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Rare Volume:

Interactive Design + Data Artists

Accenture Strategy presents
Symphonologie: The Music of Business

Rare Volume
Data Artists

Robert Hodgins – Interactive Director:

The work that I create is very rooted in science and mathematics. I like to try to visualize natural systems—like how water moves or what the atmosphere looks like, of the earth, when viewed from space—and try to find ways to reproduce that aesthetic with code so that I can then manipulate it in ways that you don't see in nature.

I was approached about the Symphonologie project. The more we found out about the piece, it seemed like a challenge that was worth undertaking because we've done smaller projects where we've done audio analysis and visualization, but this is just on a much grander scale.

Jonathan Kim – Creative Director:

Art doesn't always have to be tied to technology. Right?
Technology doesn't always have to be tied to art. But, there really is magic when the two come together.

Andrew Bell – Technical Director:

One of our goals with these visuals is to tie together the several different layers that go into this project. We have the business sentiment itself and the analysis that has been done by Hannah. That, of course, turns into the composition from Mathieu. And part of our role is to make it clear how all of these pieces interconnect through the visuals that we're creating.

Allison Keiley – Head of Production:

For any event that has a live component, it's really important that we put the audience first. Right? So, it's my job to imagine that I am at the Louvre, and I'm experiencing this event in real time. What do I want to see? What do we want to communicate to the audience?

Robert:

It's a little scary because there are so many different parts that have to come together, but if it's not a little scary then it's not going to be an interesting project to work on.

Andrew:

It's easy to mistake computer-driven art as being made by computers when, of course, there is still an artist who is doing visual design. The medium may be code, the means might be technology, but ultimately there's an artist, as any other form of art would have.

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Accenture Strategy

symphonologie.com

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