Aaron Koblin is an artist specializing in data visualization. His work takes social and infrastructural data and uses it to examine cultural trends and emergent patterns. Aaron’s work has been shown at international festivals including Ars Electronica, SIGGRAPH, OFFF, the Japan Media Arts Festival, and TED. He received the National Science foundation's first place award for science visualization and is part of the permanent collection of the Museum of Modern Art (MoMA) in New York. Aaron is currently Technology Lead of Google’s Creative Lab in San Francisco.

Publications:
O'Reilly - Beautiful Data
SFMOMA: Art of Participation
The New York Talk Exchange
Built with Processing
Best Practice: The Pros on Adobe Flash

Projects:
Google FluTrends visual experiments
Visualizing flows of US agriculture (HarvestMark)
Visualizing SMS messages in the city of Amsterdam

Home page:
Http://www.AaronKoblin.com

General Questions
1) What is (are) your main interest(s) in attending the workshop? 2) What would you like to learn / achieve at the workshop? 3) What do you see as your main personal/institutional contribution to “Measuring, Mapping, and Dramatizing Science”?

I’m looking forward to seeing a variety of approaches to dealing with data, and hopefully being exposed to some new and interesting techniques and datasources. I expect that my contribution to workshop will be a bit unique, and I hope that my perspective will provide an exciting a fun angle - as well as useful - in thinking about using technology to appeal to our natural senses and reactions.

An image I identify with…