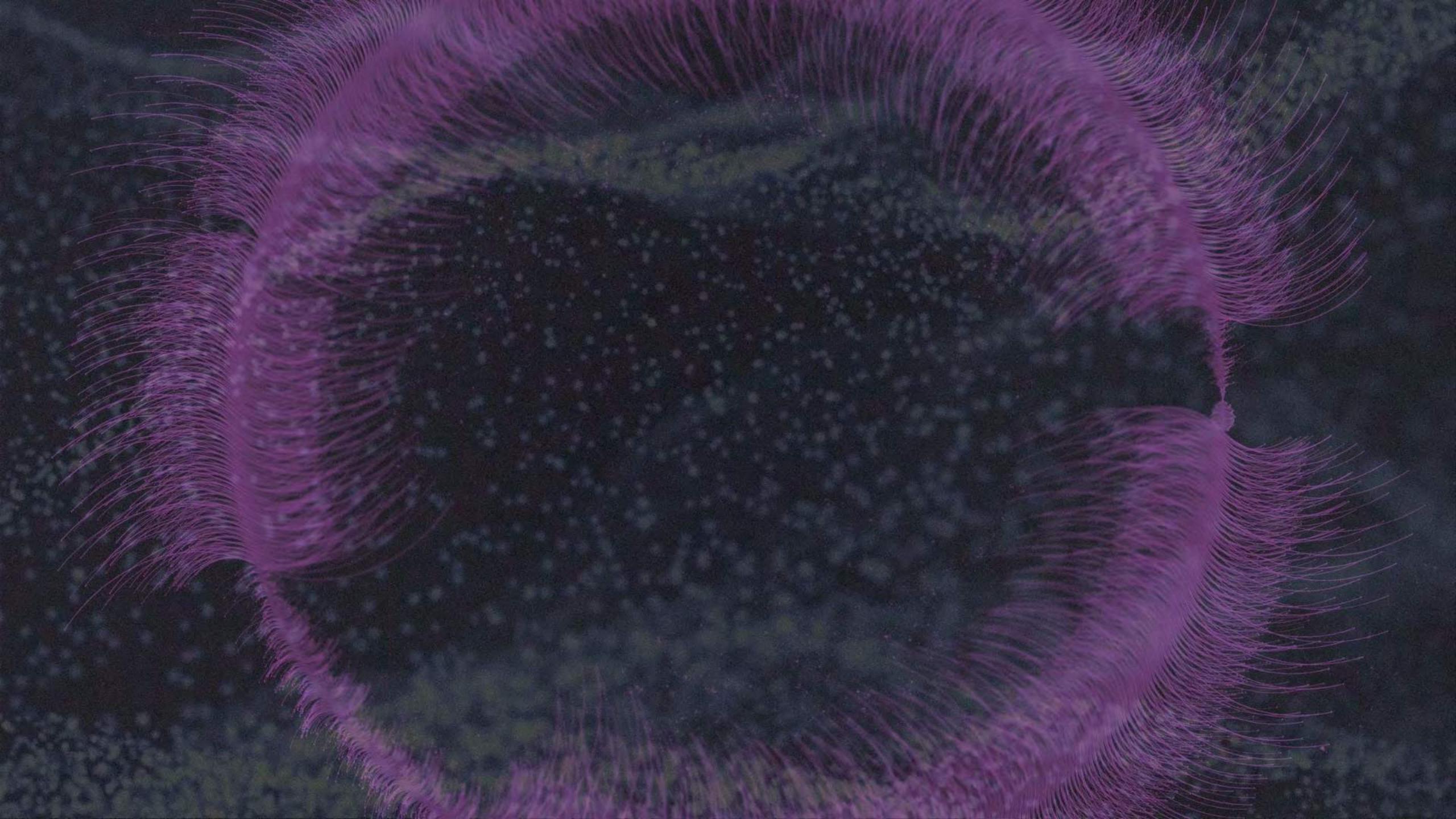
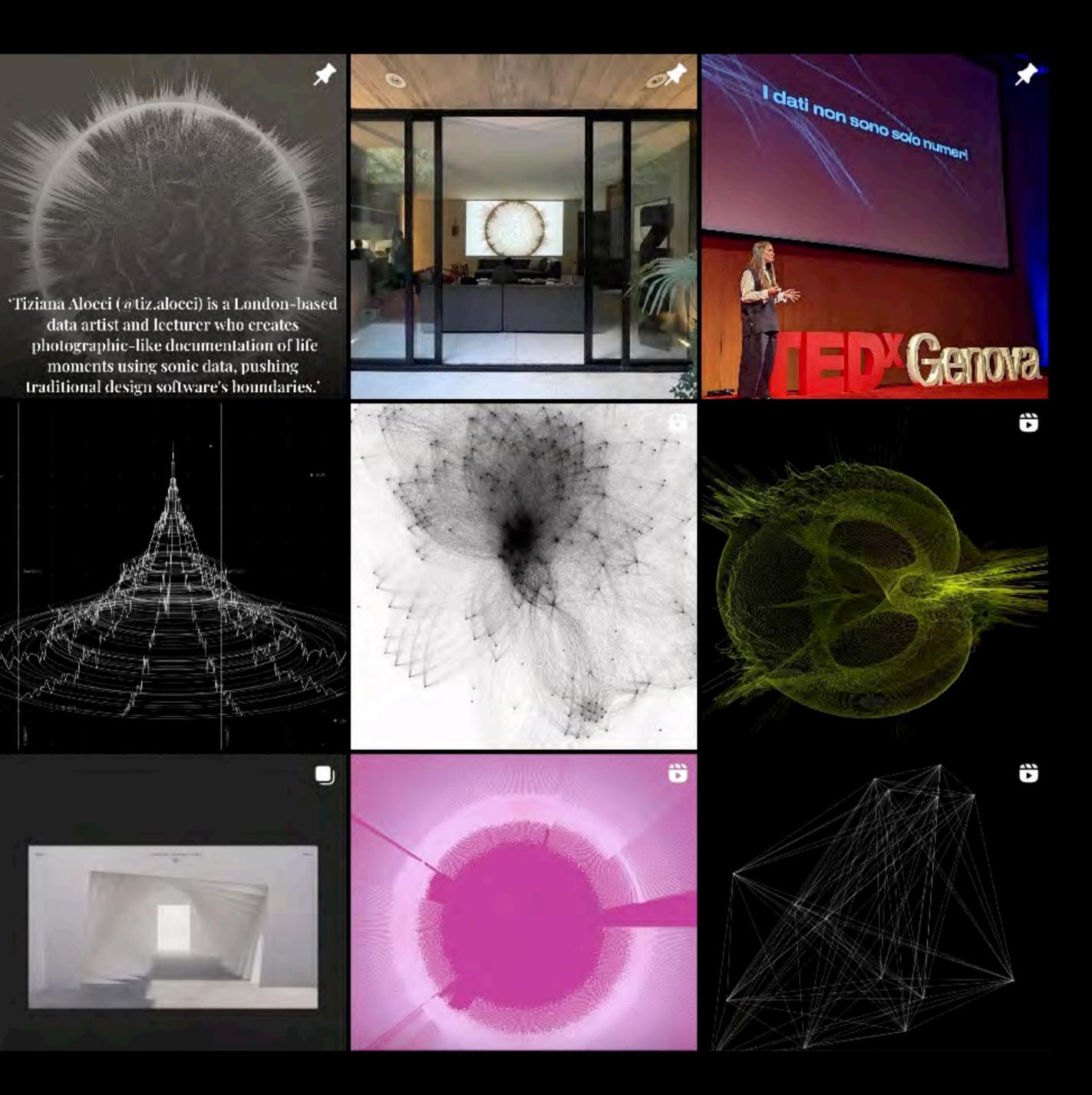
Looking at the Past to Transform the Future

Tiziana Alocci Necessity.ink founder Design Matters Tokyo



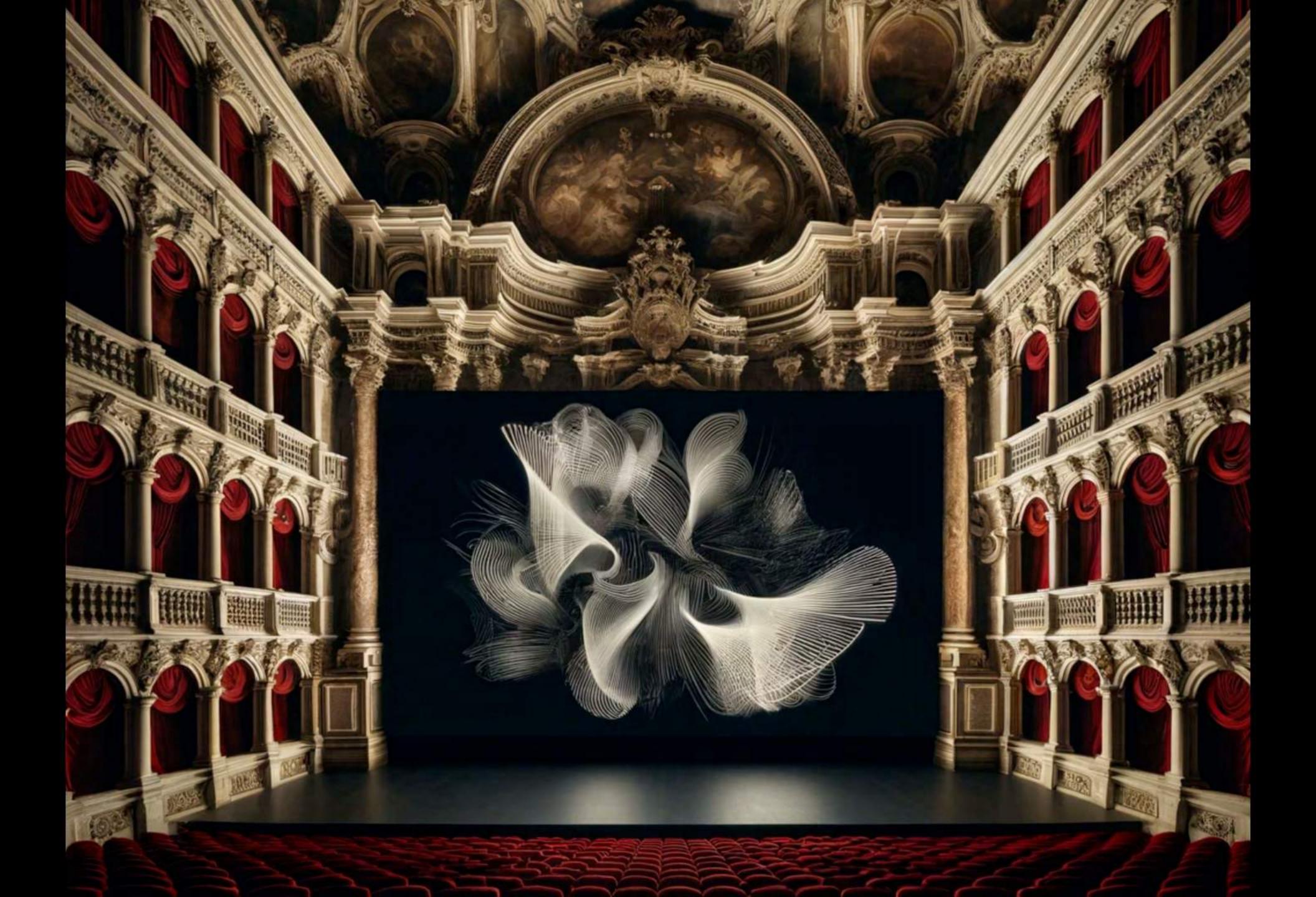




Transforming data into meaningful stories









"Noise pollution results when man does not listen carefully. Noises are the sounds we have learned to ignore."

The Soundscape: Our Sonic Environment and the Tuning of the World, R. Murray Schafer.

People gradually shifts to areas with cheaper homes Mapping urban sound changes due to gentrification 2024

"We may know exactly how many new buildings went up in a given area in a decade or how the population has risen, but we don't know by how many decibels the ambient noise level may have risen for a comparable period of time.

The Soundscape: Our Sonic Environment and the Tuning of the World, R. Murray Schafer.

TIZIANA ALOCCI NECESSITY.INK

Paris and New York.

Use your mouse to explore the loudest and quietest spots.

We've created this to help people learn more about noise pollution in these megacities.

New York

London

Like what you see? Share it on:



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Remember: decibels are not a linear scale. Instead, we experience an increase of 10 decibels as a doubling of loudness. For example, 80 decibels is four times louder than 60 decibels.

Data sources: Bruitparif. Data is taken from monitoring stations on the Rumeur network and intermediate points are modelled and validated against the collected data, including the effects of average weather conditions on noise levels. Methodological information (in French).

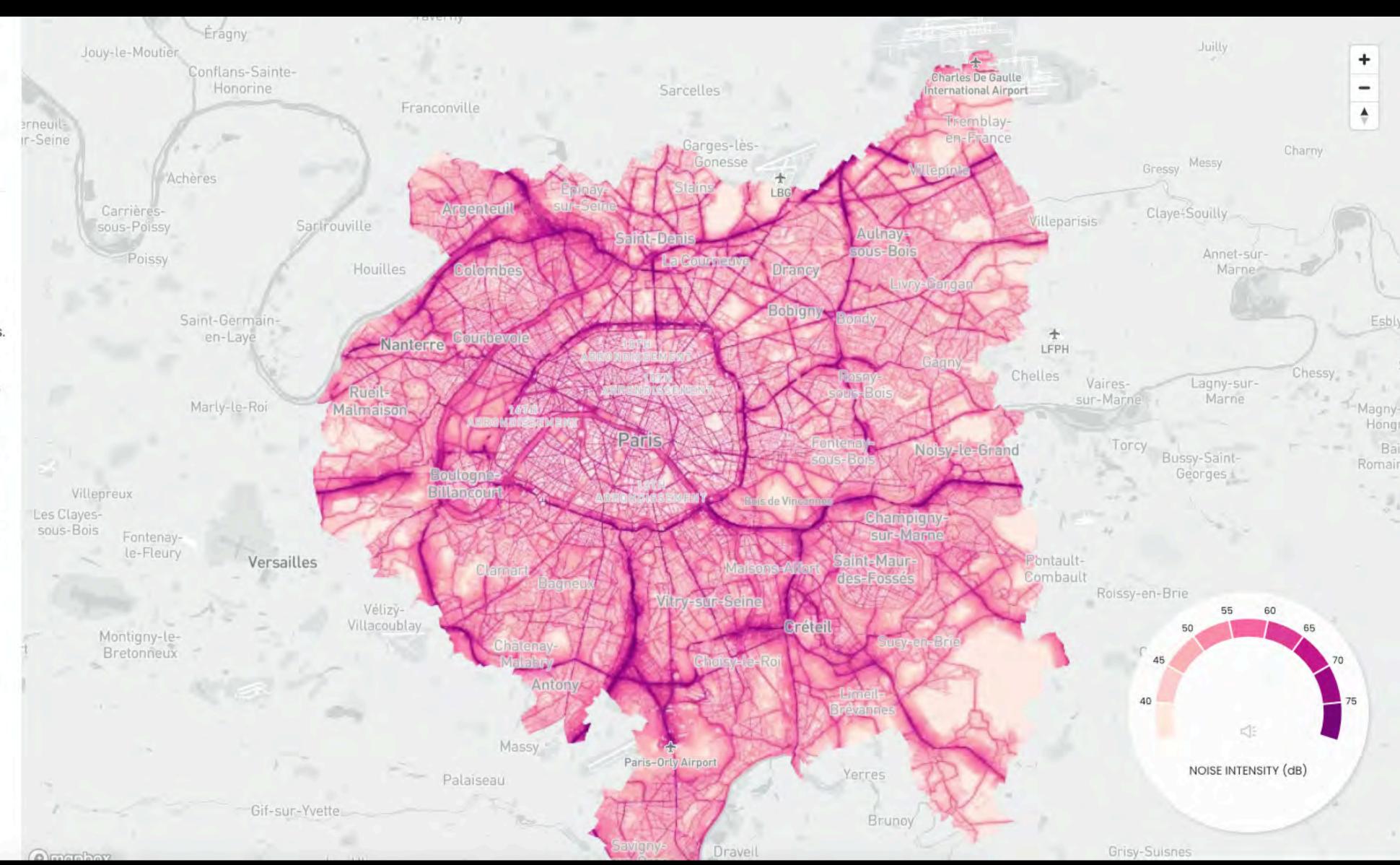
Data are under the third five year cycle of EU Environmental Noise Directive reporting. Data is 'Lden' (24 hour - day, evening and night) average noise levels for road traffic noise only (hence low levels can be seen on the maps close to railway stations and airports).







These sonifications build on Karlm Douleb's original Noisy City map of Brussels.



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Data Sources: DEFRA (Department for Environment, Transport and Rural Affairs). Data is entirely modelled and not directly from any monitoring stations. The London data only shows main roads as the UK only carries out the minimum mapping required under the EU Environmental Noise Directive. More information.

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A project by





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DATA METHODOLOGY

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A project by









Before After

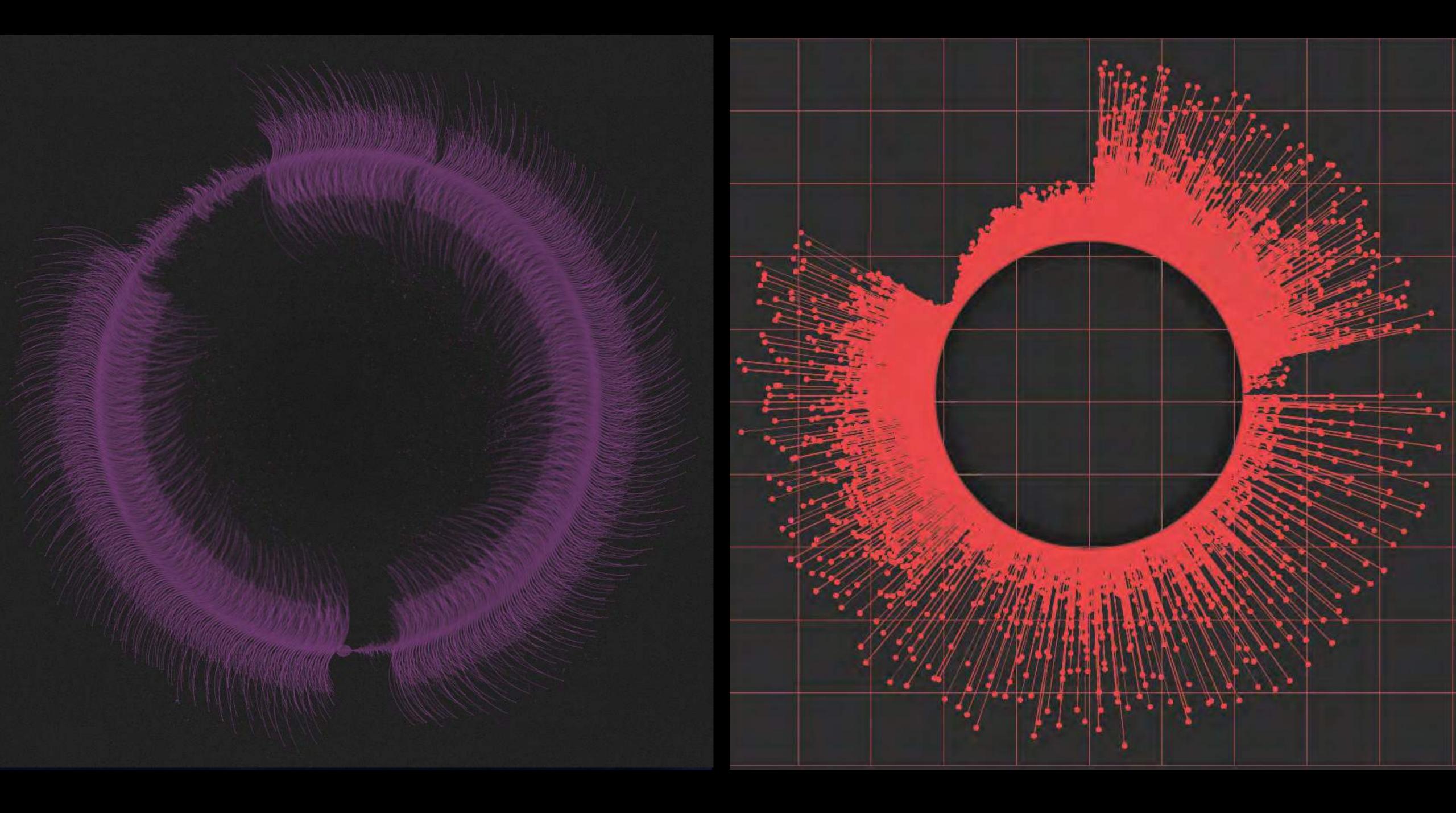


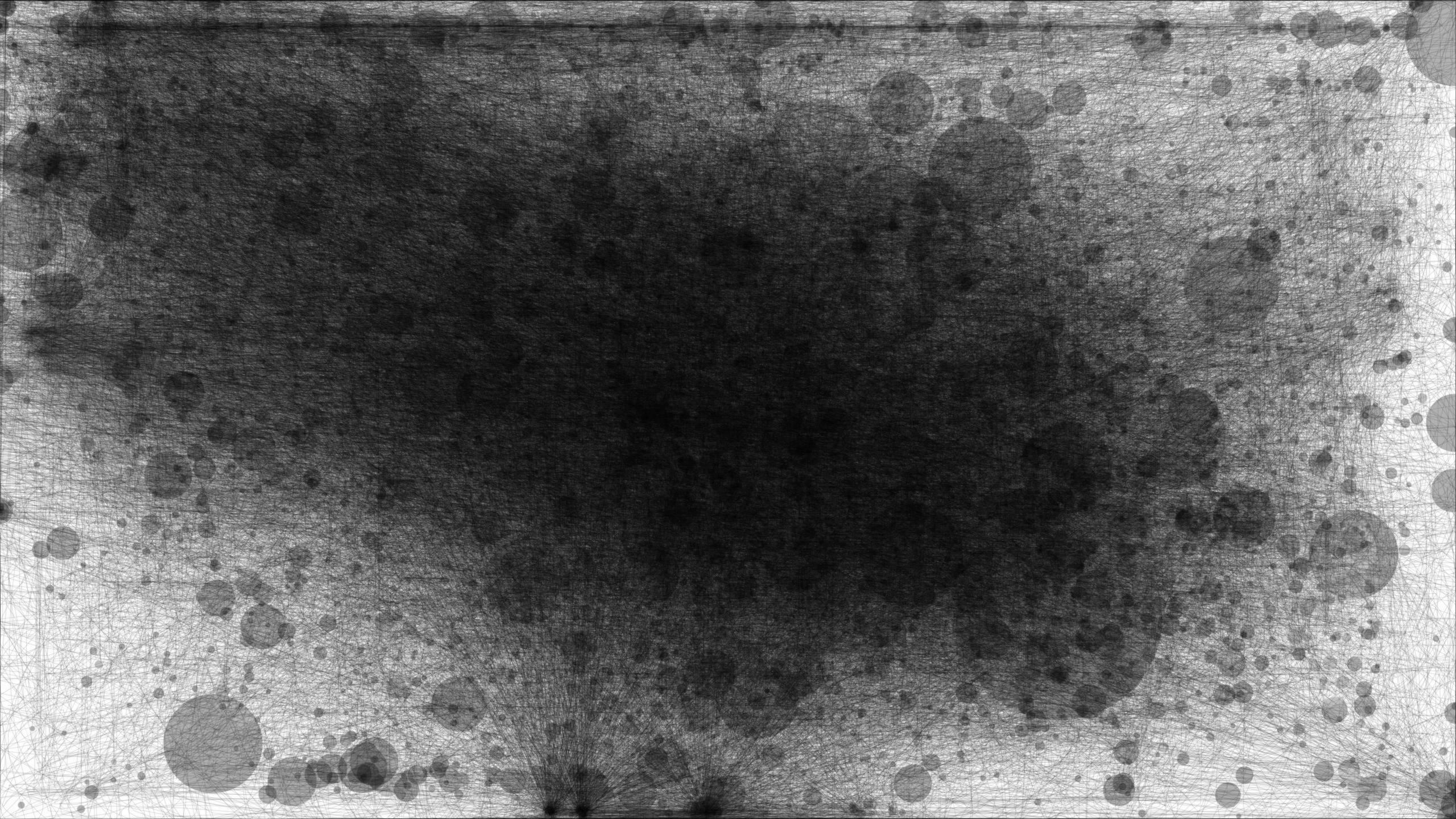


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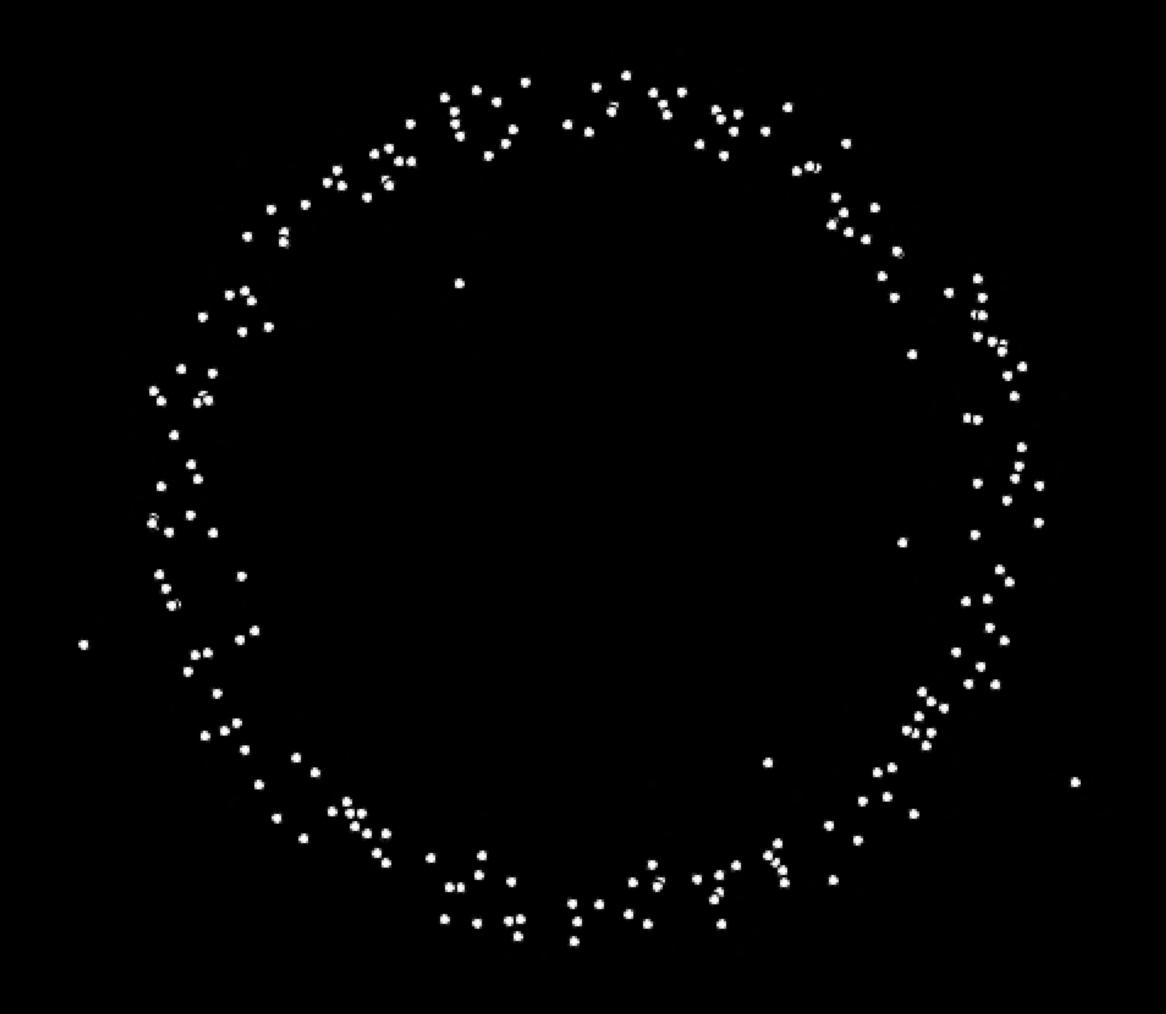
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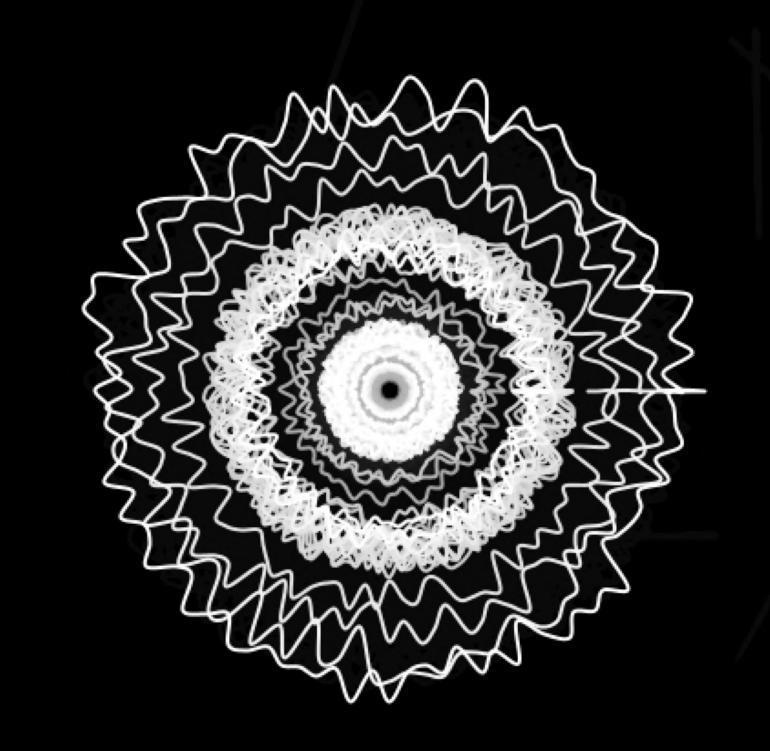
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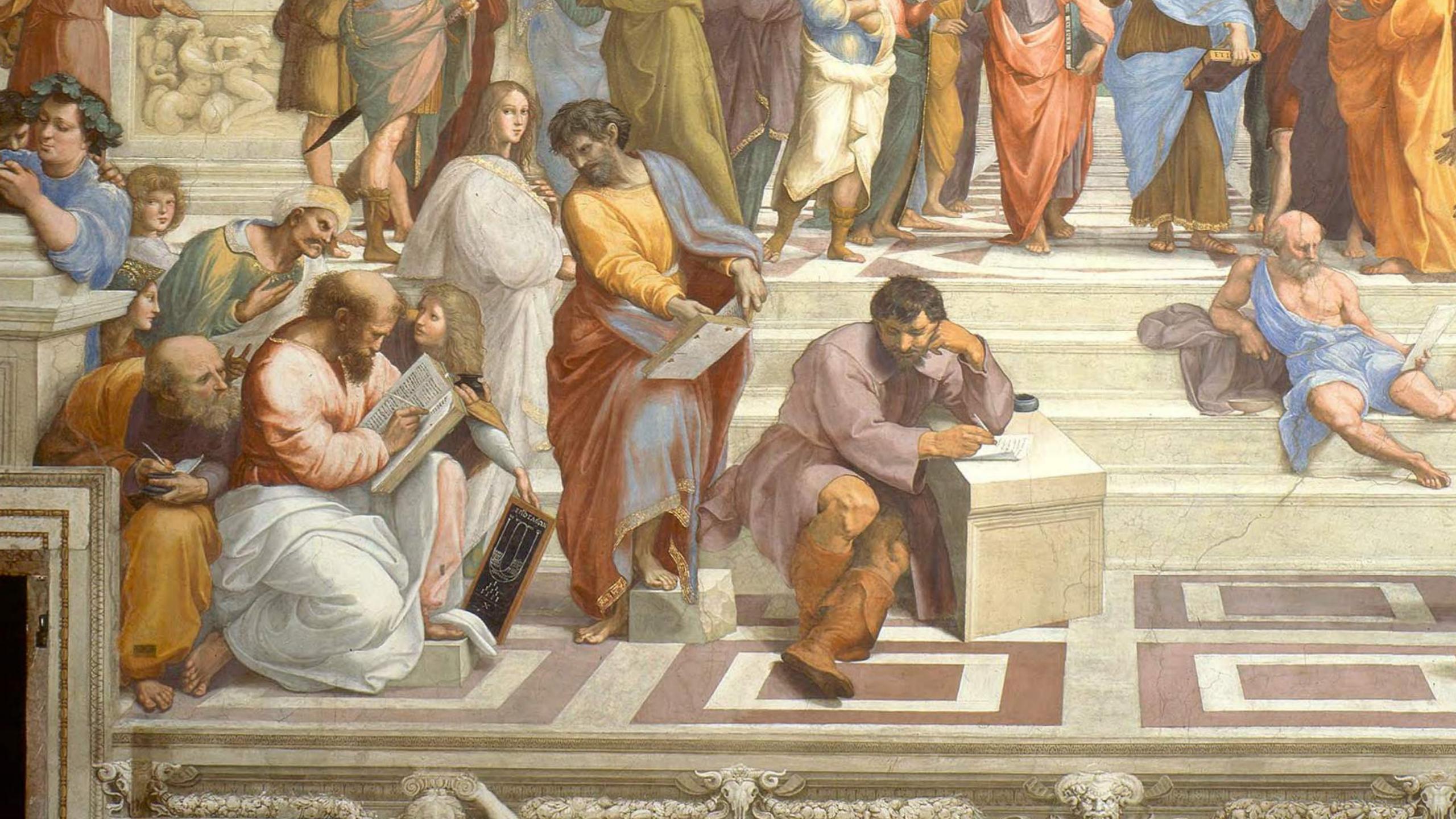


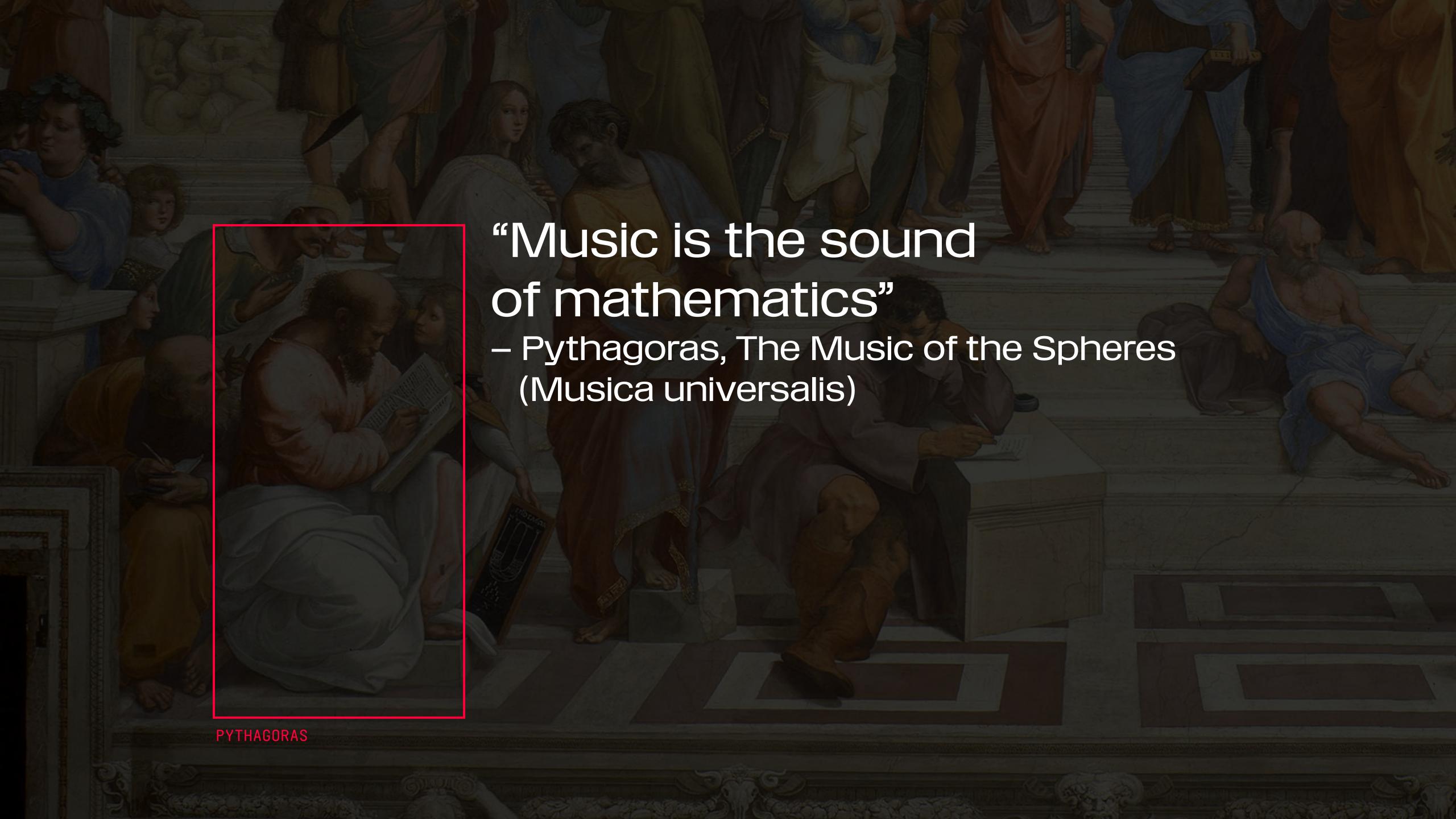




How can the past and the future create a dialogue? Part 1

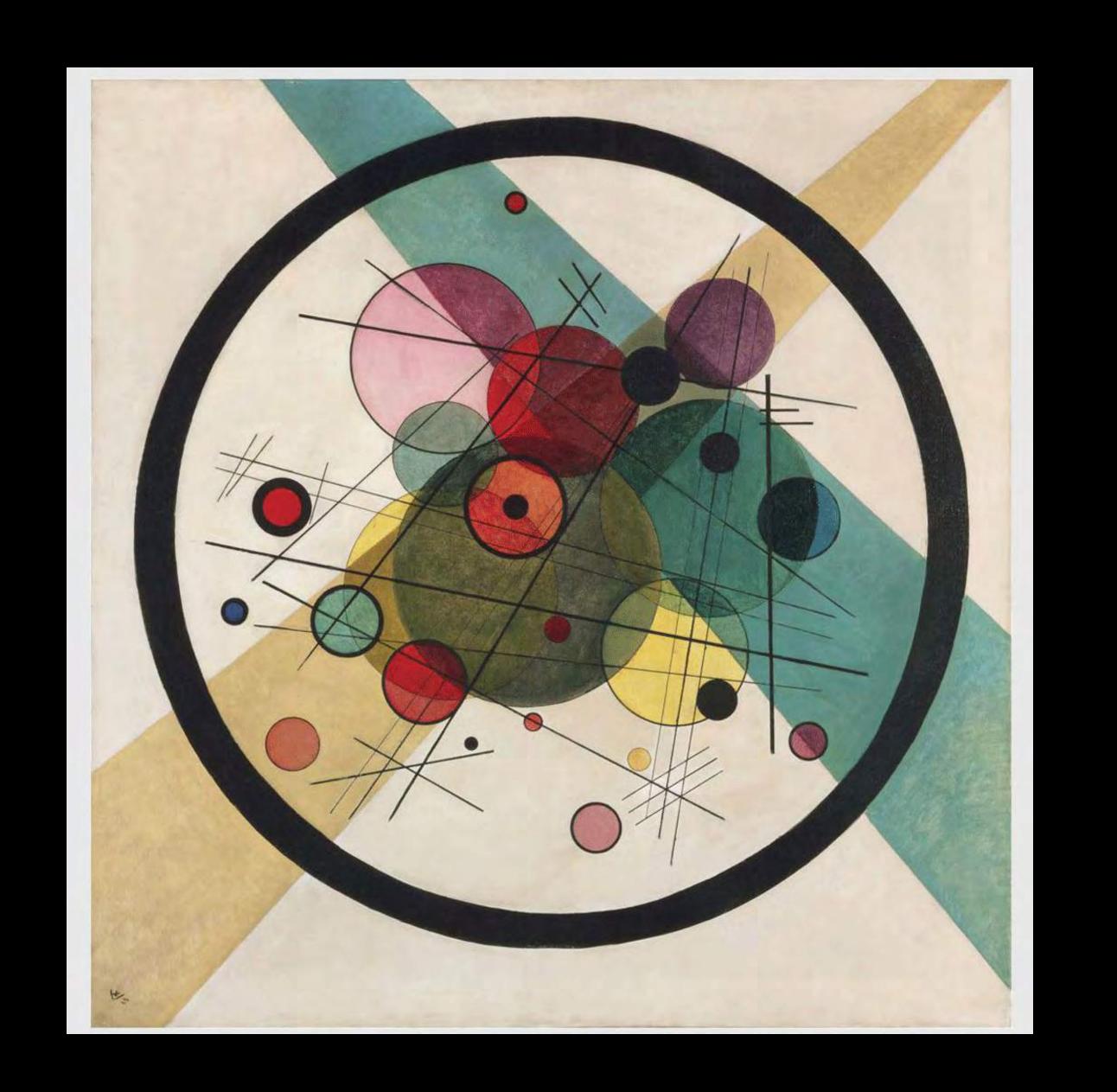






Pythagoras suggested planets move mathematically, creating an unheard symphony of music

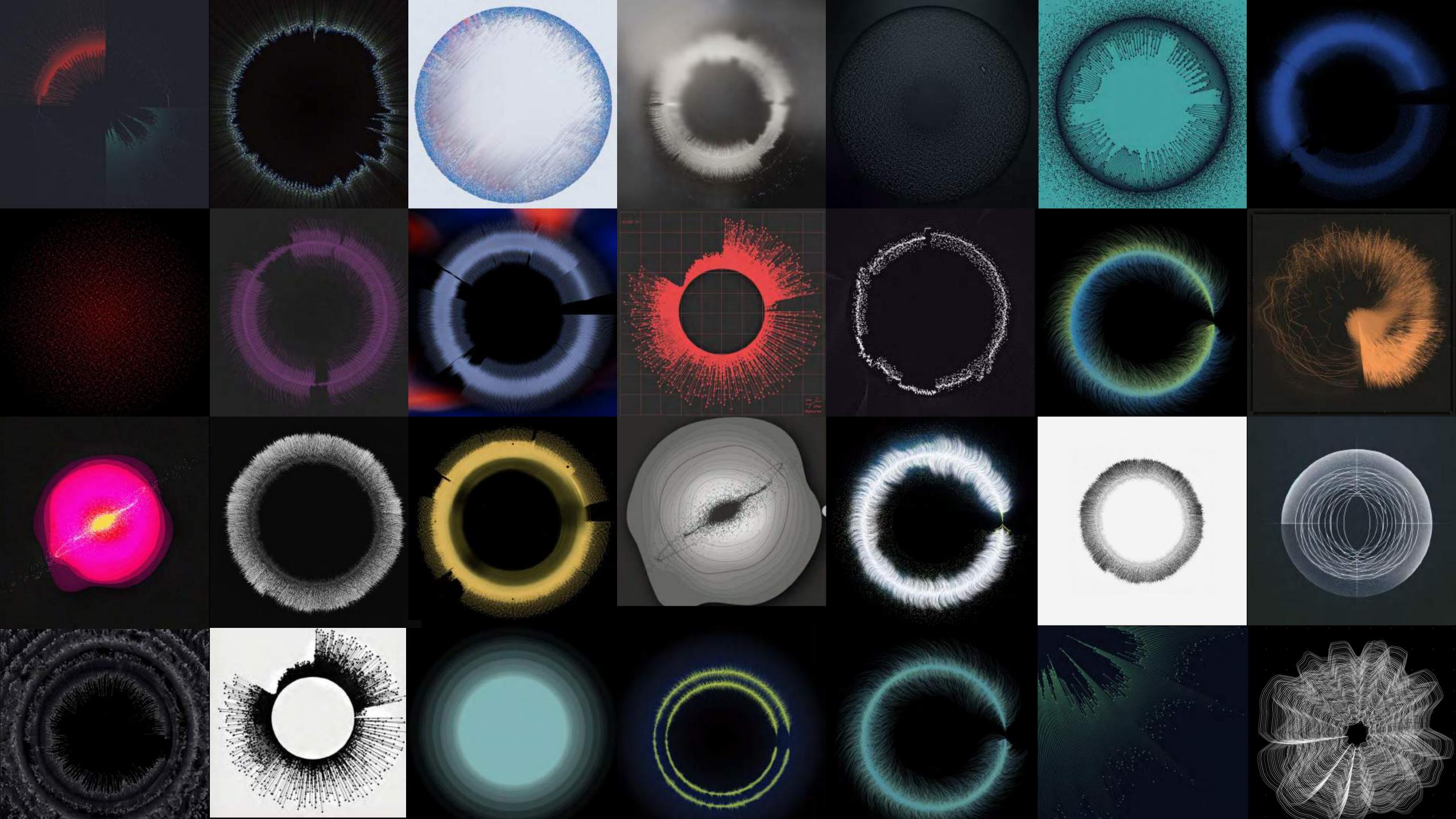
Visualising music using sonic data and creative coding





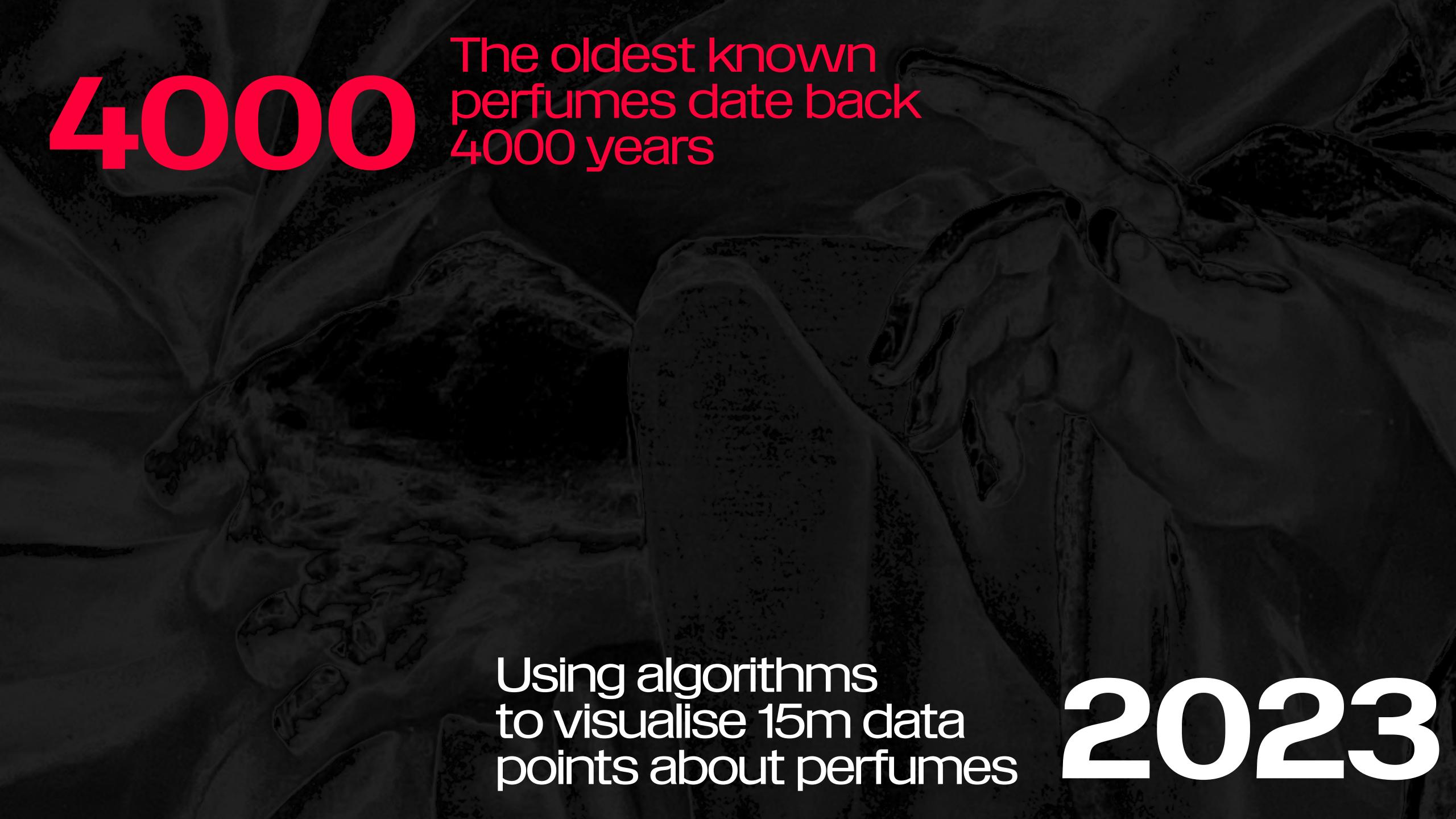
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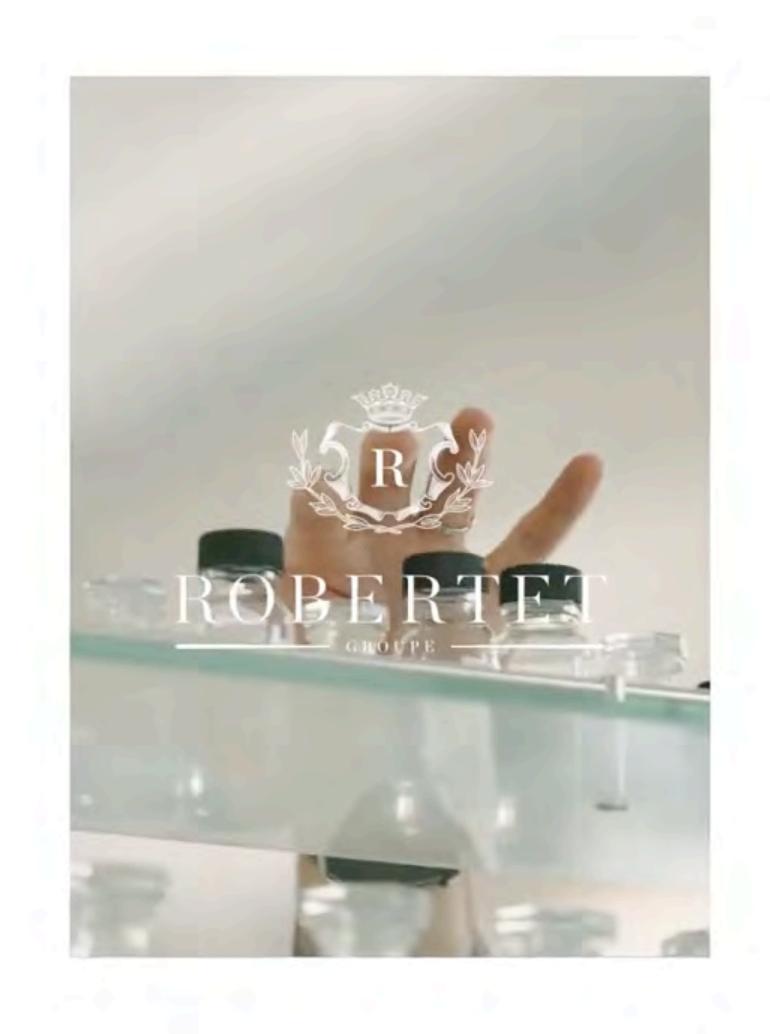






How can the past and the future create a dialogue? Part 2

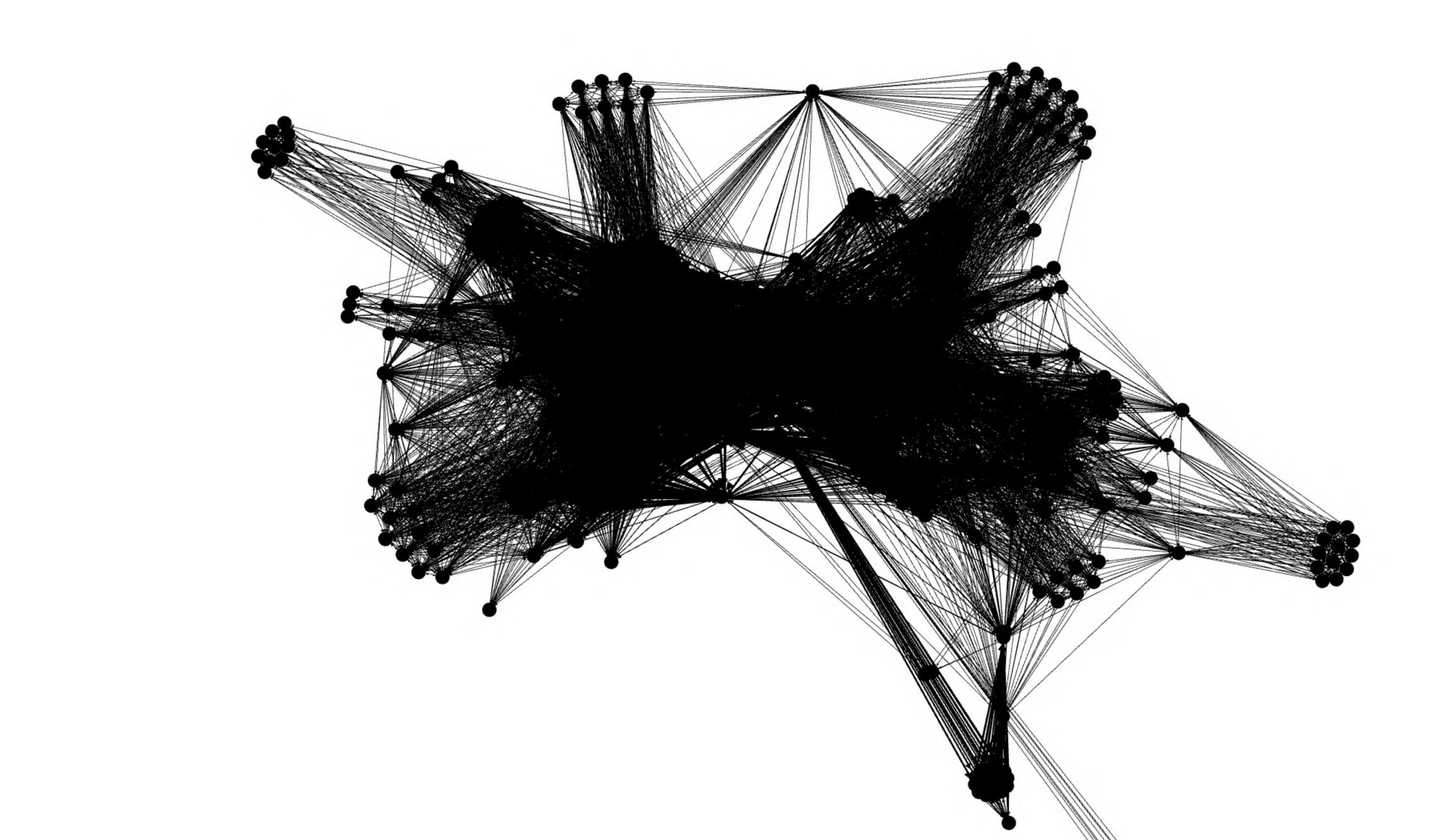


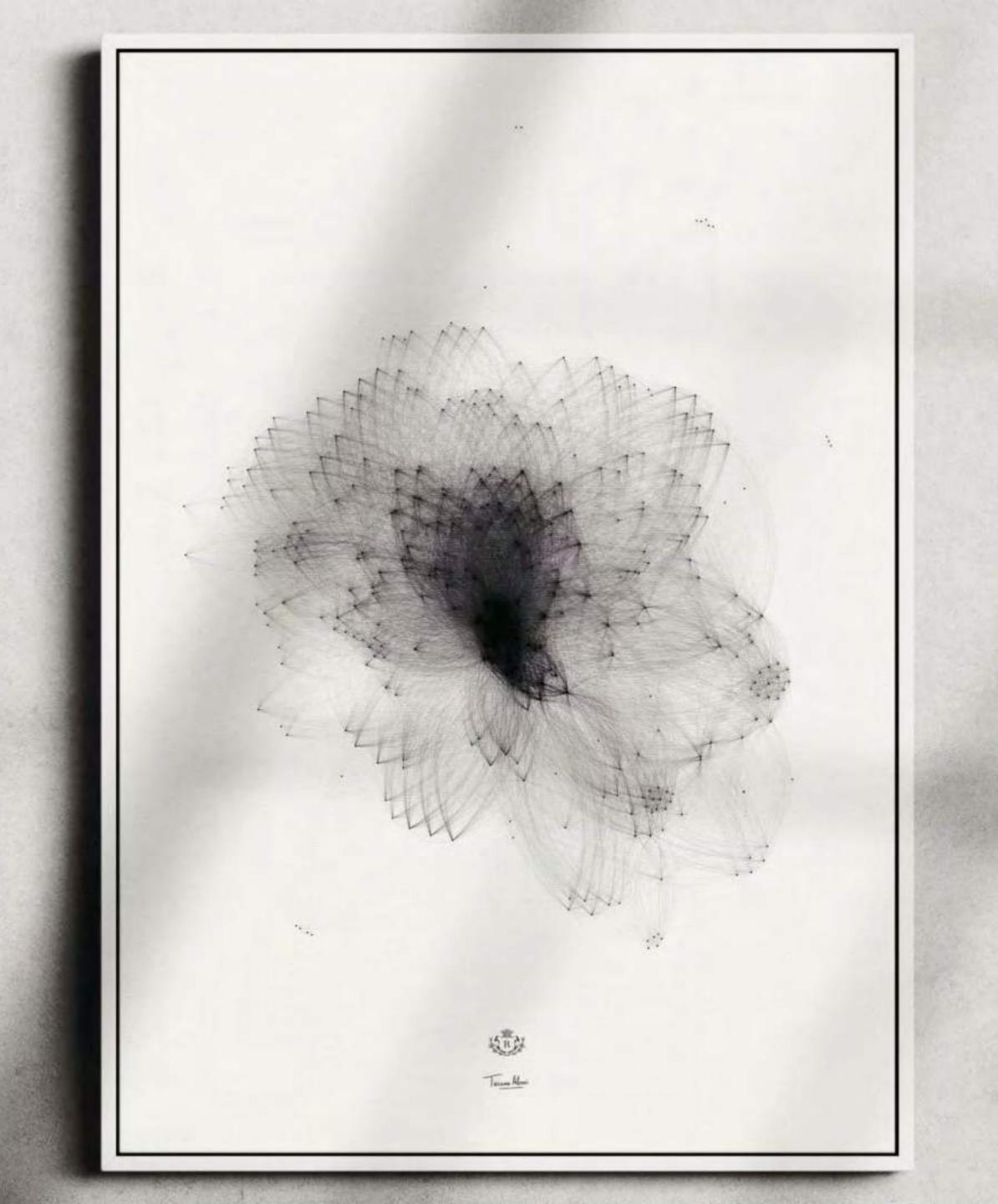


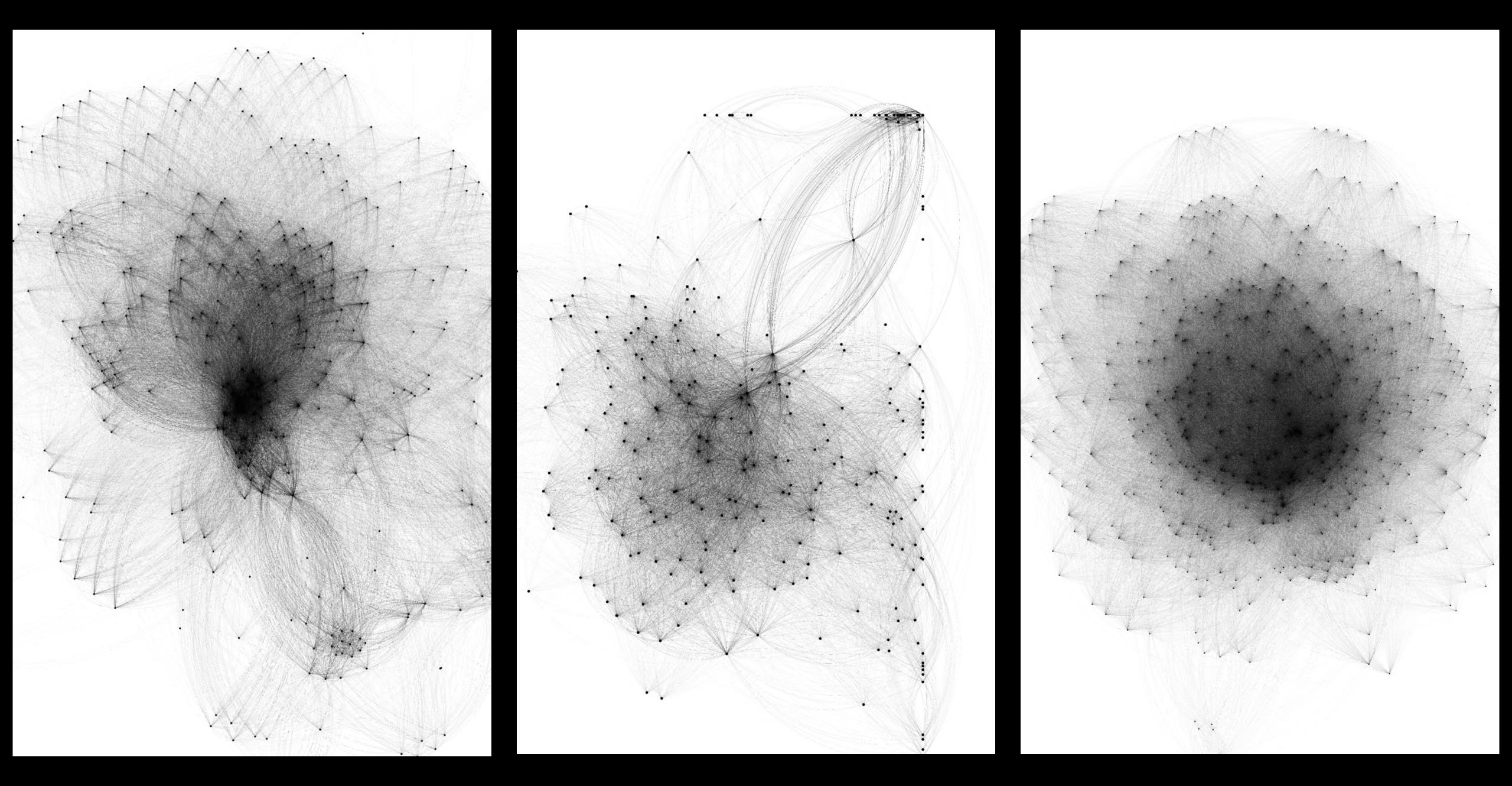


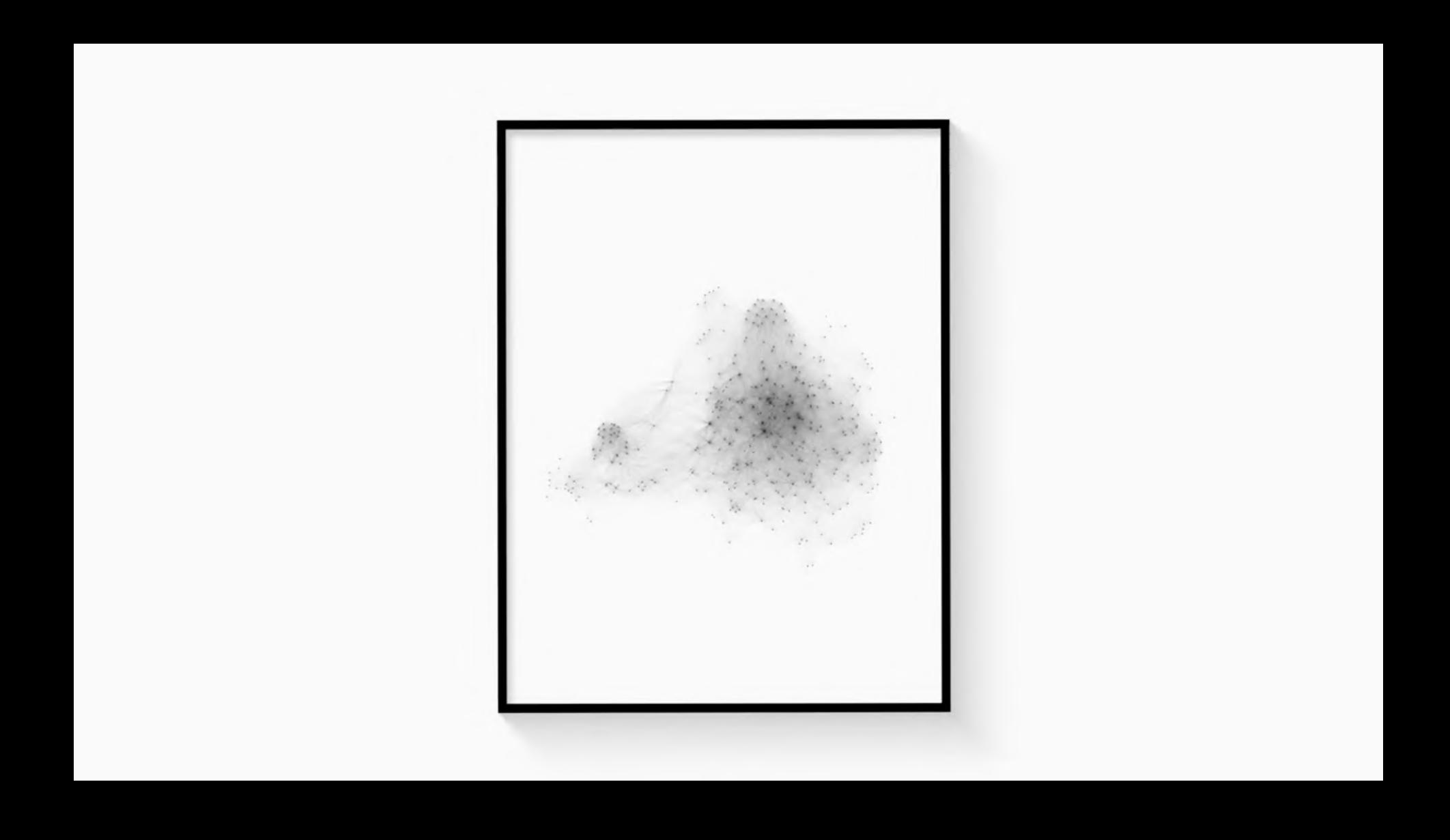












Imagine an exhibition showcasing

15 million data projections to paint
a picture of superior of the projection of the pr



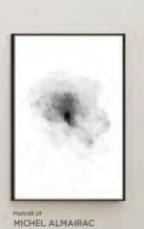


CHAPTER 1

AN ODE TO THE PEOPLE OF ROBERTET

Welcome to Scented Connections, a digital space where every note, every essence, every moment reflects the know-how of the Robertet Group's perfumers and flavorists. Meet these designers of senses through a serie of 30 unique data portraits.

Portraits realized by the Italian Data artist
Tiziana Alocci, whose art transcends the
visible to reveal the unseen, leaving an
unforgettable sensory footprint.
So now, take a deep breath and wander
into the world of Robertet.





SCENTED CONNECTIONS



CHAPTER 2

STIRRING THE PERFECT EMOTION How is a fragrance created? How does an aroma come to life? Robertet's creators master the alchemy, from the transformation of natural raw materials to the creation of the perfect fragrance. Each element is a musical note in a score composed without dissonance.

Their mission: to explore and surprise Each scent or flavor is an immediate memory. A testament to the passion and commitment of Robertet's flavorists and perfumers.

SCENTED CONNECTIONS

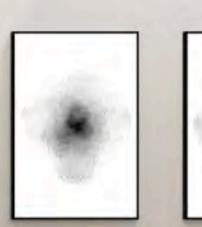


THE NEVERENDING DEPLOYMENT OF NATURALS

Robertet tells the story of an unwavering passion for naturals.

in 1850, the family-owned company began using natural ingredients to create its first fragrances and flavors. It then established itself in Grasse, before expanding internationally to share the links between each source of inspiration and these enthusiasts, through the talents that shape their creations.

Now as the Robertet Group, its experts work in harmony to meet the challenges of innovation and inspire the future of naturals, always high-end.





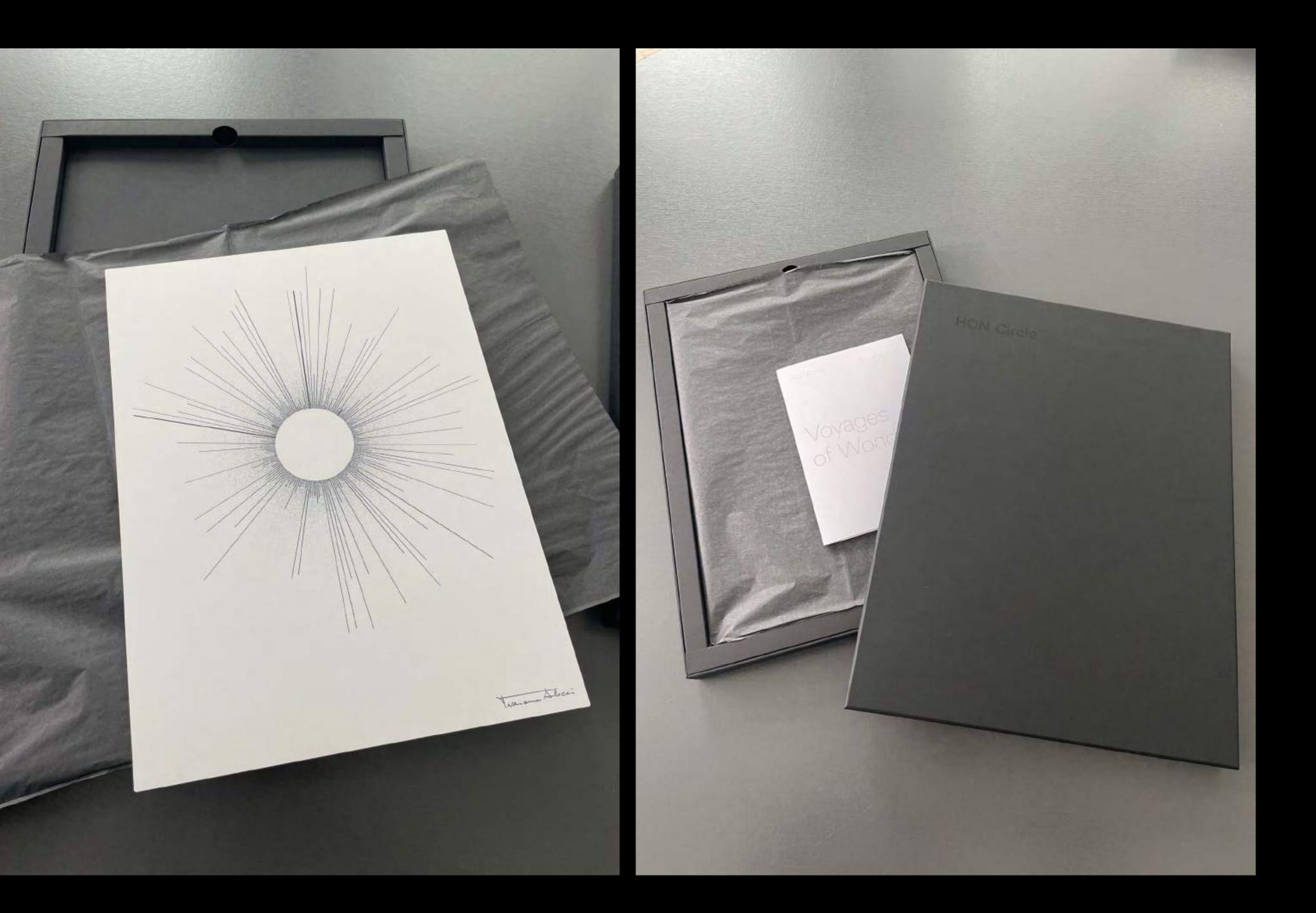
TIZIANA ALOCCI

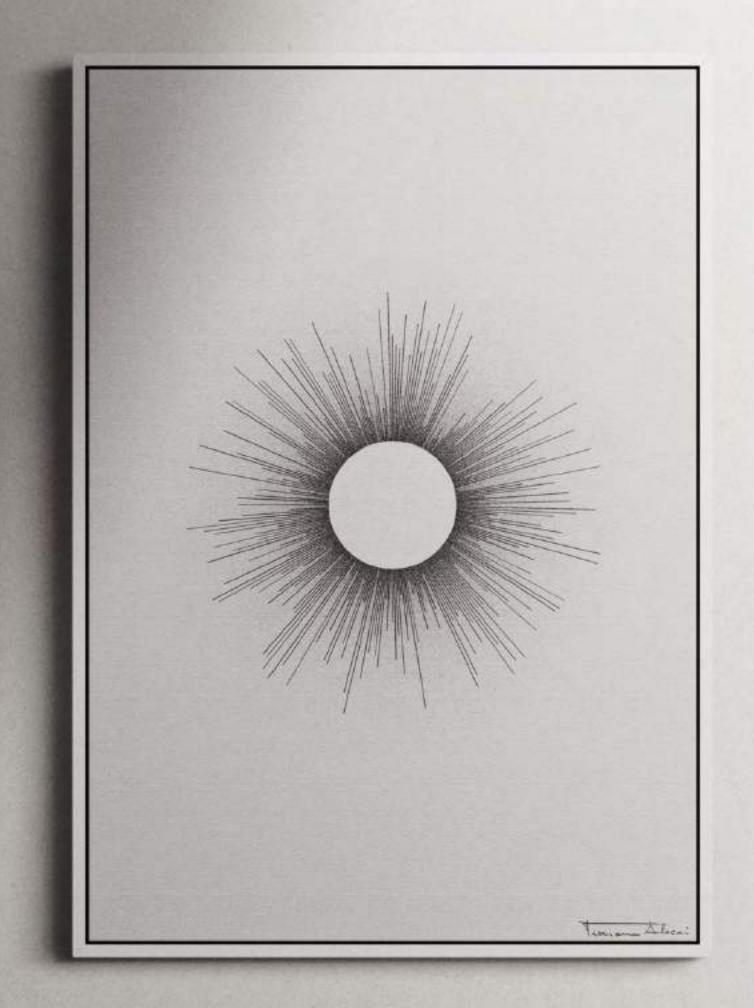
How can the past and the future create a dialogue? Part 3

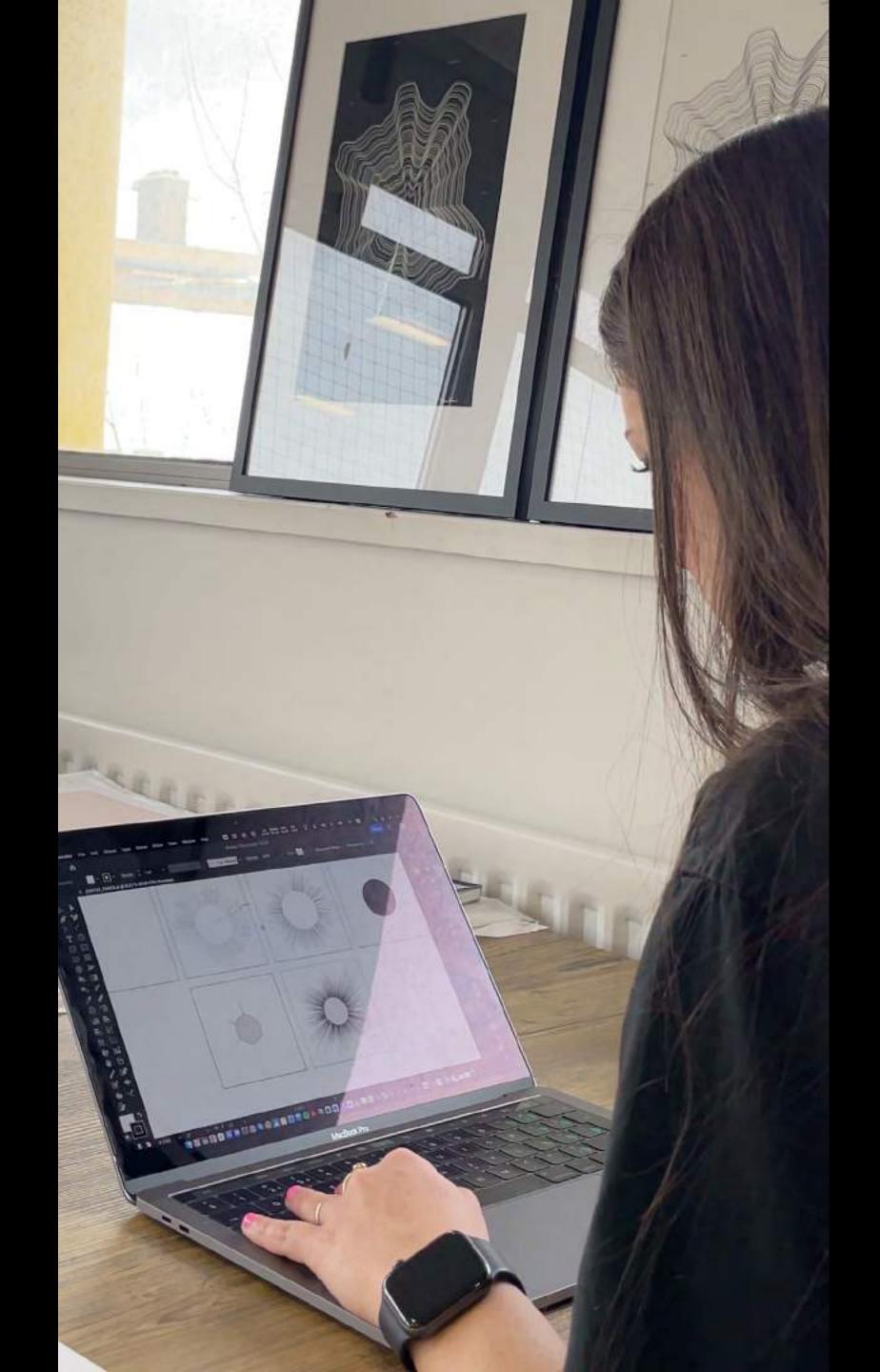
The Wright brothers made their first airplane flight Turning data from flights into unique portraits



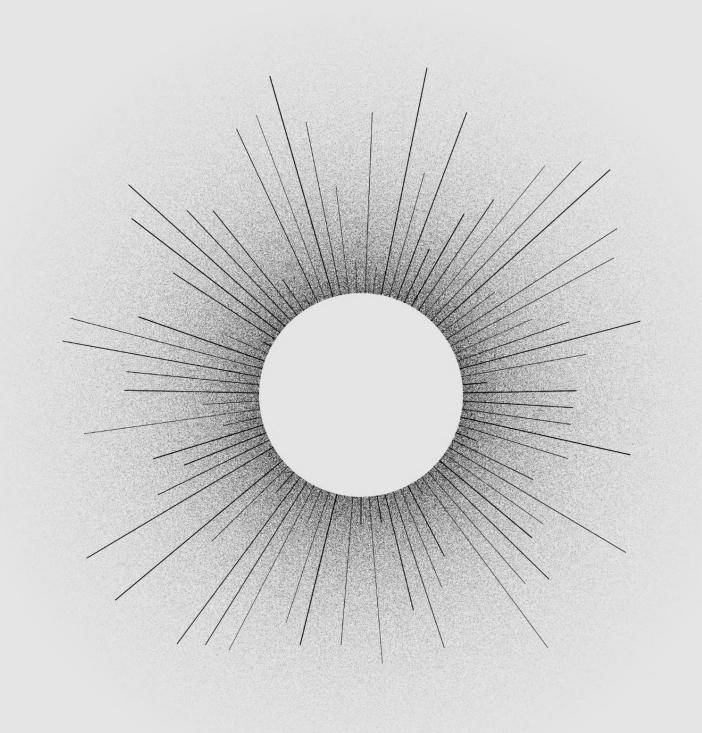
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"As I read the numbers, I translate these raw statistics into a language of forms and hierarchies."



Everything's science-fiction until someone makes it science-fact.

- Marie Lu, Warcross

Tiziana Alocci

Data artist, Lecturer, Founder of NECESSITY.INK

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IG atiz.alocci – necessity.ink



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