

developing a data driven tattoo

a data story by Erik Driessen

**a story
about yesterday's
innovations**

**a story
about the other things
data can do**

**a story
about people**

2013



Source: www.fotograferen.net



Source: UMF 2013 - www.youtube.com/watch?v=jXOgYxUf6Ts



Source: UMF 2013 - www.youtube.com/watch?v=Hc283NMI7qw

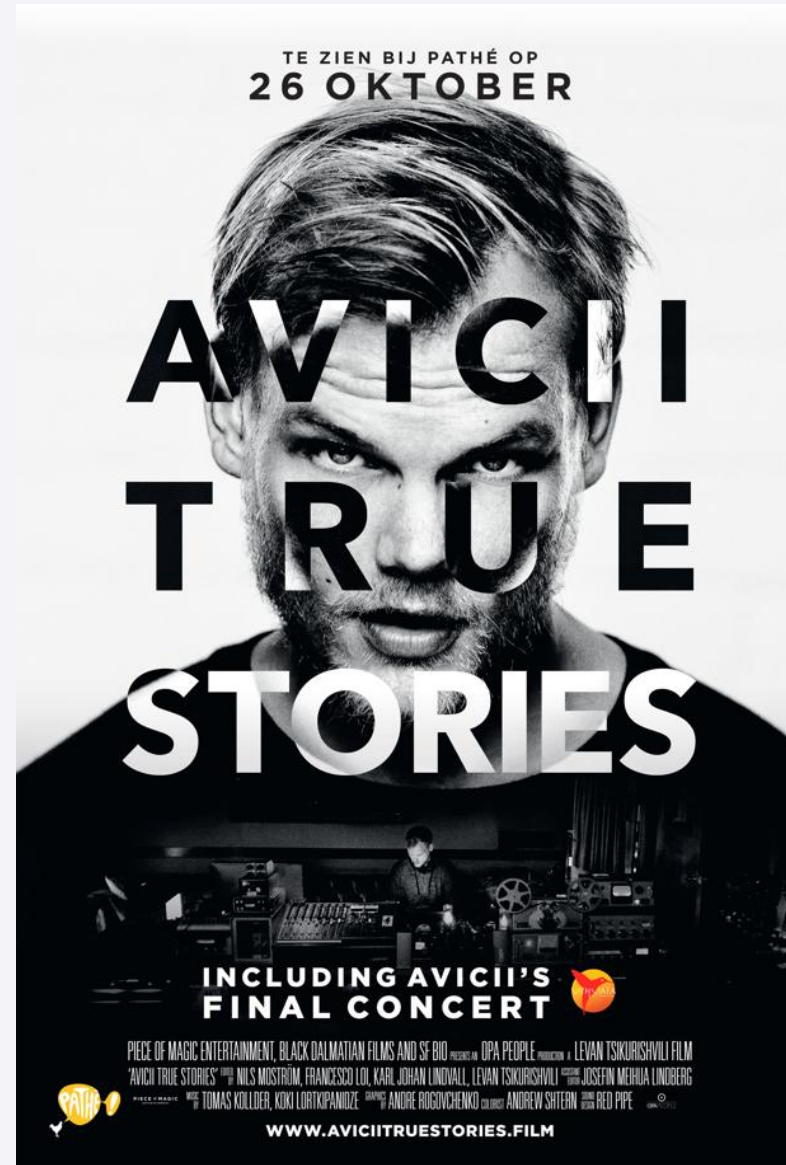
 Don't waste our time with these singers and play some beats!?

 Avicii is messing up at #Ultralive what the **** is he's doing?

 WTF is happening at Avicii's set? Banjos, seriously?



2018



Source: en.wikipedia.org/wiki/Avicii:_True_Stories

NOS Nieuws • Vrijdag 20 april 2018, 19:33 •
Aangepast zaterdag 21 april 2018, 16:39

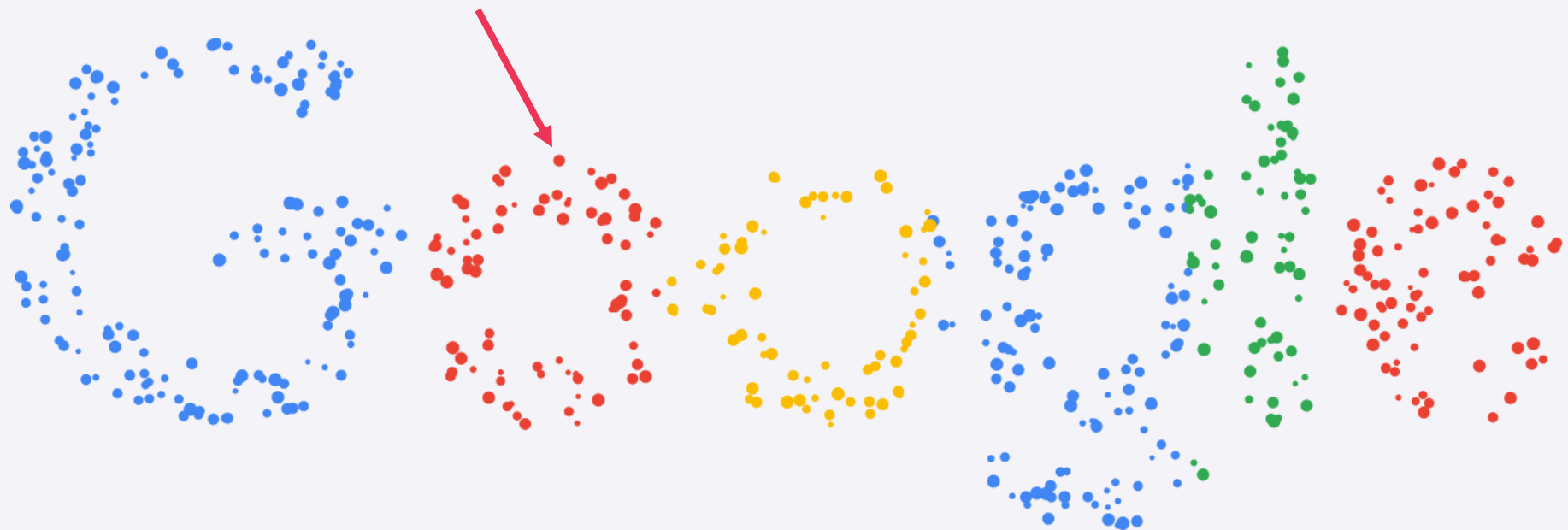


Zweedse dj en producer Avicii overleden

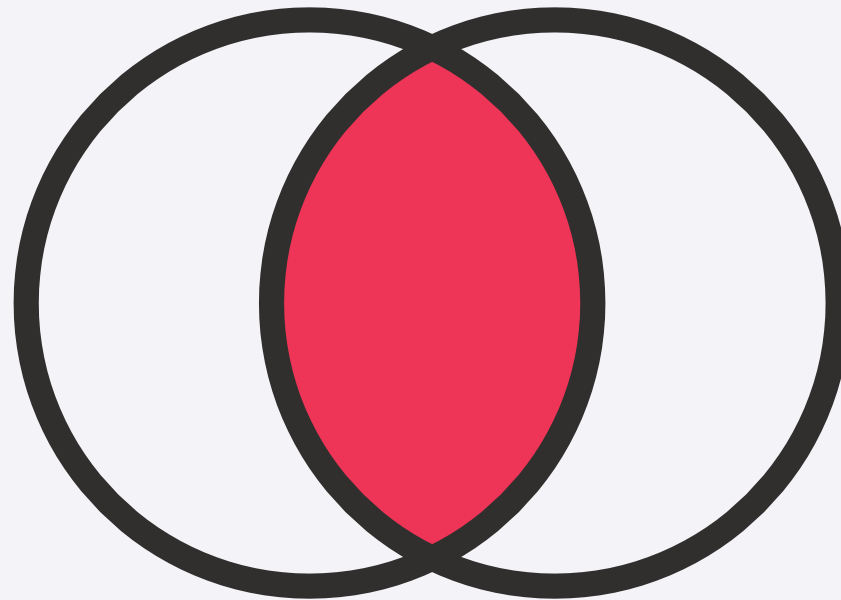
De Zweedse top-dj, producer en remixer Avicii is op 28-jarige leeftijd overleden. Zijn manager heeft dat in een verklaring bekendgemaakt.



Google



text analysis



Avicii

sentiment analysis

This is a t-shirt.

I hate this t-shirt.

I like this t-shirt.

Now that is one amazing t-shirt!

Lyrics

Feeling my way through the darkness

Feeling my way through the darkness

+0.5 * 0.4

These are the days that we'll talk about

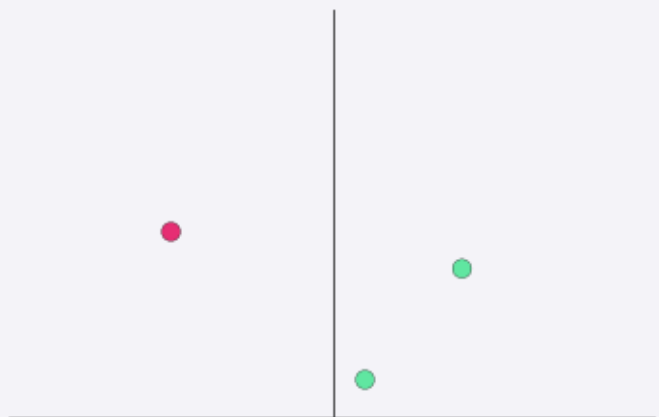
These are the days that we'll talk about

+ 0.1 * 0.1

**I caught the edge of a knife and
it hurts just a little.**

**I caught the edge of a knife and
it hurts just a little.**

$$\text{-0.5} * 0.5$$



I think I just died and went to Heaven.

I think I just died and went to Heaven.

$$-0.5 * 0.5$$

What does Google('s model) think of heaven?

I think I just died and went to Heaven.

$$-0.5 * 0.5$$

I think I just died and went to heaven.

+0.6 * 0.6

I think I just died.

$$-0.8 * 0.8$$

I went to Heaven.

0.0 * 0.0

I went to heaven.

+0.8 * 0.8

Death

-0.5 * 0.5

heaven

+0.9 * 0.9

Heaven

+0.3 * 0.3

(I think I just died) and (I went to Heaven).

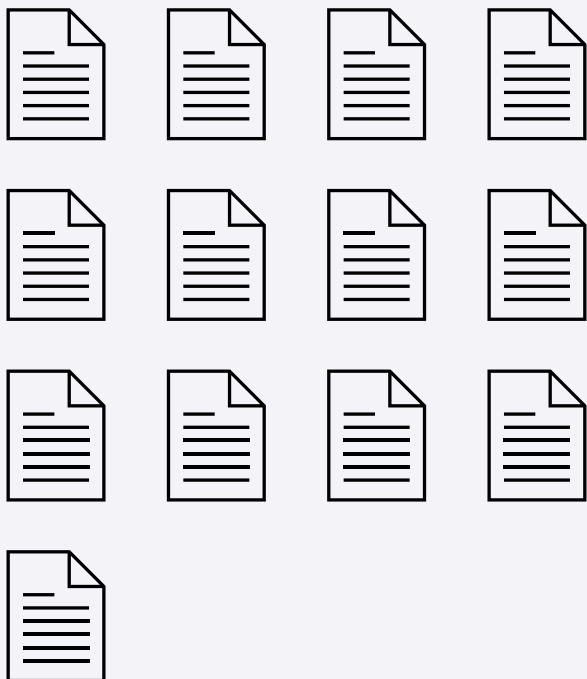
$$\left(\textcolor{red}{-0.8} * 0.8 \right) + \left(0.0 * 0.0 \right) = \textcolor{red}{-0.5} * 0.5$$

(I think I just died) and (I went to heaven).

$$\left(\textcolor{red}{-0.8} * 0.8 \right) + \left(\textcolor{green}{+0.8} * 0.8 \right) = \textcolor{green}{+0.6} * 0.6$$

So, what is Google's view on (H|h)eaven?

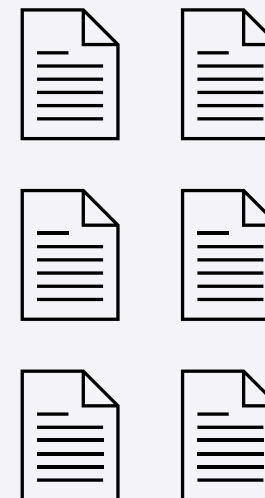




True



Stories



Avīci (01)

We are one
One for sure
All united
You'll want some more

Oh Oh Oh Oh
You make me
Oh Oh Oh Oh
You make me

We are one
One for sure
All united
You'll need no more

Oh Oh Oh Oh
You make me
Oh Oh Oh Oh

All my life I've been, I've been waiting for someone like you (yeah)
All my life I've been, I've been waiting for someone like you (yeah)

I've been looking for someone like you (yeah)
I've been waiting for someone like you (like you)

You make me

We are one
One's for sure
All united
You'll want some more

Oh Oh Oh Oh
You make me
Oh Oh Oh Oh
You make me

We are one
One's for sure
All united
You'll need no more

Oh Oh Oh Oh
You make me
Oh Oh Oh Oh

All my life I've been, I've been waiting for someone like you (yeah)
All my life I've been, I've been waiting for someone like you (yeah)

I've been looking for someone like you (yeah)
I've been waiting for someone like you (like you)



```
{  
  title: 'you make me',  
  album: 'true',  
  sentiment: 0.3,  
  magnitude: 6.5,  
}
```

Feeling my way through the darkness
Guided by a beating heart
I can't tell where the journey will end
But I know where to start

They tell me I'm too young to understand
They say I'm caught up in a dream
Well life will pass me by if I don't open up my eyes
Well that's fine by me
So wake me up when it's all over
When I'm wiser and I'm older
All this time I was finding myself
And I didn't know I was lost

I tried carrying the weight of the world
But I only have two hands
Hope I get the chance to travel the world
But I don't have any plans



```
{  
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```

I'm gonna love ya, like no one could
Make your heart feel the way it should
I'm gonna hold ya, when no one would
Cause I swear you deserve so good

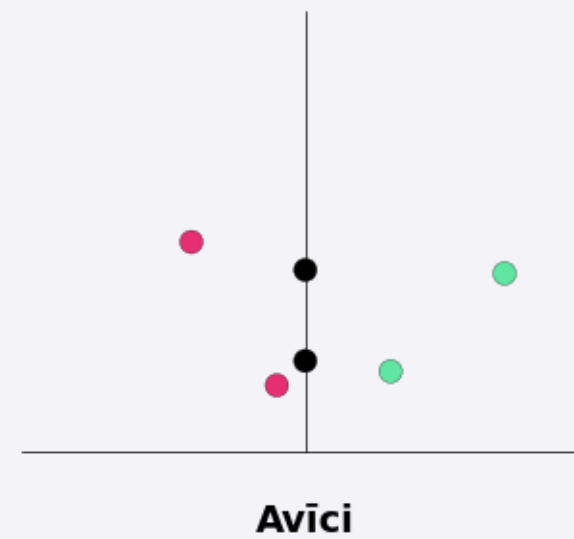
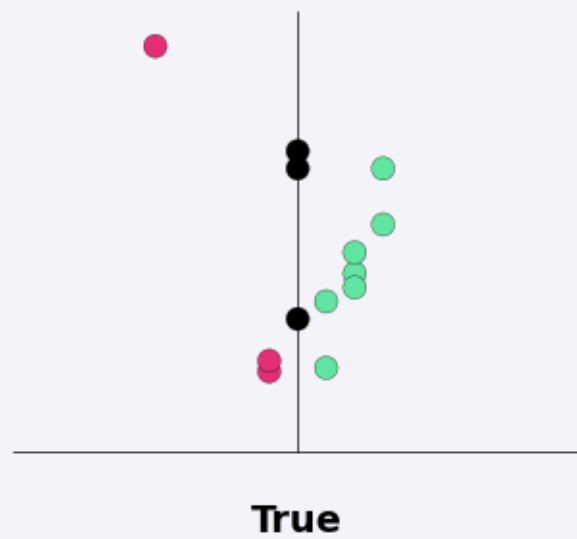
Livin' up in California
Lovin' life but I've been waiting for ya
To twist my dreams and turn my fate
But God I hope it's not too late

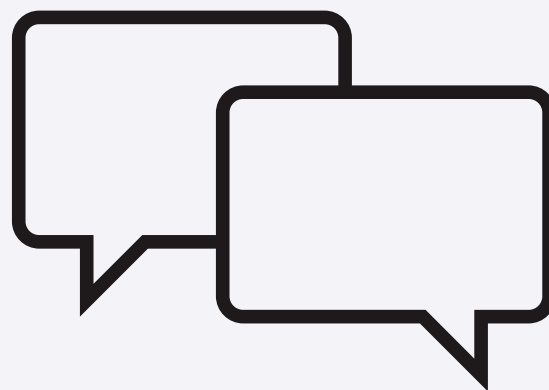
I'm gonna love ya, I'm gonna love ya
I'm gonna love ya, I know I could

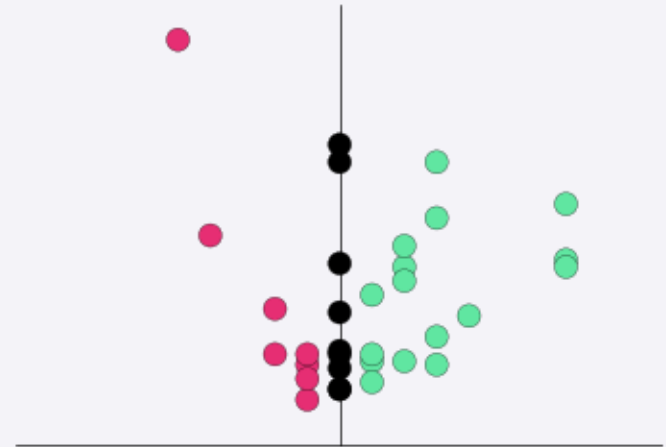
I'm gonna love ya, like no one could
Make your heart feel the way it should
I'm gonna hold ya, when no one would
Cause I swear you deserve so good



```
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  sentiment: 0.7,  
  magnitude: 6.9,  
}
```





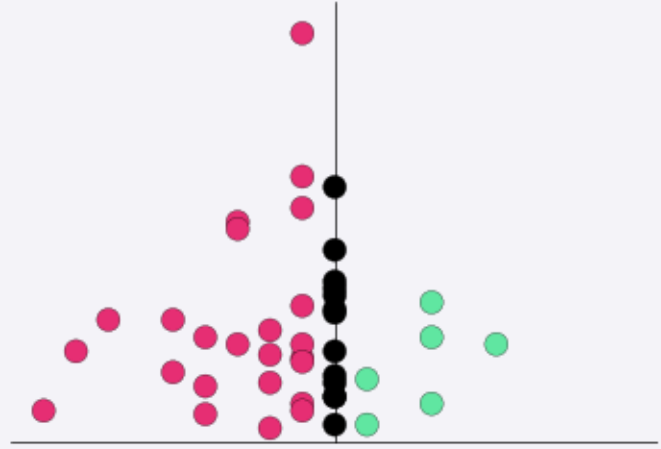








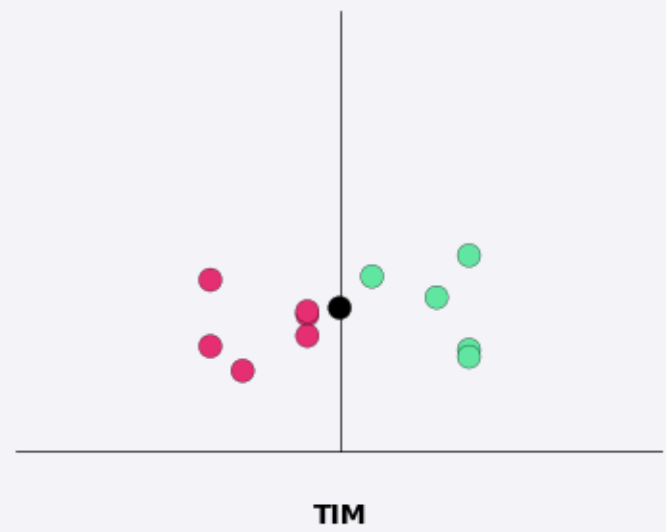
What if...



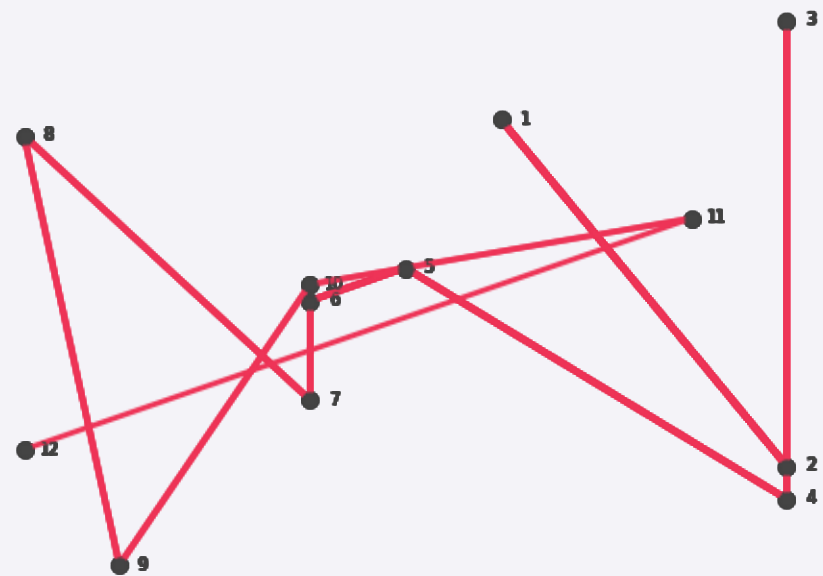




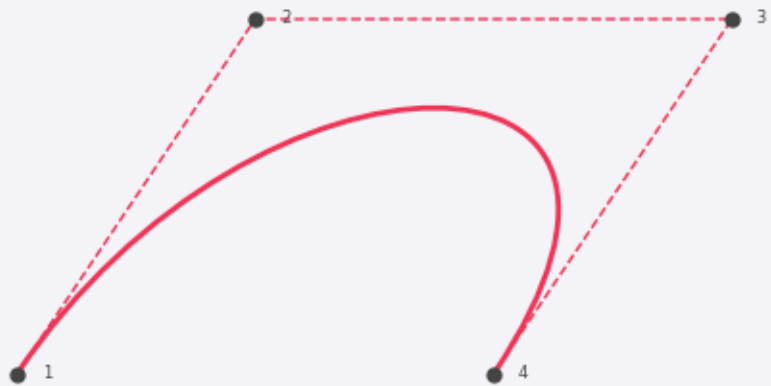
Source: [en.wikipedia.org/wiki/Tim_\(Avicii_album\)](https://en.wikipedia.org/wiki/Tim_(Avicii_album))

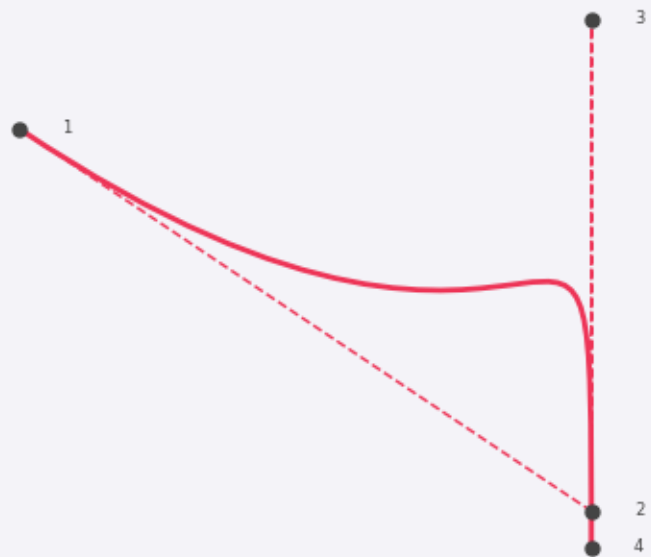




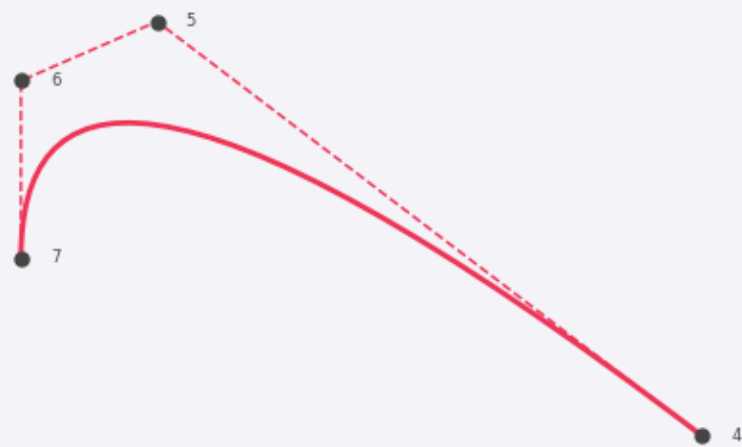




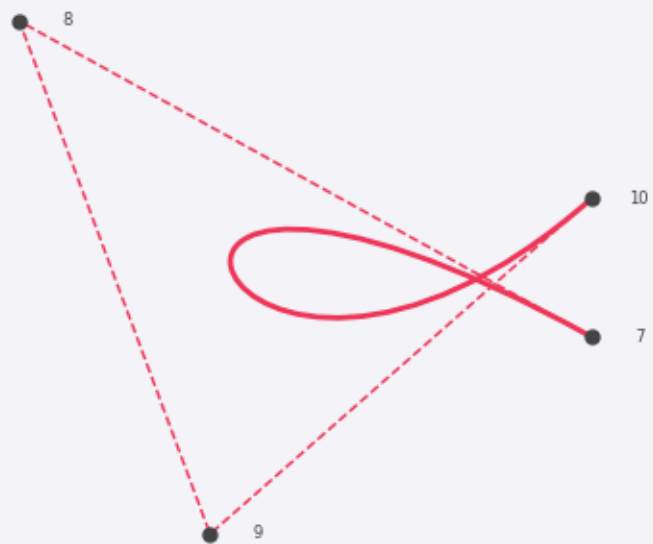




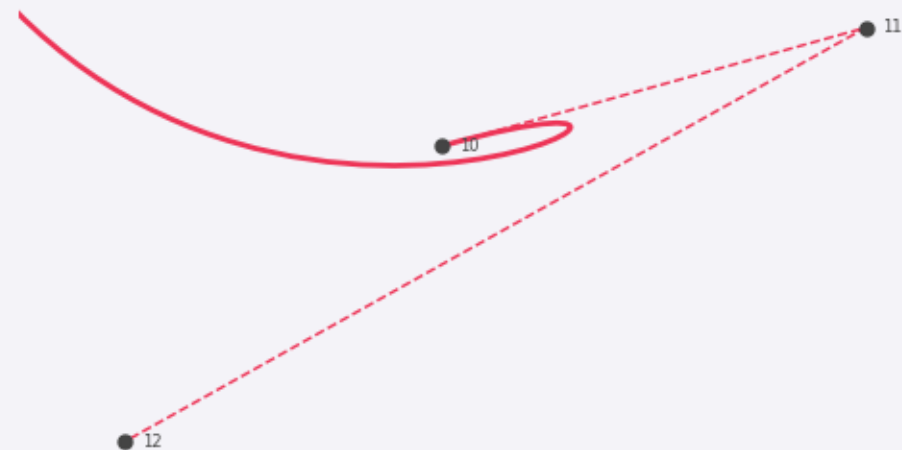
nr. 1-4



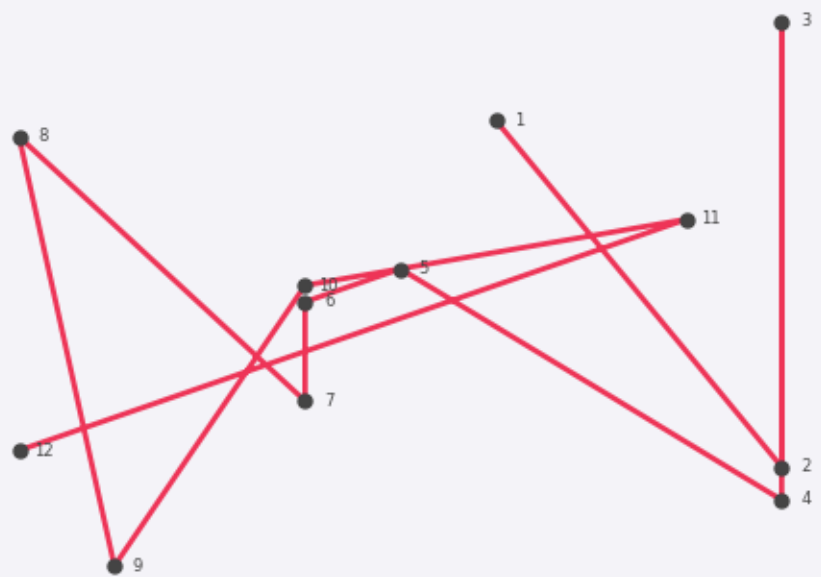
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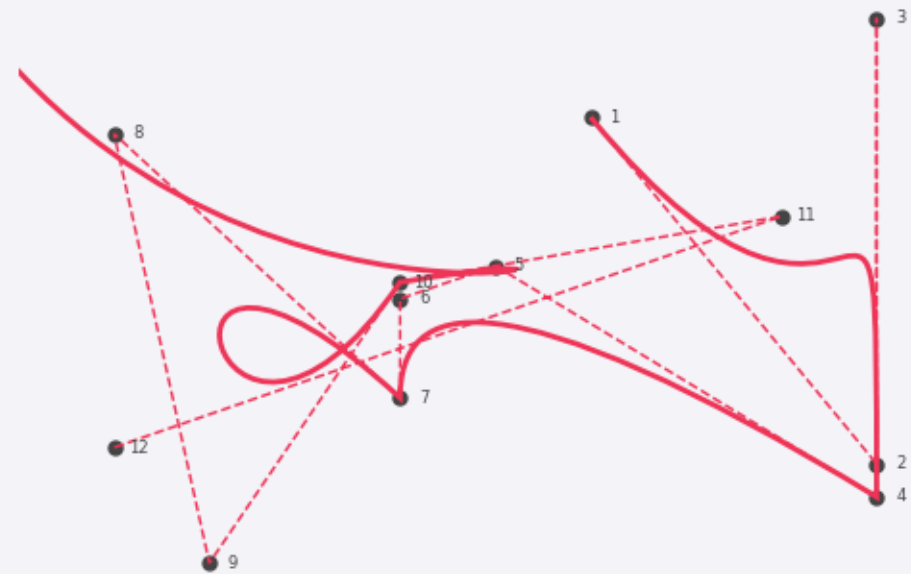


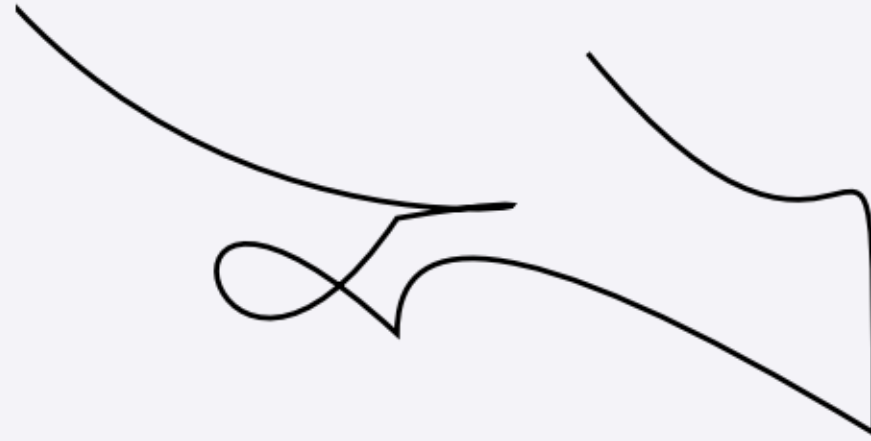
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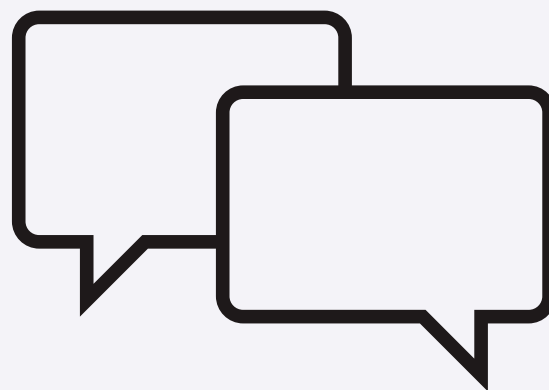
nr. 10-12











Data Art?!



giorgialupi.com



Ada Lovelace
The Mathematician



Mae Jemison
The Astronaut



Rachel Carson
The Conservationist

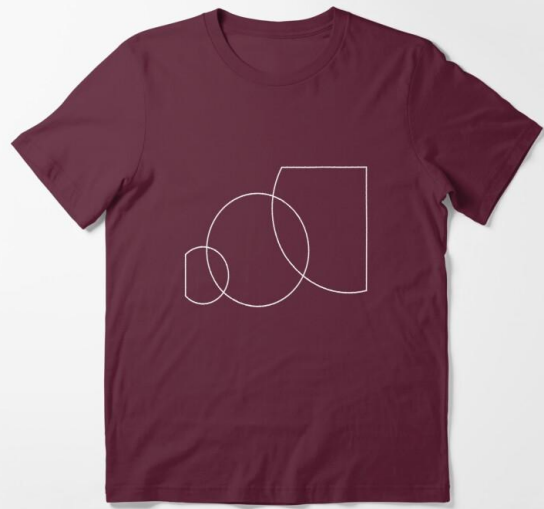


annaridler.com



Source: annaridler.com/mosaic-virus

Let's focus on data art.

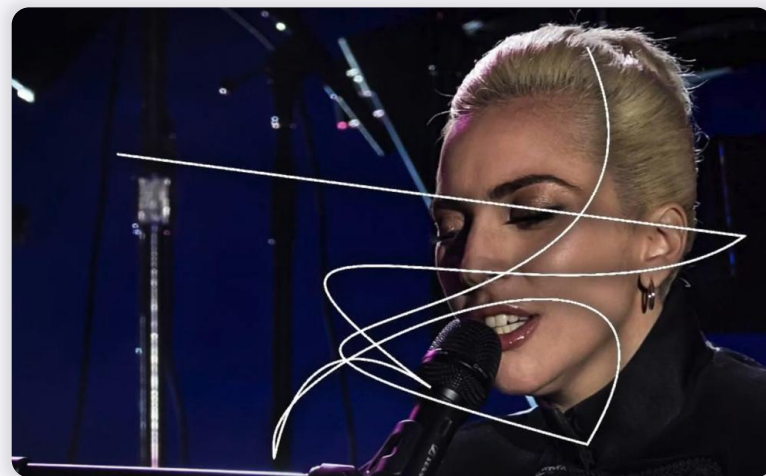


Let's focus on open data art.



Kylie Ying • 7:40 AM

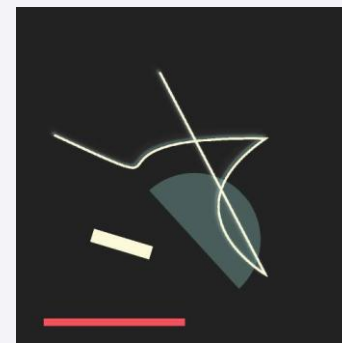
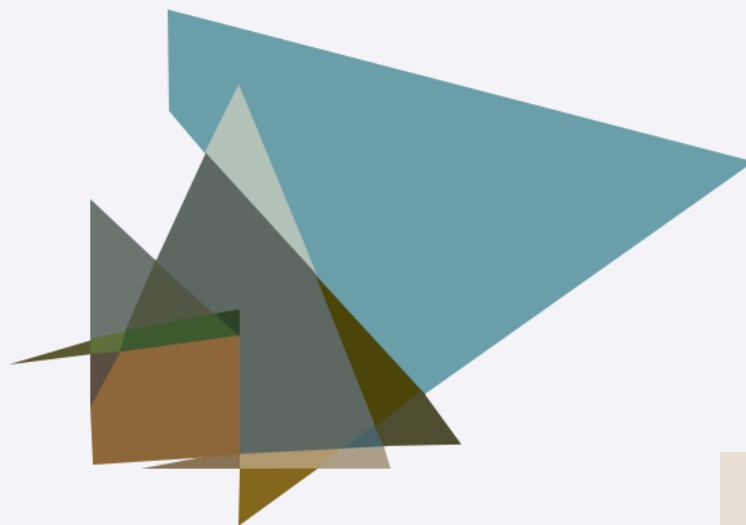
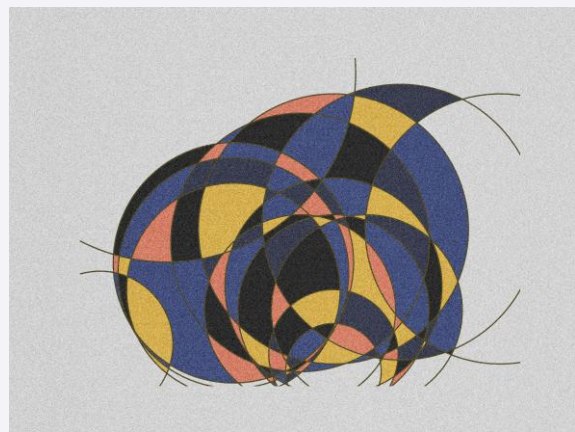
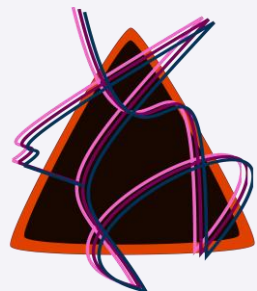
Hey! I saw your Avicii project when I was trying to come up with some video ideas for my YouTube channel and wanted to do something to honor Avicii.. I was wondering if you ever considered coming up with visualization videos for Avicii or if you did anything else with that data. Thanks!













And then it happened.

Hey Erik! Thanks for getting back to me! I stumbled across your work, and I loved what you did with the TIM album. I actually wanted to ask you if you would be okay with me getting a tattoo of your final line graph? I found it so beautiful and I've been looking for a long time for a tattoo to do as a tribute and I saw it and loved it. I wanted to get your permission first, though. I'd be happy to compensate you for using the image, if you would like. I absolutely understand and respect if you are not okay with that, but wanted to ask.

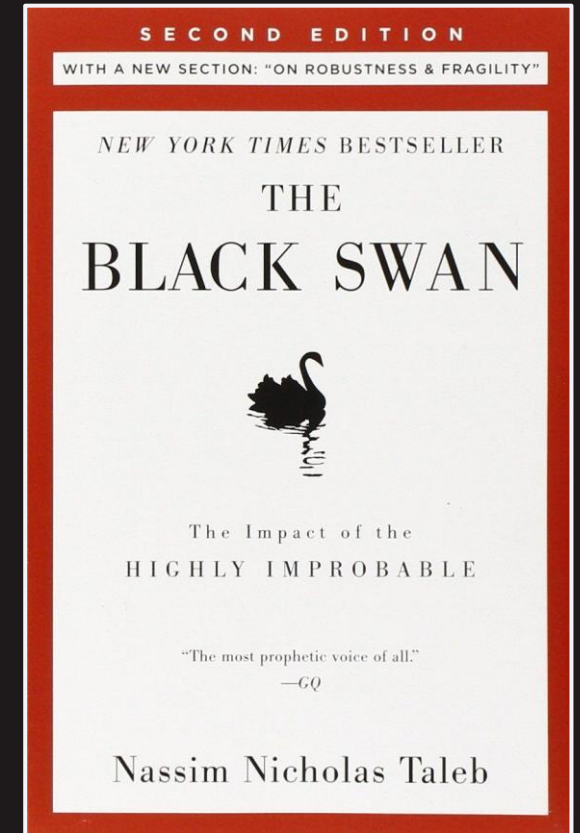






So, just how did we get here?

“... people did not just embark on the project of inventing the wheel and then completed it according to a timetable.”

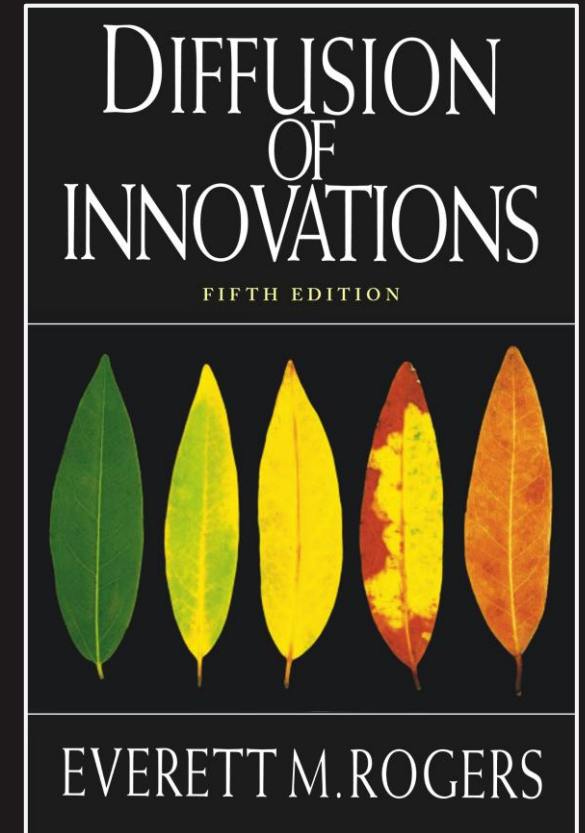


“I did not just embark
on a project of designing
a tattoo, and then completed it
according to a timetable.”

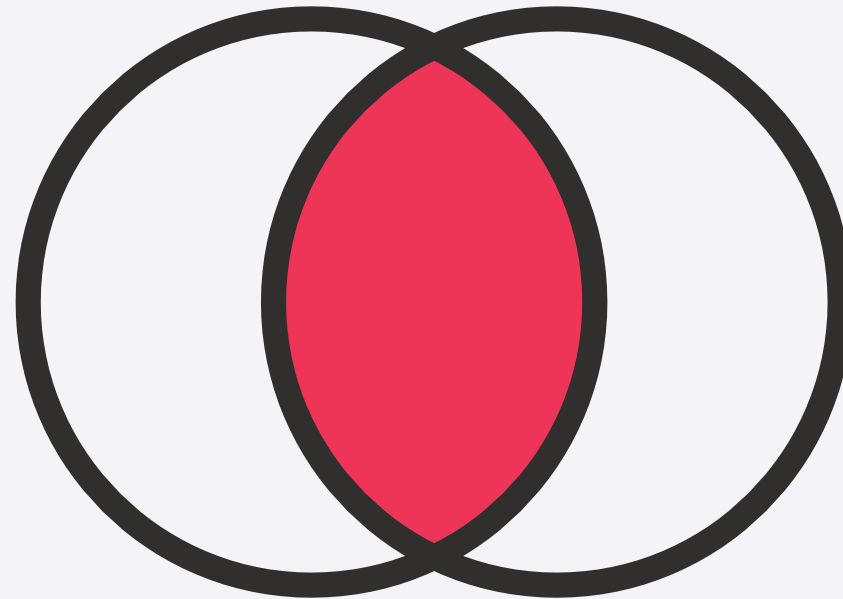


So, just what is innovation?

“An innovation is something that a group or individual experiences as something new.”

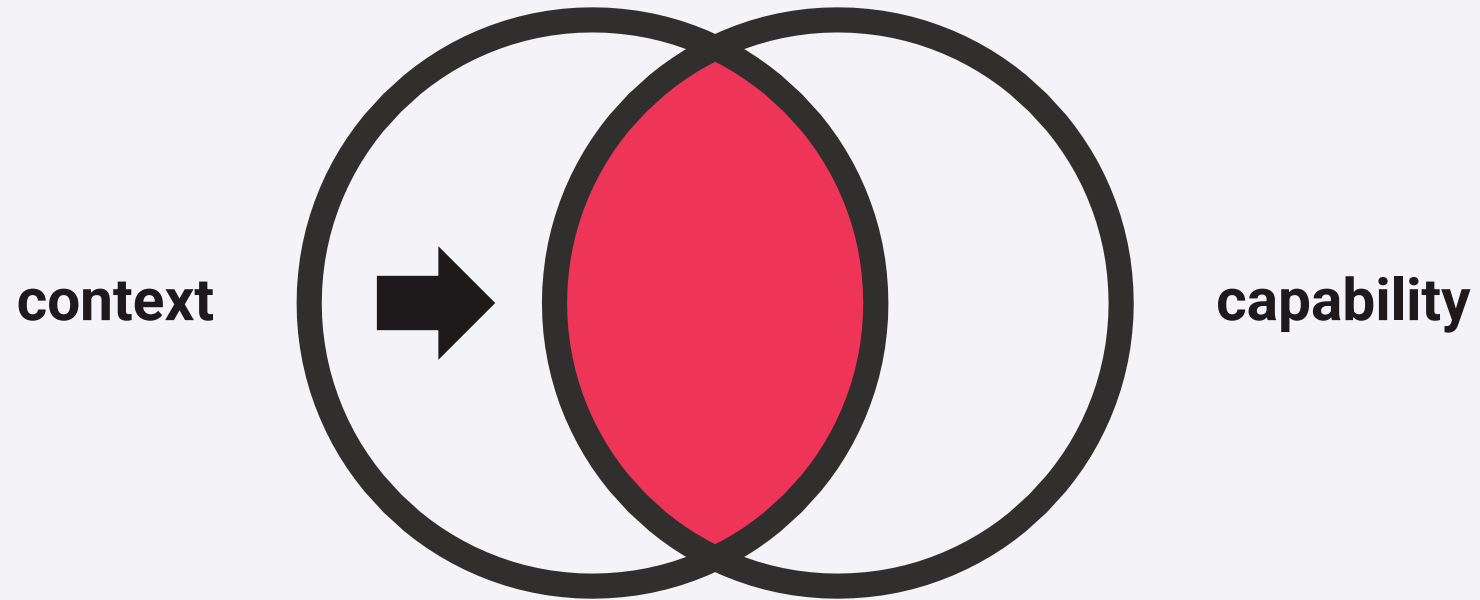


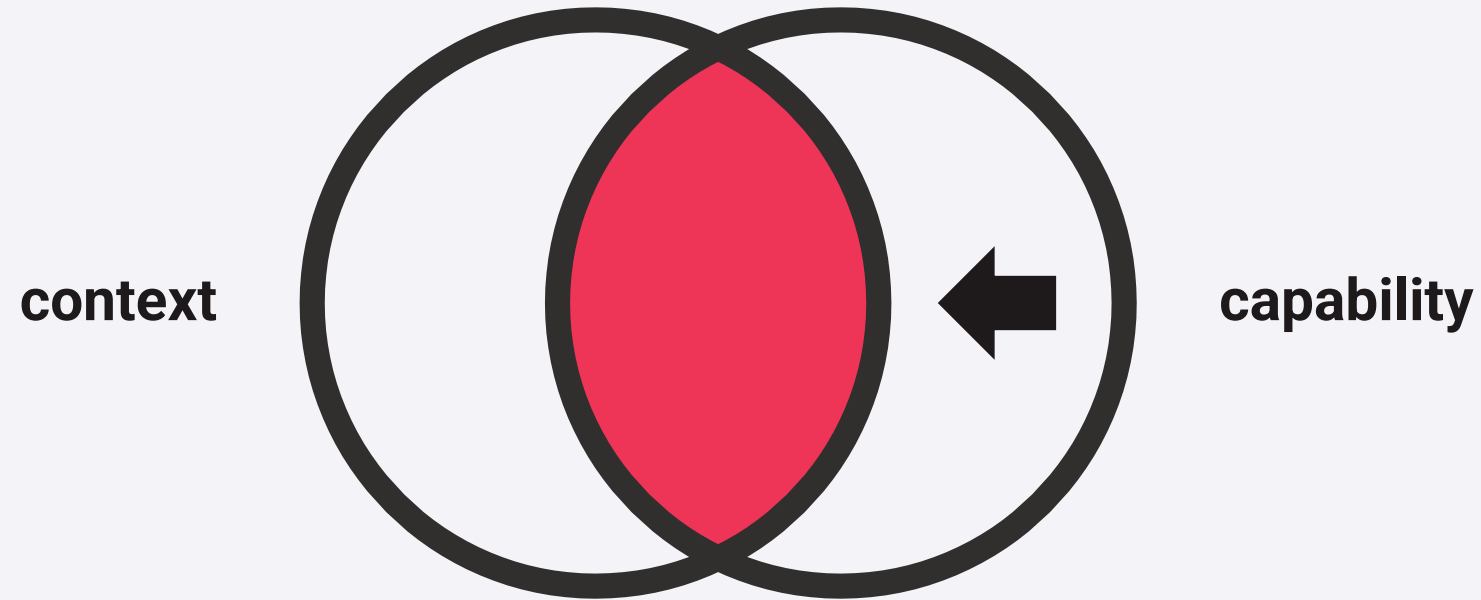
context



capability

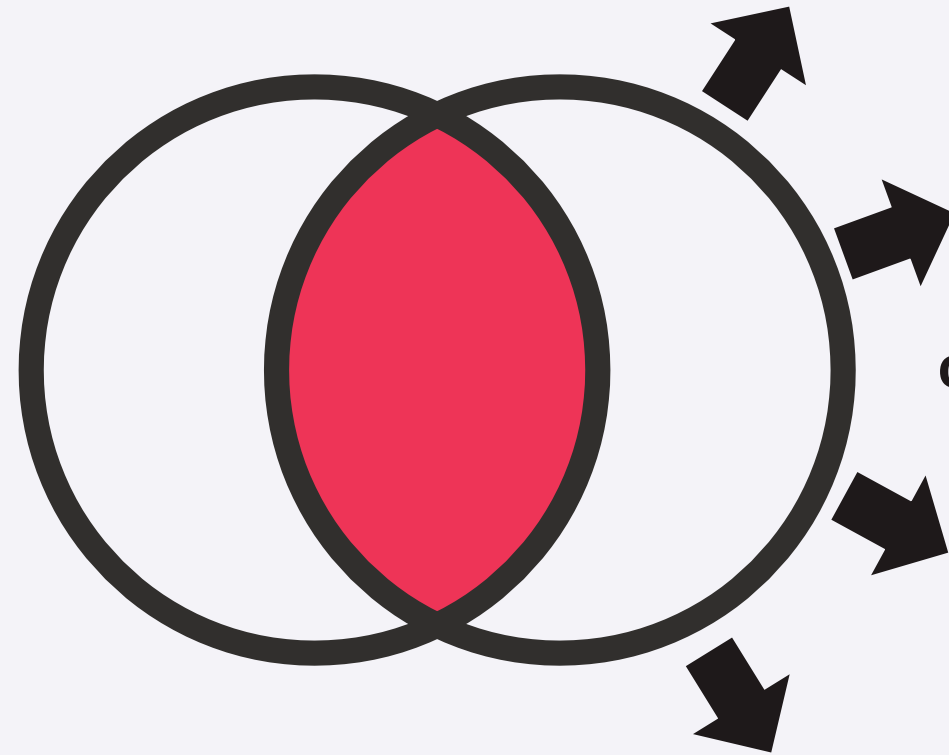
context-driven innovation





capability-driven innovation

context



capability

**curiosity-driven
innovation**

Some advice.

1: Talk to people.

2: Let ideas live.

developing a data driven tattoo

say hi:

erik@codeerik.nl

let's connect:

www.linkedin.com/in/codeerik

newsletter (Dutch):

codeerik.nl/nieuwsbrief

