

# OFFICE DATA ART

a custom made piece of art for your office  
based on your company's data



**TULP interactive**  
DATA EXPERIENCE DESIGN





## A UNIQUE IMAGE OF YOUR COMPANY

### Office Data Art

Many offices have art on the wall. But wouldn't it be even greater if that piece of art was a unique representation of your company? An abstract image, based on data of your organization.

Every organization works with data. Many as part of their business. But sometimes it's less obvious: the pixels of the photos of your employees, the text of call-center transcripts, or all the meetings your employees have had with your clients can all be used as the data source of a unique visualization. There are opportunities to find data where you've never looked before.





## HOW DOES IT WORK?

### **Process in a nutshell**

It all starts with getting to know each other a bit better, identifying a suitable dataset that can be turned into a beautiful visual representation of your organization, determining requirements and establishing high level goals.

Next, I will explore the data, play around with it, and try things out. Just to see what the data tells me, and learn how this could be turned into an aesthetic image.

After discussing the results, the final piece of art will be created and shipped to your office.





## ABOUT

**TULP interactive** is the company of award winning Data Experience Designer Jan Willem Tulp. He has created data visualizations for clients like Scientific American, Nature, Unesco, Amsterdam Airport, and Nielsen. His work has appeared in books, magazines and exhibitions. Jan Willem speaks regularly at international conferences, and teaches workshops on data visualization design.



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