Field report

Stephanie Brooks-chin Rees Shad Digital Design 102A 10/30/12 InForm: Turning Data into Meaning The Adobe Museum of Digital Media (AMDM) is one of the most interactive museums I have ever visited. The museum is located in the remote Island of New York City and is open every day of the year. The museum has been in existence since October, 2010, with its main purpose being to showcase and preserve the most astonishing digital media works. By doing this, members of the public would be able to appreciate the importance and impacts of digital media in their lives. It thus preserves showcases talent and encourages artists to strive to produce excellent pieces in the form of digital media. The museum is also dedicated to providing an opportunity for experts to offer commentaries on how the culture and society is influenced by digital media (Adobe Museum of Digital Media par. 3). The museum has established a favorable relationship with the software company, Adobe Inc. with the possibility of encouraging the use of software products made by the latter. There are several things to expect from AMDM since it hosts exhibits drawn from different fields, ranging from photography to product improvement and mass media. What is fascinating about the show is that the exhibits are always presented by guest presenters who are recognized for their exceptional leadership in the field of technology, art or business according to Adobe Museum of Digital Media (par. 3). The museum is, therefore, an ideal place for showcasing and viewing digital media since the space is entirely digitalized. I once attended " InForm: Turning Data Into Meaning," presented by artist, Thomas Goetz on September 13, 2011. Organized by AMDM, and presented at the Museum of Modern Art in 11 West 53rd Street New York, NY 10019, the lively exhibition featured various artistic works. Goetz provided an excellent evaluation of

digital data from people's online lives, and used some newly commissioned images, based on sets of data obtained from the Internet, to give meaning to this information. In this sense, the artworks are used as a mirror of what actually happens in society. Goetz's presentation of the newly commissioned images had three main themes. The first theme centered on Wikipedia as a website of comprising ever-evolving data. The presenter presented Wikipedia as a simple site that is constantly updated which means that it contains up-to-date information and visual content. Although faulting its reliability and credibility, the site is quite attractive and offers comprehensive information about different subjects. Goetz's exhibition also demonstrated the effect that online financial network has on people's lives. Goetz showed the power of using online resources to generate finance. For example, Wikipedia offers free information but manages to make a lot of money through the donations that it receives from well wishers. Citing sites such as Facebook, the presenter noted that people should take advantage of social sites to display The third theme, presented during the exhibition was the demonstration of how twitter ranks its clients, followers, and contacts. For instance, at some point during the exhibition, Goetz decided to show online visual information and explained the compelling aspects and beauty attached to them. This is evident when the artist graphically reveals the total number of tweets made in Amsterdam as announced a few minutes to New Year day. There was a dramatic and exciting spike in tweets just before the New Year's dawn (Adobe Museum of Digital Media par. 2). Thomas Goetz Background Information Thomas Goetz is currently the executive editor at Wired Magazine (Huffington Post par. 1). He has worked with the organization for over ten years according to Adobe Museum of Digital Media

(par. 2). Goetz holds a degree in English from Bates College. In addition, the artist has a Master of Arts degree in American literature awarded by the University of Virginia. Awarded by the University of California, Goetz also holds a second master degree in public health. Goetz is credited for having initiated the excellent presentation of information and unconventional storytelling on the Wired magazine (Adobe Museum of Digital Media par. 2; Huffington Post par. 1). Apart from being the executive editor, he is the author of the popular book, The Decision Tree: Taking Control of Your Health in the New Era of Personalized Medicine according to Adobe Museum of Digital Media (par. 2). He is also a weekly columnist of the Wired magazine especially on technology, medicine and health. How Pieces Observed Relate to Art and Design Indeed, the subject of whether a piece is an art or a design is something debatable considering that many people feel that they are as much designers as they are artists (Manovich 26) . However, from the pieces I observed during the exhibition, there are certain aspects of the works that I consider art rather than design. For instance, I considered Goetz's depiction of visualization of online information as an art and not a design. The artistic work here was evident during the graphical depiction of the number of tweets broadcast. Nevertheless, an aspect of design came in when Goetz added some beauty and compelling aspects to the piece of work as recommended by Christiane (52). He added the dramatic and exuberant spikes in the tweets. The design is shown through different colors including orange, grey and black. The purpose of creating such designs was probably to pass the message regarding tweeting as well as to motivate his audience which features an aspect of design (Adobe Museum of Digital Media par. 2). My perception regarding online communication has really changed since the

exhibition. The reason for this is that it made me appreciate the fact that digital media has changed to the extent that an individual can see whatever they are doing. This is manifested through such sites as Facebook, Skype, Twitter and other social network sites. With the digital revolution, today, one can chat or tweet with someone far away as if the two are together. The show is thus a true depiction of how significant digital information affects people's lives and deserved to be attended by all members of the public who use digital media. Beyond a shadow of doubt, I liked the show very much. The reason why I liked it is that it taught me several things about digital media, especially its impacts on culture and society. Apart from being educative and informative, there was also the element of entertainment in the exhibition, particularly where Goetz exuberantly dramatized spikes in the tweets. This was one of the parts I liked most in the show since it left me laughing all through. My view regarding the show is in line with many other reviewers' thoughts. Many viewers argued that the exhibition helped them gain a better understanding of the impacts that digital media such as Facebook, Tweeter and other emerging social network sites have on their lives. They are in support of the method and style used by Goetz in communicating the message, a view that I concur with (Adobe Museum of Digital Media par. 2). Conclusion InForm: Turning Data Into Meaning is was a great exhibition and in my view, it should have been watched by the entire public. The reason for this notion is that it was very educative, informative and entertaining. The show gives the audience a chance to learn several aspects of digital media that may not be apparent to many people. It is true that culture and the society are greatly influenced by digital media. This can definitely be understood by attending an exhibition or show like the one that

I attended. I would recommend that people attend a repeat of the show if an opportunity arises Work Cited Adobe Museum of Digital Media. Adobe Museum of Digital Media Announces Two New Exhibitions. 2001. Web. 10 October, 2012. Christiane, Paul. Digital Art. New York. Thames & Hudson. 2006. Print. Huffington Post. Thomas Goetz. 2012. Web. 10 October, 2012 Manovich, Lev. The Language of New Media. Cambridge, Massachusetts: The MIT Press. 2001. Print.