

Grays Wharf Exhibition

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PRECIPICE

TRANSFORMING NUMBERS INTO NARRATIVES

PRECIPICE (noun)

The brink of a dangerous or disastrous situation.

A sudden or headlong fall.

The Precipice exhibition concept is based on the idea that the world is reaching a critical point in relation to climate change, privacy in the digital age, misinformation and individual identity.

PRE

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GREYS WHARF
25 05 24 - 04 06 24

PRE

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CE

Poster Mock Up
for Precipice
Concept

PRE
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ICE

PRE
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ICE



TRANSFORMING

NUMBERS

NUMBERS

NUMBERS

NARRATIVES

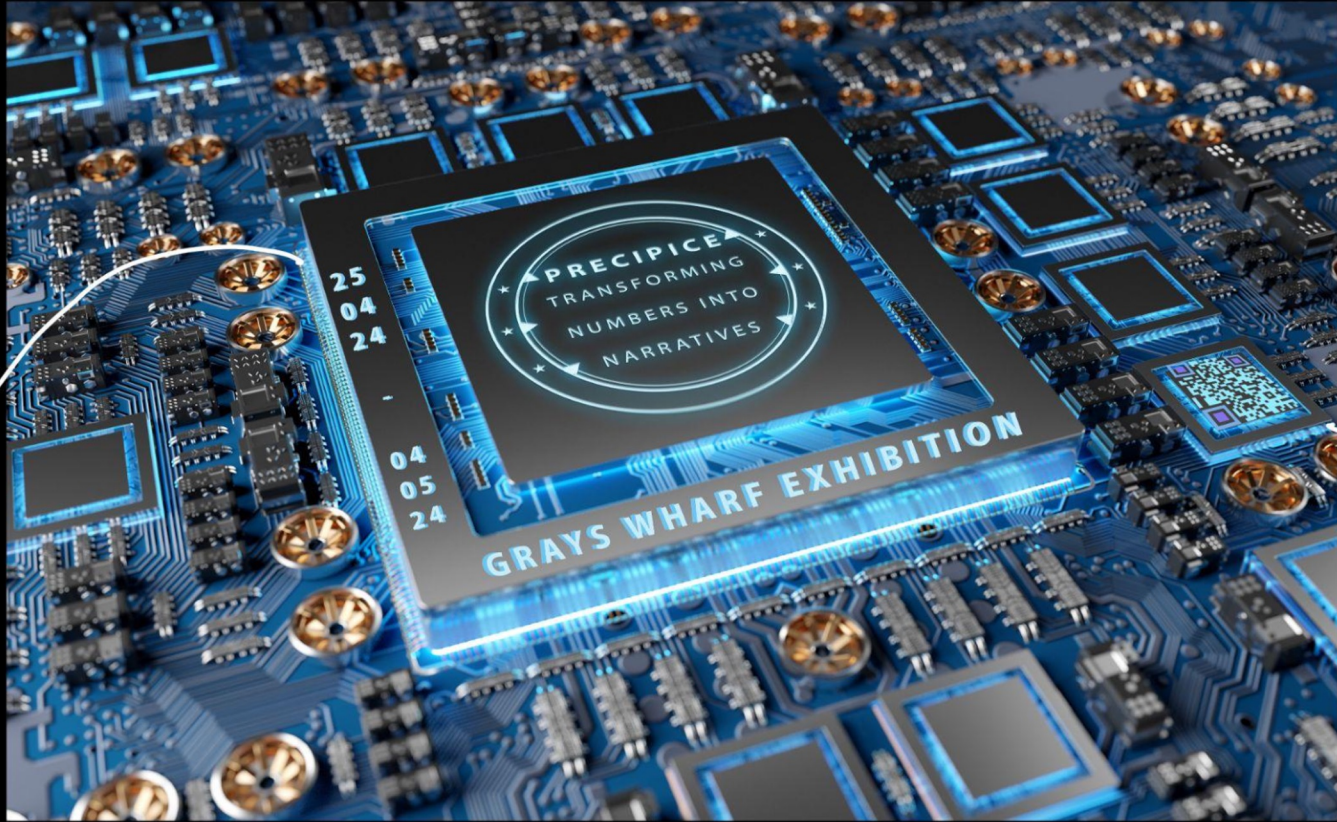
NUMBERS

NARRATIVES

TRANSFORMING

NARRATIVES/TRANSFORMING

REPEATING TEXT: TRANSFORMING, NUMBERS, NARRATIVES, NARRATIVES/TRANSFORMING (repeated in various colors and orientations)



set in circuit board to follow data theme.

QR code.

All the exhibition details.

EXHIBITION CONCEPTS,

TECH/ DATA CENTRE THEME

Lots of overlays of colours etc to theme and bring together different exhibition elements.



In exhibit, names of creators projected onto entrance space.

```
jQuery(function ($) {
    $(document).ready(function () {
        // ...
        $(".button").click(function () {
            // ...
        });
        // ...
    });
});
```



"Data lockers for exhibiting projects suitable"



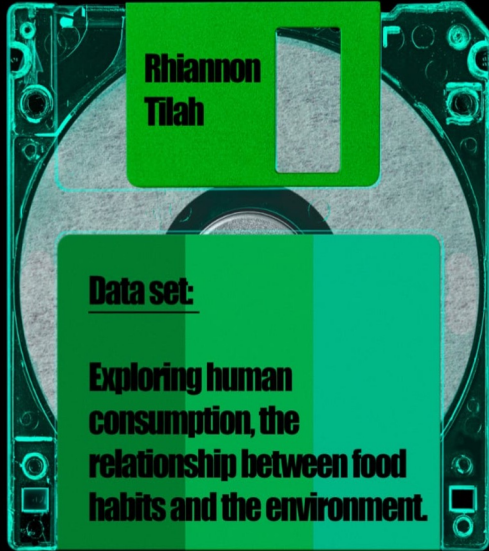
Exhibit details printed onto gold chip cards for people to access the exhibition.



The names of attendees added to a real time list, displayed in this way.

Idea for exhibition "name plate", to continue this theme and stand out against boring and plain name plates.

Everyone has their name on a disk.



Coloured into data groups?

↳ plus a short summary of their exhibition.



Unifies different work pieces.

Idea for exhibition space, we are quite limited on the space within grays wharf ... how can we use stand alone walls, colour and lighting to separate and utilise the space to the best of our ability?

Decals to unify "data" theme.



Lighting and walls to break up the space.

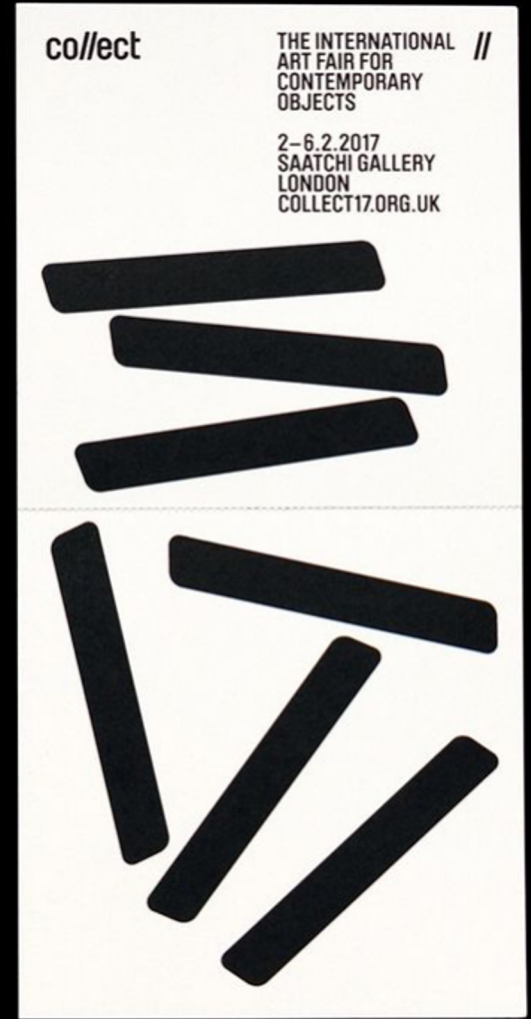
Exhibition title and slogan.

1. The Precipice Showcase
2. Journeying into the Precipice

The term "precipice" metaphorically refers to a critical point or threshold where there is a risk of a significant decline, error, or distortion in the data. It implies a situation where the reliability or integrity of the information is at risk, and there may be potential negative consequences.

A single error in data can push us to the precipice of misinformation; accuracy is our guide.

references for invites
and artists' profiles:
emphasizing on the
“downfall”



CULTURE
THURSDAY
05.10.2023
LECTURE
THEATRE 2
16.30
JOCELYN
AFFLECK

CULTURE
THURSDAY
05.10.2023
LECTURE
THEATRE 2
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CULTURE
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AFFLECK

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art exhibiti^on

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time
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VISIT OUR WEBSITE FOR MORE INFO

the p o em

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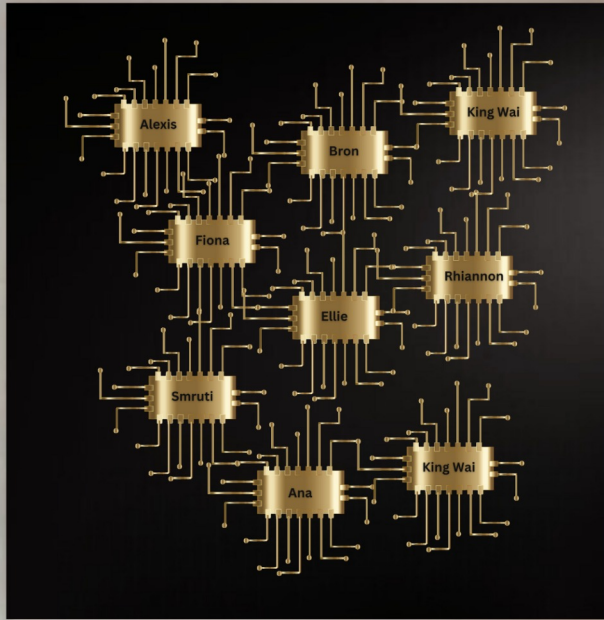
Minimal muted colour palette



our own **TRANSFORMATION!**
necklace with the image that best represents
wear it and share your experience with
tor.







“THE GOLDEN DATA CHIP”



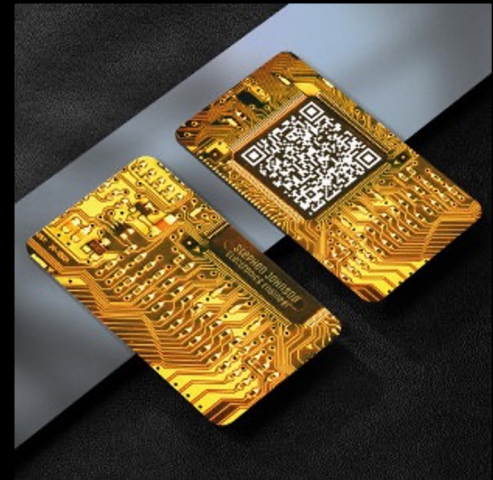
Precipice
- Turning numbers into
narratives.

A Grays Wharf exhibition.
With students from
Falmouth University, MA
Communication design.

5-04-24
4-05-24



Gold data chips could be given out which display and link to information about the artist (portfolios, websites).





The chip on a credit card encrypts information to increase data security when making transactions and stores etc





Providing the audience with an interactive experience throughout the exhibition



What's important to understand is that the value in data isn't its rarity – the value is the potential and what we're able to do with it

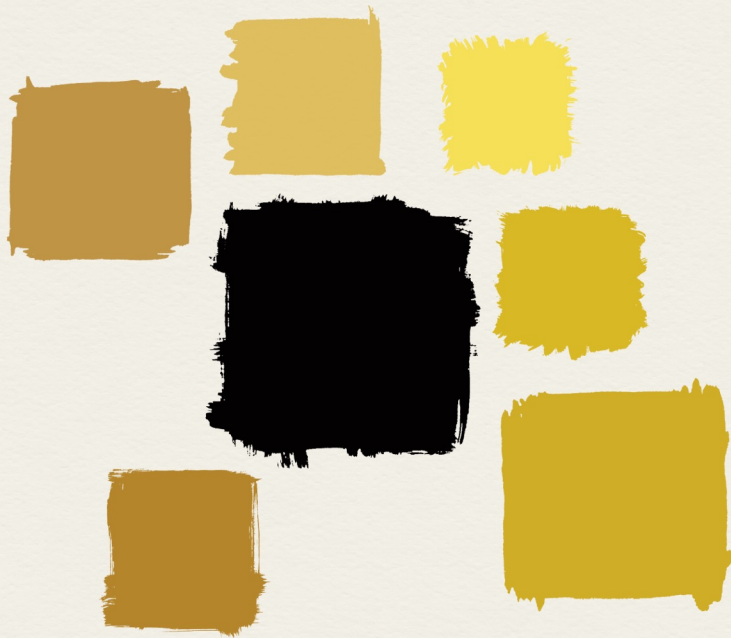
Data: The New **Gold** Rush of the Digital Age

**Amazon, Google &
Apple have proved that
data is the new Gold**
(Rogers, 2021)



Honesty losing its value.

— sumaiya



Metallic Gold and Black

Metallic Gold Color

#D4AF37
RGB (212, 175, 55)



WWW.COLOR-NAME.COM

the COLOR PALETTE



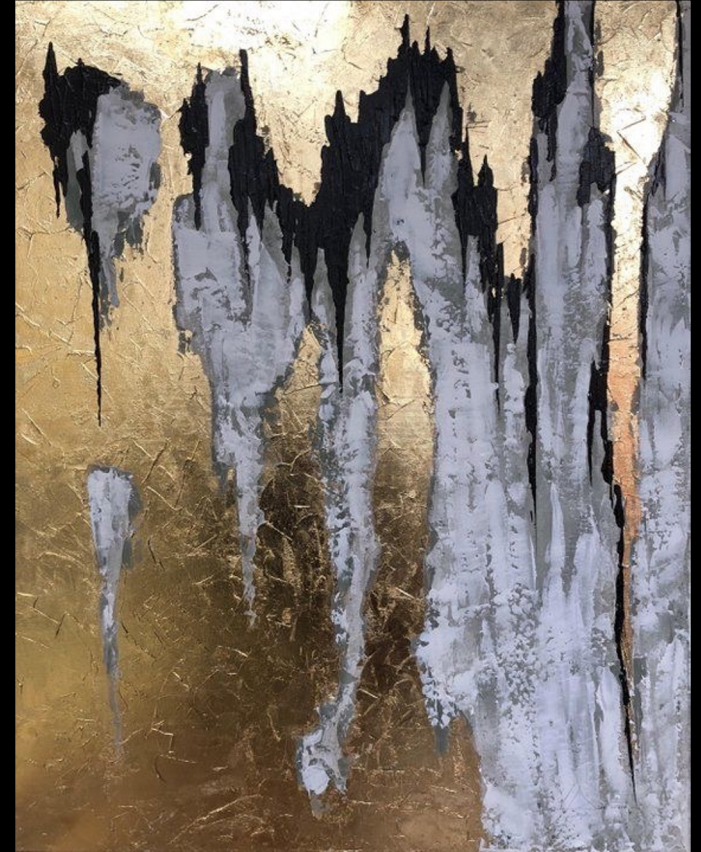
**Data is recognised as
important (Bresler, 2023)**

**Using gold to highlight the
increasing importance of
data in today's world.**



Shiny allure

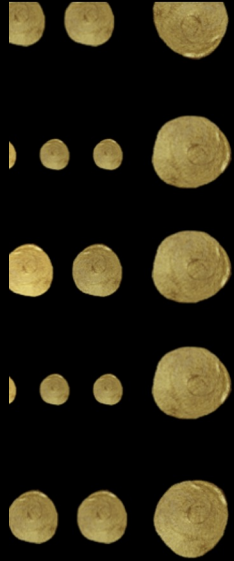
Data can be used to create an **layer** of understanding into how things performed in the **past** and **inform** us how we should navigate more optimally in the **future** (*Rogers, 2021*).



Scratch Card - Revealing data/information



Immersive



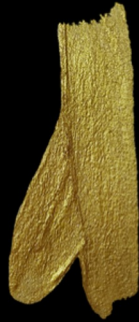
GRAYS WHARF EXHIBITION

25/05/24 - 04/06/24

Commercial Rd, Penryn
TR10 8AE

GRAYS
WHARF

EXHIBITION

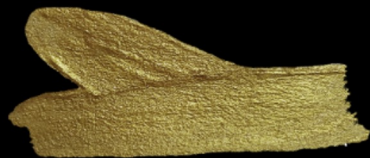


THANK YOU FOR YOUR DATA



GRAYS WHARF

EXHIBITION



GRAYS WHARF

EXHIBITION



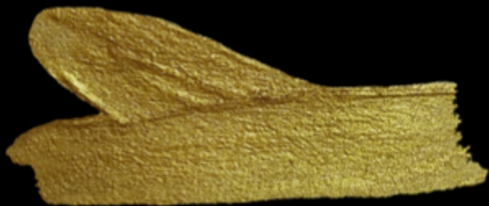
THANK YOU FOR YOUR DATA



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GRAYS WHARF

EXHIBITION



THANK YOU FOR YOUR DATA



If you're not paying for the product,
then you are the product.

© 2014





1. The Gilded Facade
2. Mining the Source

Mining the **truth** about the **facade** of **information** diving into the layers of **data**, **narratives**, and **perceptions** to **uncover** what lies beneath the surface as in today's world, **information** is usually *distorted* or **manipulated**, **discerning truth**.

Mining acts a **metaphor** for **data extraction**.

Critically examining the information presented, questioning assumptions, and challenging the status quo to arrive at a more accurate understanding of reality.

Facade

Noun

An outward appearance which is deliberately false and gives you a wrong impression about someone or something.

Gilded

Adjective

Gold-Covered or tinged with gold or a golden color, gold-painted

Thank You

Any Questions?