

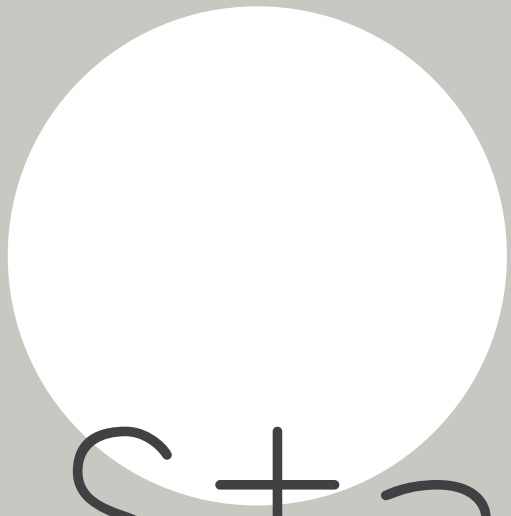


Intercity

—
Graphic Design & Art Direction
www.intercitystudio.com

Qualia: Show and Tell

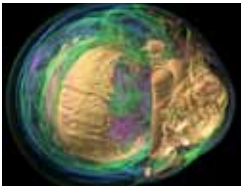
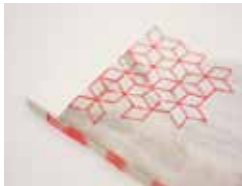
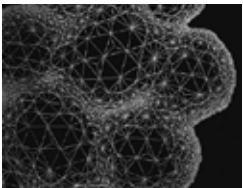
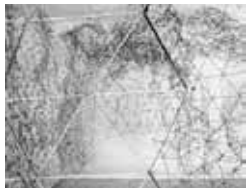
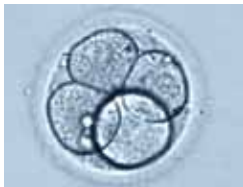
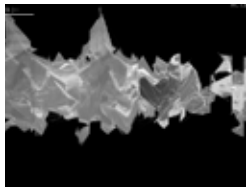
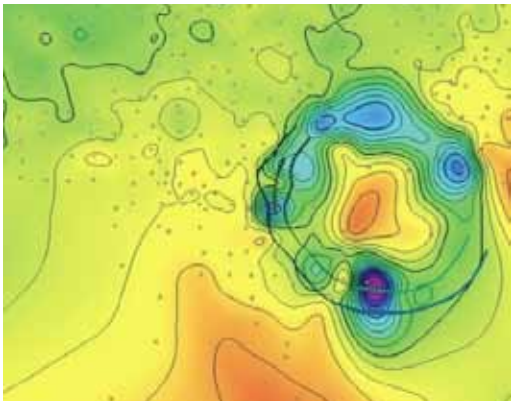
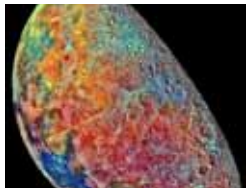
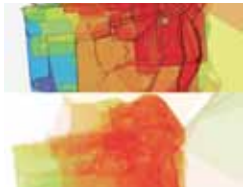
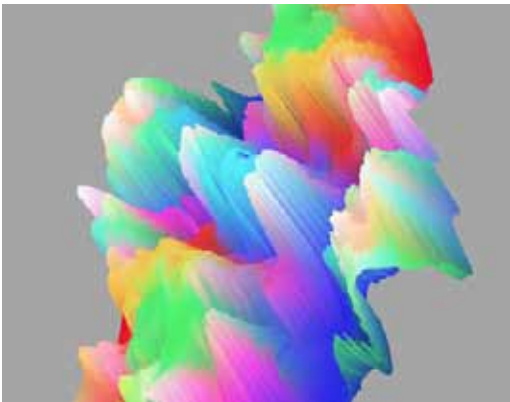
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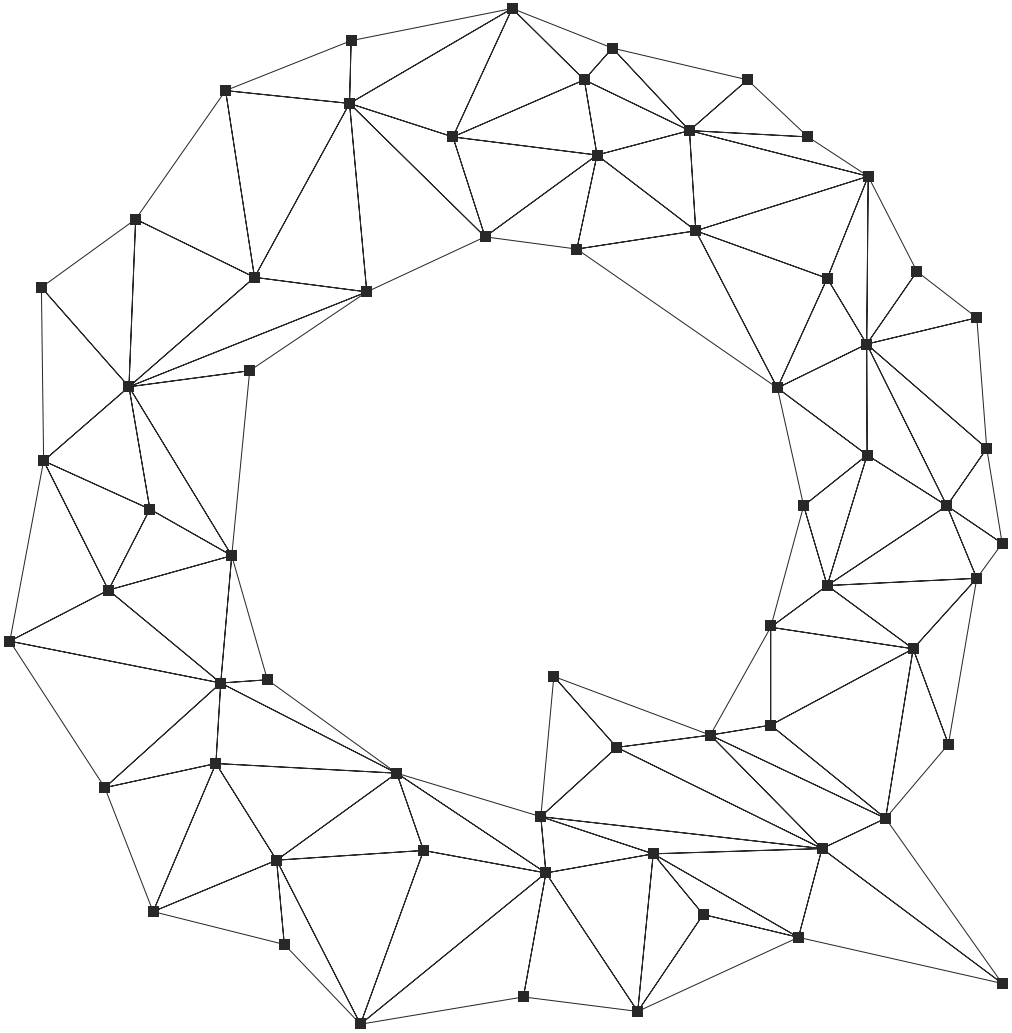


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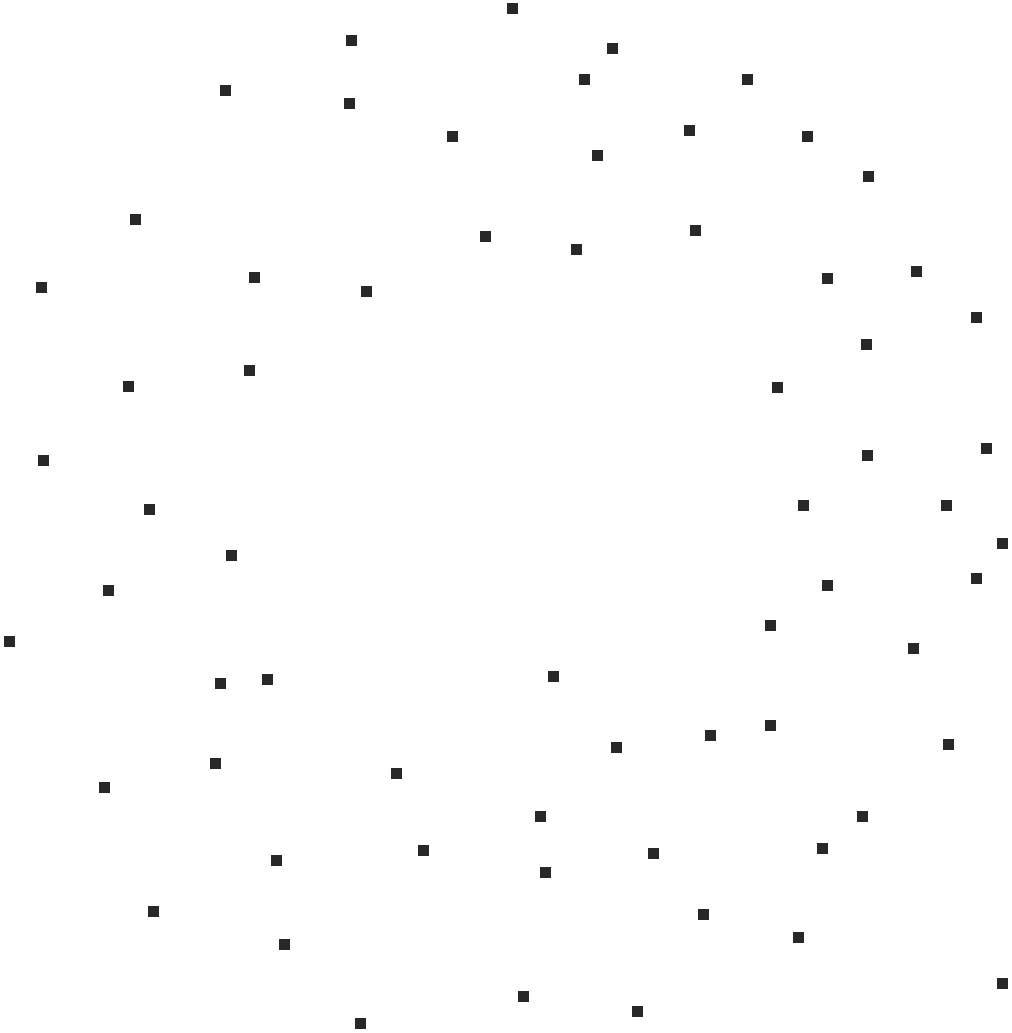
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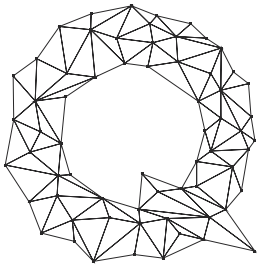
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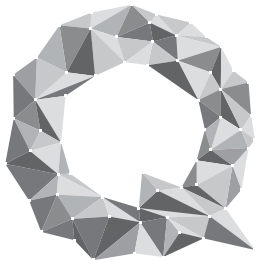
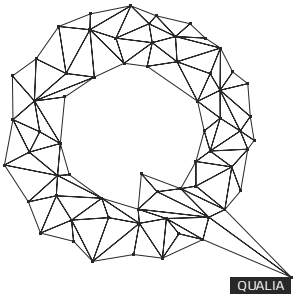




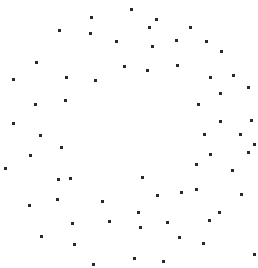




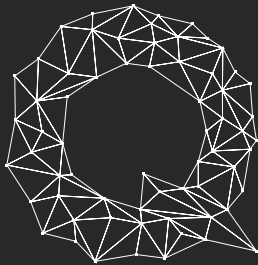
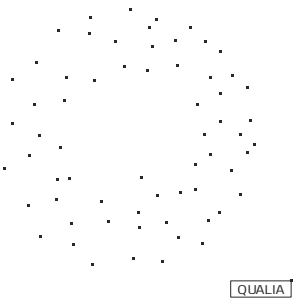
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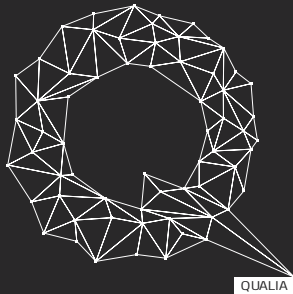
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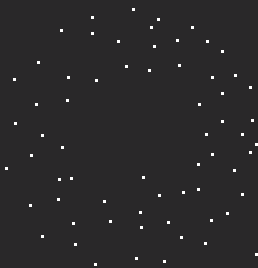
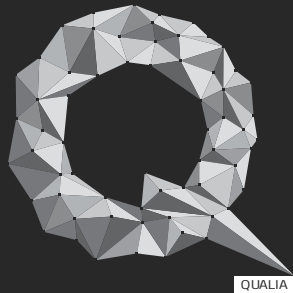
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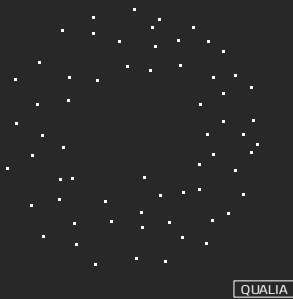
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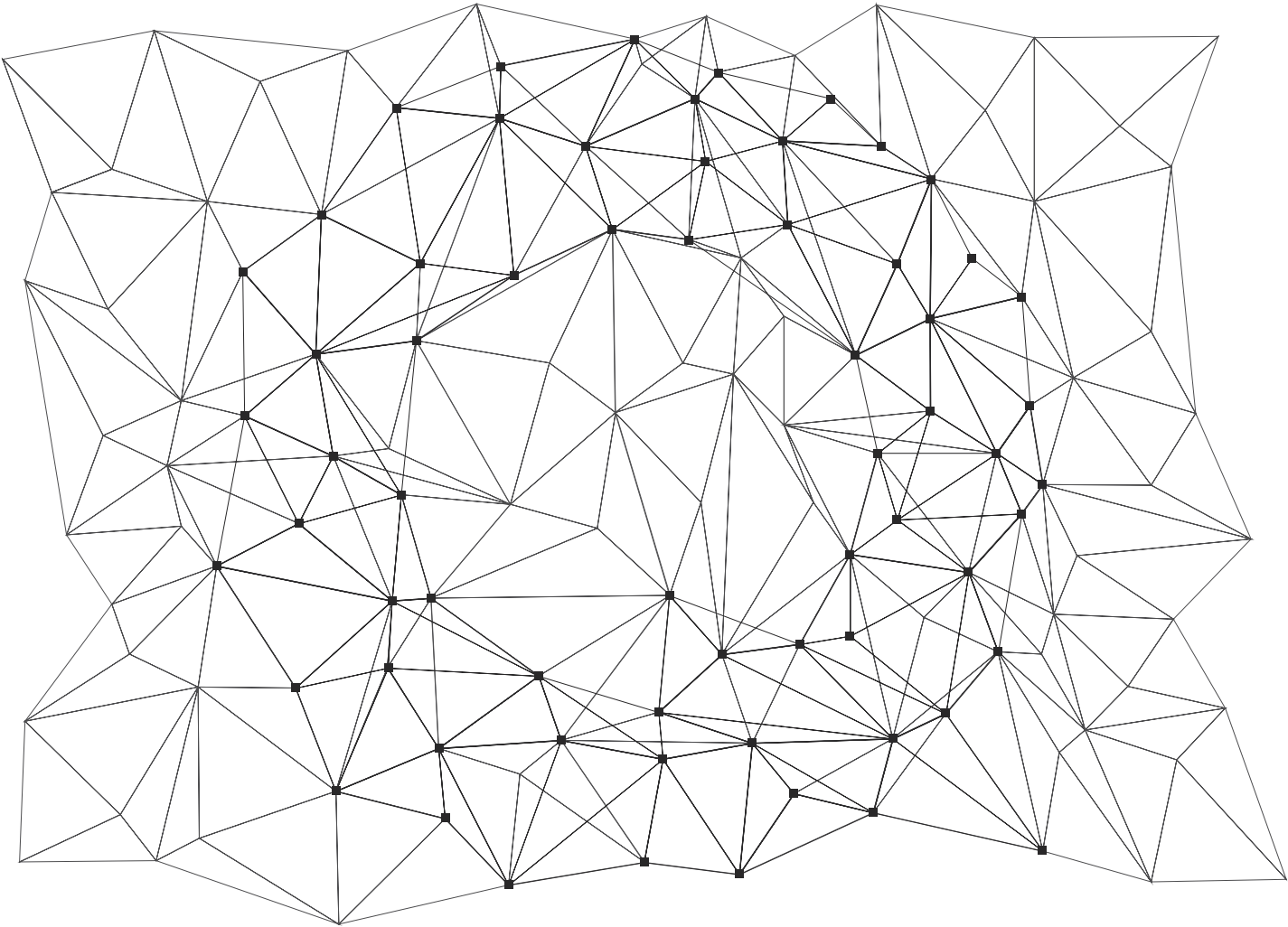


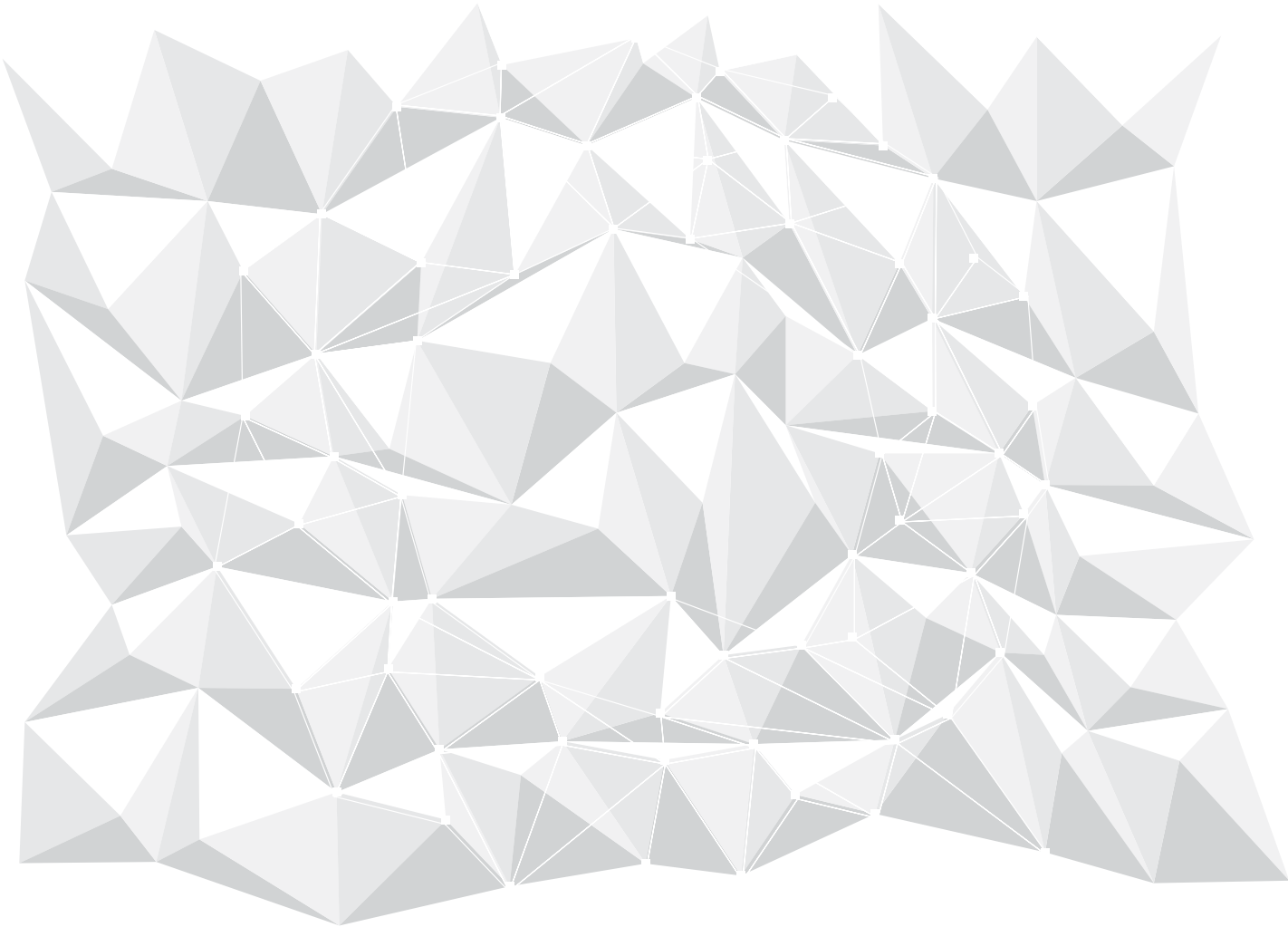
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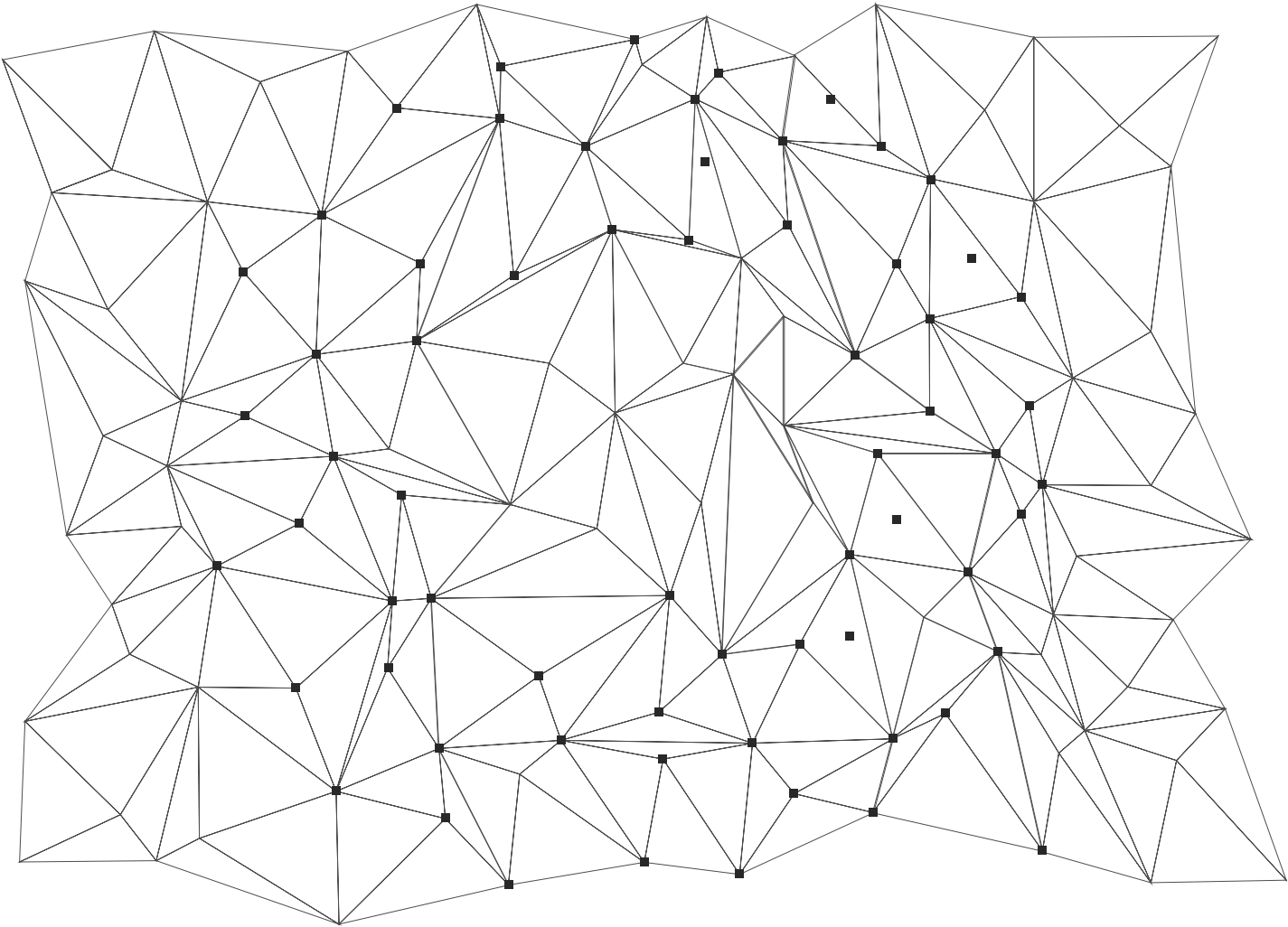


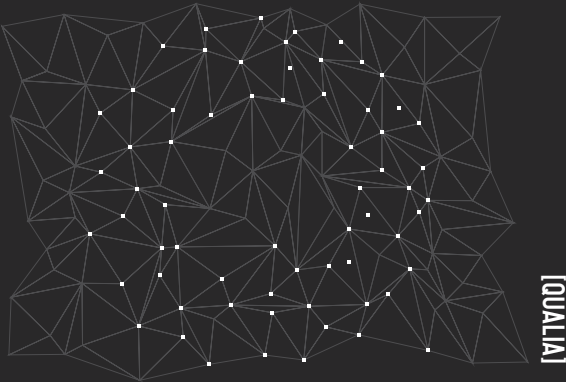
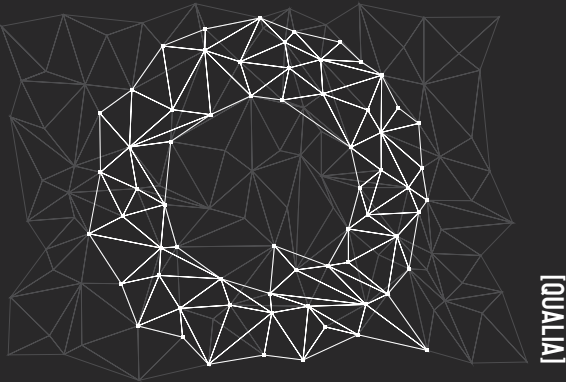
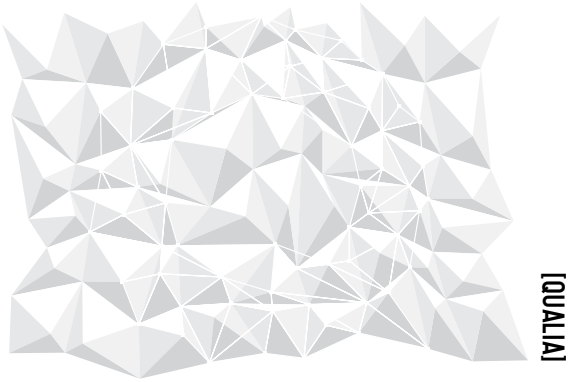
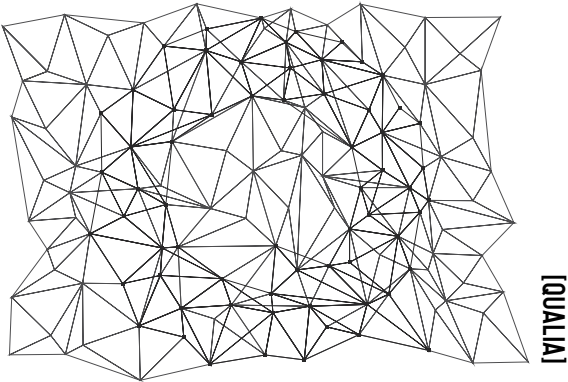
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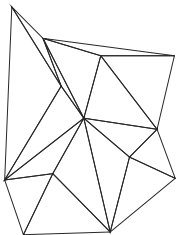
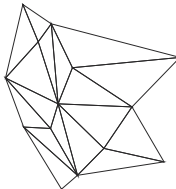
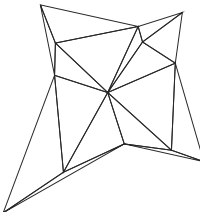
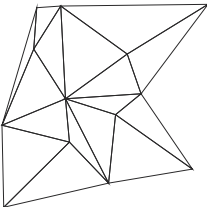
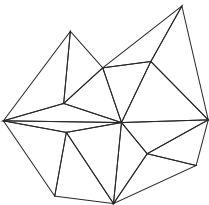
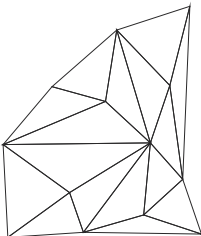
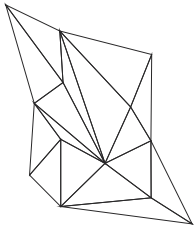
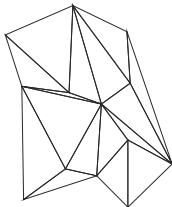
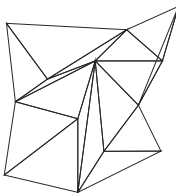
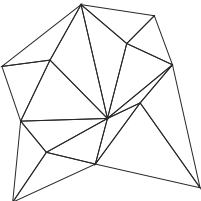
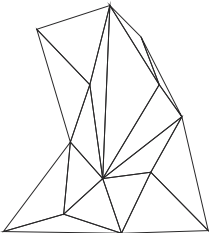
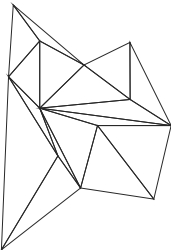
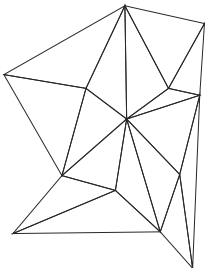
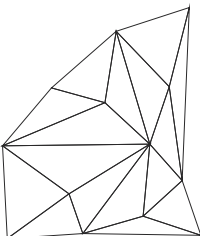
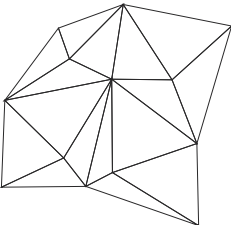
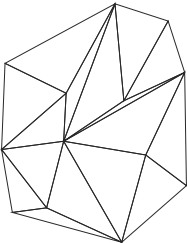
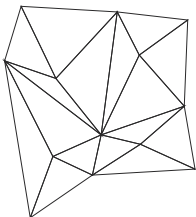
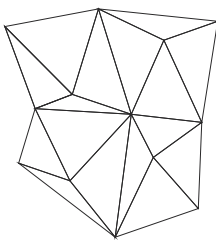


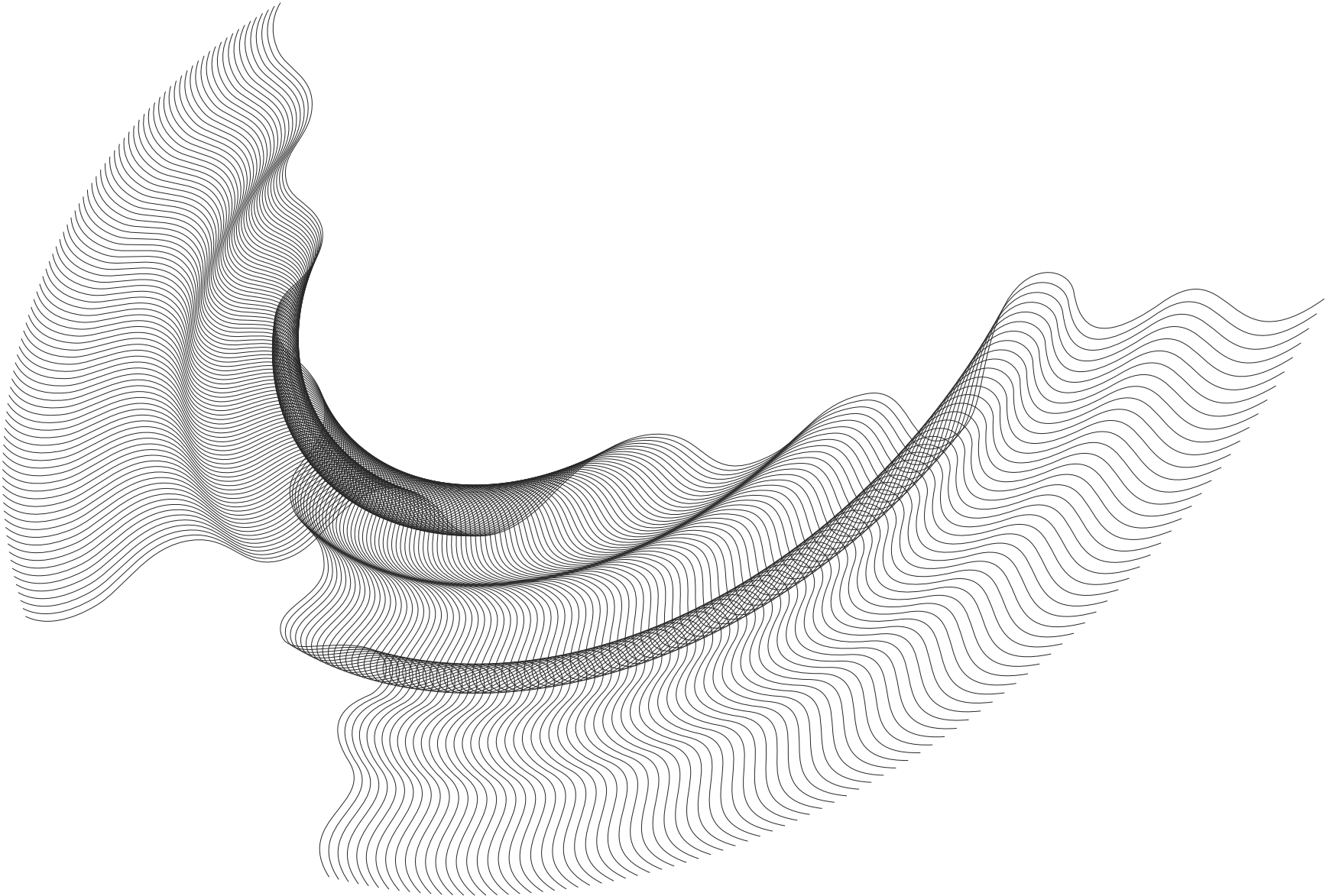


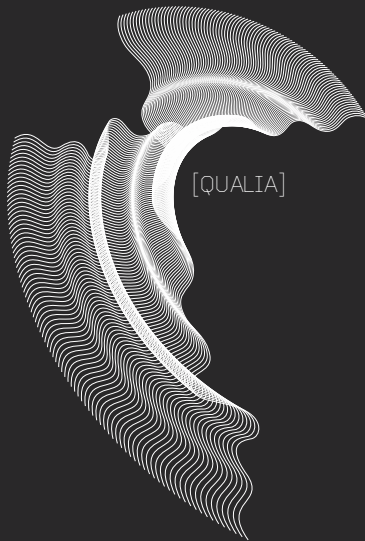
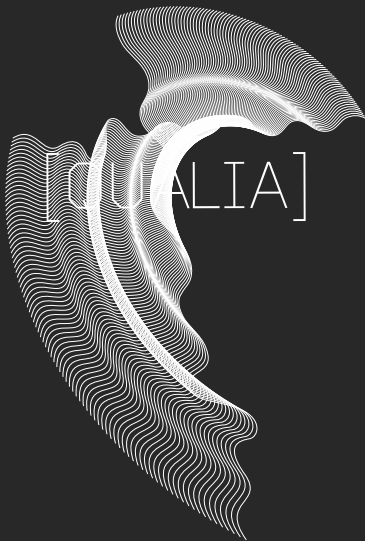
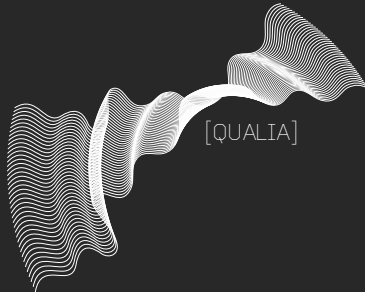
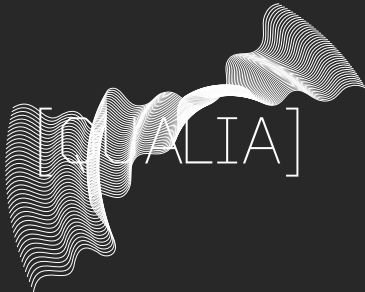
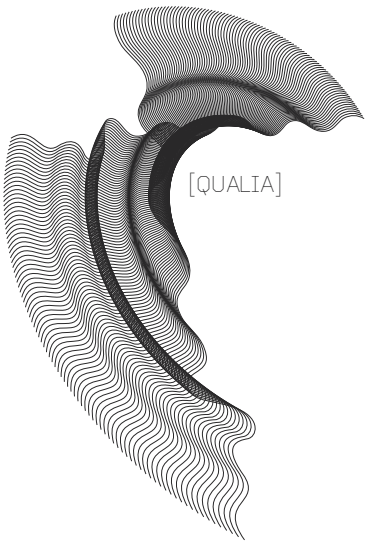
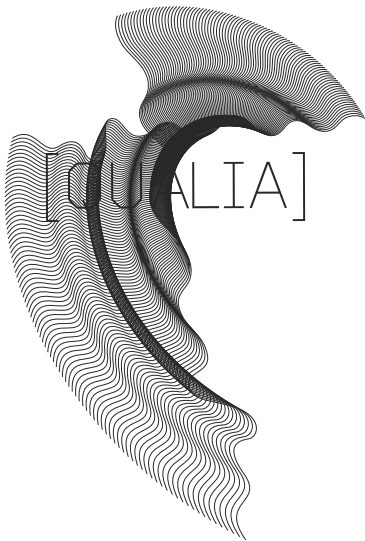
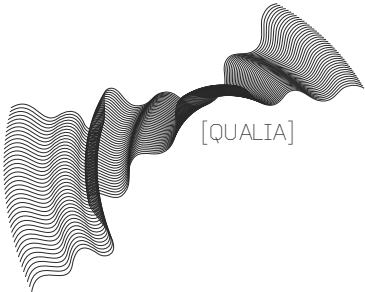
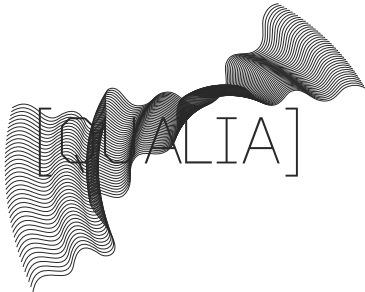
















[QUA · T · A]

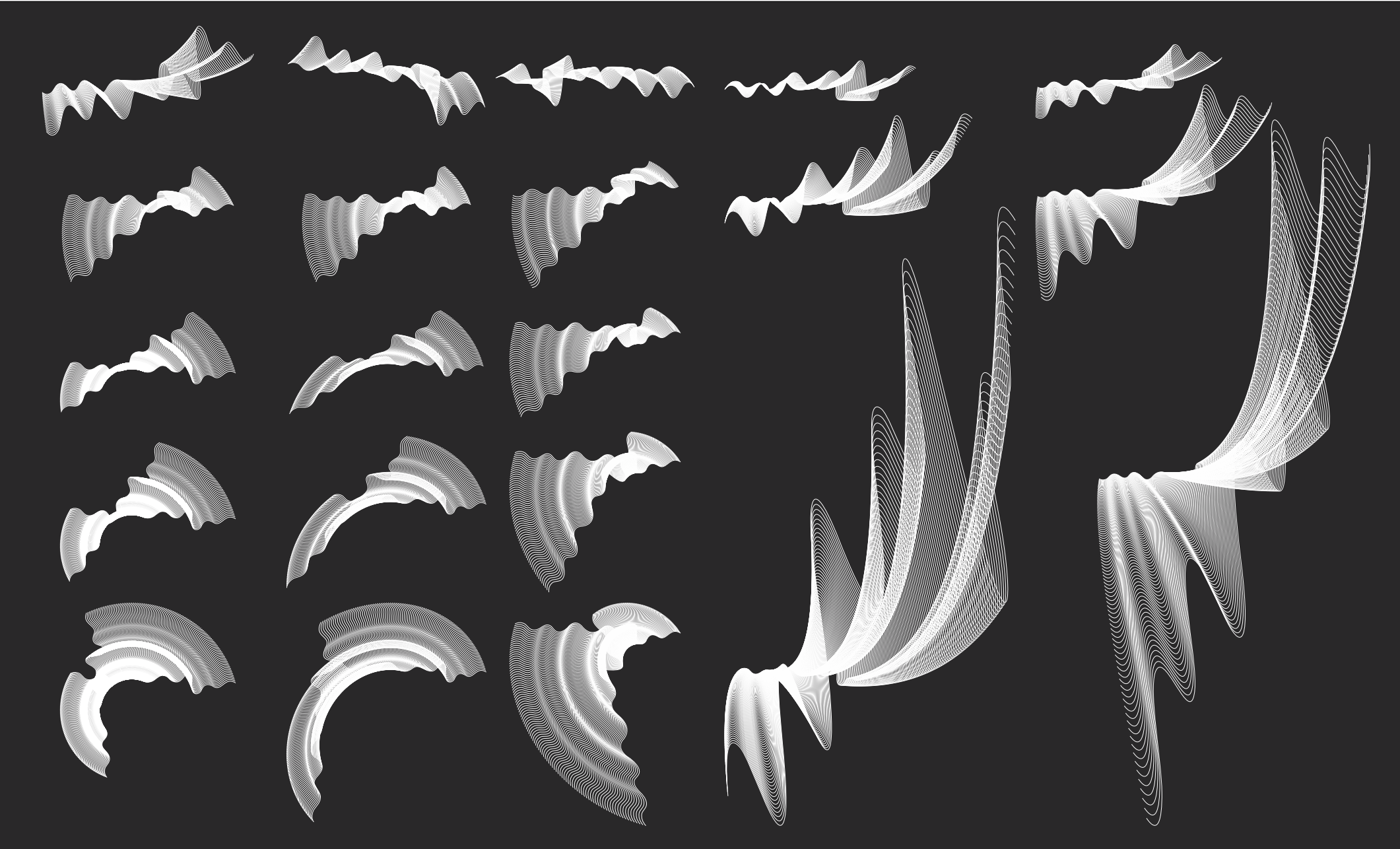
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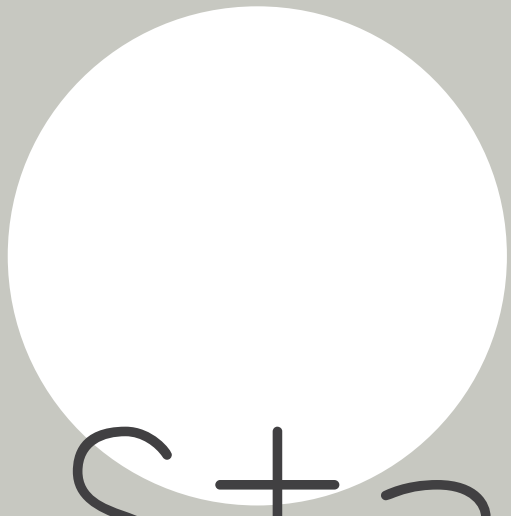
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[QUA · T · A]

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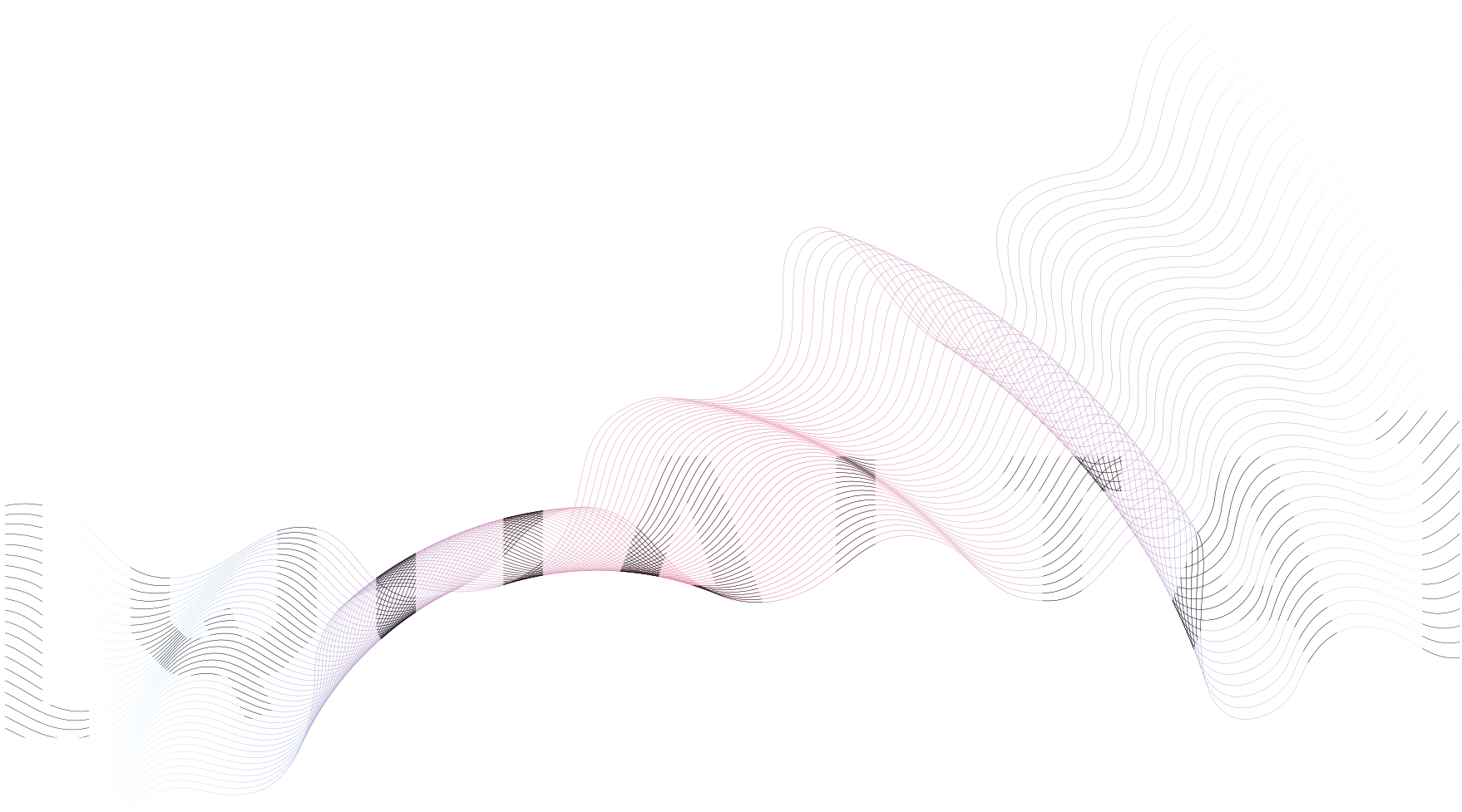




Stage:

Two

—



START EVERY DAY OFF WITH A SMILE AND GET IT OVER WITH

W. C. FIELDS



'Qualia Smile' is a playful smile counter that encourages the audience to participate in measuring the collective happiness of the Jazz Festival. Qualia Smile gamifies the collection of qualitative data, generating a benevolent feedback loop - smile and the festival smiles with you. The harvested smiles generate an aggregated visualisation of the mood of the festival.

Qualia Smile only records instances of smiles and not individual faces. The smile harvesting takes place in real time to generate a dynamic data visualisation of that Jazz feeling.

Qualia Smile is the first manifestation of the Qualia Project. Qualia will be a real-time system to capture and display how audiences feel. Qualia extends contemporary audience evaluation processes by incorporating techniques to harvest, analyse and visualise more emotive/qualitative data. This unique trans-disciplinary collaboration aims to enhance engagement and enable arts organisations to reflexively programme cultural events, thereby enhancing their economic, cultural and social impact.

Aa

Neuzeit S Book

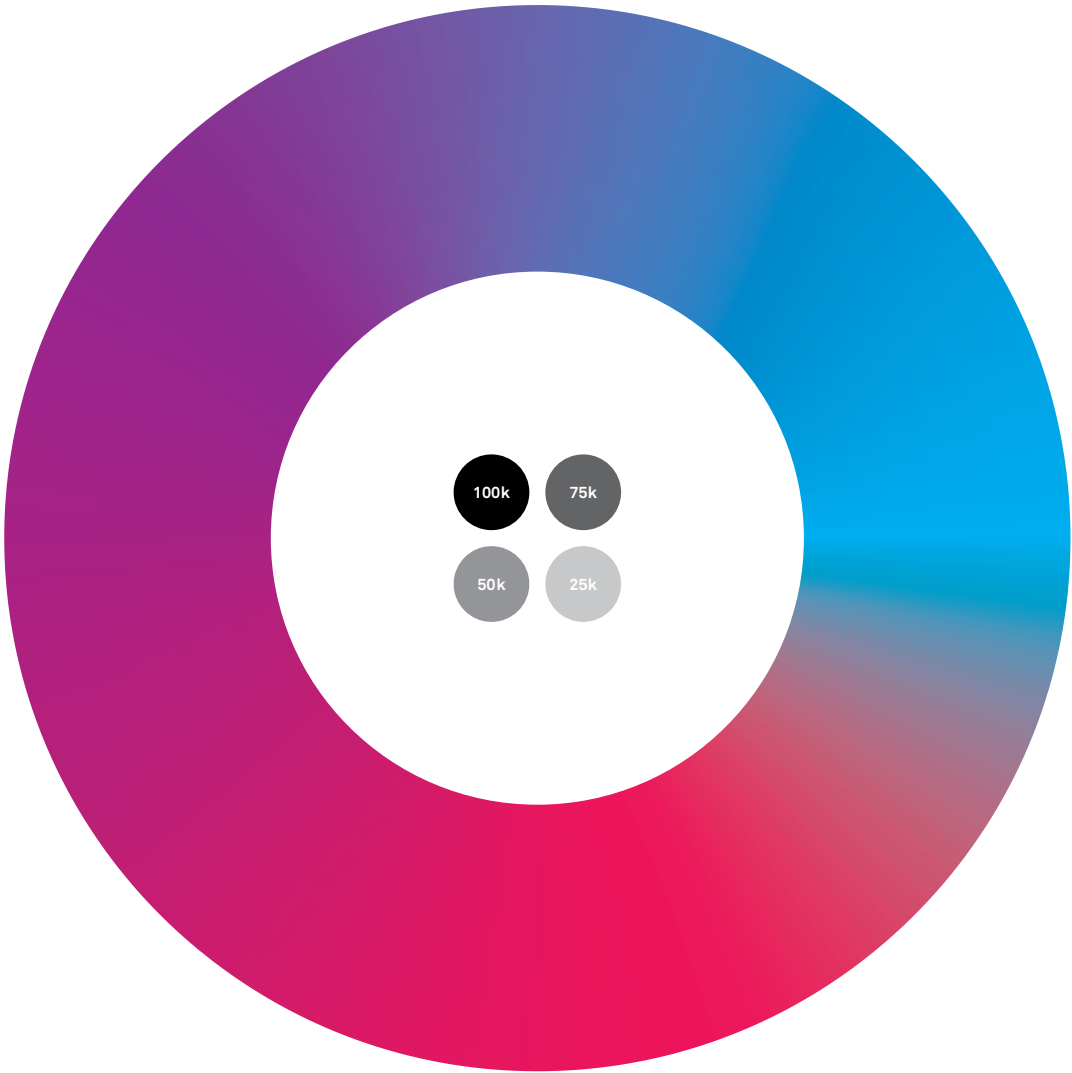
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Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
! ? # % & £ @ () 0 1 2 3 4 5 6 7 8 9

Aa

Neuzeit S Book Heavy

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
! ? # % & £ @ () 0 1 2 3 4 5 6 7 8 9**

- 5 = **Excellent** (0c 100m 50y 0k)
- 4 = **Very Good** (25c 100m 25y 0k)
- 3 = **Good** (50c 100m 0y 0k)
- 2 = **Fair** (75c 50m 0y 0k)
- 1 = **Poor** (100c 0m 0y 0k)





Schedule

[A link to each event](#)



Right Here Right Now

[Information to follow](#)



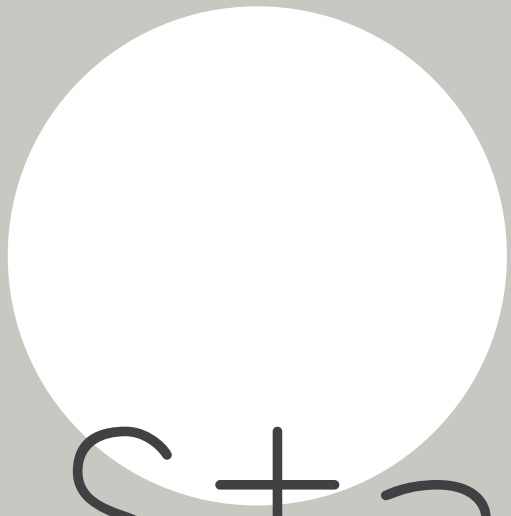
Flow

[Shared GPS hotspots](#)



Qualia Dashboard

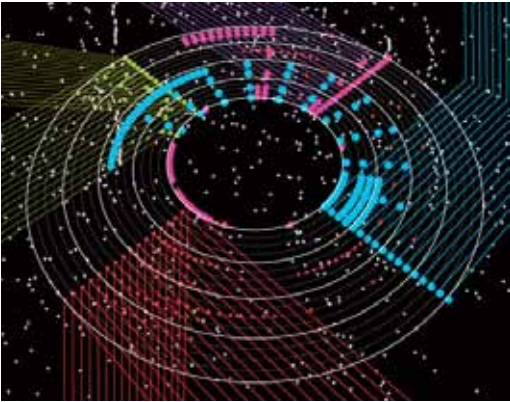
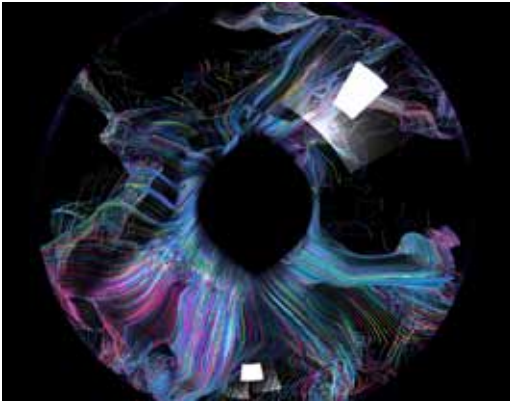
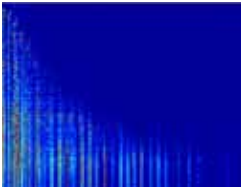
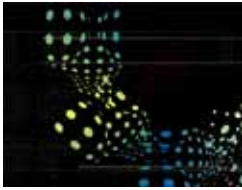
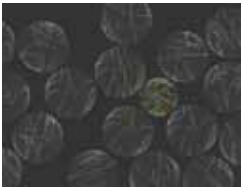
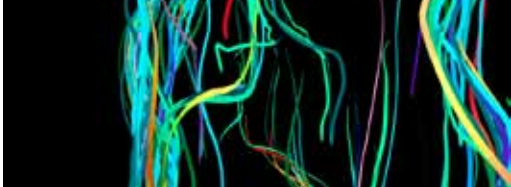
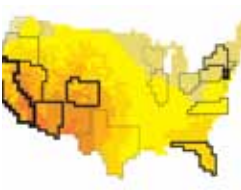
[A link to visualisations](#)

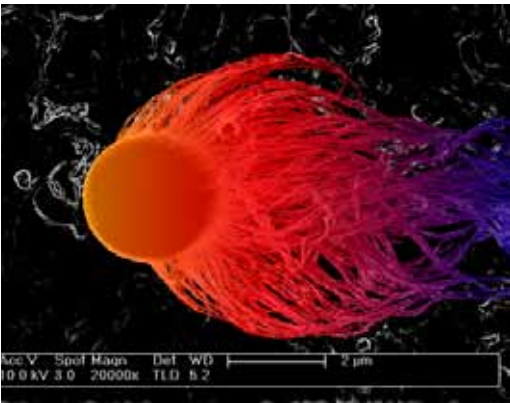
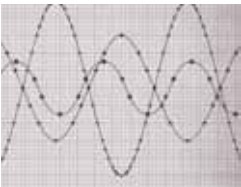
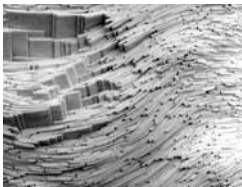
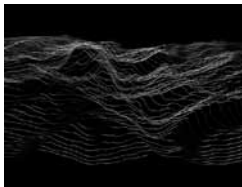
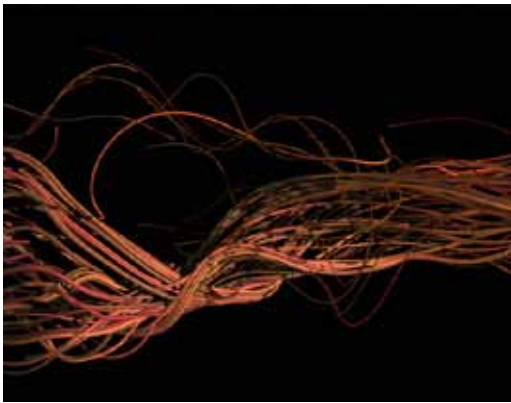
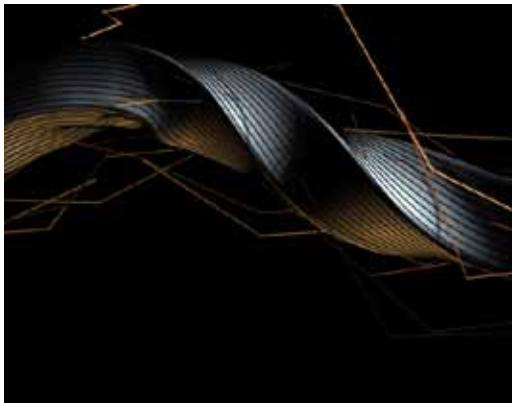


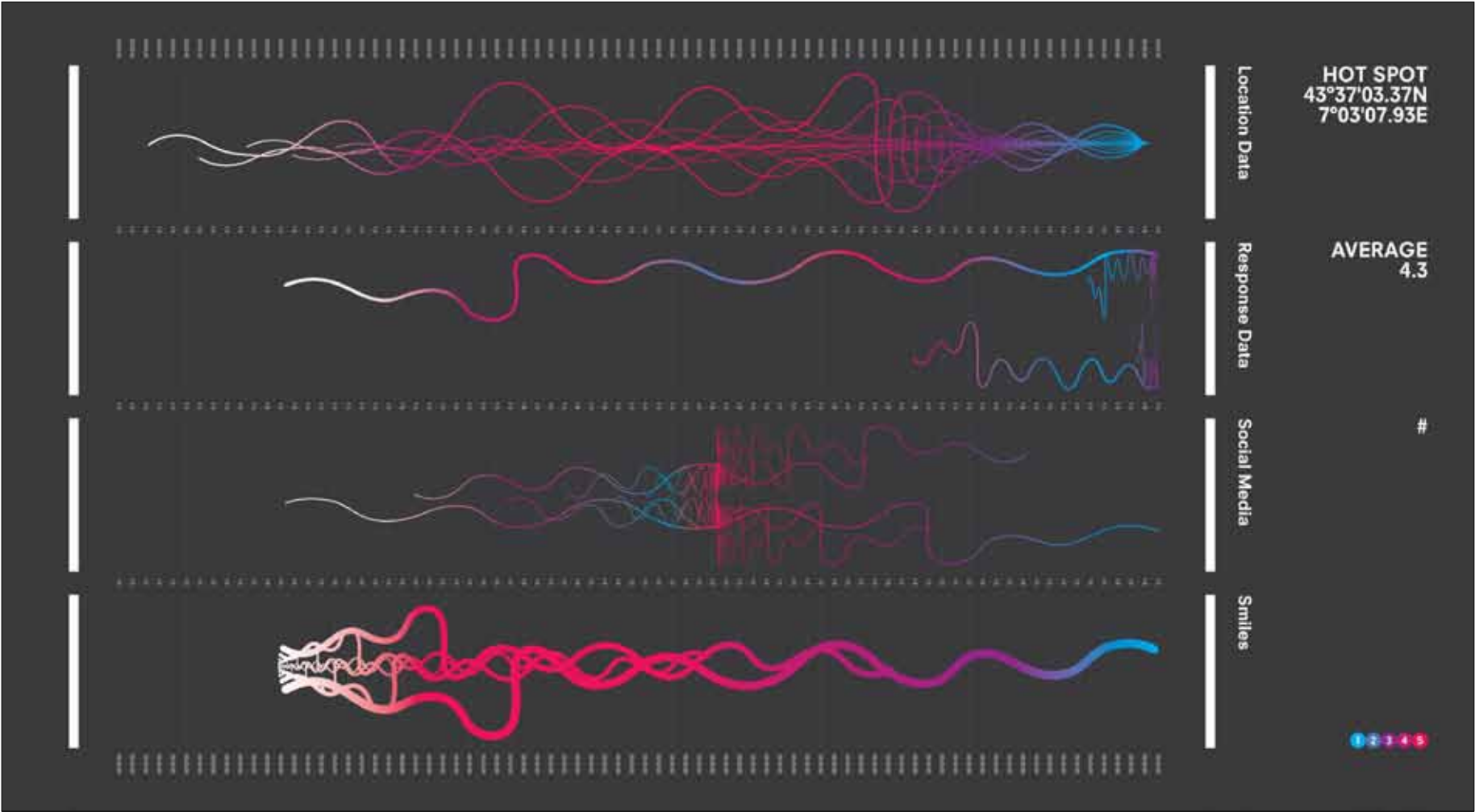
Stage:

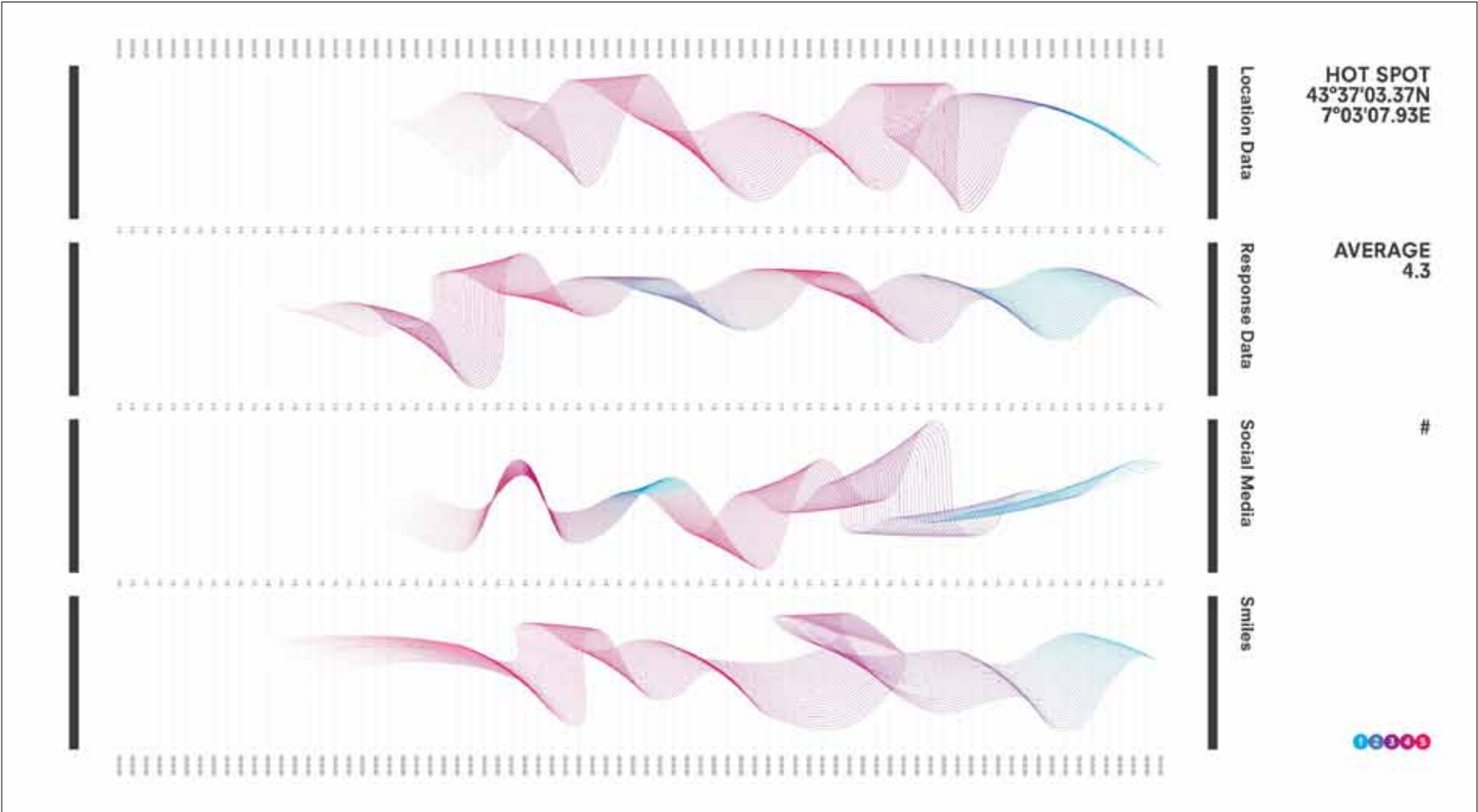
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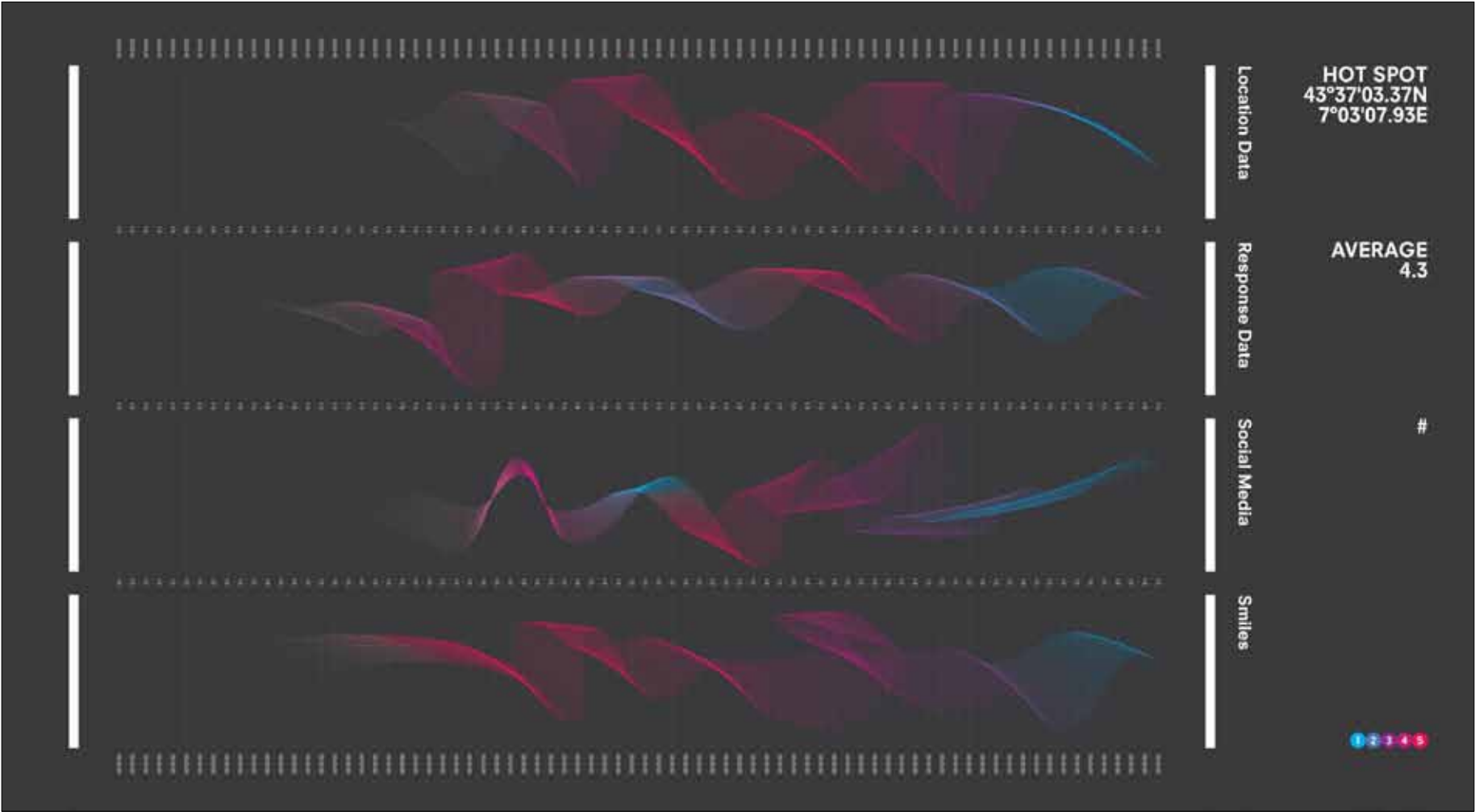
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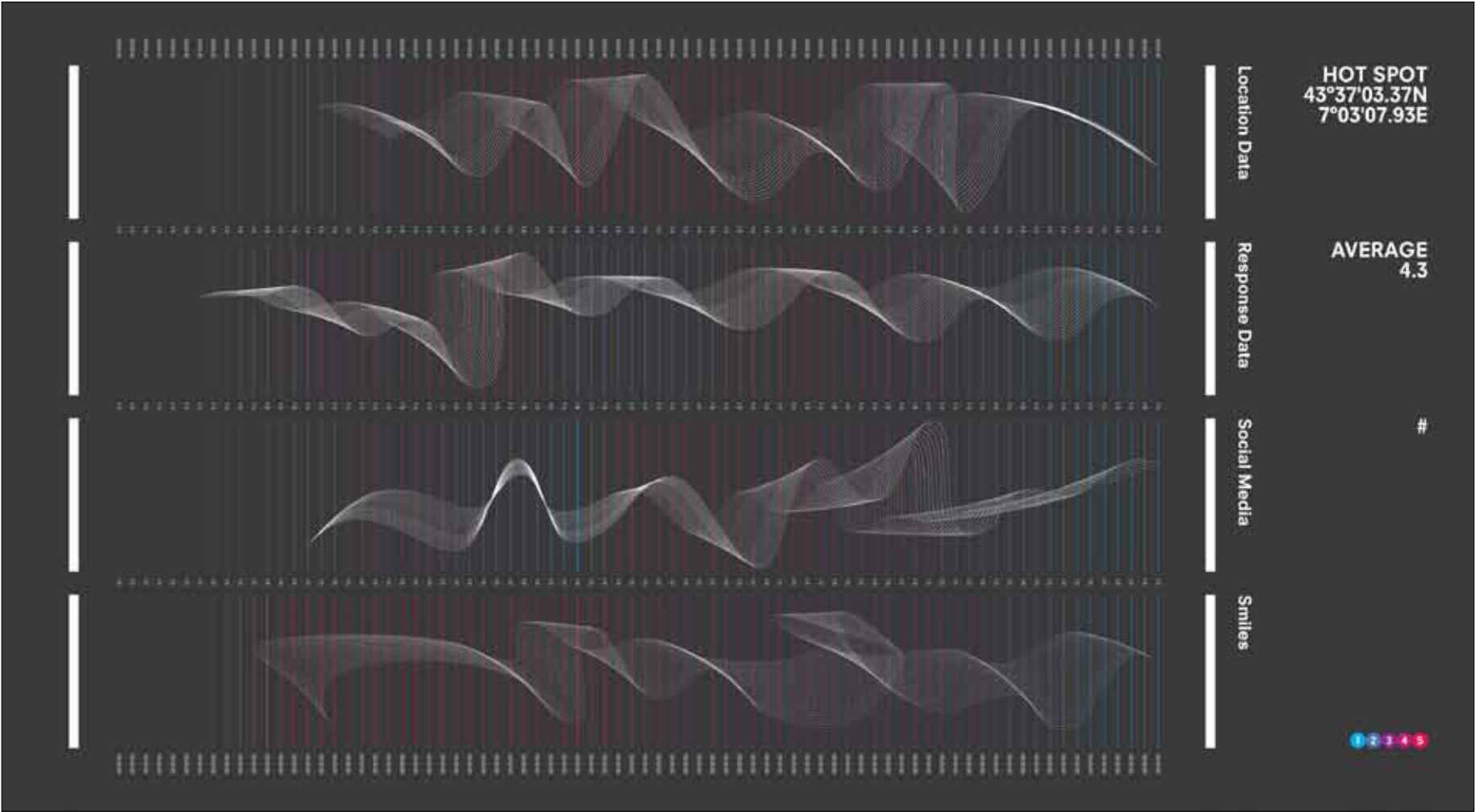


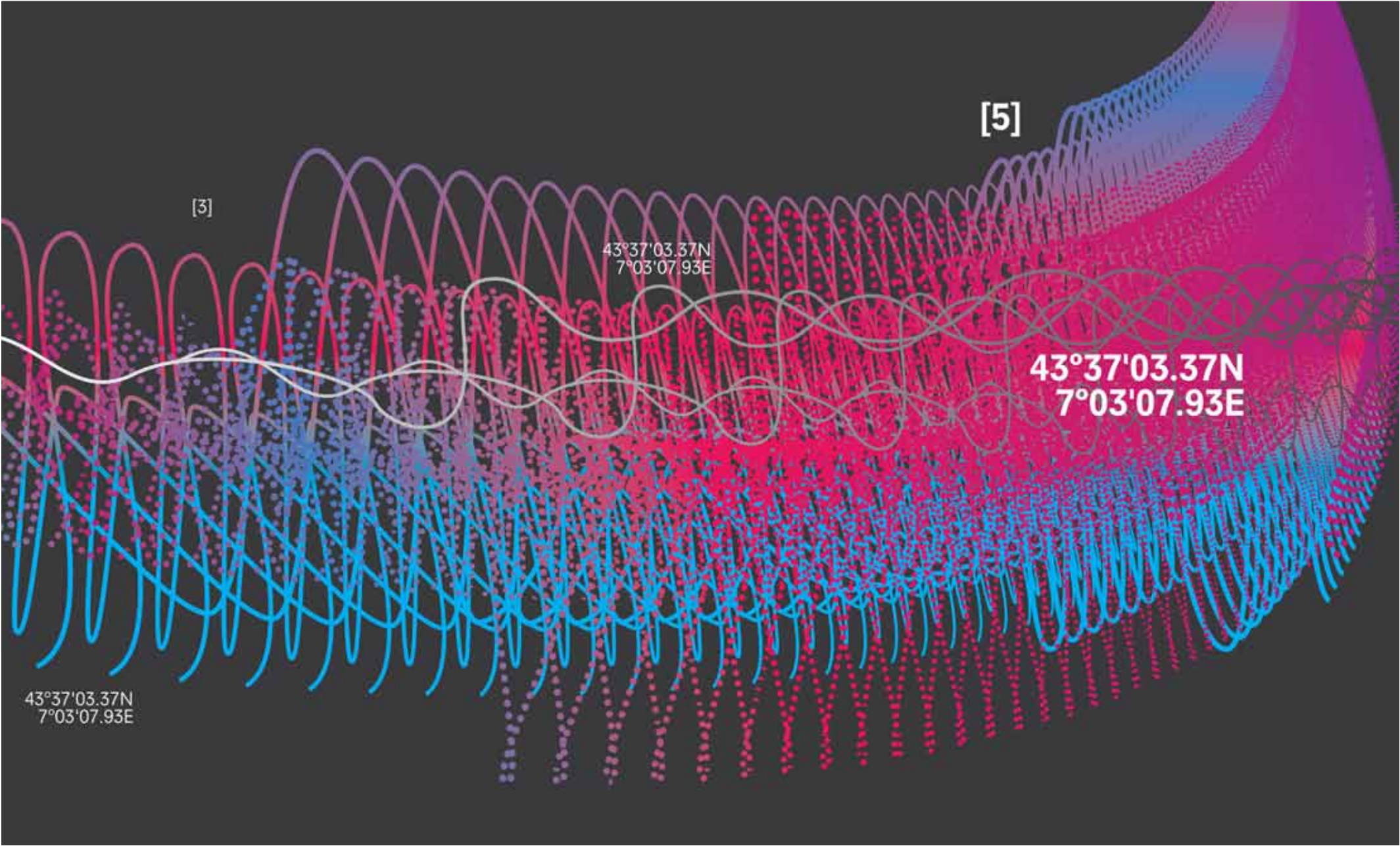














Current
Stage:

—



Location Data

HOT SPOT
43°37'03.37N
7°03'07.93E



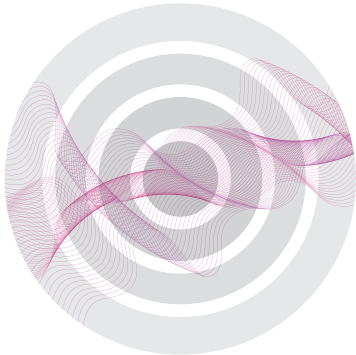
Response Data

AVERAGE
4.3

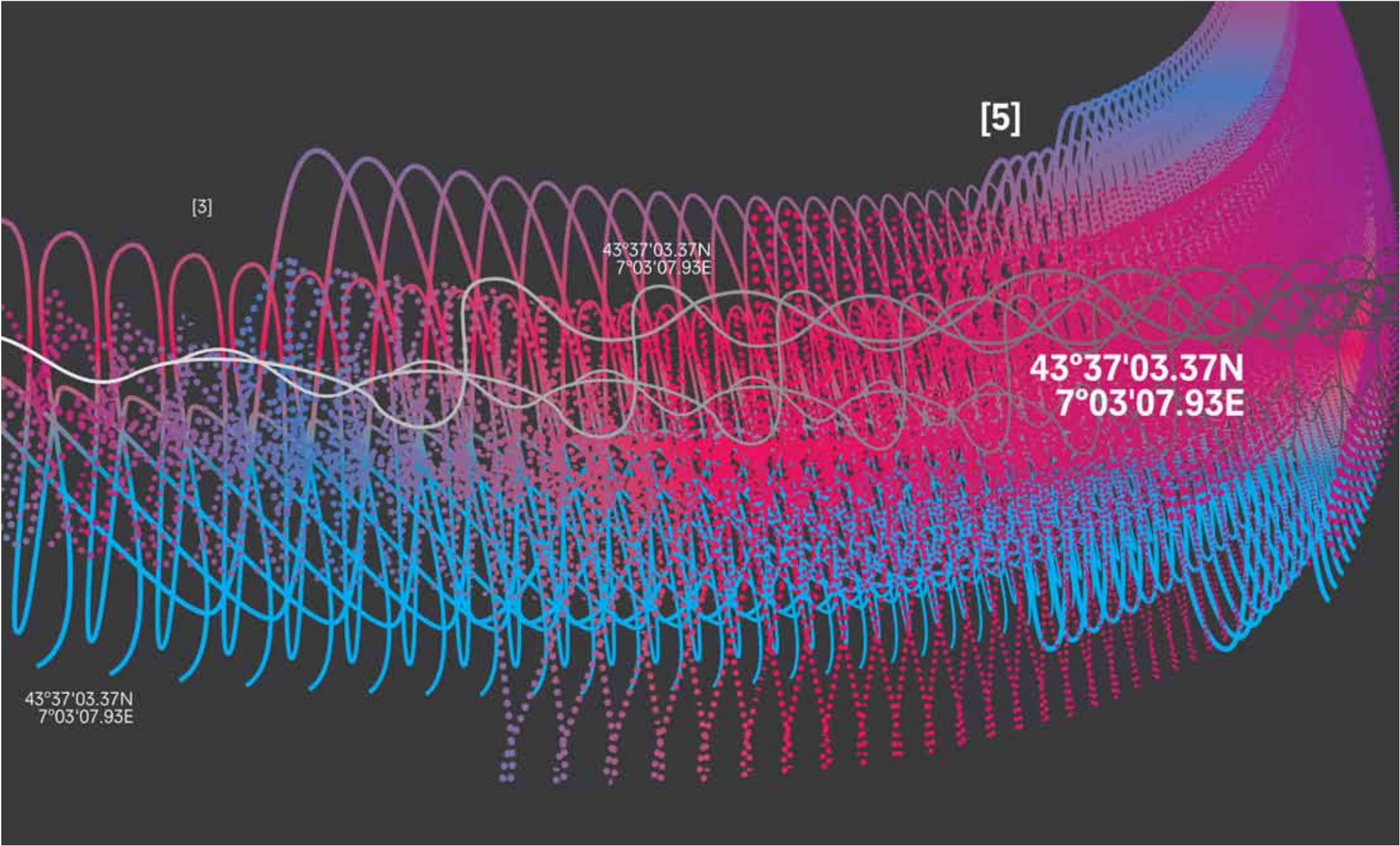


Social Media

#



Smiles





Response Data

AVERAGE
4.3

