

UNDER THE HOOD _

BRIEF

Line Digital are producing a data visualisation event on April 16 2011 for the public during the Edinburgh Science Festival (<http://www.sciencefestival.co.uk>). Our event will showcase how data can be visualised in different ways by creatives. Our raw data set will be provided by Festivals Innovation Lab using the theme '*Edinburgh as a Festival City*'.

Our plan is to allow three types of creative interpret the data in their own way. The three types of creative will be:

- Technical
- Visual
- Audio

A possible fourth may be added in film (however this will need a willing partner to be investigated by Line Digital)

Line Digital and Festivals Innovation Lab will work together to offer sufficient and coherent data to each of the participants.

CONCEPT STIMULI

The following examples show how data can be used in innovative ways:

Infographic visualisation (a la @mccandelish)

- <http://www.informationisbeautiful.net/visualizations/when-sea-levels-attack>
- http://feltron.com/ar09_02.html

Audio realisation of the data

Coded visualisation

- <http://uksnowmap.com/>
- <http://sanfrancisco.crimespotting.org/>

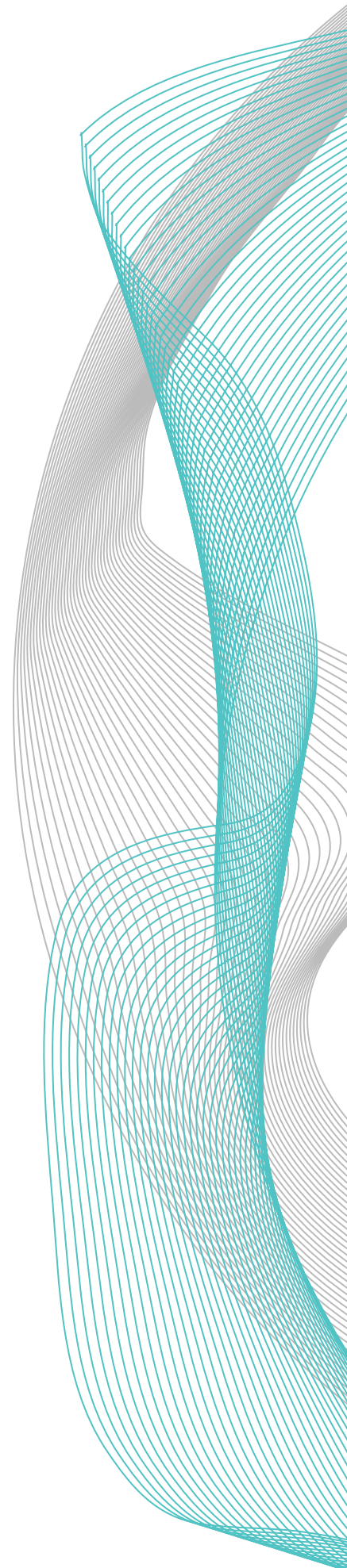
Animated or film visualisation

- <http://datavisualization.ch/showcases/24h-of-traffic-evolution-in-lisbon>

SUGGESTED DATA SETS

While we encourage the participants to investigate the data and suggest their own data sets from the master pool the Festivals Innovation Lab have suggested the following:

- Economic Impact Study. We will know by end of Feb when we are likely to get this and if in time
- Audiences. Based on the size of audience perhaps by volume of venue/day of week
- Shows. Could be as frivolous as the most common words in a show's title or more insightful based on genre or number of performers.
- Geographic nature of audience. Where do the audiences come from?
- Summer 2010 listings data. Dynamic data visualisation of Edinburgh as a



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festival city - using time dimensions of listings data on geographical map to bring the listings data set to life.

- Edinburghfestivals.tv footage. Hours and hours of film footage - content, interviews, GV, helicopter over city which is in DV format but unfortunately not HD - mainly taken from 2010. Rights criteria is that any film output is topped and tailed with ef.tv idents (or similar). If artist agrees the work could be featured on edinburghfestivals.co.uk which is a high-traffic site.

NB. The data will be provided before the event to allow the participants to prepare sufficiently.

PRE EVENT

Line Digital will produce a simple micro-site that will contain an overview of the brief and an invitation to participate.

THE EVENT

The event itself will be a single day (April 16 2011) where the participants will produce their realisation from the data provided. They will have the data provided beforehand and be able to prepare for the day itself. Each participants output will be projected for the public to view and during the day they will be asked to present their ideas and progress. At the end of the day each output will be presented to an audience.

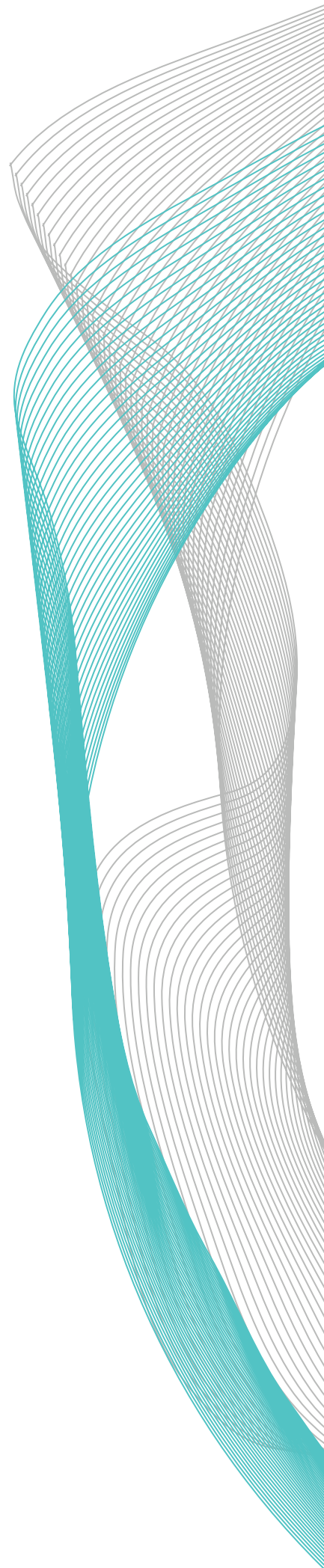
POST EVENT

Line Digital will amend the microsite to contain the completed realisations with the permissions of the participants. This will also include images and a report from the event.

BACKGROUND

Edinburgh International Science Festival, founded in 1989, is an educational charity that encourages people of all ages and backgrounds to discover the wonder of the world around them. We are best known for organising Edinburgh's annual Science Festival - the world's first celebration of science and technology, and still one of Europe's largest.

Line Digital as part of their sponsorship of the festival have been invited to produce an event that will combine creativity and technology showing the relationships between abstract concepts like data and real world creativity.



EDINBURGH INTERNATIONAL SCIENCE FESTIVAL AND LINE PRESENT

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APPLICATION

We are looking for creative thinkers to be part of this event. All proposals will be gratefully recieved but Line Digital will make the final decision on the team on the day.

All proposals need to be submitted by **April 9 2011**

If you are interested in being part of this event, or need more information, please contact:

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