



**University of  
Sunderland**

Thomas, Roger (2018) 'DataLabs': Project title 'FLOW'. In: Creative Fuse Mid-Point Event, 1 May 2018, Cobalt Studios Ouseburn Newcastle. (Unpublished)

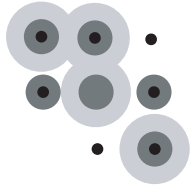
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# Mapping the City.

Create new data visualisations of the city of Sunderland.



**data lab**  
S U N D E R L A N D

## SUNDERLAND DATA LABS

### SUMMARY

*A city is more than  
just the bricks  
and mortar of its  
buildings and streets  
it is defined by the  
activities that happen  
within.*

*Traditional street  
maps provide details  
of the physical terrain  
of a city, its streets,  
roads, buildings,  
but say nothing  
about the underlying  
experiences,  
activities or emotions  
which happen within  
the spaces.*

Developed in partnership with, Northumbria University, the University of Sunderland, FabLab and the Sunderland Business Improvement District (BID), Sunderland Data Labs is a research project which brings together creative mapping activities with design, visualisation ('data lab'), events to explore fresh ways to collect, visualise, and share the experiences and environments of individuals and communities within and around the city.

The project aims to develop new representations of the 'experiential city' and create ideas and prototypes which will re-connect people within city centre spaces. It has three main phases of activity:

**Collect:** Community mapping activities to collect experiential data from a range of individuals and communities.

**Analyse:** Collaborative multi-disciplinary maker 'data lab' activities for creative visual analysis of data.

**Visualise:** Design and technology 'data-lab' maker workshops to innovate, prototype and test methods for visualizing, dissemination of data and sharing findings back with the city communities.

### DATA WORKSHOPS

Following the initial data collection activities a series of follow up 'making with data' (data hack / data workshop) events will be used to creatively work with the data. Based at Fab Lab, these will be multi-disciplinary events bringing together artists, designers, and city users to explore creative, visual ways for gathering sorting and visualising the different types of data which have been captured from around the city.

A range of digital and non-digital processes - making, exploring, drawing, inventing - will be used for visually sorting and analysing the data. Follow up maker workshops will be used to develop ideas and prototypes for new maps and experiences which reconnect city audiences.

### OUTCOMES

Innovative prototypes and ideas will be presented to the Sunderland BID who are can invest resources into developing and realising the best of the ideas.

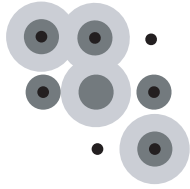
Outcomes and prototypes from the project will be presented at a public exhibition at the end of the project.

Creative  
**FUSE**  
North East



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## 'Flow'

Using open source traffic data this project will explore ways of visualising how people move in and out of the City of Sunderland.

### ACTIVITIES

The project will explore new possibilities for Data-Driven Animation. Some have only recently been released and the project is therefore essentially experimental.

It will explore methods to take existing Data, write expressions to input this into motion graphic software and design alternative visual representations to display this data.

This will then be output as a series of motion graphics - also possibly some static 'generated' print outcomes.

These motion graphics will then be displayed, and appropriate channels / locations sought.

- TOUCH POINTS
- Traffic
- Transportation
- Data Visualisation
- Infographics

### PROCESS

The data set has been identified and is freely available. It is of considerable size therefore a specific range will be honed; initially focusing upon Queen Alexandra Bridge.

This data will be converted into 'Json' files.

It will then be ingested into motion graphic software.

A range of designs will be produced explore alternative ways of visualising the data, and these imported into the motion graphics software.

Expression scripts will be written whereby the data then generates the animation of the designs.

The project/ process will be disseminated through the planned events at FabLab where participants will be invited to use the resources to generate their own solutions/ designs.

Note: the necessary resources will be published beforehand on the project website: [datalabs.org.uk](http://datalabs.org.uk).

The site will also be used to share information and progress on the projects.

### KEY MILESTONES

Data Hack 1: 13.04.18\*

Data Hack 2: 20.04.18\*

PRESENTATION and EXHIBITION.

*\*dates tbc*

