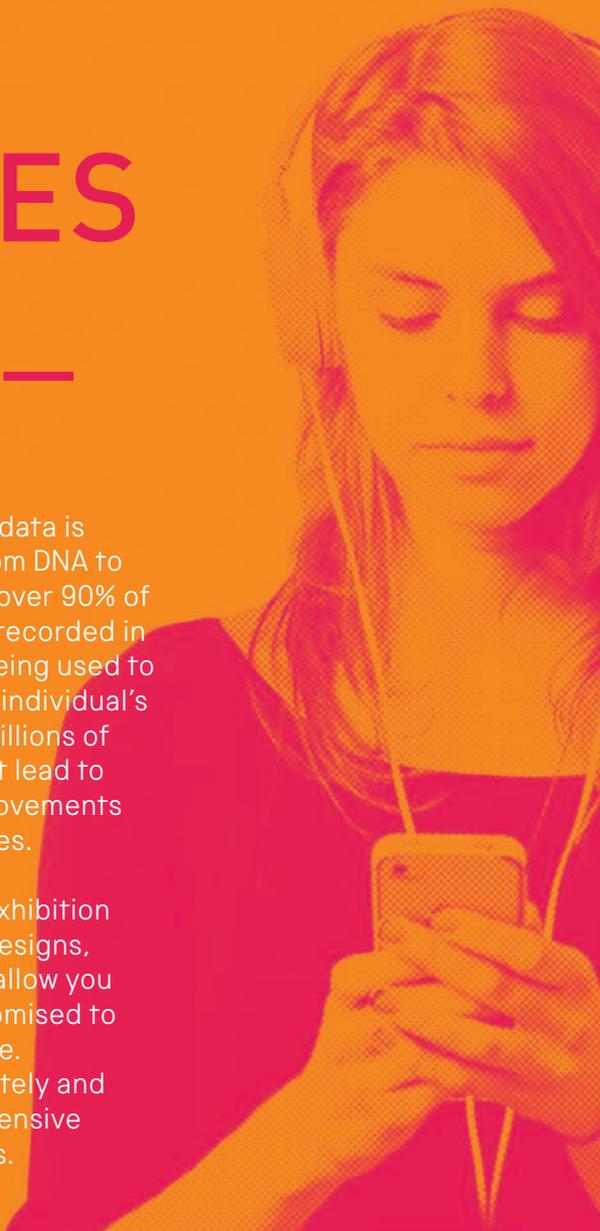


OUR LIVES IN DATA _

Our Lives in Data explores how big data is revolutionising the way we live. From DNA to CCTV feeds to social media posts, over 90% of all available human data has been recorded in the last two years and is already being used to transform the world around us. An individual's data is combined with data from millions of other people to show patterns that lead to technological innovation and improvements in infrastructure and public services.

Our Lives in Data is offered as an Exhibition Blueprint Pack containing all the designs, research and additional assets to allow you to create a unique exhibition customised to your specific location and audience. The exhibition is available immediately and requires no special insurance, expensive shipping or environmental controls.





EXHIBITION OVERVIEW

You in data

This section introduces the concept of big data and challenges visitors to think about how their everyday interactions contribute to a huge data-capturing system that is changing the world around them.

Infrastructure: Transport for London

This section shows how the rhythm of the city can be seen using the data from TfL's 19 million daily journeys. It includes a bold graphic displaying travel patterns and shows how this data is being used to forecast and plan.

Public service:

The 100,000 Genomes Project

This section explores how genome sequencing is revolutionising medicine and introduces cutting-edge methods, such as virtual reality and video games, employed to visualise and understand human DNA.

Private sector: Facebook

Through a digital interactive and video debate about privacy, this section introduces how data from social media platforms can be accessed and used to draw conclusions about human preferences and relationships.

The big data debate

Social media and data-mining have radically changed our perception of privacy and raise concerns for privacy advocates. This section presents objects that were created to embrace or reject data collection and encourages visitors to share their opinions about big data.

TARGET AUDIENCES

Young adults, families with children aged 10+ and school groups

SIZE AND FORMAT

Completely flexible, depending on your space and needs

HIRE PERIOD

No minimum hire period

FEATURES

- Content hierarchy explanation
- Object list and sources
- Image files and design assets, including title treatments and text panels
- Specially commissioned videos with transcripts
- Event and merchandise suggestions

CONTACT

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Above image: Science Museum Group Collection