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CONFERENTIE
MEDIAFONDS@SANDBERG
14 januari 2010

De database als vertelvorm

knowledge visualisation

financial information into financial risk

mapping to infoaesthetics

an attempt to quantify human behaviour

quantitative data are part of their daily routine

for any member of the public

create a parasitical currency

the crisis has blended with all other subjects

money is converted into valuable

an inventory of the unspoilt nature of the

comment on financial markets

mathematische systemen

toenemende datastromen

de schoonheid van mathematische systemen — what's the real value?

documentairevorm

datafilm de nieuwe documentairevorm

we laten sporen achter bij alles wat we doen

We laten sporen achter

databases and spreadsheets

mathematical systems

INVITATION

**MEDIAFONDS@SANDBERG
CONFERENCE**

FOLLOW
THE MONEY

The database as a narrative form
14 January 2010

De Balie
Kleine-Gartmanplantsoen 10, Amsterdam
Time 9.30am – 5pm
Entry free
Register at *conference@sandberg.nl*
www.followthemoney.nu

At the beginning of the twenty-first century, our lives play out in a succession of databases and spreadsheets. Not only do we spend all day rummaging through countless data streams like Google and Facebook; everything we do leaves traces behind in other databases, through public transport chip cards, supermarket club cards and electronic medical files. The influence of databases, excelsheets and algorithms has never been as clearly visible as it became during the credit crisis. The crisis cast a cold light on the fact that the global financial system had been built on the basis of mathematical models that attempted to quantify human behaviour. Blinded by the beauty of impressive mathematical systems, people thought they could precisely understand the risks of investments. Meanwhile it has become clear how risky it is to be dependent on these models.

The media world, too, is paying more attention to the ever-increasing data streams. Data visualisation – a genre within visual culture that depicts data streams in provocative, poetic or insightful ways – has been booming, thanks to the growing availability of large amounts of data and the desire to grasp ever more complex realities by visual means. But is it always a good idea to assign such an important role to numerical information? How can we best interpret various data in relation to values we consider important? And which new forms of storytelling does data visualisation have to offer us? Will the data film be the new documentary form?

The Mediafonds@Sandberg conference will consider the possibilities and consequences of these developments for media producers.

The conference is organised by the Mediafonds in collaboration with the design department of the Sandberg Institute Amsterdam and is the opening event of the Mediafonds@Sandberg masterclass, in which documentary makers and designers will work together on new cultural media productions that explore digital boundaries. The final results will be presented on 13 May 2010 (TBC).

sandberg instituut
MEDIA FONDS
www.sandberg.nl   *www.mediafonds.nl*

Grafisch ontwerp / Graphic design: Lauren Grusenmeyer
Drukwerk / Printing: SSP

SPREKERS / SPEAKERS

Ian Forrester
BBC Backstage

Ian Forrester, a developer and designer like no other, heads up BBC's Backstage. Backstage makes available as much BBC data as possible for any member of the public to republish, remix and mash up under a non-commercial licence. In his talk Forrester will give insight into the philosophy behind BBC Backstage. What kinds of interesting applications have come out of it? What are the critical factors in engaging audience and developers? What kind of datasets does the BBC provide, and how do they match the interest of the audience? *www.welcomebackstage.com*

Mieke Gerritzen
Infodecodata

The major trend within the graphic design profession is currently data visualisation, also called knowledge visualisation or scientific visualisation, an area that concentrates on the visual display of data. Although in the past, sources of information such as newspapers and books were made up almost entirely of text, we are currently seeing more and more diagrams, pictograms, maps and graphs. The next exhibition at the Graphic Design Museum in Breda, **Infodecodata**, will focus on the world of information that confronts us every day. In her talk, museum director Mieke Gerritzen will give a preview of the show. Gerritzen is the former head of Stifo@Sandberg and used to lead the design department at the Sandberg Institute. *www.graphicdesignmuseum.nl*

Joris Maltha (Catalogtree)
Form = Behaviour

Catalogtree is a multidisciplinary design studio founded in 2001 by Daniel Gross and Joris Maltha. The studio works continuously on commissioned and self-initiated design projects. They believe form = behaviour. Generative design, programming, typography and the visualisation of quantitative data are part of their daily routine. Recent endeavours include pneumatic pushpin firing at moving targets, irregular print-screen development, isograms and the visualisation of parking behaviour of New York diplomats. *www.catalogtree.net*

Koert van Mensvoort
Het medium geld / The Medium of Money

A historical, contemporary and future timeline of the various payment media in which money has appeared — from ancient Chinese spade money and African mobile calling credit to virtual cash in Second Life and eco-money in South America. Koert van Mensvoort received an MSc in Computer Sciences from Eindhoven Technical University in 1997, an MFA from the Sandberg Institute in 2000, and a PhD in industrial design from Eindhoven Technical University in 2009. He is director of the All Media Foundation and an assistant professor at the Eindhoven Technical University, where he heads the Next Nature department. *www.koert.com*

Christian Nold
Bijlmer Euro

Christian Nold is an artist, designer and educator working to develop new participatory models for communal representation. The Bijlmer Euro is a research project and practical experiment to create a 'parasitical currency' for south-east Amsterdam. Like other complementary local currencies, such as the Lewes Pound, it is designed to support local development and identity. Uniquely, the Bijlmer Euro uses recycled RFID tags to track where the money goes and to visualise this for the local community. The Bijlmer Euro will be physically implemented at the beginning of 2010 – so get involved! *www.christiannold.com*

Liesbeth Noordegraaf-Eelens
De macht en afhankelijkheid van het modelleren /
The Power and Dependency of Modelling

Liesbeth Noordegraaf-Eelens is a philosopher and economist affiliated with The Netherlands School of Public Administration and the Erasmus School of Economics at the Erasmus University Rotterdam. She has published **Op naar de volgende crisis** (2009), **Kinderen koop je in de hemel** (2009) and **De Overspelige Bankier** (2004). She is expected to earn her PhD with a thesis on the communication of central bank presidents in spring 2010. In her lecture, she will explain how we have become more and more dependent in recent years on financial markets and thereby on economic thought, and how life course models have functioned as a means of converting personal information into financial risk.

Richard Rogers
Mapping for People

Scrape news pictures in the USA and Europe and find different pictures associated with Abu Ghraib. Query local Googles for 'rights' and show issue hierarchies country by country. The Web provides research opportunities that would have been improbable or impossible in the past. Web issue mapping may make things visible, but what will the consequences be? Professor Richard Rogers's talk will provide the highlights of a decade of *Govcom.org* and digital methods work, including techniques, analytical tools and info-political theory. It's the beginning of a crucial critique of information visualisation. Rogers holds the Chair in New Media & Digital Culture at the University of Amsterdam and is director of *Govcom.org* and the Digital Methods Initiative. He is also the author of **Information Politics on the Web** (MIT Press, 2004), and with colleagues he recently completed a Twitter analysis of the Iranian election. *www.govcom.org*

Martijn de Waal
Datafilm Snapshots

Thirty minutes of data films: from explanimation to PowerPoint cinema, from emomapping to infoaesthetics, and from data whiz to data poetry. Martijn de Waal is a writer and researcher who specialises in the relationship between technology, media and culture. He is co-founder of *DeNieuweReporter.nl*, a weblog on the future of the media, and one of the initiators of The Mobile City (*www.themobilecity.nl*), a think tank on digital media and urban culture. He is co-organiser of Mediafonds@Sandberg 2010 and will lead the Mediafonds@Sandberg masterclass. *www.martijndewaal.nl*

INSTALLATIES / INSTALLATIONS

Floris Douma
Crisis Telex

Crisis Telex was Floris Douma's graduation project this year at the Design Academy Eindhoven. It's a printer with a live connection to an online feed of news articles linked to the financial crisis, which shows not only the excessive growth of published material but also how the crisis has become blended with all sorts of other subjects. *www.florisdouma.nl*

Judith de Leeuw
A Journey through Fluctuating Currency

Judith de Leeuw is a designer and filmmaker. She studied writing and fine art at the Rietveld Academy and graduated in 2009 from the Sandberg Institute; her final projects included **A Journey Through Fluctuating Currency**, an inventory of the unspoilt nature on banknotes.

Henrik van Leeuwen
Where Is the True Value?

During his studies at the Sandberg Institute, designer Henrik van Leeuwen created the installation **Where Is the True Value?**, in which 'worthless' old money is converted into 'valuable' new money.

Introduction: Hans Maarten van den Brink (Mediafonds)
Moderator: Annelys de Vet (Sandberg Instituut)

Nederlands en Engels gesproken / Dutch and English spoken