data
for life 2016
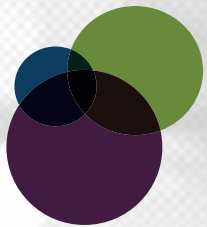beyond the data, advancing humanity

visualizing the invisible

ART TECH EXHIBITION

AUGUST 31 - SEPTEMBER 6, 2016
PACIFIC PLACE 3RD FL.

THE CURATOR

VISUALIZING THE INVISIBLE

ARTISTS:

ANGÉLICA DASS (BRAZIL)

ANGKI PURBANDONO (INDONESIA)

HONF (INDONESIA)

HYSTERIA (INDONESIA)

MIOON (KOREA)

SEY MIN (KOREA)

mediatrac
big data analytics

ALPHA JWC
VENTURES

CISCO

suar-
artspace

PACIFIC PLACE
JAKARTA

the curator:
JEONG-OK JEON

Jeong-ok Jeon is a Korean art curator and lecturer who lives in Indonesia. With her various multi-cultural experiences, she is interested in exploring how visual art exhibitions can be connected with different communities and contribute to their progress. Jeon has been curating and organizing various art exhibitions and cultural events in numerous cities, including Seoul, Paris, Venice, Brisbane, Bangkok, Washinton. DC, and Jakarta. Previously, she curated various science and technology based media art exhibitions such as New Future, Typotopia, Arbotics, and Ordinary Negotiation. Currently, she is working on the 4th annual media and installation art exhibition hosted by the Korean Cultural Center, the Embassy of the Republic of Korea and Animamix Biennale presented by Art:1 New Museum, one of the most prestigious private museums in Indonesia.

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JEONG-OK JEON

VISUALIZING THE INVISIBLE
BY JEONG-OK JEON

The world we live in today is full of data and information, which are generated and disseminated across digital platforms at all times of the day. Pictures and tweets are uploaded and circulated on social media, while locations and transactions are traced and analyzed for many different purposes. As the quantity and variety of data expand, there is now an increasing interest in 'big data' from a variety of areas including security, public services and corporations. Despite distinct differences of concerns toward the data – some look at its accessibility while others to the way it is used - the commonly shared question of each field is how to understand the data that has been transforming our daily life.

Visualizing the Invisible is an exhibition that explores the issues around data and its relationship with human beings. By incorporating immaterial data as the essential medium for the creation of art, the exhibition unveils the wide spectrum of visual possibilites that go beyond the mere representation of statistical data. The artists taking part of this exhibition have examined and analyzed data that has been collected from various areas such as the human realm, nature, economics, tourism, and geography. Each data type has been then interpreted and elaborated into works of media art, including real-time interactive video, sensor-based audio visual installation, conceptual photo installation, and mixed media infographic. By converging art, data, and technology, the exhibition visualizes what comes next.

Angélica is a Brazilian Spanish photographer with a great interest in humanity and issues around human skin. In her ongoing **Humanaé** project, she has created over 3000 portraits of people from around the globe. Unlike traditional portraits that represent the status of the subjects, **Humanaé** project focuses on the chromatic differences of skin color between humans without identifying who they are. Instead, they are labeled with a color code from the PANTONE ® guides, an international color scale. As the variety of PANTONE ® charts suggests, not one skin color is identical with another. Humanaé reveals the way in which we see others, attaching an individual's skin color to various classifications associated with race, social class, or religion. In the Jakarta exhibition, Angélica leaves some empty spaces between photographs as a reminder that the project is ongoing and there are still many more portraits to be taken around the world.

HONF, a Jogja based artist-scientist group, aims to raise public awareness about the importance of maintaining our natural forests. Titled **C6H12O6 + 6O2**, the chemical equation of photosynthesis, the work of HONF can be defined as bioart, a combination of art and life science. Unlike conventional data visualization that conveys information from data sets, **C6H12O6 + 6O2** takes an abstract approach to representation of digitally generated data. HONF created tools that capture real-time data produced by the photosynthesis process of various bacteria and plants and present that data in audio and visual forms. By visualizing the photosynthesis process, HONF hopes that the public will understand one of the most important biological processes on earth – one that produces oxygen for our lives. Data for HONF is not for analysis, but for experiencing a part of our life.

If HONF deals with issues directly related to our lives through the growth and extinction of living creatures, Mioon, the artist duo from Korea approaches a similar issue, metaphorically, emphasizing the structure of our lives. Their artwork **Contingent Rule** digitally portrays an imaginary forest consisting of ten trees that are a live representation of ten currencies compared to the US Dollar. Every five seconds, the most updated real-time exchange data is transmitted into each tree as a source of energy, affecting its life cycle in the forest. As the currency exchange movement is a reflection of a country's political, economic, and social conditions, the imaginary forest is a visualization of a comprehensive report on global society that continuously changes over time. The unpredictable nature of currency exchange movement suggests that there are invisible processes and events that affect global society and how it evolves.

Another Korean artist, Sey Min is also interested in dealing with live data sets to create a web based interactive visualization of data. For her new project, **Optical Data and the Subjective Value**, she begins with the idea that data is an objective material while information is received subjectively. Depending on the perspective of each audience, information generated from the same data may have different values for individuals with various social and cultural backgrounds. Working with local data from the tourism industry and music event venues in Indonesia, Sey Min tries to enable the audience to see changes in the value of information as a result of changes in perspective. Sey Min believes that through data visualization, artists can influence people to see things from different angles and take meaningful actions accordingly.

Unlike other artists who mainly utilize common data as their medium, Angki Purandono used his personal data to create a three-dimensional photo installation **Cosmic Axis Memories**. Consisting of hundreds of small photographs as found objects, his work is a documentation of his family, friends, and acquaintances that had been stored in his digital camera for a long time. Captured in moments and existing in fragments, the collection of seemingly unrelated images creates a new story about the artist as a whole. As if carefully building a story about Buddha's life in the temple of Borobudur, Angki pieces together his forgotten memories and brings them to a new life. While the world is changing as a result of big data, Angki reminds us that our personal lives are influenced by millions of small and subtle data.

Hysteria, a Semarang-based artist collective specializing in youth empowerment, explores the phenomena of social media among the youth and young adults who use them to establish their digital presence by sharing endless number of photos, videos, news, etc. In this exhibition, Hysteria creates **Feed Me** to visualize the young generation's everyday online activities in a mixed media infographic of the best places to hangout in the Jakarta metropolitan area. The top places are selected based on the amount of visitor data obtained from Instagram. The infographic also describes the characteristics of people who visit each of those places and how they are connected to each other. **Feed Me** helps the audience to understand the current young generation by organizing massive, unstructured data available in social media and presenting them in an abstract datascape.

Visualizing the Invisible is held in conjunction with Data for Life Conference 2016, an international conference raising awareness about the power of big data and its related technology. This exhibition aims to present a variety of perspectives toward the idea of data, through the eyes of contemporary artists. As the artists of the exhibition demonstrate, contemporary art pushes boundaries in terms of utilized media, which leads to innovation in creation. Through this exhibition, it is hoped that the audience will not only experience the creative aspects of the big data that we produce and consume everyday, but also recognize the opportunity to change the various aspects of our lives.
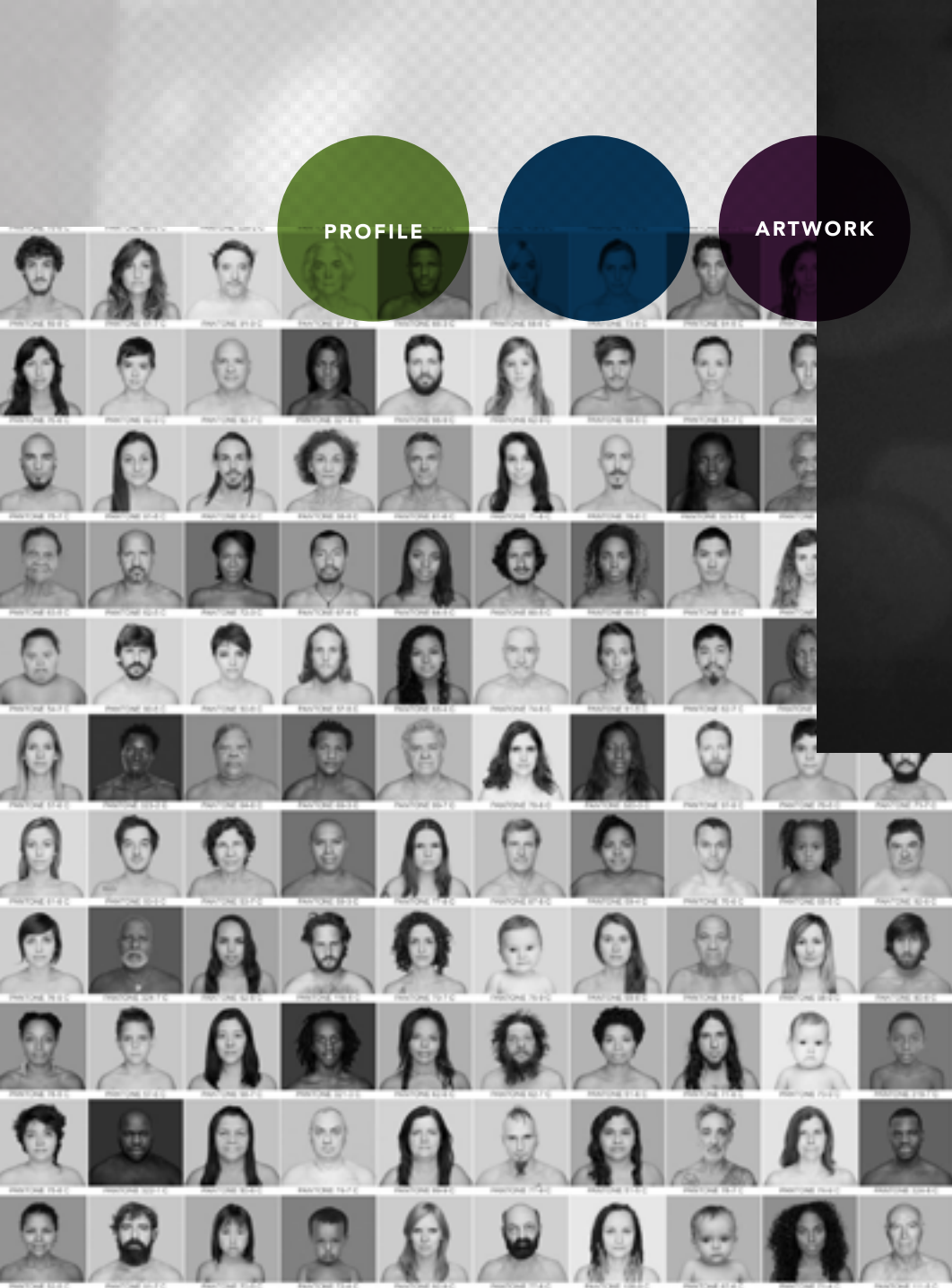
ANGÉLICA DASS

is
visualizing
the
invisible

ANGÉLICA DASS
HUMANAÆ PROJECT
ONGOING SINCE 2012
PHOTOGRAPHY
DIMENSION VARIABLE

Humanæ is an ongoing project searching for the true color of humankind through photography. Consisting of the portrait of more than 3000 volunteers from all around the globe, Humanæbrings an issue of skin color that has been associated with various cultural classifications such as nationality, gender, age, race, social class or religion. The project neither involves a selection of participants, nor intends to finish it on a specific date. It is a journey of open-ended possibilities that enrich a new way of seeing ourselves beyond faces and colors.
At present,Humanaæ has been in 24 different cities and 15 different countries.

ANGÉLICA DASS

Angelica Dass is a Brazilian artist living and working in Madrid. She has been internationally acclaimed through her pivotal project, Humanæ which is a collection of portrait photos of people revealing the true beauty of human color. The project has been showcased in numerous exhibitions and talks across the continents, and through the TED Global in Vancouver in 2016, her issues and philosophies of the project have reached to the extended numbers of audiences around the world. Dass holds BA in Fine Arts at UFRJ, Brazil and MA in Photography at EFTI, Spain. In 2014 she was selected for Time Magazine as one of the Nine Brazilian Photographers You Need to Follow.

ANGKI PURBANDONO

is visualizing the invisible

PROFILE

ARTWORK

ANGKI PURBANDONO
COSMIC AXIS MEMORIES
2016
PHOTOGRAPHY (TRANSPARENT
PHOTOS ON CUTTING WHITE
ACRYLIC, LIGHT BULB)
340 (H) X 120 (D) CM

The idea behind Sumbu Kosmik Memori (Cosmic Axis Memories) is to create a light shaft surrounded by pieces of photographs of various moments that were recorded through my digital camera.

This idea came from my fascination towards Gunadharma, the architect of Borobudur temple from 9th century AD, who used the method of stone carving to create reliefs that tell stories and symbols of mankind's life and Buddha's teachings at that time. He carefully arranged the stones in circular construction, creating a cosmic axis that connects us with "the one above". This stone construction eventually became a world treasure and affected the next generations.

What do we miss out these days? More rapidly, every second and every moment were captured perfectly! All photographs are kept neatly as digital data that we can carry around everywhere we go.

Memories Cosmic Axis is a story of my life as recorded through photography. It is to be viewed in 3D form, to become 'decorative ornaments' in a series of stories that are layered and are interconnected.

ANGKI PURBANDONO

Angki Purbandono (born 1971 in Cepiring, lives and works in Yogyakarta) creates his photographic images by using scanner instead of camera, through the technique 'scanography'. Known for his quirky and playful configurations of found objects, toy figurines, and food items, Angki uses memory as a stimulant and makes found objects metaphors for memory. His objects look symbolic and beautiful because he believes beauty is essential to art.
Angki also was a founding member of Ruang MES 56 (2002) and Prison Art Programs (PAPs) (2013). From 2014 to date, Angki has also been involved in the study of marijuana at Yayasan Sativa Nusantara.

HONF
is
visualizing
the
invisible

approx: 6m width

approx: 1,70m tall

approx: 80cm tall

PROFILE

ARTWORK
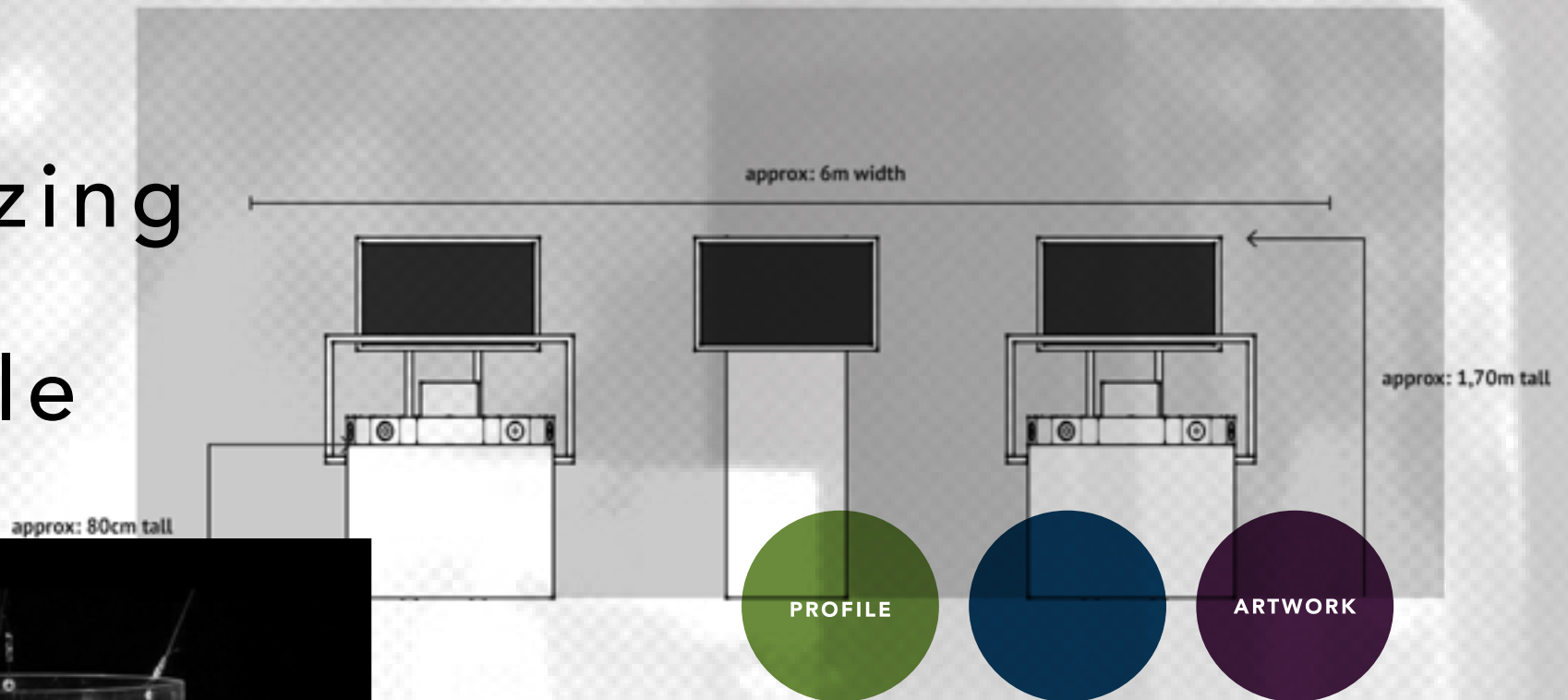
Indonesia plays an important role in the world's environment as its vast forest serves as a lung that produces O2 for the earth. In that reason, Indonesians must be responsible as global citizens for preserving our natural heritage not only for us but also for our descendants.

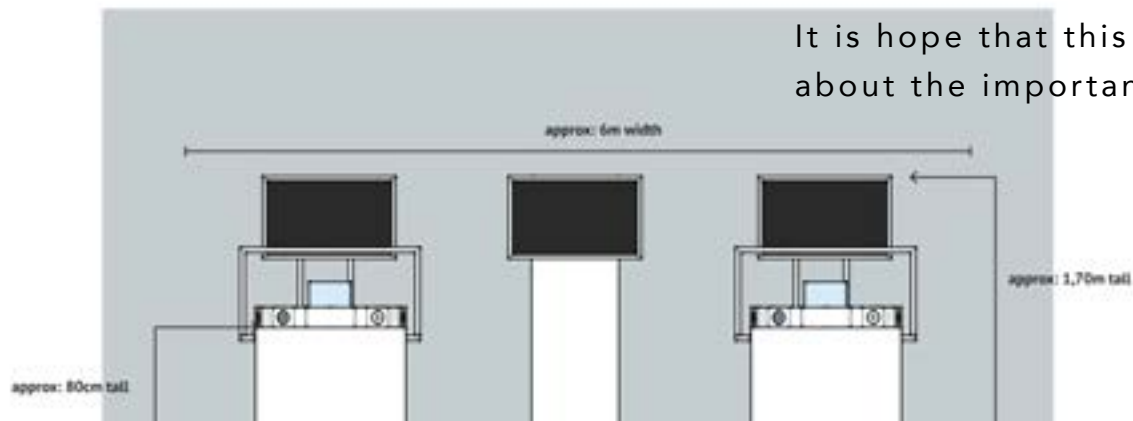Plants produces O2 through the process of photosynthesis. This process is very complex and complicated because it involves all the major branches of the natural sciences, including physics, chemistry, and biology. Equation for the photosynthesis can be translated into the formular as of 6CO2 + 12 H2O + light energy --> C6H12O6 + 6O2 + 6H2O.

This work C6H12O6 + O2 is a hypothesis of a scientific research carried out together with other disciplines such as art, technology and design. It aims to produce works that are innovative and useful for the future of all disciplines. The works presents the process of photosynthesis of various bacteria and plants all around us. The digitally generated data is then processed into audio source and the visual image.

It is hope that this work can raise an awareness of the public about the importance of maintaining the natural world around us.

HONF
C6H12O6 + 6O2
2016
BIOART, LIFE SCIENCE, LIFE DATA
MIXED MEDIA INSTALLATION
DIMENSION VARIABLE

approx: 6m width

approx: 1,70m tall

approx: 80cm tall

HONF

HONF Foundation is a nonprofit organization that is located in Yogyakarta, Indonesia. HONF Foundation was founded in April 2011 by a community called HONF. HONF community itself has been established since 1999 and was initiated by Venzha Christiawan, Irene Agrivina and Tommy Surya.
Since its establishment HONF has focused on open education that is run by a platform named Education Focus Program (EFP). With EFP, this community conducted a series of activities based on art, technology and science. Since its transform into a foundation, HONF has divided itself into three buckets:

- v.u.f.o.c - Extraterrestrial Study Center
- HONFablab - Digital Fabrication Lab
- HONFactory - Media & Digital Culture

Independently run, the programs of each center are based on EFP's central framework with the main focus on community accomodation and their issues on environment and surrounding. HONF Foundation also supports HONF Collective, various open communities that go hand in hand and support each other with activities conducted by the HONFFoundation.

PROFILE

ARTWORK

HYSTERIA
is
visualizing
the
invisible

HYSTERIA
FEED ME
2016
MIXED MEDIA INSTALLATION
480 (W) X 320 (H

It is a mapping visualization of 10 places to hang out in Jakarta which is hot. These data are presented again in the form of murals and videos with cross ideas from many different things. When offered to be involved in the exhibition and response some data in the framework of Big Data Conference, it was a spider and neutral nature of the data that cross our mind in the first time. As we know that big data's character has resemblances to the web of spider that can transmit information to a data center that can be used for good or otherwise.

Feed Me analogize the present of social media temptation to be used as update any information from the trivial one to the call of social movements. Data that is collected only contain the hangout spot but from there we can read the tendency of some youngsters social behavior in Jakarta. The variation of hangout spots that is not only dominated by mall, and also shift the location of these places are not only in the center but also in the rural areas that previously less popular is an interesting phenomenon about diaspora of cultures.

HYSTERIA

Hysteria is a community laboratory that specializes in youth empowerment based on collectivity and has great concern in art and city issues.

This communal has been running since September 11, 2004. Mid-2008, the group rented a house in Stonen street number 29, which functioned as a space for art and discourse. This room is the continuation of the art project 'Grobak Art' started in 2017, which is a place of selling "Nasi Kucing" (tiny wrapped rice) cat in Jalan Atmodirono.

In 2011, Hysteria officially incorporated. The activities of this institution include: discussions, appreciation, exhibitions, workshops, festivals, and a variety of community facilitation. As a commitment to the issue of the city, along with Rujak Center for Urban Studies and others, Hysteria midwifed the birth of 'Unidentified Group Discussion' which eventually transformed into platforms of 'Peka Kota,' a program that is initially focused on the issue of city and everyday life knowledge.
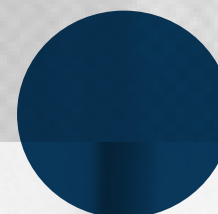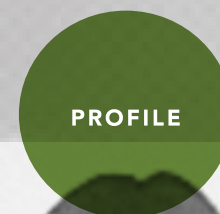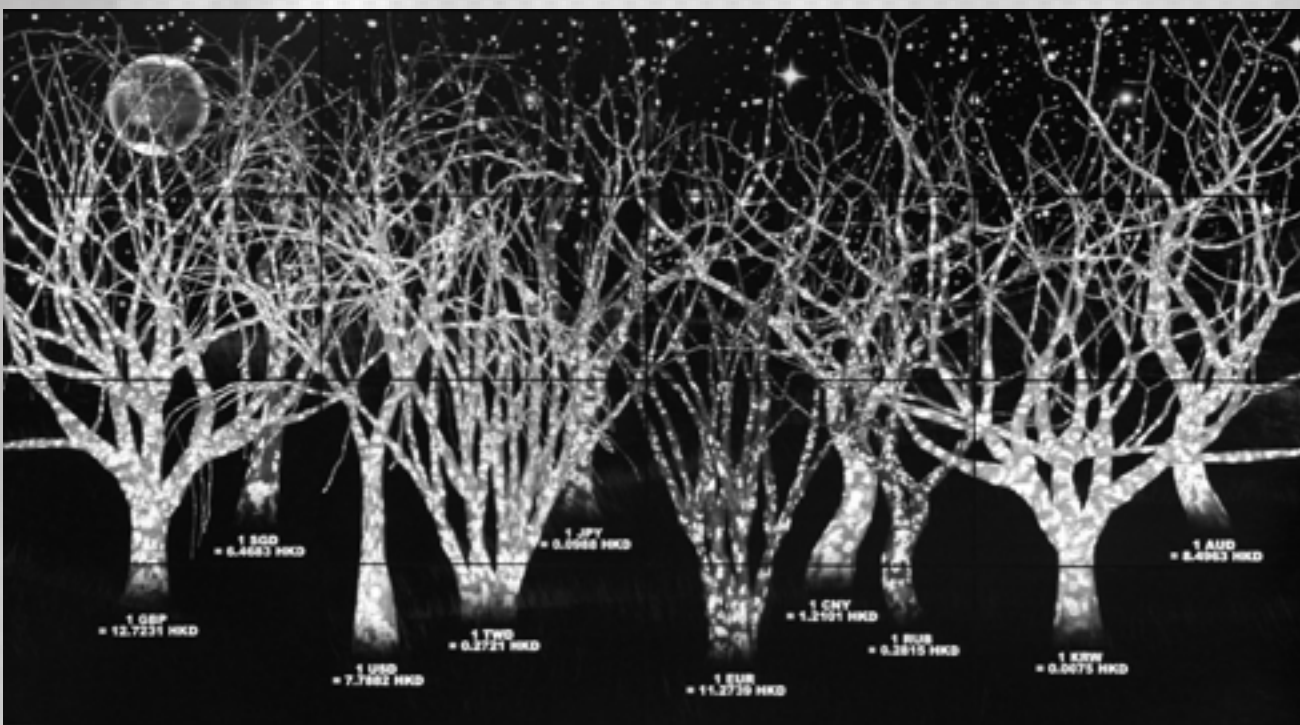
MIOON

is
visualizing
the
invisible

PROFILE

ARTWORK

Any stock data represented clearly in figures can be regarded as a key symbol of a capitalist financial economy, reflecting not only the fluctuations in stock prices of specific industries butalso political, environmental, and international circumstances. That is, data is a real-time comprehensive report on a global society that changes by the minute, as well as a manifestation of the direction of current human civilization in figures.

Stock data, unpredictable aspects in numbers, suggests that apart from the events we come into contact with through the mass media or those we confirm with our own eyes, numerous invisible events take place, the most significant ones being in progress and determined by an invisible process.

The imaginary forest shown in this work, Contingent Rule (Type Stocks v0.3), and the trees within it go through a process of growth and extinction, regardless of the natural phenomena actual trees in the Amazon rainforest undergo: the process of absorbing water, photosynthesizing, sprouting leaves, growing, and returning once again to the earth. This process is represented through the fluctuation of stock data in figures reporting events on earth in real-time. In such a way this work represents the virtualization of events taking place on earth.

MIOON
CONTINGENT RULE
2009/2016
REAL-TIME INTERACTIVE VIDEO
INSTALLATION
CUSTOMED SOFTWARE, PROJECTOR,
SPEAKER, INTERNET NETWORK
DIMENSION VARIABLE

The Artist Duo Mioon (Min Kim and Moon Choi) has worked together since 2001. They worked in different media, including video, photography and installations. They showed their works in numerous solo exhibitions at Kunstmuseum Bonn, Germany (2005), Duisburg Wilhelm Lembruck Museum(2006), Blickwechsel NRW Art Project, Coreana Museum (2014), and in group exhibitions at Seoul International Media Art Biennale (2008), Busan Biennale-Sea Art Festival (2008), National Museum of Art Korea (2009), Liverpool Biennial-Media Landscape, Zone East (2010), Light Biennale, Bad Rothenfelde (2011). They participated in several artist-in-residence programs such as ISCP NY.

MIOON
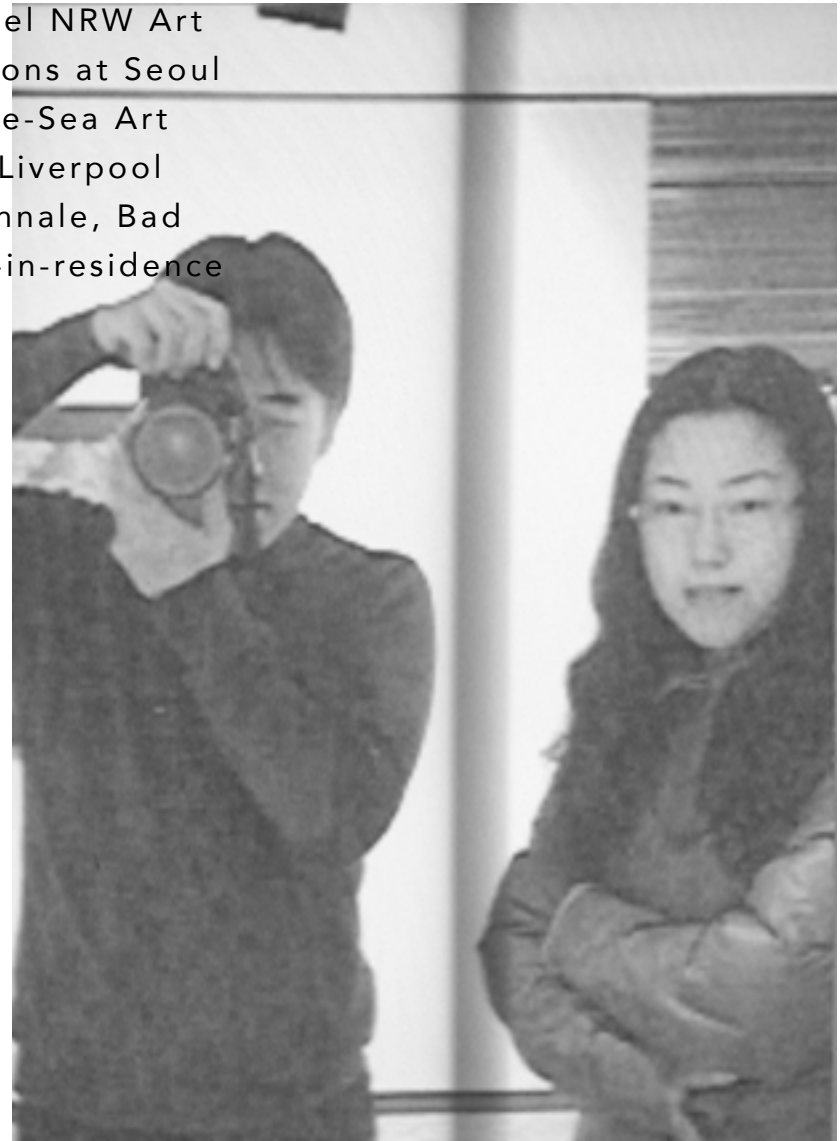
SEY MIN

is
visualizing
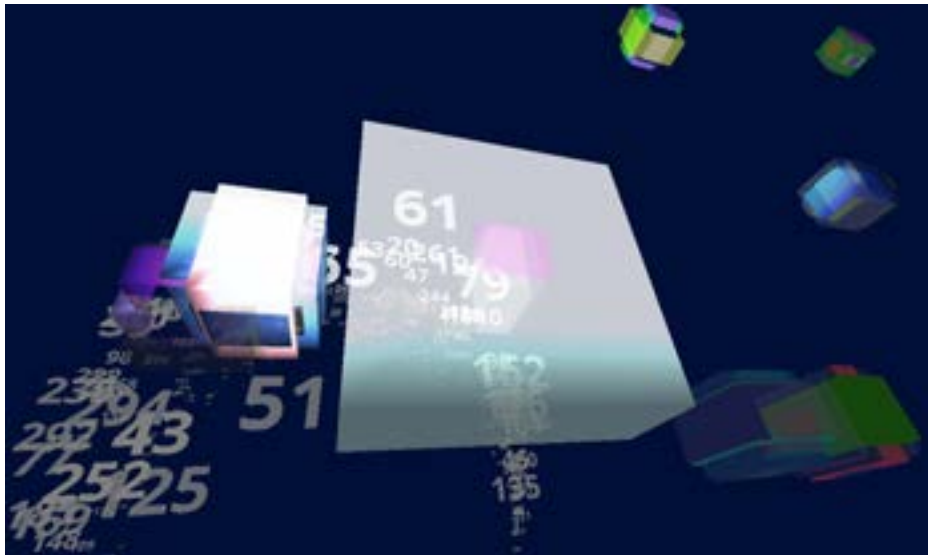the
invisible
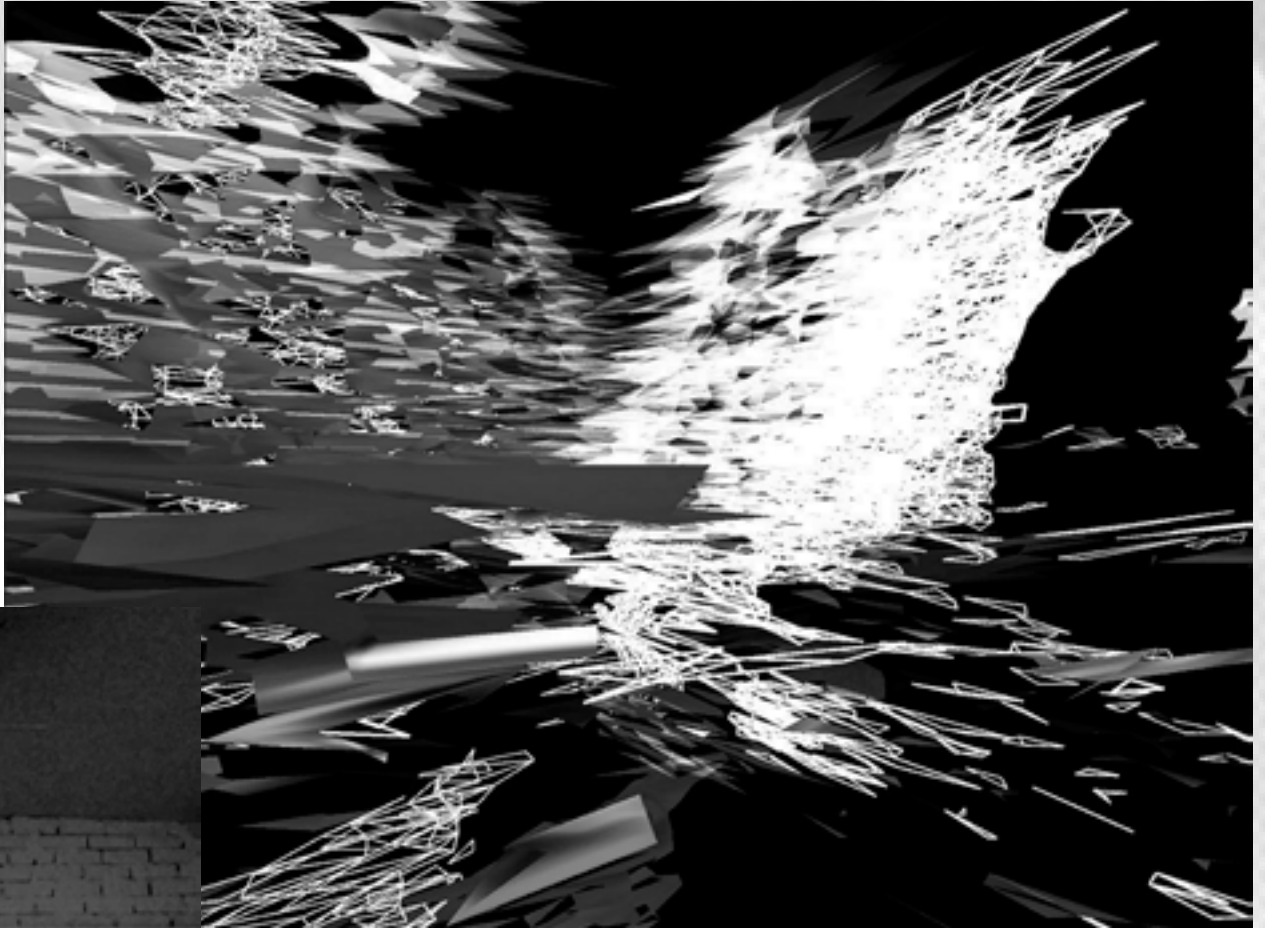
PROFILE

ARTWORK

SEY MIN
OPTICAL DATA AND THE SUBJECTIVE VALUE
2016
WEB BASED INTERACTIVE VISUALIZATION
TOURISM AND MUSIC VENUE DATA IN INDONESIA
VARIABLE DIMENSION

"Perspective shapes perception and perception influences the value of information."

We interpret the world around us through our perception and our perception is dependent on the viewpoint we see it from. Each one of us has a different perspective because of our different background, experience, and preference. Therefore, we evaluate the value of information subjectively.

The way we perceive the world around us changes the value of information in front of us. One of the benefits we can take from data visualization is that we can experience many different perspectives visually. So, with data visualization, we can see a stream of information value change according to perspective change. And with this change, our perception will be altered and reconstructed subjectively as well.

This project, "optical data and the subjective value" visualizes tourism and music event venue in Indonesia. This work experiments and investigates the influence of perspective on the value of information, music event venue. The viewers select a city populated with visitors. Then music event venue information around the selected city will be changed in from and repositioned as new value assigned to.

SEY MIN

Sey Min is a data visualization artist and designer, who is interested in dealing with live data sets in various media formats. She believes that data is powerful and can raise our levels of awareness. her projects range from building a real-time interactive information graphics system for a music club (Gender Ratio, 2007) to visualizing Seoul City expenditure data (City DATA: Seoul Daily Expenditure, 2014). MFA in the interactive media from Pratt institute, urban information design researcher at SENSEable City Lab at MIT, 2011 TED Fellow and Senior Fellow 2013.

suar artspace

Established in March 2015, Suar aims to promote, expose and make art accessible for public by means of interactive and collaborative activities. Our vision is to power a vibrant and strong ecosystem for Indonesia's art scene and creative industry. Our mission is to act as a trusted hub and growth engine for all elements in the art and creative industry to showcase the works, collaborate, promote, learn and share together. Suar is always keen to explore and engage with varieties of medium, activities, places, and ideas beyond the ordinary.

With this Art Tech Exhibition: Visualizing the Invisible project, we hope to inspire the use of data and technology in the everyday life for the creation of artworks and therefore expand the horizon of creativity and imagination.

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