

DECISIONS

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**DATA
DESIGNED
FOR
DECISIONS**

Enhancing social,
economic and
environmental
progress

18–20 June 2009, Paris, France



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Dear All!

One of the reasons why this conference took place at all is a phrase that kept popping up again and again in very different contexts: **story telling**. Statistics, visual analytics, data representation, development and environmental agencies, information design, visualisation, psychology, social sciences and many more – all are searching for ways to make complex data more accessible and understandable. All are aiming to support decision-making in the face of increasing complexity. All are using visual methods. It seemed only logical to bring together these disciplines.

Having heard about the “Global Project for the Progress of Societies” IIID contacted the OECD Statistics Directorate. Enrico Giovannini, then Chief Statistician, took a chance with IIID and so the DD4D story began. Enjoy ...

Veronika Egger
IIID Deputy Director

Getting there





Information designers let loose in Paris



DD4D volunteers were stationed at La Muette Metro station to guide participants to the conference.

18 June, 8:30 am. Security is tight at the OECD. After some of the delegates have travelled half way around the world this is the last and nearly final hurdle: security scan and check in.



Equipped with conference bags ...



... through the last security barrier.

They made it. Nothing short of a natural disaster can now prevent the seasoned travellers from joining DD4D.



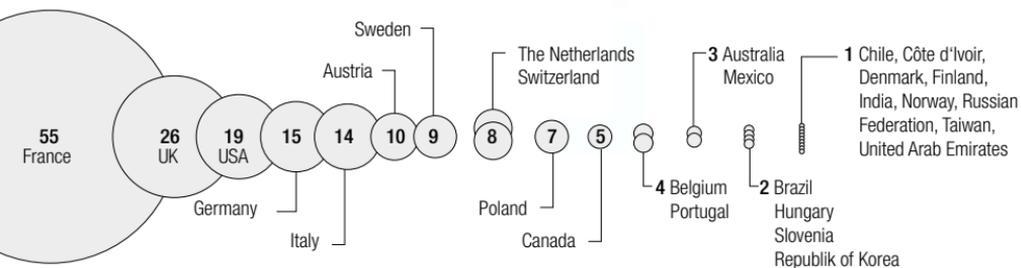
Flags prepared for a global OECD event - also a fitting backdrop for DD4D with attendees from 29 countries.



Wondering what's in store ...

Content conference bag:
 workbook (19 x 25 cm, spiral bound)
 containing speaker portraits,
 abstracts and note taking space;
 conference programme;
 ballpoint pen, pencil;
 miniature packet of tissues;
 packet of mint pastilles;
 2010 calendar;
 feedback cards.

207 people from 29 countries:

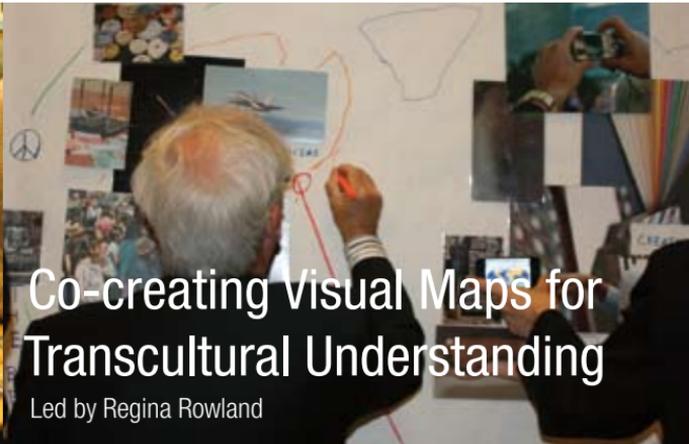




: finding the story on 18 June

with: Pat Wright – Pamela Flattau – Hans Rosling – Jorge Frascara –
Phil Berczuk – Mikael Jern – Nic Marks – Mark Palmer – Elizabeth Pastor –
Carlo Amati – Pavle Sicherl – Leslie MacNeil – Lara Ho – Seth Flaxman –
Bruce Robertson – Helen Joyce – Christophe Aguiton – David Skopec –
Christiaan Adams – Stephanie Hankey – Yvonne Eriksson

Early morning workshops





Elizabeth Pastor led the “OECD Communication Toolkit” workshop, which began on Thursday with a kickoff conversation on how we can strengthen the ways in which the information design and statistical communities work together. On day two small teams communicated and/or visualised a complex statistical challenge. In the debrief on Saturday learnings from both sides and some basics on stats NoNo’s and YesYes’s were defined.



Regina Rowland’s workshop explored creative (visual) methods and tools for collecting, presenting, and interpreting data. It began with an introduction to communication patterns and co-creation of meaning, where group dynamics directly project into “visual maps” that reveal and confirm cultural dimensions. Friday morning was a highly interactive, visual creative process to observe cultural dimensions in action. A final analysis reflected upon the usefulness of this method in supporting social sustainability.



Conference opening



Enrico Giovannini

“We are currently experiencing a paradigm change, whereby statistics are created, used and accessed by communities and individuals to make decisions about their lives”, said **Enrico Giovannini**, Chief Statistician of OECD when opening the conference. “The OECD is hosting the Global Project on Measuring the Progress of Societies, which brings together thousands of people around the world working in different disciplines, who want to improve the effectiveness and efficiency of understanding and measuring progress. This conference will advance the frontiers of our knowledge about how best to present statistical data to support effective decision-making in different contexts.”



Peter Simlinger

Peter Simlinger, founder and director of IIID in his opening address: “Designing data does not necessarily mean converting the data into pretty charts and graphs. It means converting data into the sort of information that provides useful knowledge to the person who needs to make a decision. The outcome might be pretty charts and graphs but what’s important is the goal: successful knowledge transfer. If the knowledge transfer does not occur, the pretty information – and the underlying data – are useless. I am looking forward to the exchange of ideas at this conference to bridge the gap between data and the needs of those who must make decisions for survival, for progress and for the improvement of life”.



Pat Wright



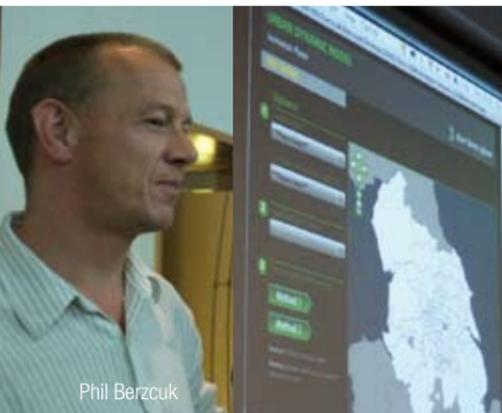
Pamela Ebert-Flattau



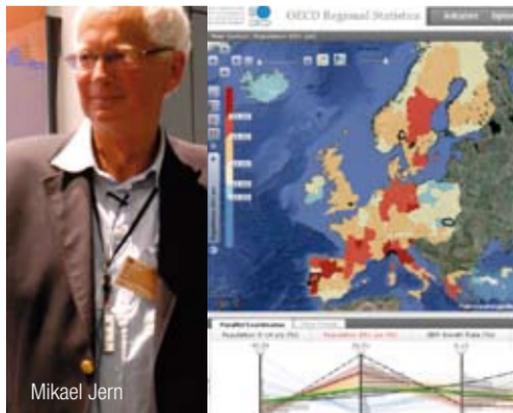
Hans Rosling



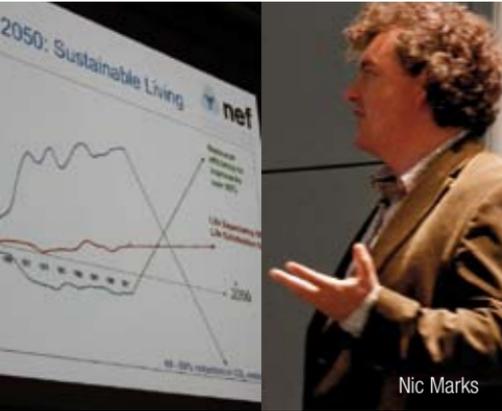
Jorge Frascara



Phil Berzuck

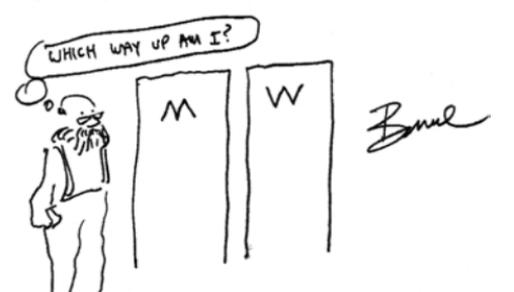


Mikael Jern



DD4D tweet #1

nic marks: »my aim in life is to replace gdp as the standard measure of progress«



Thursday 18 June: Policy, Community and Tools

The first day gave a glimpse of how wide the scope of topics and disciplines is that all work with data communication and decision making. From psychology to policy making, from visual analytics to ICT tools, from statistics to information design. To give justice to this variety and to establish a sense of the communities involved we opted to include several sets of short presentations in the conference. The densely packed programme had a lot to offer.

The keynote address was given by **Pat Wright**, a psychologist at Cardiff University who discussed tools and interaction methods to help the public make difficult decisions and informed choices.

Pamela Ebert Flattau followed in her talk on measuring public safety and security data as a basis for policy decisions, and **Hans Rosling** advocated accessibility and availability of data in his inimitable style. **Jorge Frascara** presented methods of contextualisation of information using the cost of traffic injuries as an example, followed by **Phil Berzcuk** with a decision-making tool for transport planning.

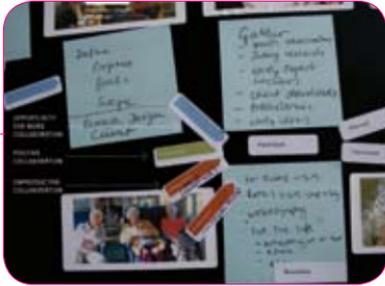
Geovisual analytics and web-enabled tools were the subject of **Mikael Jern** who presented the OECD explorer software as a highly sophisticated visualisation tool. **Nik Marks** brought the discussion round to what makes people happy and how this

could be measured to change policy.

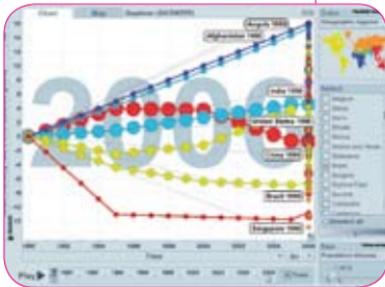
Karen Shriver, communication designer and author, led the first panel session with **Mark Palmer** and his one-page visualisation of key metrics, **Elizabeth Pastor** and Visual SenseMaking for the American Human Development Report, and **Carlo Amati** presenting a tool to follow up on public investments. **Pavle Sicherl** took Gapminder one step further and talked about Gaptimer and **Leslie MacNeil** brought ethnography to the information design process.

In the afternoon **Lara Ho** reduced the variety of indicators for measuring field activities of the International Rescue Committee, **Seth Flaxman** invited us all to join in the city ranking with its novel indicators and **Bruce Robertson** took us on an unforgettable journey into the past and present follies and successes of information design.

The second session of short talks was chaired by **Simon Briscoe**, statistics editor of the Financial Times. The session kicked off with **Helen Joyce**, who questioned the role of journalists in online media. **Christophe Aguiton** followed the mobile trail of UrbanMobs, **David Skopec** designed the interface to a database of social indicators, **Christiaan Adams** showed what tools Google has to offer for data visualisation, and Stephanie Hankey looked at the value of information design for advocacy and campaigning.



The first panel session was chaired by Karen Schriver (far right), with Leslie MacNeil, Pavle Sicherl, Carlo Amati, Elizabeth Pastor and Mark Palmer (from left to right)



Panel session 1

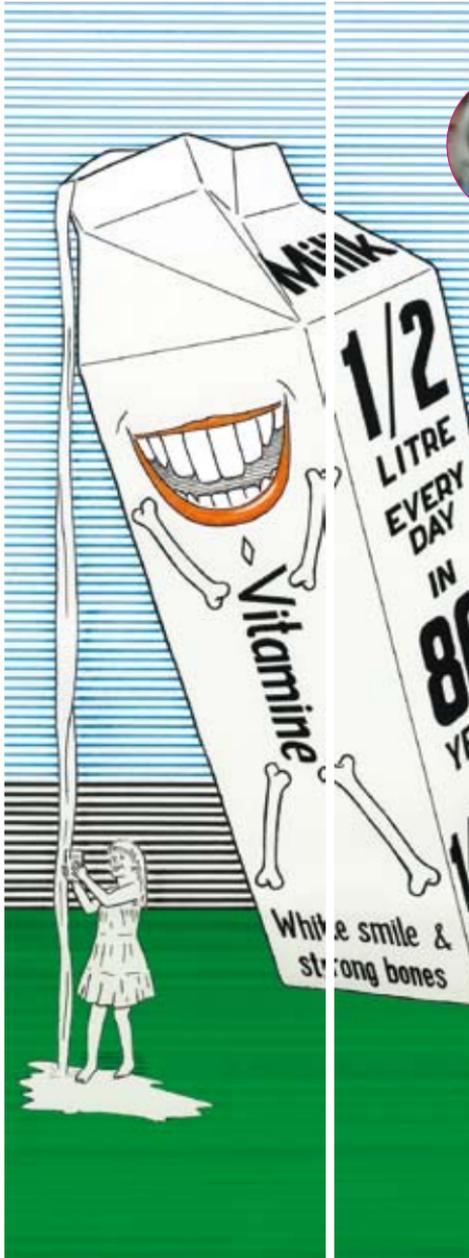






Picnic lunch

Lunchtime exhibition



Students of Information Design at Mälardalen University together with the School of Fine Arts in Stockholm set out to challenge traditional ways of presenting data for personal decision making. A selection of the results was presented by Yvonne Eriksson of Mälardalen University, Sweden.



Second panel session chaired by Simon Briscoe (far right), with Stephanie Hankey, Christiaan Adams, David Skopec, Christophe Aguiton and Helen Joyce (from left to right)



Panel session 2

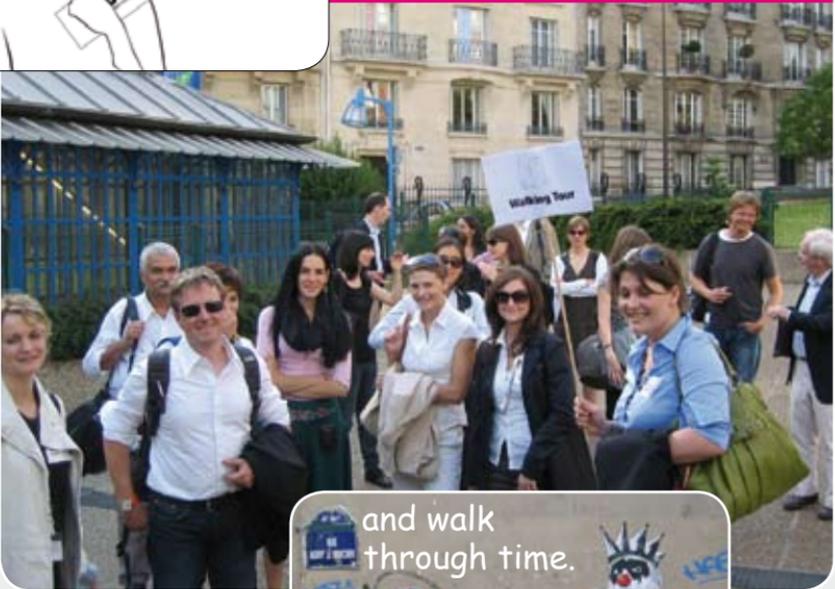
Much later:

After a hard day at the conference she really wanted to show them a good time.



Rendez-vous à Paris

Just follow the sign ...



and walk through time.





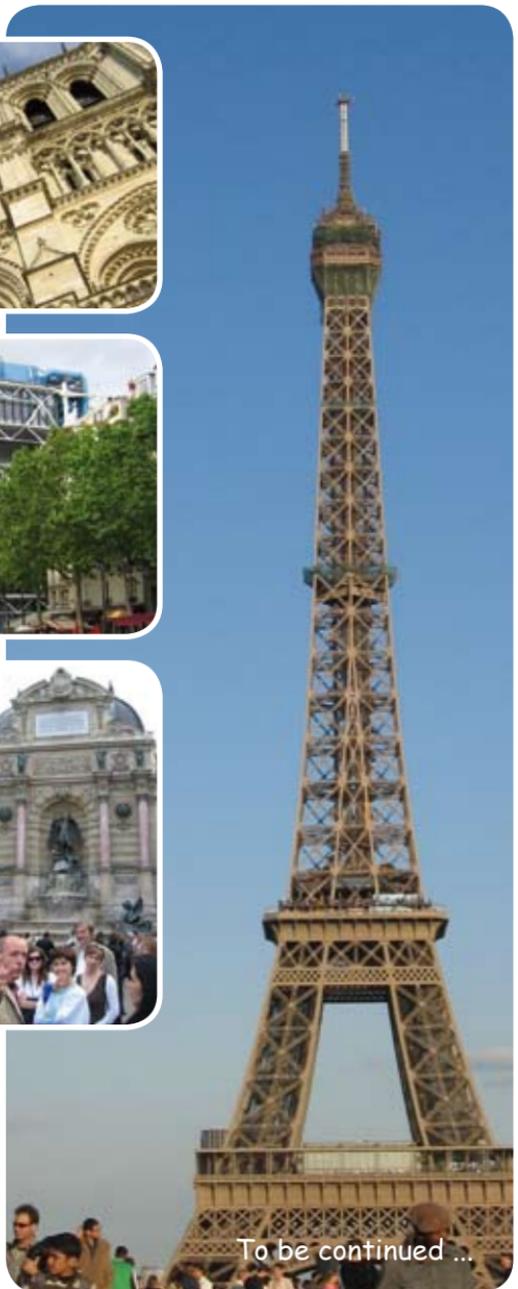
In the meantime,
some of us dis-
covered the world
of tomorrow with
Stéphane Villard at
the edf fondation,
"Paris/design en
mutation",



joined Giuseppe
Attoma in a tour
of the Grand Paris
Exhibition



or enjoyed a glass
of wine at Ruedi
Baur's studio
"integral".



To be continued ...

Friday 19 June #1: Organisation, Simplification, Visualisation

Unlike Bruce's comment below we were anything but bored on day two of the conference.

Information design is, among other things, about giving order to information, so starting the day with a mess brought us face to face with wicked problems and social messes involved in decision making processes. **Bob Horn** told us about mess mapping and **Julian Jenkins** followed with how we can design the user experience to arrive at meaningful decisions.

We were beginning to get personal, to get down to the nitty gritty of finding out what users want.

With **Stefan Schwarzer** and **Karen Cheng** there were two examples of how statistics can be turned into powerful visual stories.

The afternoon speakers continued with the user and usability of information, **David Sless** with a reality check on the usability of credit card statements, and **Will Stahl-Timmins** and **Martin Pitt** about hospital data, where a wrong decision may well mean harming a person. **Per Mollerup** was the severe advocate of functional simplicity and making data useful, and he warned of the consequences of mediocre information design.



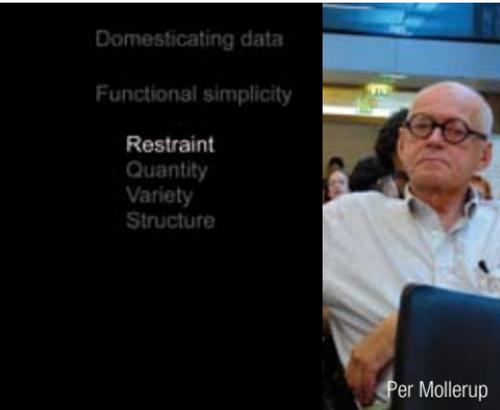
Bruce



: telling the story on 19 June

with: Robert E. Horn – Julian Jenkins – Stephan Schwarzer – Karen Cheng – Paul Kahn – Carol Briam – Giuseppe Attoma – Aaron Marcus – Arlene Birt – Angela Norwood – Virginia Tiradentes Souto – Nicolas Naveau – Kirti Trivedi – Ruedi Baur – Tingyi Lin – David Sless – Per Mollerup – Will Stahl-Timmins – Martin Pitt – Nigel Holmes





Friday 19 June #2

Wibke Weber of the Hochschule für Medien in Stuttgart chaired the first panel session on this day which brought us not only two men in hats, (one even with a funny hat, see page 30), but some excellent content as well.

Paul Kahn kicked off with information architecture for organising and accessing large data sets, **Carol Briam** unleashed the LATCH-principle for data organisation, **Giuseppe Attoma** looked at the human factors in organising 750.000 people a day in Châtelet Les Halles. **Aaron Marcus** did a last minute switch and presented the Green Machine, an iPhone application that can promote a more environmentally responsible lifestyle by keeping track of consumption, and **Virginia Tiradentes-Souto** gave an interesting evaluation of text clouds – do they contribute to understanding?

On the second day **Wes Ervin** took over from Enrico Giovannini as conference chairman to guide us through Friday and Saturday – with charm, humour, patience and a mean timekeeping technique. Wes is a communications specialist currently working in the healthcare sector, he is Vice President of IIID and also leads the healthcare communication special interest group within the Institute.

DD4D tweet #2

Per Mollerup aka the wise man domesticates data

Friday 19 June #3

The afternoon panel session was chaired by **Vincent Puig**, who is co-founder and Deputy Director of Centre Pompidou Cultural Development in charge of the newly founded Institute for Research and Innovation (IRI) dedicated to cultural technologies such as annotation tools, collaborative Web and social networks and multimodal interfaces.

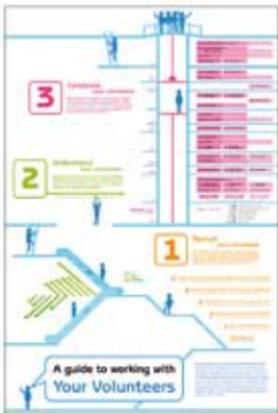
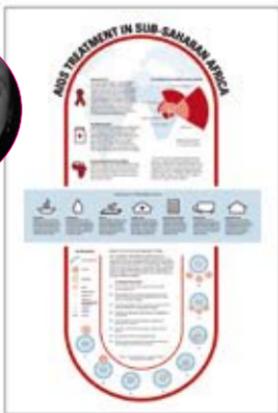
Arlene Birt started by tracking and communicating the origins of a product to help consumers understand and own the impact of their everyday decisions. In a powerfully poetic presentation **Kirti Trivedi** taught us recognise naturally occurring patterns. **Ruedi Baur** also referred to our ability to recognise patterns instinctively and showed us how he applied this knowledge in the design of information systems. Next **Nicolas Naveau** took us into space for an interactive global observation of the earth and its development, which was the perfect link to looking at population development in Taiwan and a study on fertility rates and communication by **Tingyi S. Lin**.

The afternoon concluded with an animated film by **Nigel Holmes** on humour and wit in information graphics, which sparked a heated discussion among designers whether “funny little men” in data visualisation are of any value in understanding information.





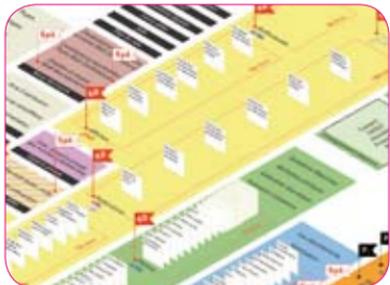
What is the role of graphic designers in addressing the Millennium goals?
 Graphic design students from York University in Toronto, Canada, explored the Millennium goals, Angela Norwood presented a selection of the posters the students created.



Lunchtime exhibition



The third panel session was chaired by Wibke Weber with Virginia Tiradentes Souto, Aaron Marcus, Giuseppe Attoma, Carol Briam and Paul Kahn (from left to right)



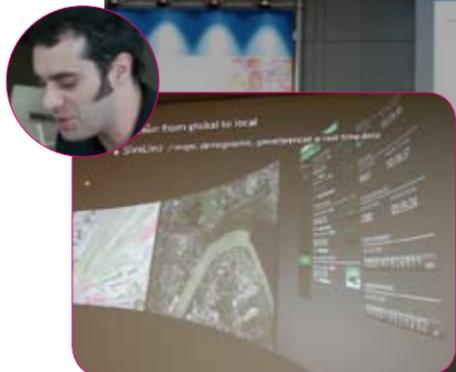
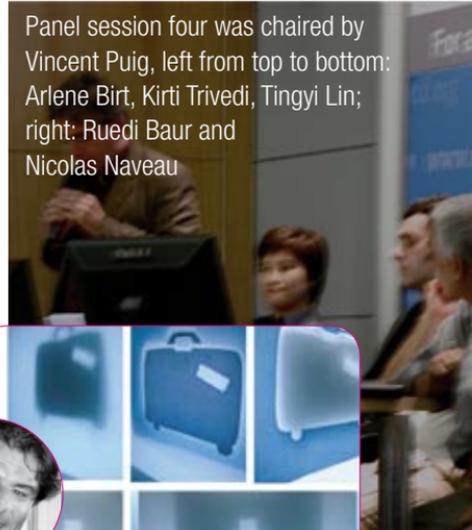
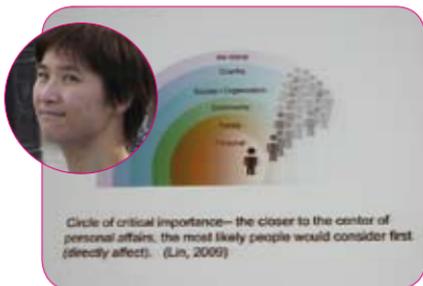
DD4D tweet #3

aaron marcus wears a funny hat. day saved ;-)

Panel sessions 3/4

In all the excitement about the content of the conference the photo documentation is beginning to get slightly patchy from day two ...

Panel session four was chaired by Vincent Puig, left from top to bottom: Arlene Birt, Kirti Trivedi, Tingyi Lin; right: Ruedi Baur and Nicolas Naveau



T42

TEA FOR TWO

The T42 session was one of the favourites among conference delegates.

At registration you could pick four people you would like to meet and you were matched with as many of your preferred “dates” as possible. At the T42 event you and your partner were given a cup of tea and 20 minutes each to get to know each other, learn about the other’s research or simply chat about whatever you wanted before you switched to your next “date”.

People felt it was very communicative, they spent time with people they would not have talked to otherwise, the atmosphere was very relaxed and buzzing with exciting conversations.

Slightly chaotic – it was the first time after all – but great fun. Next time we will follow the delegates’ suggestion of having this kind of event on the first day of the conference.





She really enjoyed an adventure and already knew who could provide it.



Rendez-vous à Paris

(continued)

Fortunately, they were well prepared ...



Before they could start, they had to solve THE RIDDLE.



Thanks to the magician's map they could start.

And the wild ride across Paris could begin ...



The bike trip was organised and led by Paul Kahn of Kahn Associates who also designed the instructions for the Paris 'Velib' system (more on www.kahnplus.com)

Saturday 20 June #1: Understanding and Empowerment

Chris Burke started the day with information Design classic Otto Neurath and how Isotype was used for a pictorial representation of social relationships. This briefly gave new life to Friday's debate on "funny little men". The important role of Isotype in the history of statistics representation remains undisputed, though, whatever its current relevance might be. However, the really exciting presentation by **Yuri Engelhardt** and **Raoul Nino Zambrano** demonstrated how modern Neurath's thinking was. They showed little known animated film material produced by Otto Neurath in the 1930s and compared his methods to those of Hans Rosling – both advocates of touching people through data and using the most modern ways of communication available.

Leonard Verhoef opened our eyes to how cognitive psychology would completely re-design data graphs to suit human physiology, and to use our cognitive abilities to present more than three dimensions in a graph. **Séphane Villard** made the flow of electricity visible. But will it change our behaviour, will it help us use electricity more efficiently?

They say that by Saturday conferences are half empty – well, DD4D must have been the exception to the rule. The quality of presentations on this last day made the stay well worth while.





: living the story on 20 June

with: Christopher Burke – Yuri Engelhardt – Raul Niño Zambrano –
Leonard Verhoef – Stéphane Villard – Maria Gonzáles de Cossio – Maria de
Lourdes Fuentes – Jim Ridgway – Jean-François Porchez – Judith Moldenhauer



Saturday 20 June #2

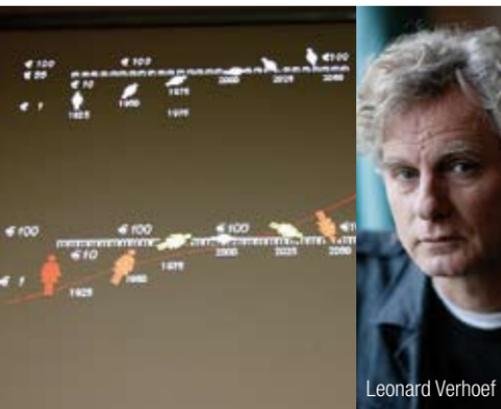
The last panel session of the conference was chaired by Jim Northover, founder and chairman of the branding consultancy Lloyd-Northover.

He first introduced **Mariá Gonzáles de Cossío** and **Maria De Lourdes Fuentes**, who demonstrated how information design can make people aware of the impact of education on their lives - and hopefully change their behaviour.



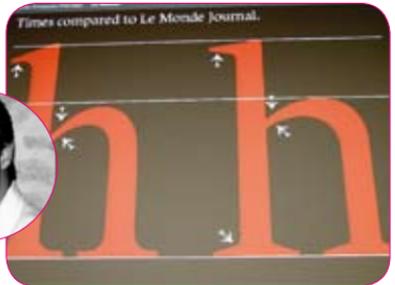
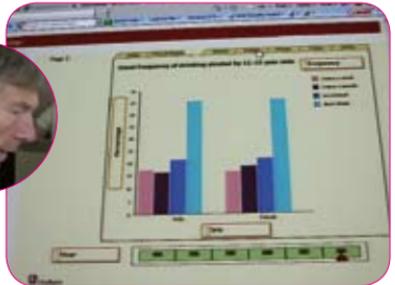
Jim Ridgway explored the processes of reasoning with information and misinformation and showed how young students cope with a mash-up of data.

An expedition into the world of typography and its role in understanding was led by **Jean-François Porchez**, and **Judith Moldenhauer** presented the results of the DD4me student project (see also page 40).



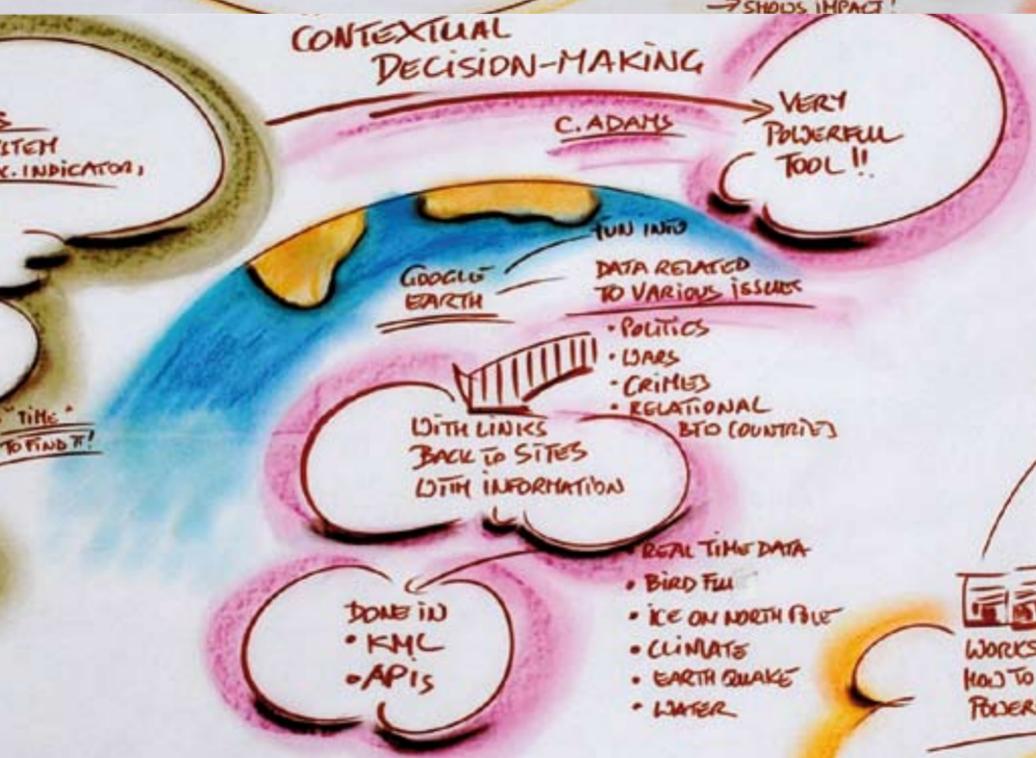
Panel session 5

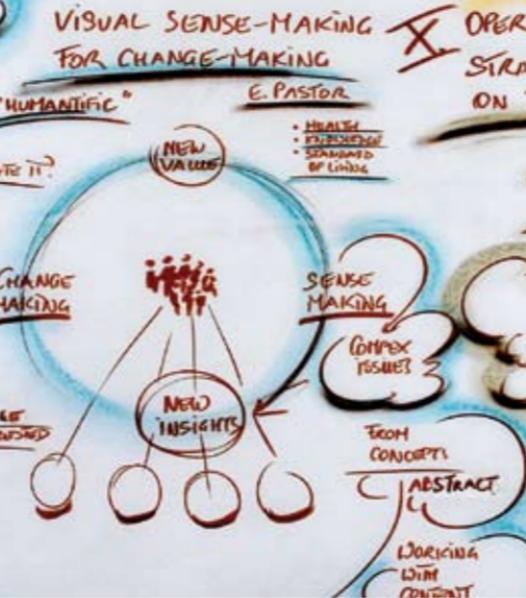
Chaired by Jim Northover. From top to bottom: Maria Gonzáles de Cossio and Maria de Lourdes Fuentes, Jim Ridgway, Jean-François Porchez and Judith Moldenhauer



DD4D tweet #3

yuri engelhardt & raul niño zambrano are comparing hans rosling with otto neurath.





Visual recording



Regina Rowland, visual recording

2 1/2 days, 35 m

For two and a half days Regina created a mural that stretched around the room, a truly amazing sight. We watched it grow and many of us frequently went back to the wall to read up on what we had heard and to see it through Regina's eyes.

CollegeMap



Carnegie Mellon University

Cimie Huang
Business Administration

Jana Paris
Computer Science Design

Daegun Won
Computer Science

Our Project

CollegeMap is a web-based application that provides a comprehensive overview of the college admissions process. It features a variety of interactive data visualizations, including a world map showing the global distribution of applicants, a bar chart of application statistics, and a flowchart of the admissions process. The application is designed to be user-friendly and informative, providing a clear and concise overview of the college admissions process.






FH JOANNEUM
University of Applied Sciences

Interactive Visualization

For the design of the interactive visualization, we used a variety of data visualization techniques, including bar charts, line graphs, and pie charts. The visualization is designed to be user-friendly and informative, providing a clear and concise overview of the data.



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राष्ट्रीय डिजाइन संस्थान
NATIONAL INSTITUTE OF DESIGN
N.I.D. Campus, Bangalore, India

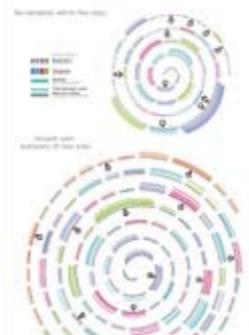
Information and Interface Design
Interactive Data Graphic

Stats of India and their Impact



Browsing Chronicle

By statistics, which the data.



Look Book Informationsdesign
Bauhaus-Universität Weimar



CHAPMAN UNIVERSITY

21 APRIL 16

21 MAY 16

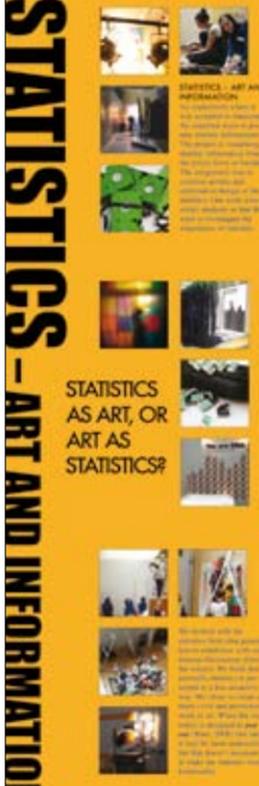
21 MAY 16



STATISTICS - ART AND INFORMATION

STATISTICS - ART AND INFORMATION

STATISTICS AS ART, OR ART AS STATISTICS?



DD4me

The student project

DD4me – the student project that took place in the months leading up to the conference this conference – offered students from around the world the opportunity to address the impact of statistics upon their lives.

The projects examined when, where and how statistics enter the students' lives, how they influence their interests and thus their decision-making, how the visual representation impacts on decision-making and what relevance statistics have to their lives. Students from eight Universities participated:

- Carnegie Mellon University, Pittsburgh, USA
- University of Applied Sciences Joanneum, Graz, Austria
- National Institute of Design, Bangalore, India
- Bauhaus University, Weimar, Germany
- Chapman University, Orange, USA
- Mälardalen University, Eskilstuna, Sweden
- Academy of Fine Arts, Krakow, Poland
- Wayne State University, Detroit, USA

Students were invited to participate in the DD4D conference and to present one poster per University of their projects.

Volunteers

We couldn't have done it without them!

Gabriele Musella
 Tommaso Catalucci
 Georgio Caviglia
 Elodie Bongrain
 Lorenzo Fernandez
 Azzurra Pini
 Petra Isenberg
 Marian Dörk
 Markus Jaritz
 Johanna Guggenberger
 Philipp Sackl
 Audrey Richard-Laurent
 Lalao Rakotoniaina
 Alena Morrison



The team



IIID:

Lucie Jagu
Martin Föbleitner
Veronika Egger
(from left to right)



OECD:

Lucy Hulett
Suzanna Grant Kejairi
Sylvain Fraccola
Lynda Hawe
(clockwise from top left)

(in order of appearance)

Pat Wright, Cardiff University, UK), What if ...? Tools to help the public make difficult decisions about healthcare

Pamela Flattau (IDA Science and Technology Policy Institute, Washington DC, USA), Measuring Changes in Public Safety and Security in the USA

Hans Rosling (Gapminder Foundation, Sweden), How to Increase Innovation in the Use of Statistics

Jorge Frascara (University of Alberta, Canada), Data, Information, Significance, Decisions and Traffic Injuries

Phil Berczuk (Steer Davies Gleave, UK), The Urban Dynamic Model – dynamic use of data to aid policy development and decision making

Mikael Jern (National Centre for Visual Analytics, ITN, Sweden), Collaborative Web-enabled Geovisual Analytics applied to OECD Regional Data

Nic Marks (new economics foundation, UK), National Accounts of Wellbeing

Yvonne Ericsson (Mälardalen University, Sweden), Visualization of Statistics

Mark Palmer (VizMetrics Inc., USA), From Data to Results – improving organizational performance through better visibility of key metrics

Elizabeth Pastor (Humantific, USA), Visual SenseMaking for ChangeMaking

Carlo Amati (Ministro dello Sviluppo Economico, Italy), Operational Tools for Strategic Decisions on Public Investments

Pavle Sicherl (Socio-economic Indicators Center, Slovenia), Time Distance Measure Offers Novel Perception of World Disparities and of Implementation of Millennium Development Goals

Leslie MacNeil (University of Washington, Seattle, USA), Ethnography in Visual Communication Design for Public Health

Lara Ho (International Rescue Committee, Côte d'Ivoire), Cleaning Up the House – a large NGO tries to unify its health indicators

Seth Flaxman (Ecole Polytechnique Fédérale de Lausanne, Switzerland), Visualizing Global Cities – a dynamic tool for exploring indices of cities

Bruce Robertson (Diagram Visual Information, UK), How Designed Data Influences Decisions

Helen Joyce (The Economist), Data-driven Online Journalism

Christophe Aguiton (Orange Labs, France), The Urbanmobs Project

David Skopec (Kognito Gestaltung, Germany), oVIS – Real Time Visualisation of Extended Databases of Social Indicators (EUS/DIDI)

Christiaan Adams (Google.org, USA), Online Mapping Tools for Data Visualization, User Engagement and Contextual Decision-making

Stephanie Hankey (Tactical Technology Collective, UK), Information Design for Advocacy and Campaigning

Robert E. Horn (H-STAR Institute, Stanford University, USA), Can Visual Language Help Us With Some of Our Social Messes (aka “Wicked Problems”)?

Julian Jenkins (2nd Road, Australia), Form Data & Measures to Meaningful Decisions – designing useful information

Stefan Schwarzer (United Nations Environment Programme, DEWA/GRID, Switzerland), Innovative Approaches to Visualising Statistical Data at National and Regional Level

Karen Cheng (University of Washington, Seattle, USA), Information Design for Analysis and Advocacy

Paul Kahn (Kahn+Associates, France), Creating Patterns that Connect – draw-ing overview maps of complex data networks

Carol Briam (Zayed University, UAE), LATCH Unleashed – using organizational principles to improve data graphics



Giuseppe Attoma (Attoma Design, France), 750.000 travellers a day or how to fit lots of busy people in the same space

Aaron Marcus (Aaron Marcus & Associates Inc., USA), Cross-Cultural User-Experience Design and Information Visualization

Virginia Tiradentes Souto (University of Brasilia, Brazil), Decisions, Ideas and Context Clouds

Angela Norwood (York University Toronto, Canada), Building Visual Narrative Structures through Information Design Education

Arlene Birt (Haberman & Associates, USA), Background Stories – visual communication for sustainability

Kirti K. Trivedi (Industrial Design Centre, IIT Bombay, India), Self-generated data patterns

Ruedi Baur (integral, D-F-CH), Orientation/Disorientation

Nicolas Naveau (Ars Electronica Futurelab, Austria), Geocity – a global observer as an interaction process

Tingyi S. Lin (National Taiwan University of Science and Technology, Taiwan), The Visual Explanation of Qualitative Information – a case study on fertility rates

David Sless (Communication Research Institute, Australia), The Communication Benchmarks Project

Will Stahl-Timmins/Martin Pitt (Peninsula Medical School, Universities of Exeter and Plymouth, UK), NICE Graphics – an online, task based study of the use of information graphics to support decisionmaking at the National Institute of Health and Clinical Excellence (NICE) in the UK

Per Mollerup (Swinbourne University Melbourne, Australia), Domesticating Data – functional simplicity in data presentations

Nigel Holmes (explanation graphics, USA), short film: “The Place for Humour and Wit in Information Graphics”

Chris Burke (University of Reading, UK), Isotype – representing social relationships pictorially

Yuri Engelhardt/Raul Niño Zambrano (University of Amsterdam, University of Utrecht, The Netherlands), Engaging Citizens with Animated Statistics – from Neurath to Gapminder

Leonard Verhoef (Human Efficiency, The Netherlands), Data in Statistics or Statistics in Data – understanding complex numerical relations with your eyes only

Stéphane Villard (edf, France), „Materializing Electricity“ – can information design through objects cause behavioural change for energy efficiency?

Maria Gonzáles de Cossio/Maria de Lourdes Fuentes (Universidad Autónoma Metropolitana, Mexico), Helping People Achieve a Higher Socioeconomic Level through Information Design

Jim Ridgway (Durham University, UK), DD4D4D – Displaying Data in 4 Dimensions – for deconstruction, studying students working with multivariate data to deconstruct newspaper accounts

Jean-François Porchez (Porchez Typofonderie, France), How Can Typefaces Improve Information Design Legibility, Identity and Style?

Judith Moldenhauer (Wayne State University, USA), DD4me – The Students' Projects

Regina Rowland (Global Syntony, USA), Workshop: Co-creating Visual Maps for Transcultural Understanding / Visual recording

Greetings from DD4D



Catharina Ballan created a series of photo collages especially for DD4D, which accompanied us in most communication material of DD4D.

Conference co-masterminds, communicators and organisers **Martin Foessleitner** and **Lucie Jagu** also produced postcards and invited delegates to write to their friends and families from the conference.



And now?



“Great conference, very enjoyable, lots of interesting speakers and topics”, was the unanimous vote by delegates.

More time for discussion and exploration would have made it a near perfect event.

DD4D largely succeeded in its aim to bring together the disciplines, create a sense of community and give a glimpse of how to move on from slick visuals towards data that’s relevant and useful to people.

Next time – yes, we really want there to be a next time – we can move on to be focused on certain core areas. Maybe not in Paris, but wherever it will be, we have a good basis to build on and look forward to learning more from this exciting and diverse group of people.

See you in 2011!

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DATA DESIGNED FOR DECISIONS