

The Data Cafe Parsons Festival 2015

Programs: SDM, IDP, MFADT

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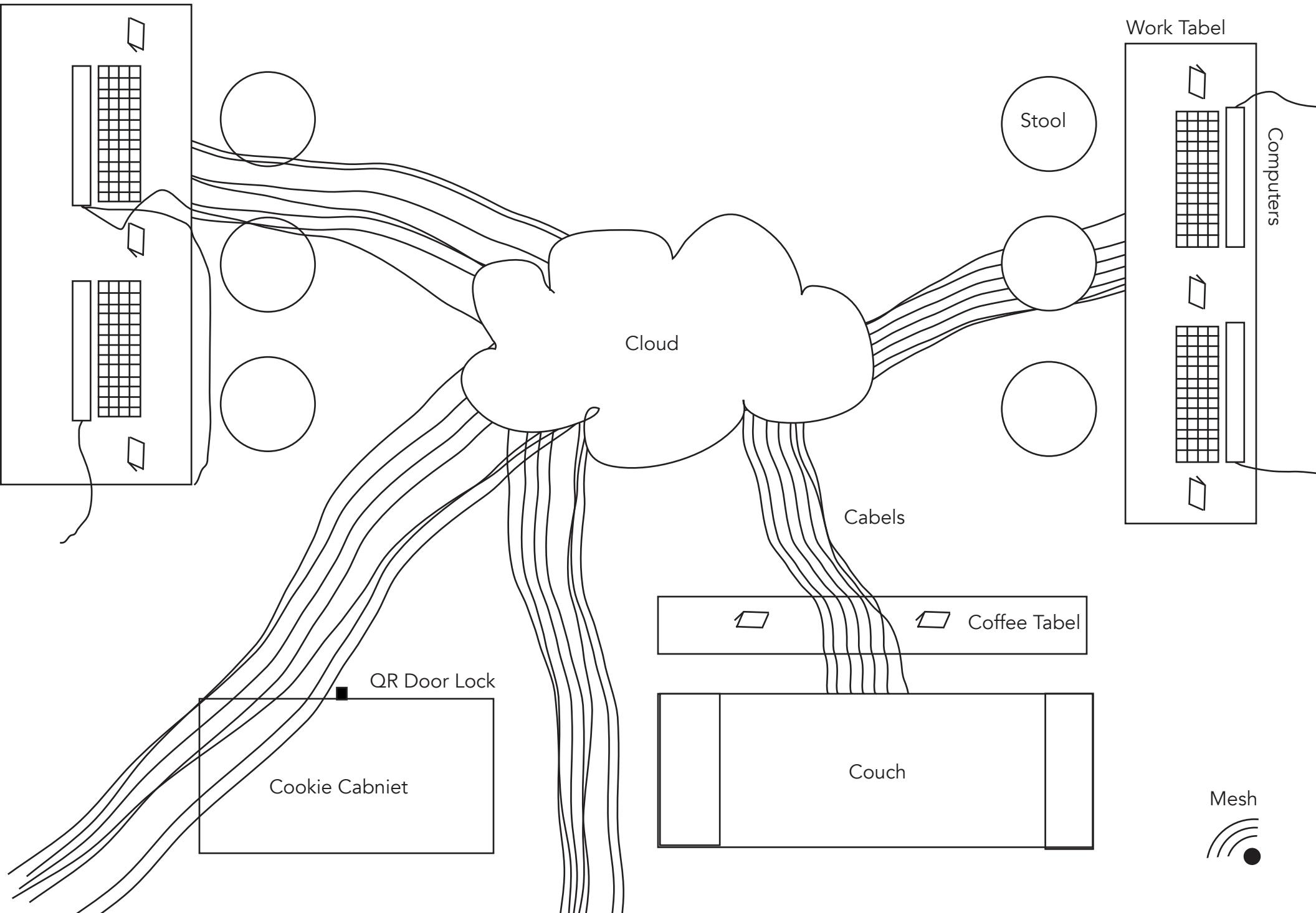
General Proposal Description:

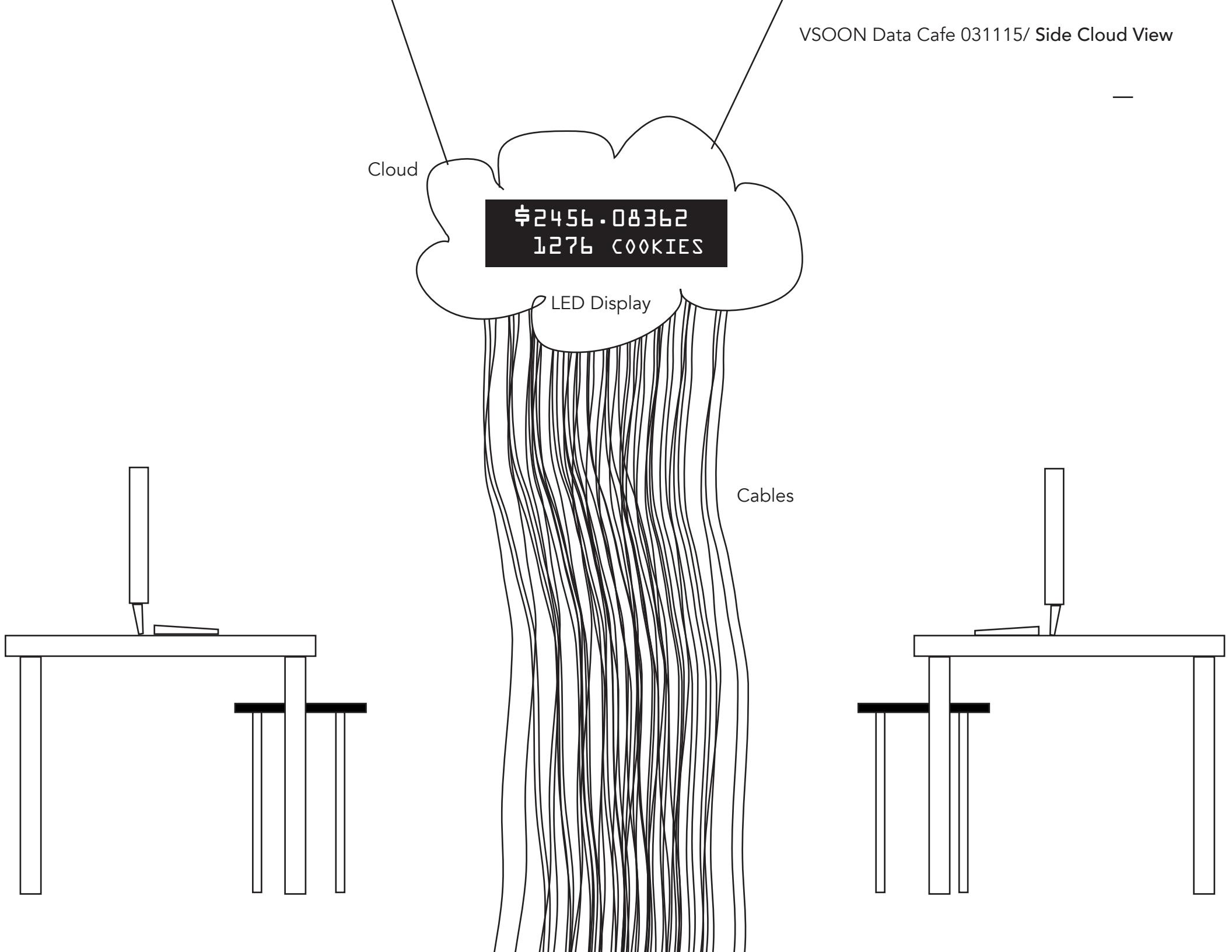
The Data Cafe is a near future model about data as currency.

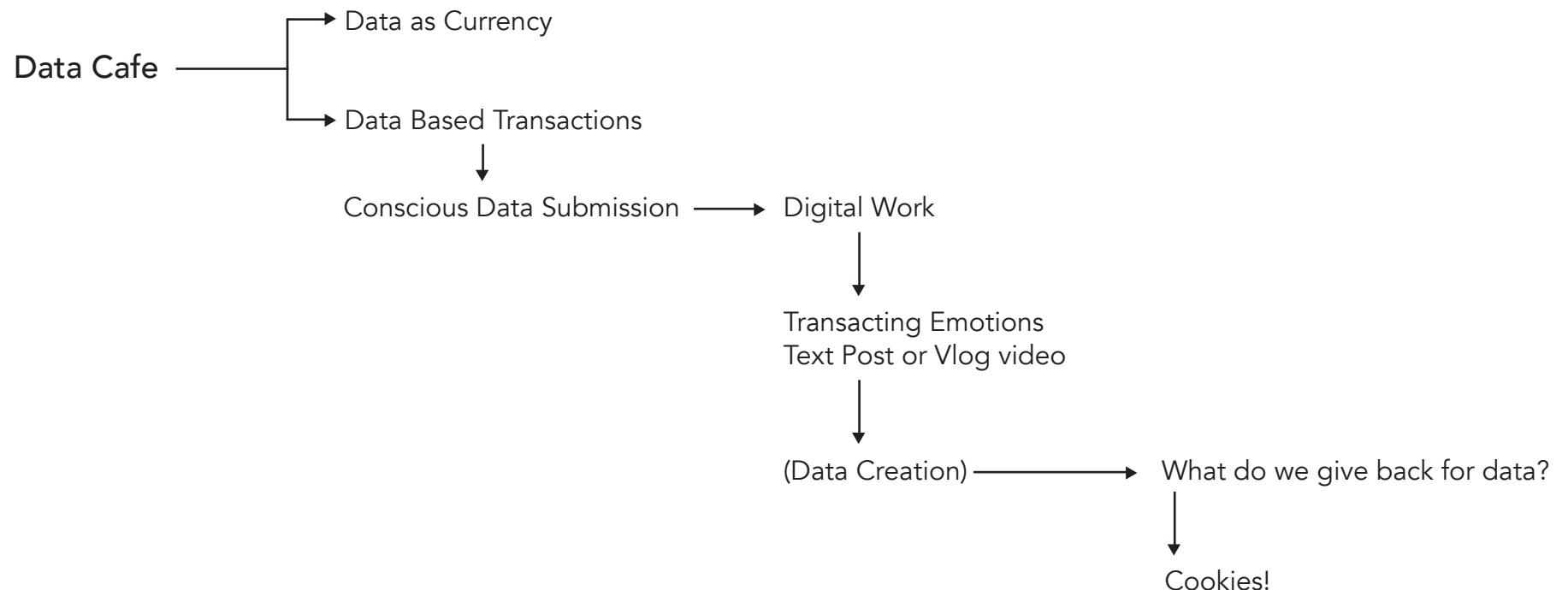
The Data Cafe will be set up very much like an Internet Cafe with chairs, couches tables and computers. Visitors will be asked to join our network (mesh) for free wifi. On the computers there will be an application open where the visitor creates data in return for a cookie. The idea is that the visitors are paying for their cookie with the data they generate. Once the visitor reaches the minimum length requirement on the application, they will be printed out (or emailed) a QR code where they can unlock the cookie cabinet and get a cookie. All this data that is made during the process will be lit up in the "cloud". The cloud will be white and fluffy with dark cables running from it to communicate the "heaviness of the cloud." It will hang above the Data Cafe as a centerpiece. In the cloud will be a screen or projection that will show the amount of data collected, along with a speculative monetary value.

We want to reframe the current model of the data economy through an alternative model. By realizing this transaction through a habitual action (getting a cookie at a cafe) we hope to create a realization in the visitor that this type of transaction happens every time someone goes online.

There will also be mock newspapers + US weekly magazines, redesigned to contain literacy media.



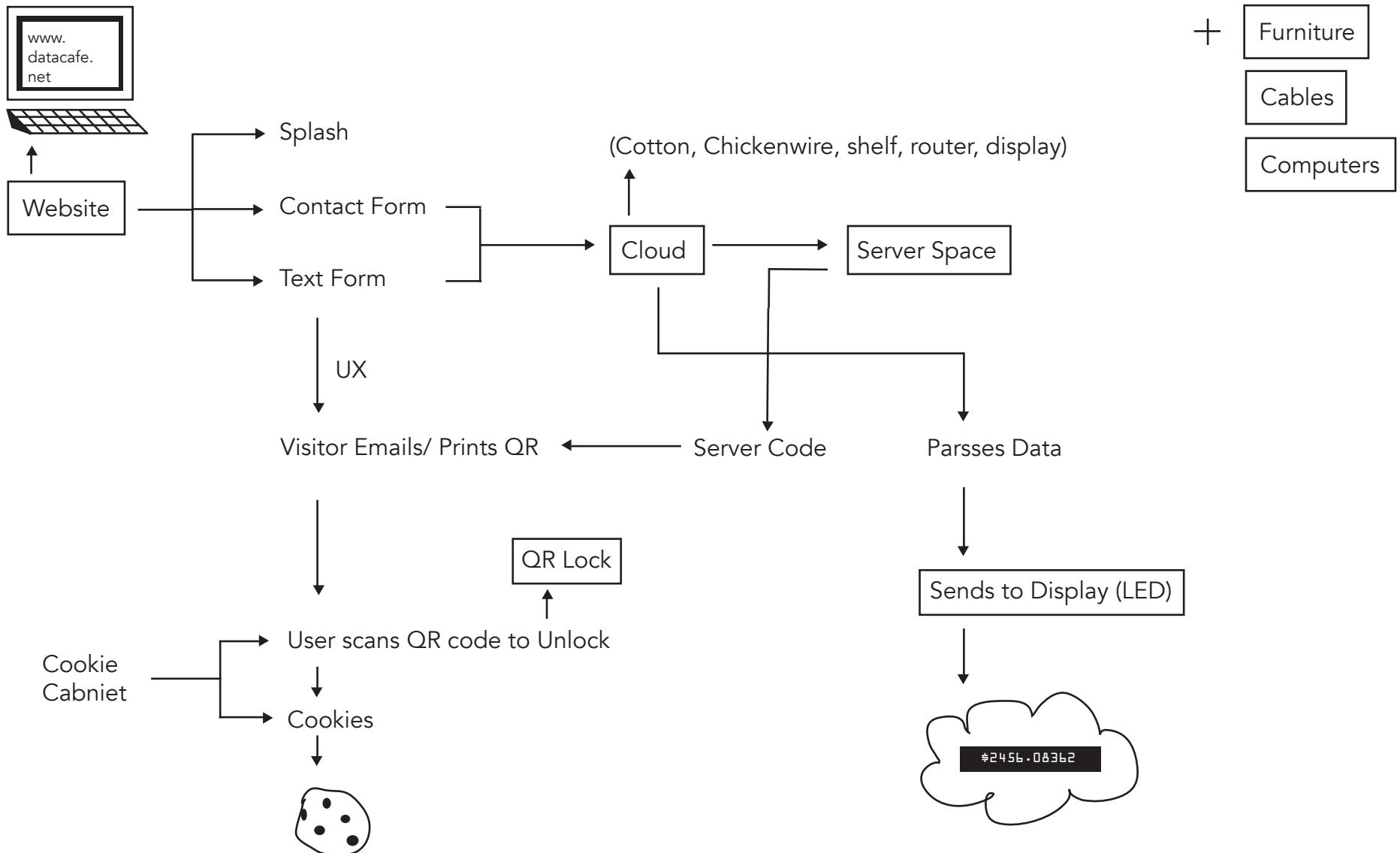


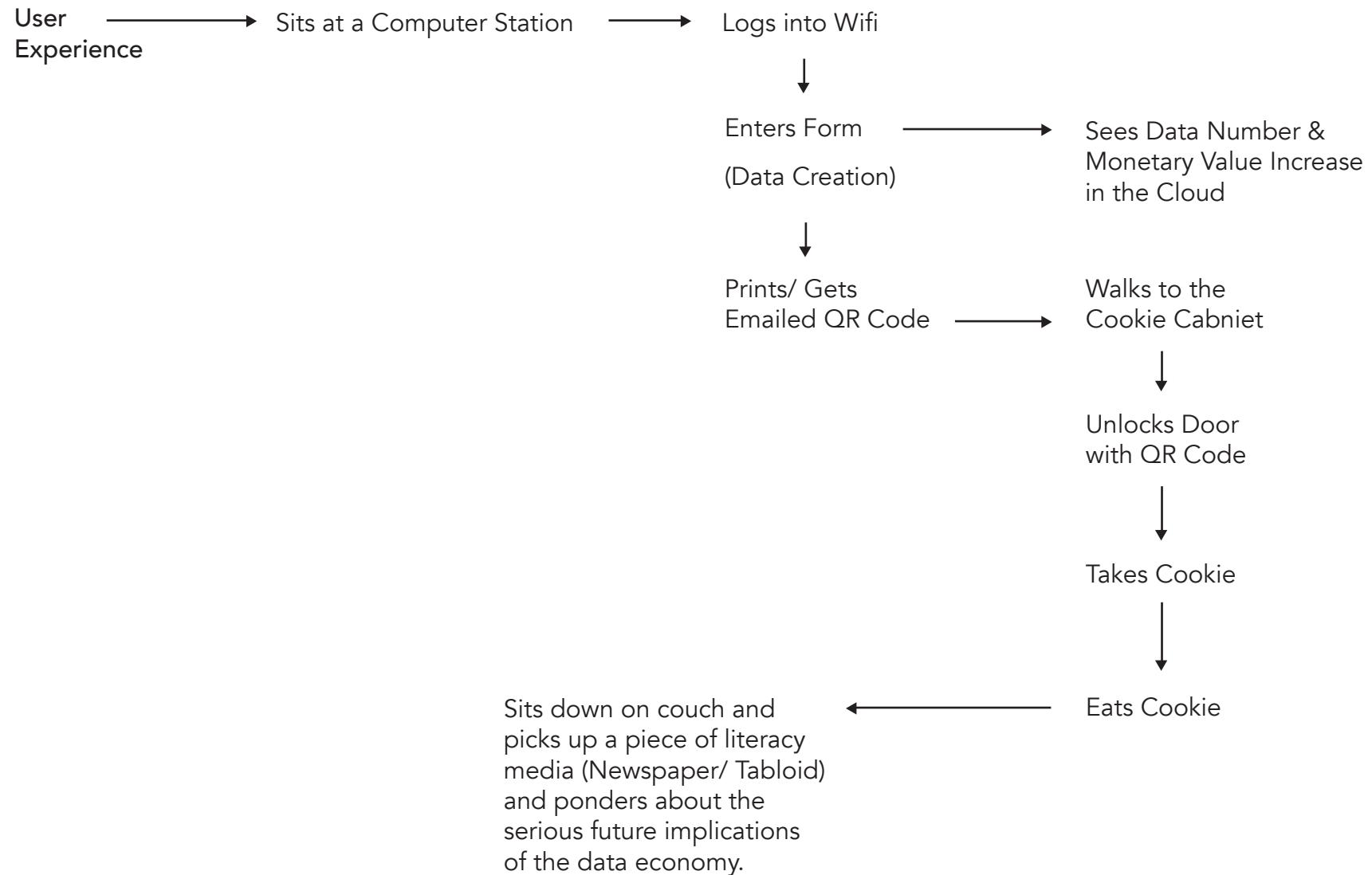


Time → Money → Goods

vs.

Time → Data → Goods





Material:

- Domain Name *VS
- Cloud (Foam, Cotton, Chickenwire) *VS
- LED Display/ Projector *NS
- Cat5 Cabels *VS
- Couches/ Loveseats *NS/ C
- Stools/ Chairs *NS/ C
- Computer *NS/ C
- QR Code Lock *NS/ VS
- Cookies *VS
- Literacy Media (Printing) *NS/ VS
- Mesh *

Key:

- Team (VS)
- New School (NS)
- Craigslist (C)

Project Schedule:

Week of March 9th: Submit Proposal

Week of March 16th: Develop Architecture for Network

Week of March 23th: Source Materials for installation

Week of March 30th: Source Materials for installation

Week of April 6th: Prototype

Week of April 6th: Prototype

Week of April 13th: Finalize

Week of April 20th: Project Due

Week of April 27th: Project Due

Week of May 4th: Installation on View

Week of May 11th: Installation on View

Week of May 18th: Installation on View