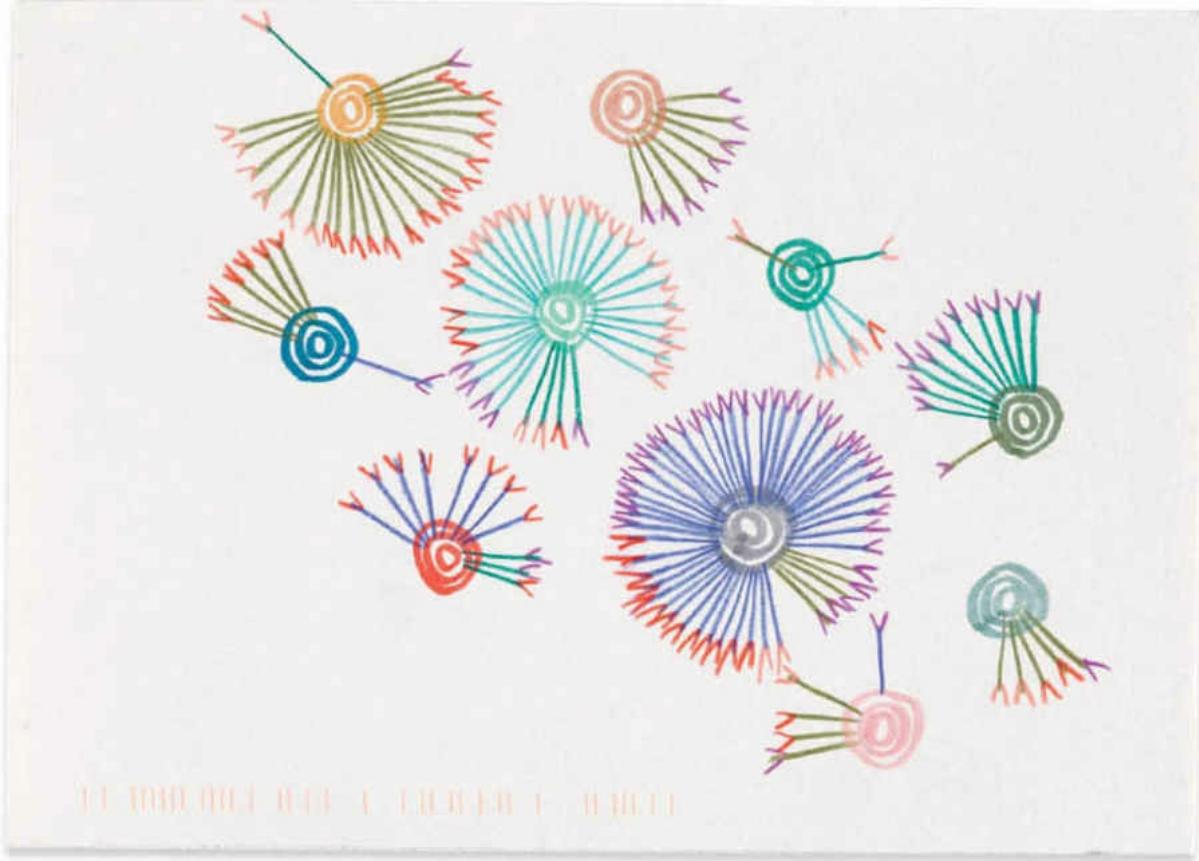
~~BOSTON~~

LONDON ~~BRITAIN~~

- UK -

ENGLAND

What Giorgia took away from this week's data drawing: when you're tipsy and walking the streets of New York, everything inspires joy and happiness. Argh!



DEAR DATA WEEK 31

A WEEK OF POSITIVE THOUGHTS
(BECAUSE IT'S SPRINGTIME!)

ABOUT THE DATA: I TRACKED WHEN I HAD A GOOD THOUGHT OR FEELING ABOUT OR TOWARDS SOMEONE OR SOMETHING. I ALSO TRIED TO RECORD WHAT INSPIRED THE GOOD THOUGHT IN THE FIRST PLACE. (NOTE: ONLY TOP 30 RECIPIENTS OF GOOD THOUGHTS LISTED/DRAWN ON CARD.)
MORE LEFT-HAND SIDE:

HOW TO READ IT:

(PLACEMENT OF OBJECTS ON CARD MEANS NOTHING BUT I'D FEEL WEIRD NOT DRAWING THIS LITTLE CARD MAP!)

RECIPIENT OF POSITIVE THOUGHTS:

- BRIXTON
- DEAR DATA
- FAMILY
- FOOD (MAINLY CANDY)
- FRIENDS YOU!
- MONEY
- MUSIC
- HUSBAND
- WEDDING IN GLASGOW

EACH  IS A PERSON/THING, OR EVENT, THAT ARE HITTING THE

REPRESENT POSITIVE THOUGHTS I AM THROWING THAT PERSON/THING/EVENT'S WAY.

TYPE OF POSITIVE THOUGHT (ON SCALE):

- | | |
|---------------------------------|---|
| FEELING OF LOVE | WHAT INSPIRED THE THOUGHT/FEELING? |
| FEELING OF FRIENDSHIP | > A REAL-LIFE EVENT |
| FEELING OF GOODWILL | > A DIGITAL EVENT |
| POSITIVE THOUGHTS | > NOTHING, JUST MY OWN THOUGHTS |
| THOUGHT ABOUT SOMEONE/SOMETHING | AND A HANGOVER, WALKING, HAVING A HOLIDAY, THE WEATHER, |

FROM:
S POSAVEC
Royal Mail
LONDON
UK
Stroke
association

Royal Mail
Mount Pleasant
Mail Centre
15-04-2015
44003108



TO: GIORGIA LUPI

BROOKLYN, NY
USA

BY AIR MAIL
par avion

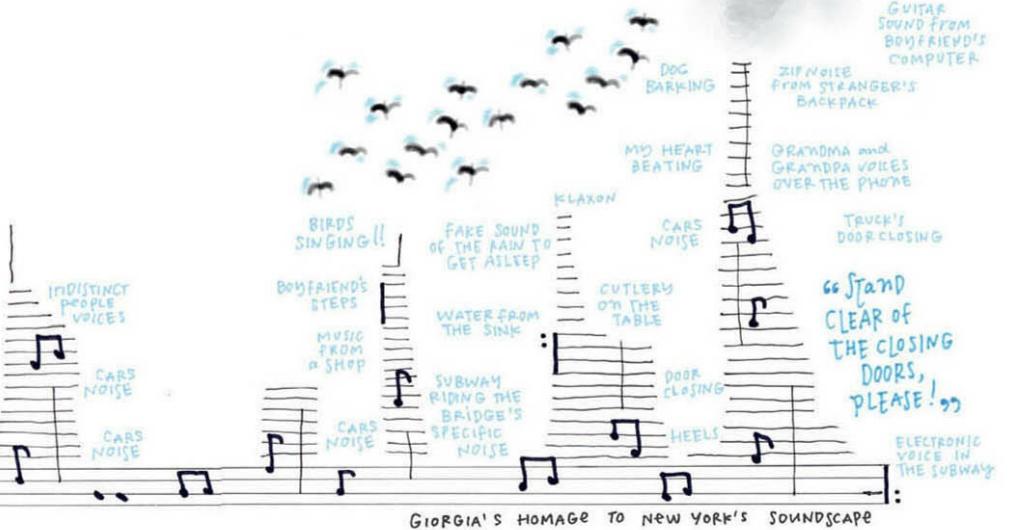
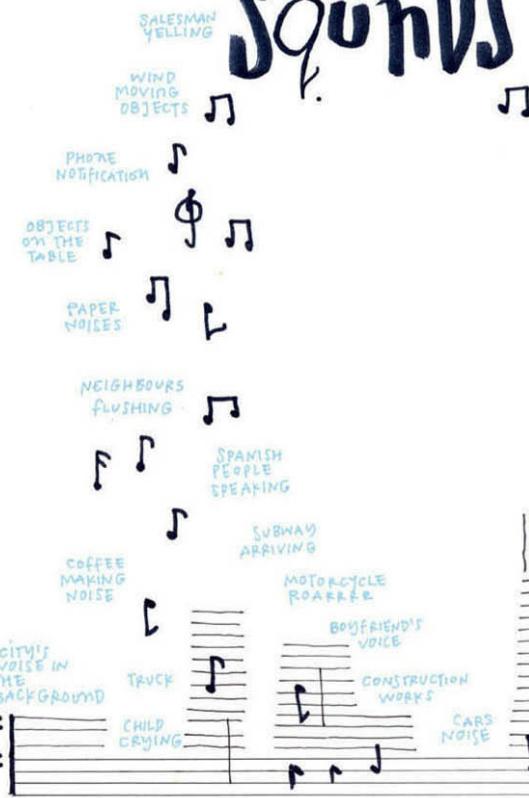
Royal Mail

Stefanie's vertical central tiny text reads: "too little to count: positive thoughts towards/about colleagues, strangers, a dog, a holiday, the weather, walking, and a hangover."

WEEK THIRTY-TWO

a week of

Sounds



Both Giorgia and Stefanie were very excited for this week: they captured the sounds they heard in their vicinity every hour while they were awake, enjoying this regular pause where they would stop what they were doing, sit quietly, and immerse themselves into the soundscapes of their cities.

For Giorgia this week of data-gathering was particularly enjoyable since she realized she has never examined her relationship with New York through its sounds.