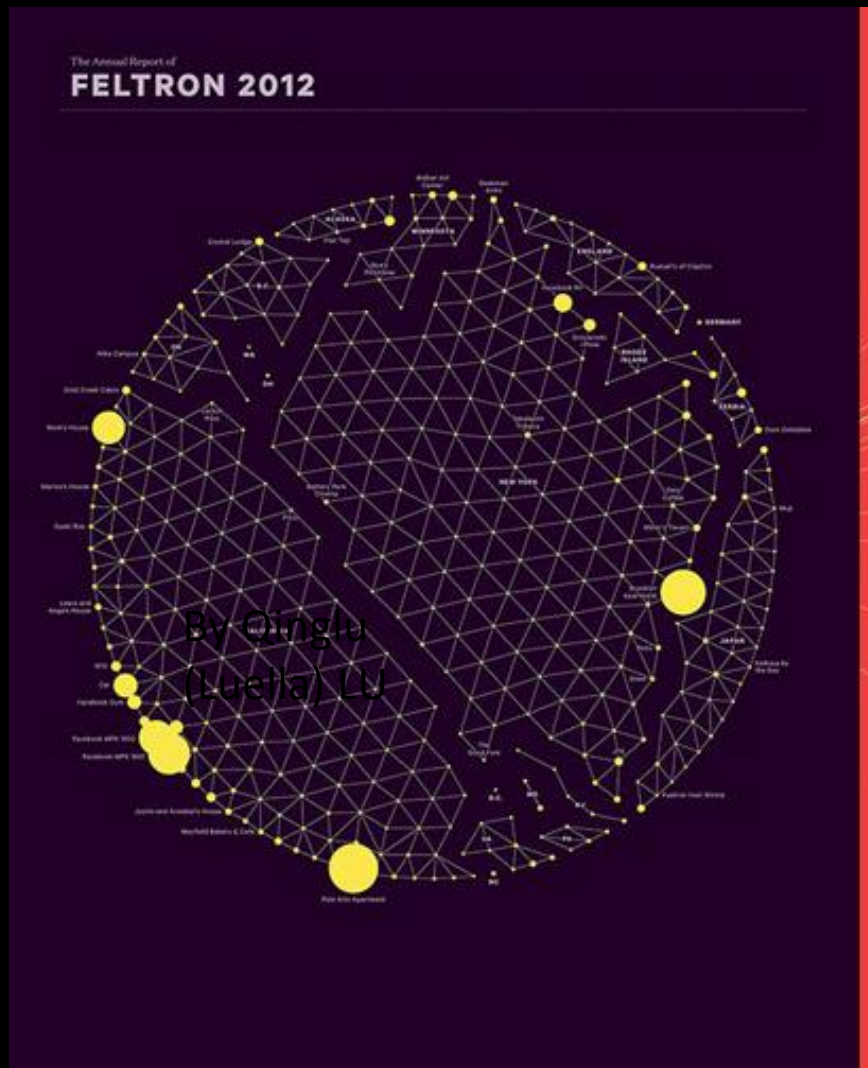
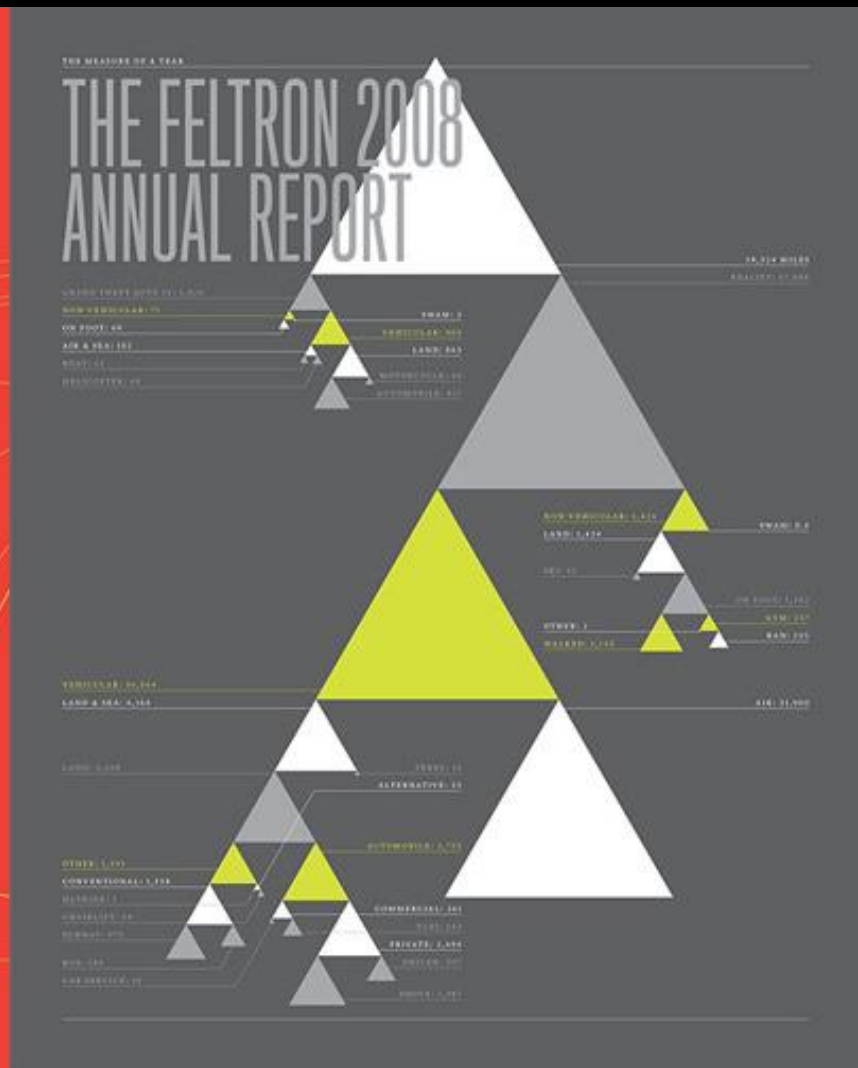
Nicholas Felton





A person who did the dairy project for ten years.

Content

Bio

Projects

Thoughts

PART ONE[1] ▶ | General Bio.

Artist

Translating quotidian data into meaningful objects and experiences

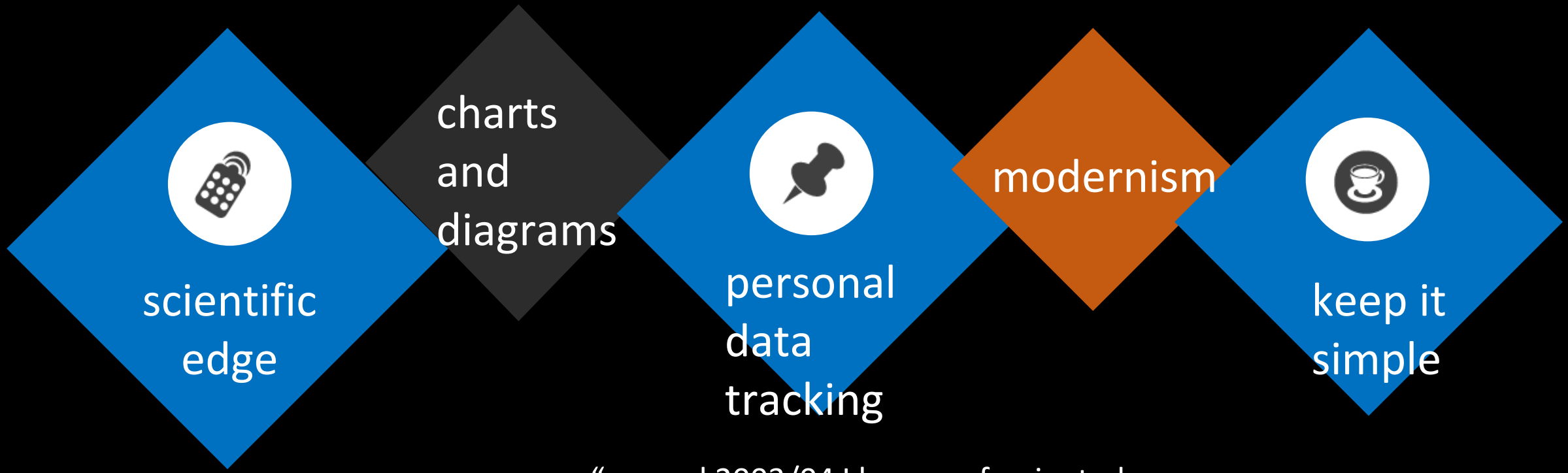
Designer

One of the lead designers of facebook timeline.

Enterpourner

Co-creator of Reporter and Daytum.com

PART ONE[1] ▶ | Keywords



"there's always been a scientific edge to his personality and design preferences so diagrams and data are a good fit."

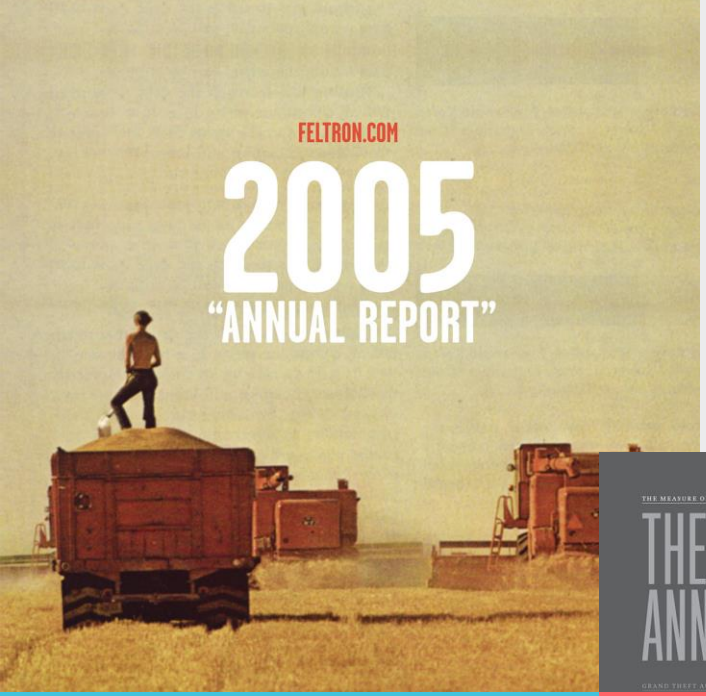
"around 2003/04 I became fascinated with the use of charts, graphs and diagrams as communication tools and decided to start my first annual report"

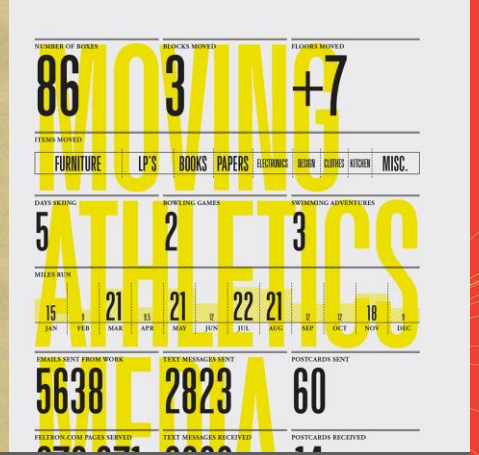
"what's your motto?"

PART Two[2]

Projects

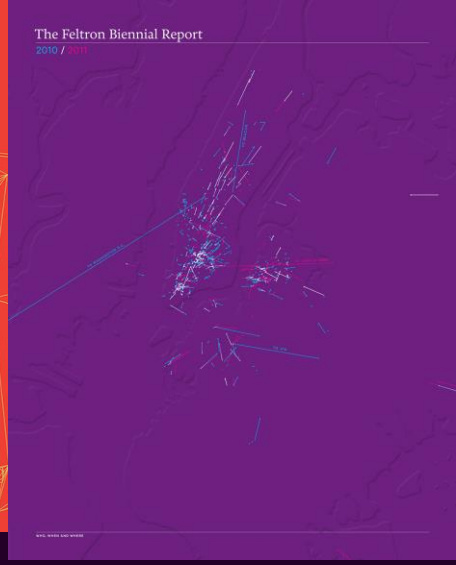
the Annual Reports as the main storyline from 2005 to 2014

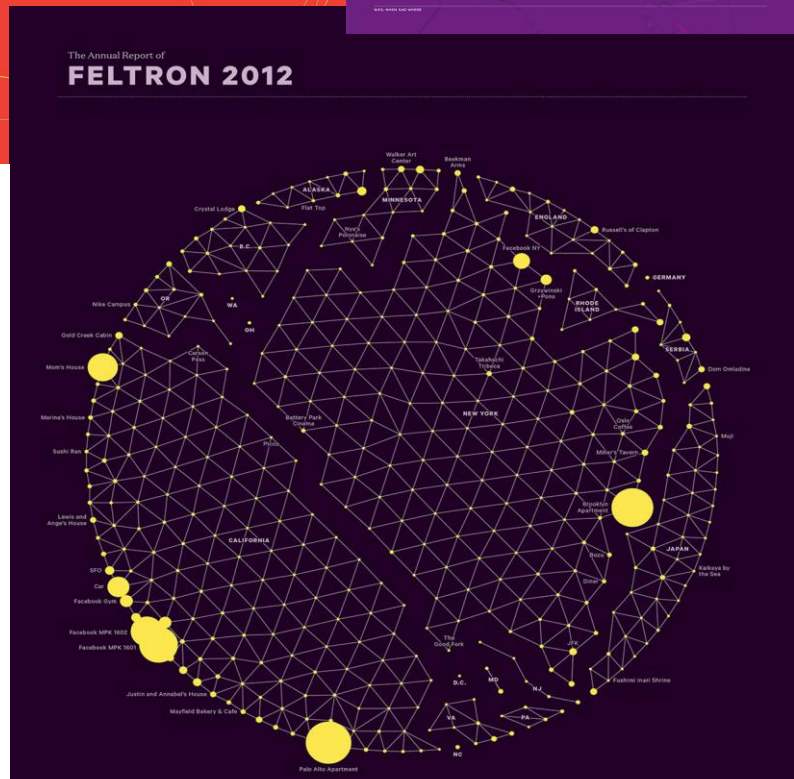

FELTRON.COM
2005
"ANNUAL REPORT"

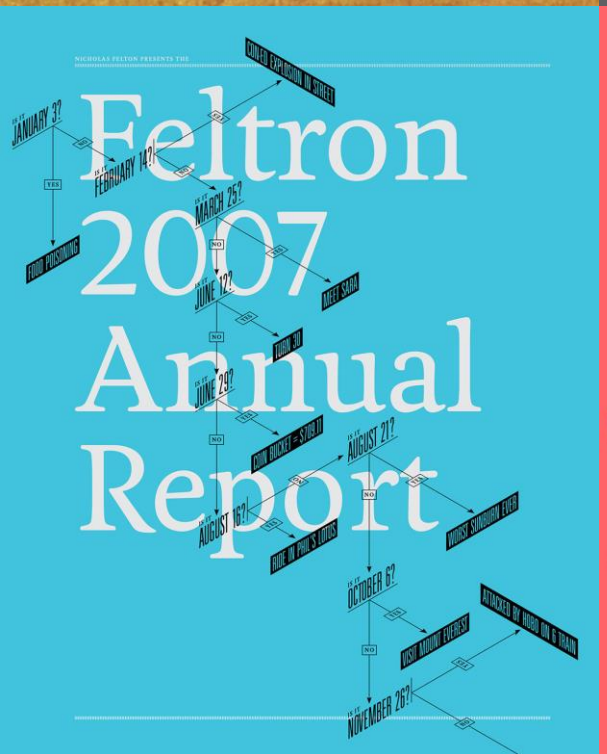

MOVING
ATHLETICS
AREA
NUMBER OF BOXES
86
BLOCKS MOVED
3
FLOORS MOVED
+7
ITEMS MOVED:
FURNITURE
LP'S
BOOKS
PAPERS
ELECTRONICS
DESIGN
CLOTHES
KITCHEN
MISC.
DAYS SKIING
5
BOWLING GAMES
2
SWIMMING ADVENTURES
3
MILES RUN
15
21
21
22
21
18
JAN
FEB
MAR
APR
MAY
JUN
JUL
AUG
SEP
OCT
NOV
DEC
EMAILS SENT FROM WORK
5638
TEXT MESSAGES SENT
2823
POSTCARDS SENT
60
FELTRON.COM PAGES SERVED
TEXT MESSAGES RECEIVED
POSTCARDS RECEIVED

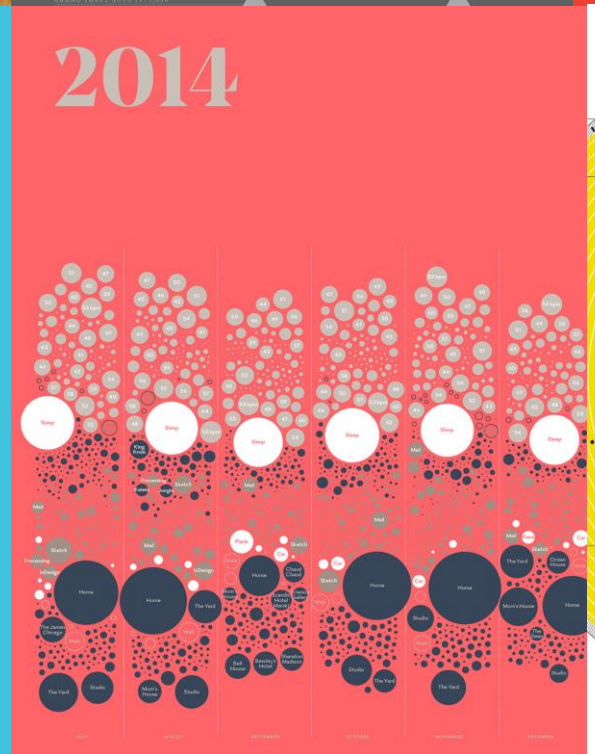
THE MEASURE OF A YEAR
THE FELTRON 2008
ANNUAL REPORT

THE PATERNAL REPORT 1929-2010
FELTRON
2010
ANNUAL
REPORT
EUROPE
NORTH AMERICA
AFRICA
SOUTH AMERICA


The Feltron Biennial Report
2010 / 2011


The Annual Report of
FELTRON 2012
Walker Art Center
Beekman Arms
ALASKA
MINNESOTA
Crystal Lodge
Flat Top
Russell's of Clapton
Facebook NY
ENGLAND
GERMANY
B.C.
Nike Campus
OR
WA
OH
RHODE ISLAND
Gold Creek Cabin
Cabin Pass
Mom's House
SERBIA
Dom Omladine
Marina's House
Battery Park Cinema
NEW YORK
Sushi Ran
Lewis and Ange's House
CALIFORNIA
JAPAN
Kaikoura by the Sea
SFO
Car
Facebook Gym
Facebook MPK 1600
Facebook MPK 1601
The Good Fork
Fushimi Inari Shrine
Justin and Annabel's House
Mayfield Bakery & Cafe
D.C.
MD
NJ
VA
PA
NC
Palo Alto Apartment

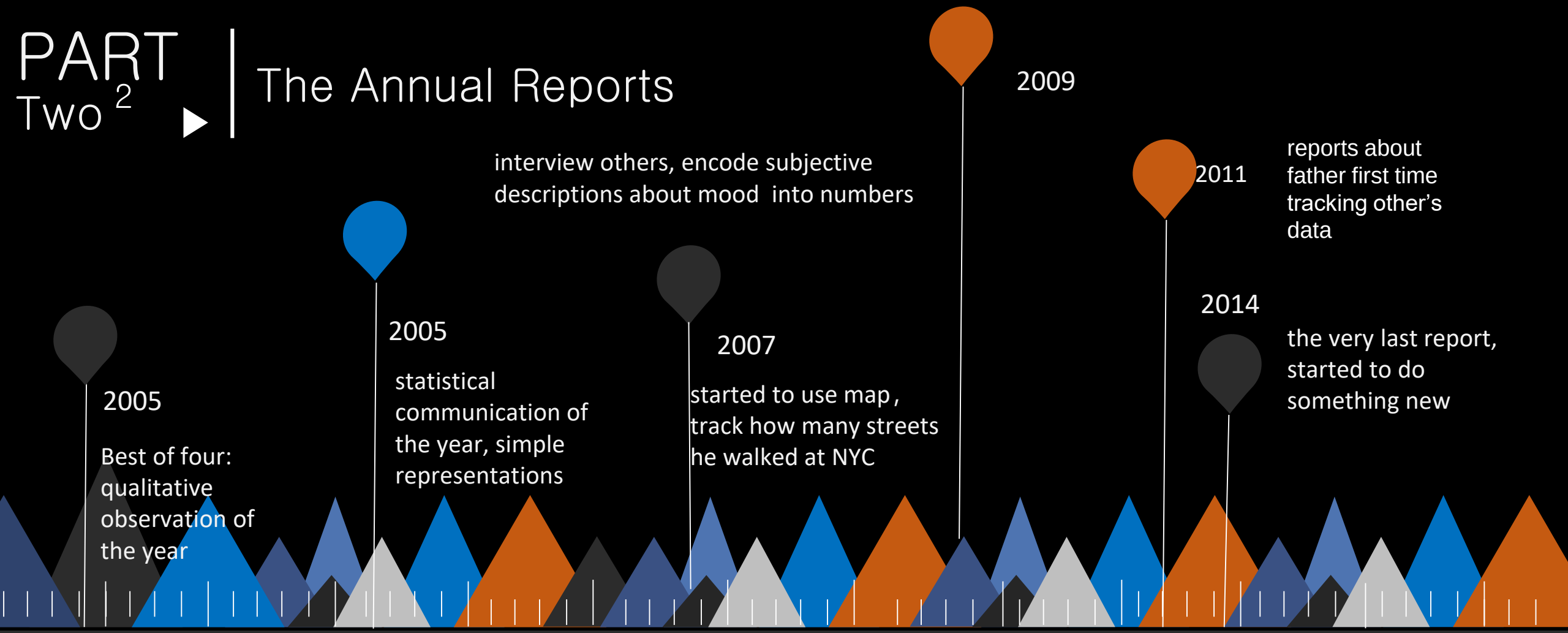

NICHOLAS FELTON PRESENTS THE
Feltron
2007
Annual
Report
AS OF JANUARY 3?
QUIET EVENING IN, SHORT
AS OF FEBRUARY 14?
FOUR PUNCHLINES
AS OF MARCH 25?
MIXED SODA
AS OF JUNE 12?
AS OF JUNE 29?
FOUR ROCKET SHORTS
AS OF AUGUST 21?
AS OF AUGUST 10?
RIDE IN PHIL'S TRUCK
DRINK STORMBOW LEVEL
AS OF OCTOBER 6?
MOST ABOUT EVERYBODY
ATTACKED BY HOBO ON L TRAIN
AS OF NOVEMBER 26?


2014
Sleep
Home
Studio
The Yard
Mom's House
Bell House
Bowery Mailhouse
Sketch
Mail
Flow
Oldest Child
Middle Child
Youngest Child

The 2009 Feltron
Annual Report
DAWN
SARAH B
OLGA
BONNIE
KEVIN J
ERIK
WARREN
NICK G
JOHN J
GINI
THE SECOND-HAND EDITION
CAROL
GORDON
MARINA T
STEVEN
MARIANA S
KLINE
ROB T
MATTHEW G
ANDRE
RYAN C
DANIELLE
MARINA S
JOHN D
HANA
PHILLIP T
KEN
MICHAEL Y
AMADOR
SARA
JESSICA B

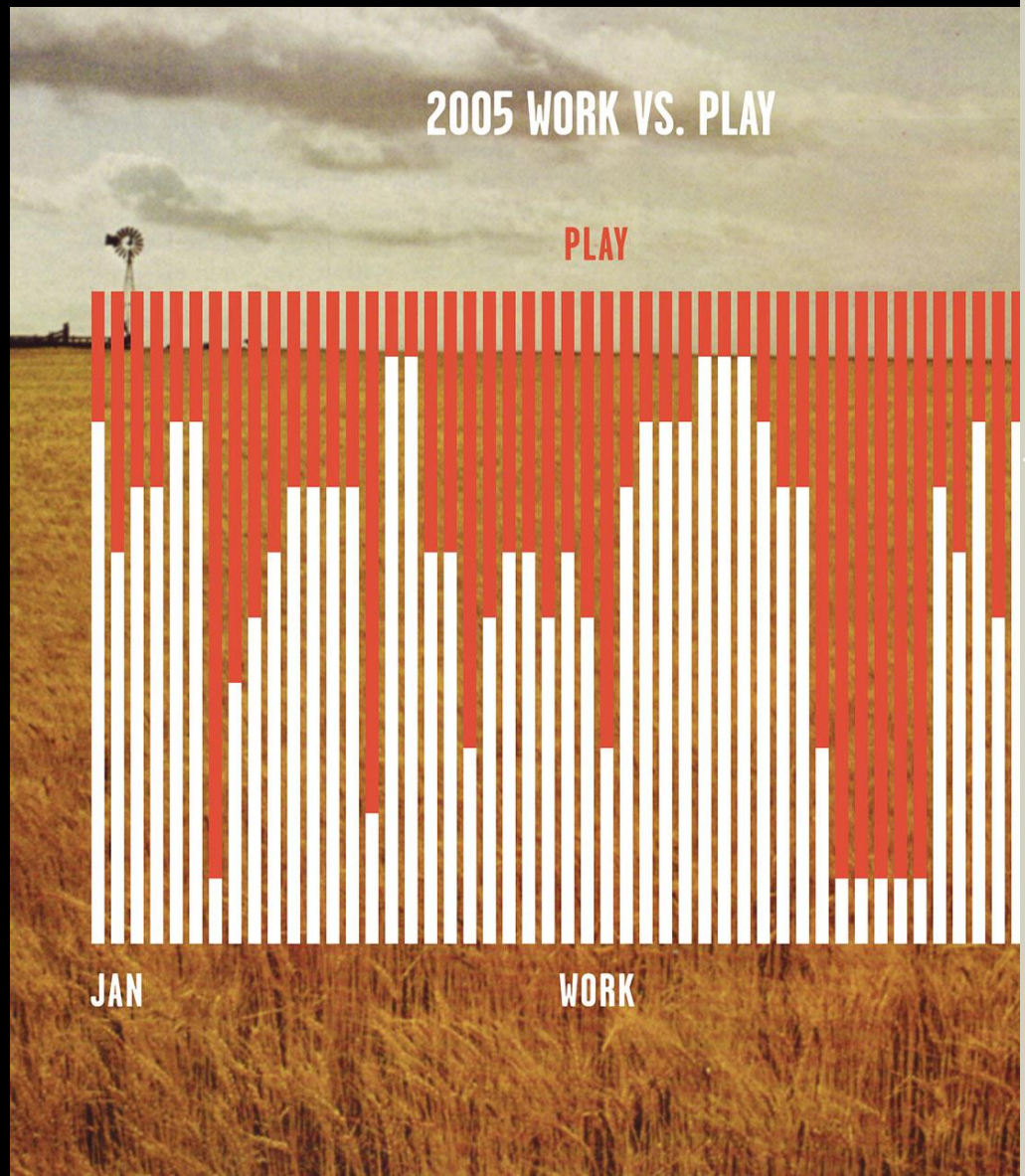
PART Two 2

The Annual Reports



- Searching for stories: experiences
- Purposefully tracking:
- More and more tools to track data
- Keep design simple and precise

2015 | random record



2005 MOST PLAYED ARTISTS

1. CAT POWER
2. DIPLO
3. TUNNG
4. MIA
5. 13 & GOD

BEST NEW ARTISTS

TUNNG
KANO
TUJIKO NORIKO

iTUNES SONGS PLAYED

16,862*

*AS RECORDED BY AUDIOSCROBBLER

2005 MOST PLAYED MIXES

1. CATCHDUBS & SAUL WILLIAMS: "REAL NIGGERY"
2. THE TAPE: BTTB MIX
3. DIPLO vs. SHADOW: "MEGATROID"
4. DJ TROUBL: "A JOURNEY INTO FRESH DIGGING"
5. RAEO: AUGUST 05 MIX

2007 | started to use map

AN ACCOUNTING OF THE YEAR IN

Walking

AROUND THE BOROUGHS OF MANHATTAN & BROOKLYN

RELATIVE NUMBER OF MANHATTAN BLOCKS WALKED:

RELATIVE NUMBER OF BROOKLYN BLOCKS WALKED:

AN ACCOUNTING OF THE YEAR IN

Buses

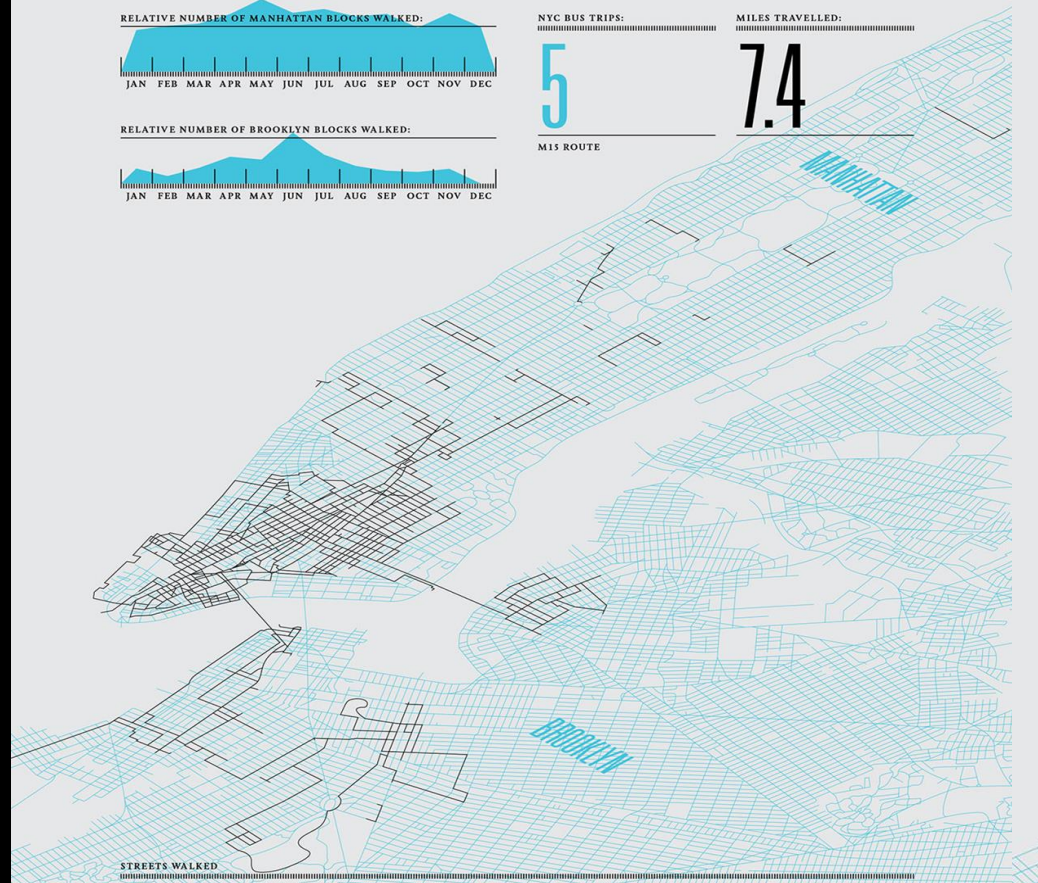
NYC BUS TRIPS:

5

M15 ROUTE

MILES TRAVELLED:

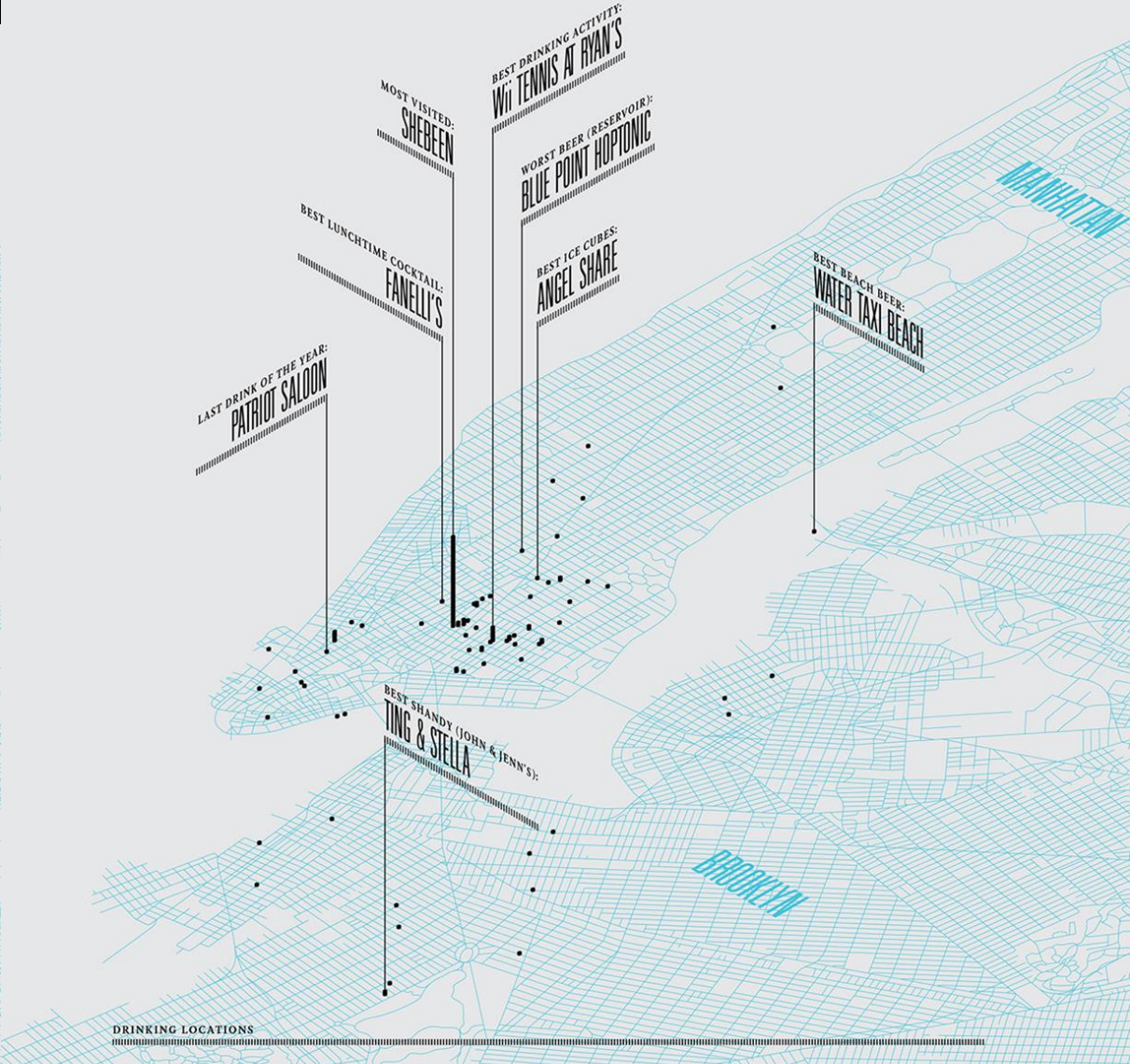
7.4



STREETS WALKED

AN ACCOUNTING OF THE YEAR IN

Drinking

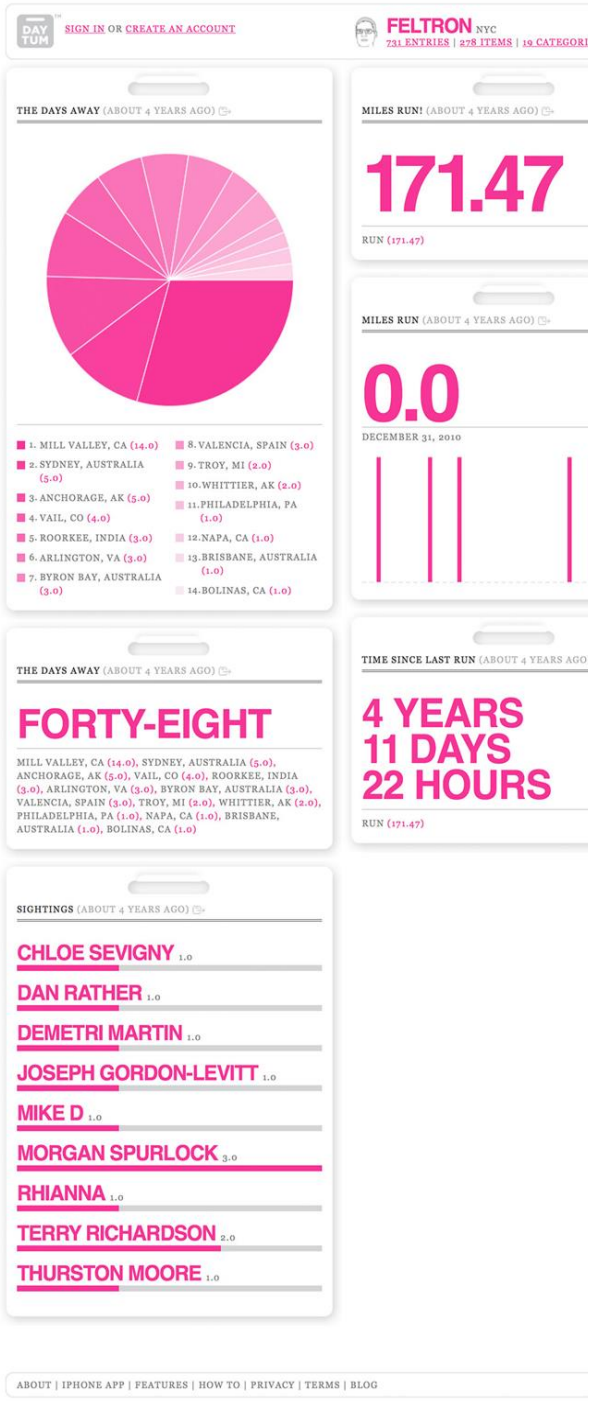


DRINKING LOCATIONS

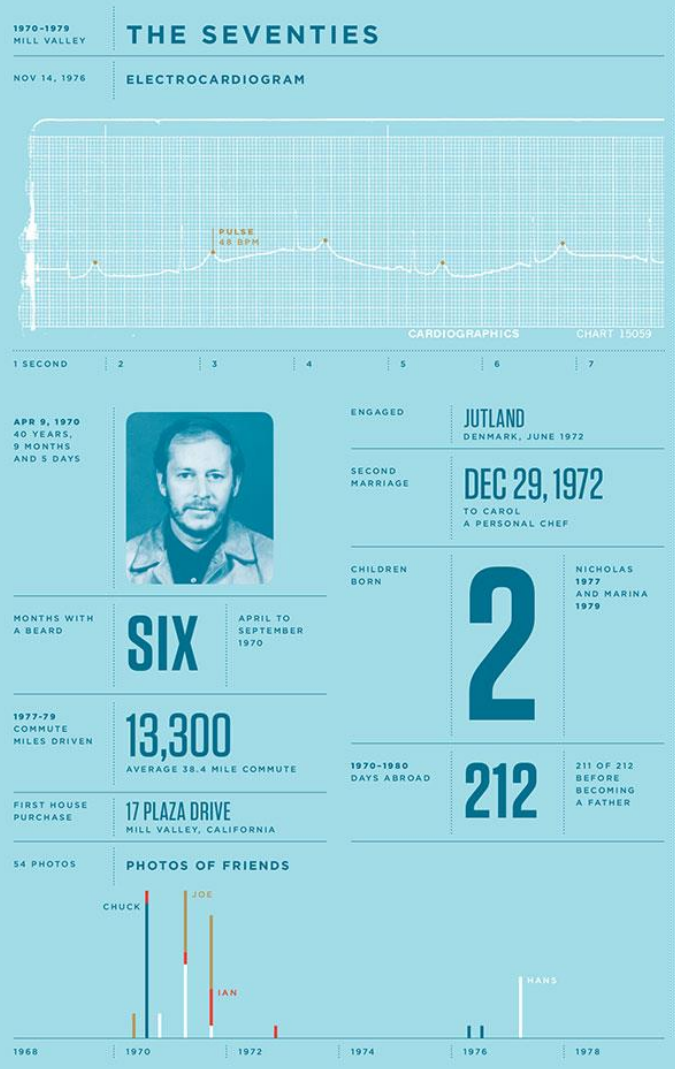
2009 | Daytum: Self-awareness

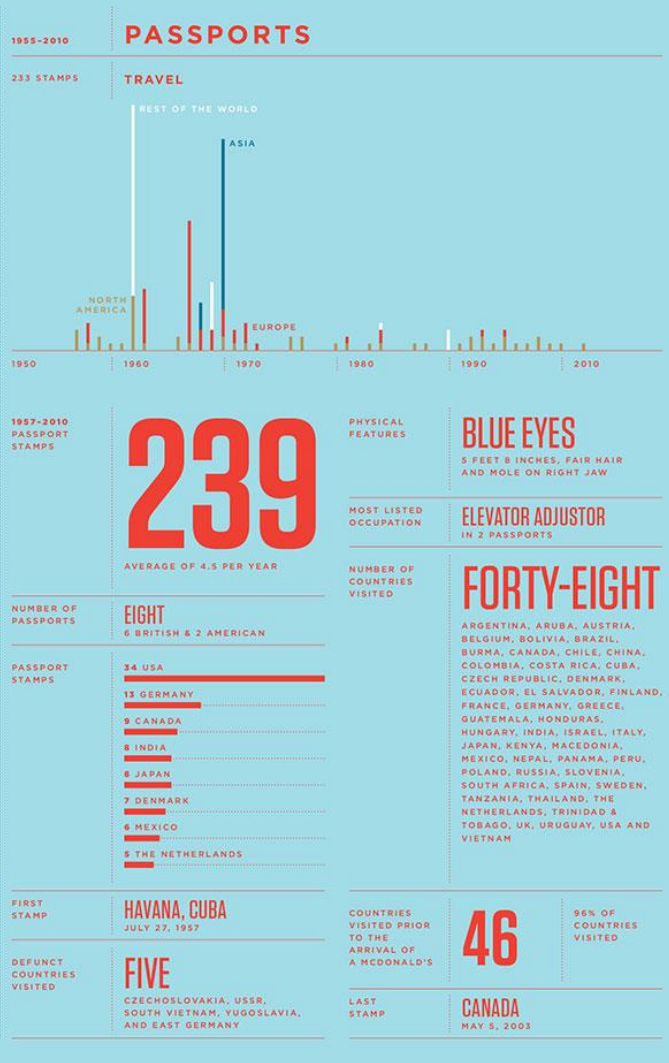
allow anyone to quickly capture personal data and easily share the results.

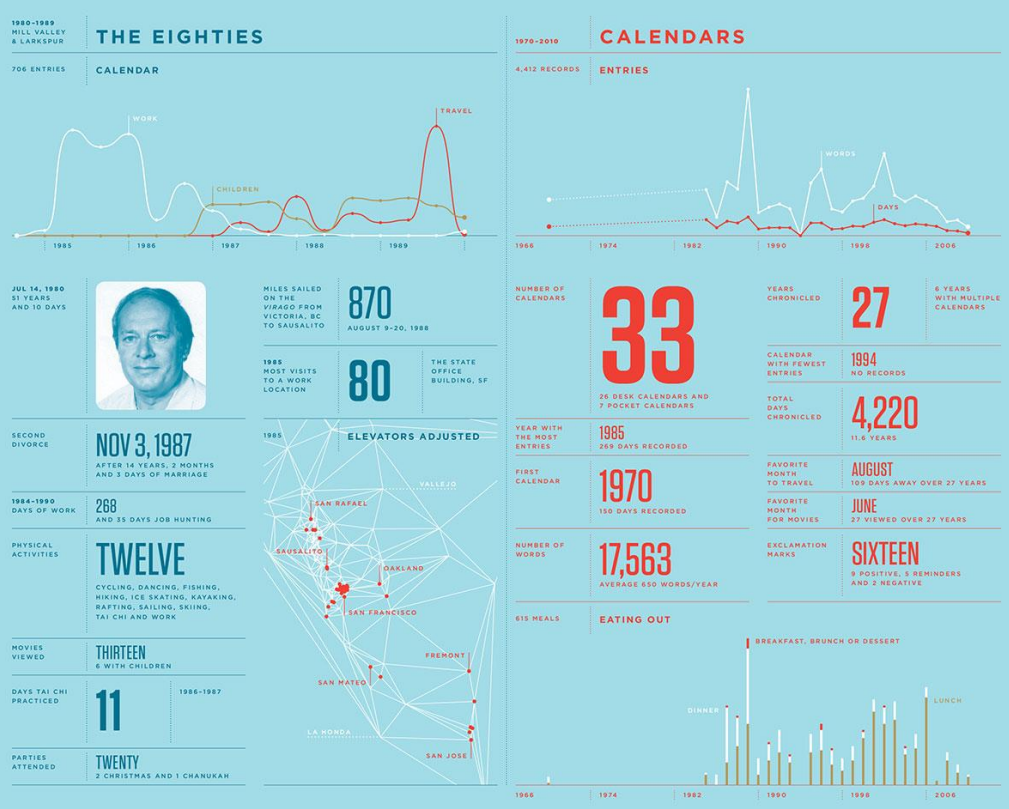
count anything via the website or iPhone app and to date the site has captured over 5 million entries.



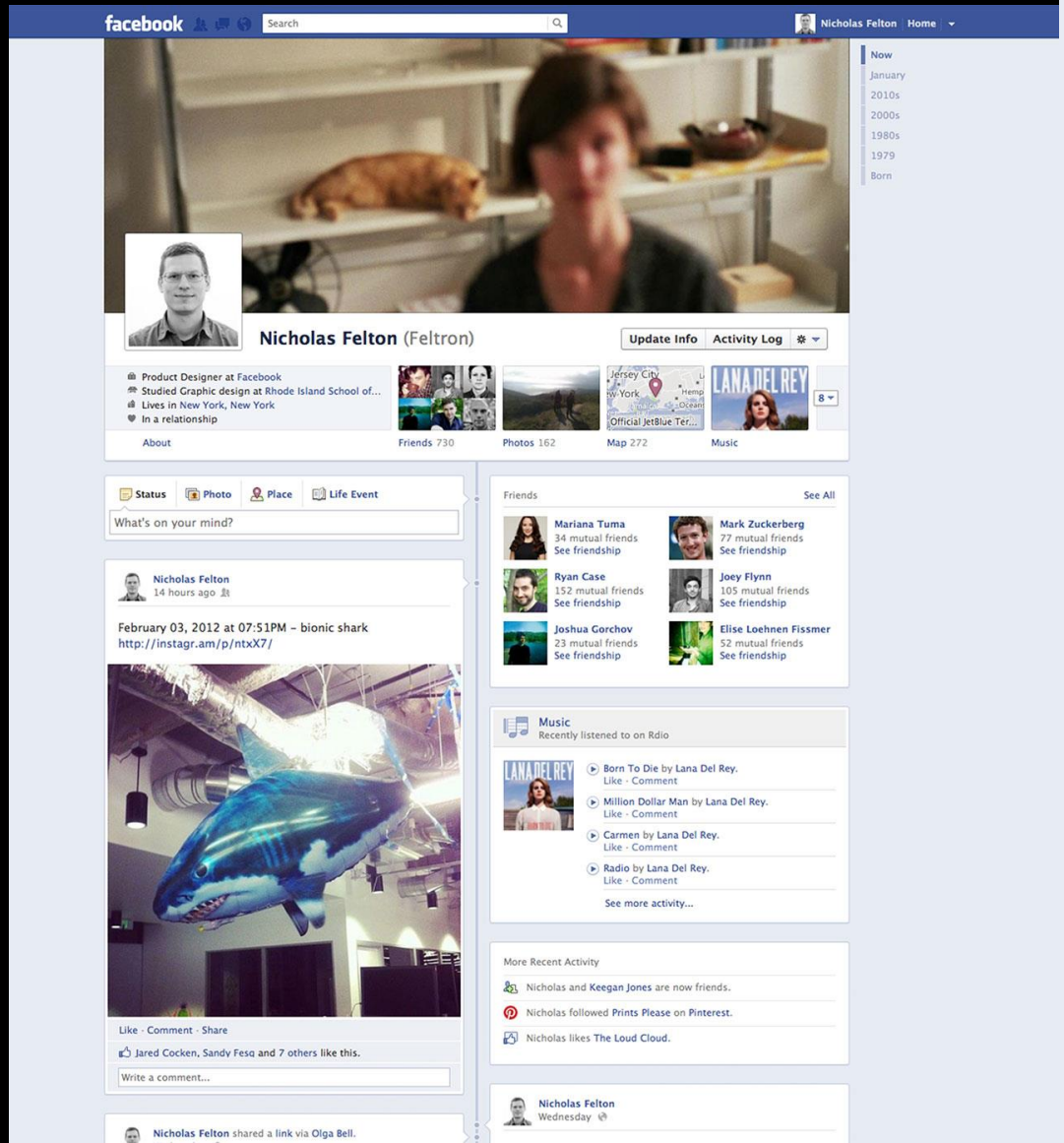
2011 | First time using others' data: record his father's life

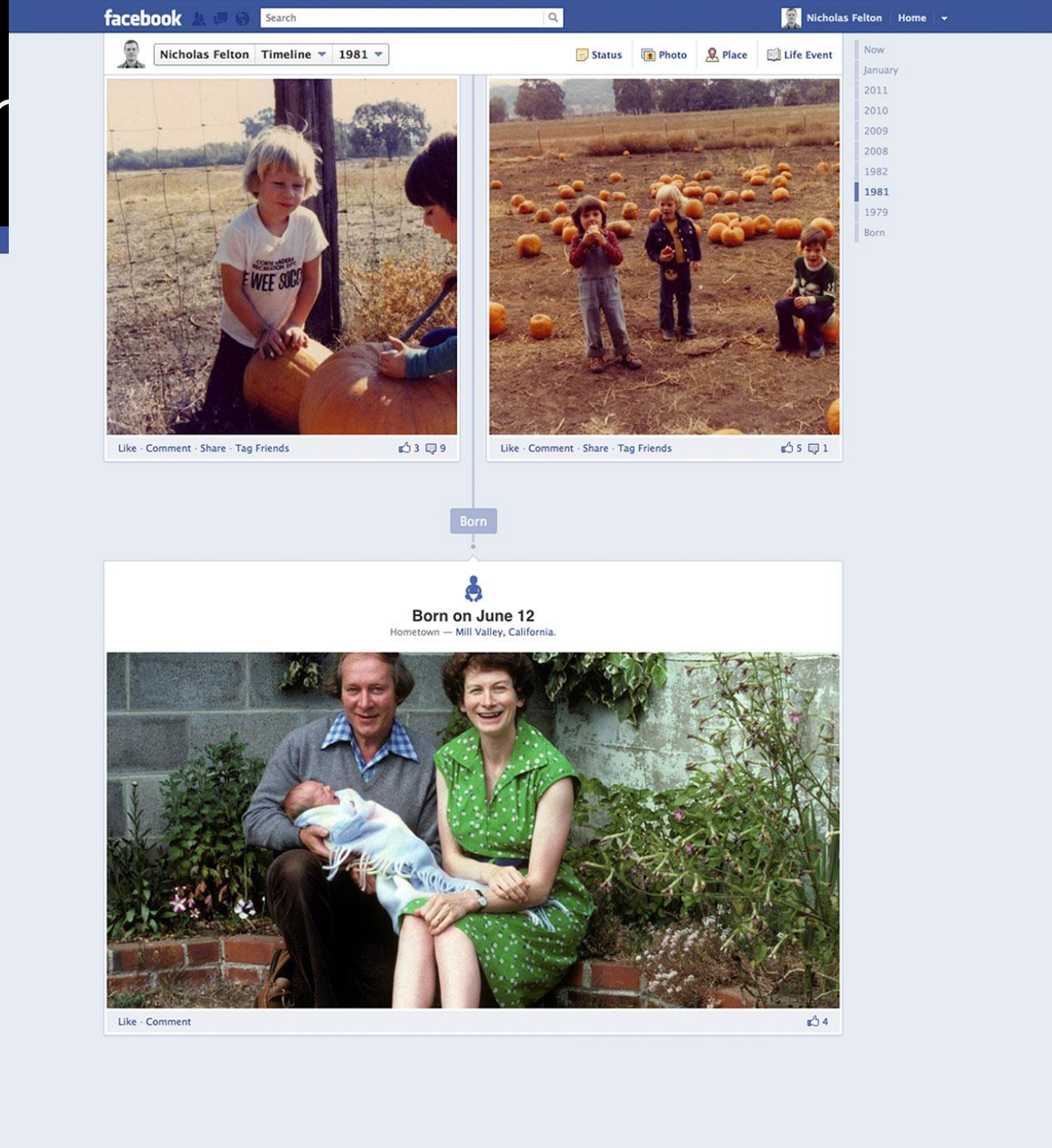




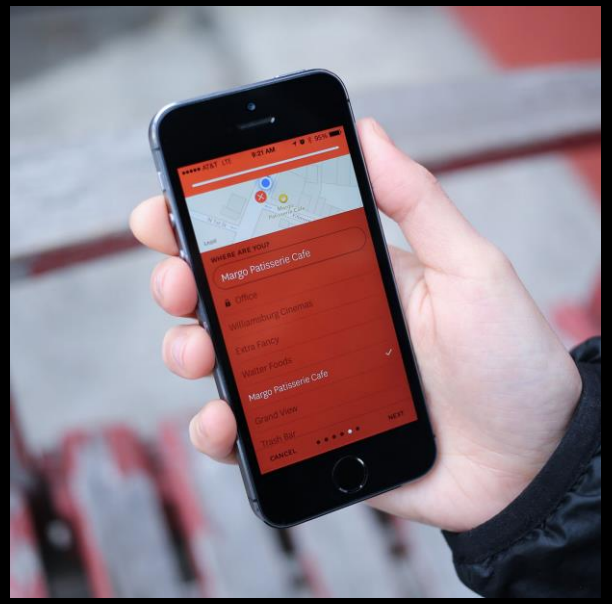


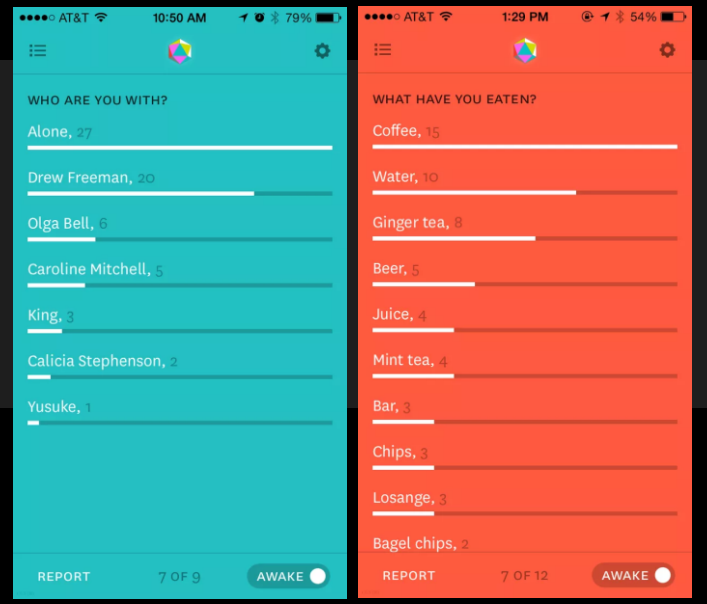
2012 | Facebook timelin





2012 | Reporter





Self-tracking application , collecting data for the 2012 Annual Report

Customizable and able to visualize responses

Where are you?
What are you doing?
Who are you with?
Are you happy

2014 | The very last report: lots of resources

Sources

Locations FROM MOVES APP
COMPLETENESS 99% — 360 DAYS AND 9 HOURS RECORDED
TOTAL VISITS 2,367 — 23% to Home
PLACE CATEGORIES 168 — Top category: Airport gate

Photos FROM IPHONE PHOTOS & INSTAGRAM
DAYS PHOTOGRAPHED 84% — 306 DAYS WITH PHOTOS
TOTAL PHOTOS 2,758 — Avg 8 photos/day
CAMERAS USED Two — Apple iPhone 5s & 6

Music FROM RDIO AND ITUNES VIA LAST.FM
DAYS PLAYING MUSIC 88% — 322 DAYS WITH MUSIC
TOTAL LISTENS 16,857 — 94% of listens from Rdio
NOT INCLUDED SoundCloud — 699 listens

Videos FROM NETFLIX
DAYS WATCHING VIDEO 27% — 97 DAYS WITH VIDEO
TOTAL VIDEOS 282 — Avg 0.8 videos/day
NOT INCLUDED Cinema — Flights, iTunes & Amazon

Computing FROM RESCUETIME
DAYS USING COMPUTER 98% — 358 DAYS WITH COMPUTER
ALL RECORDS 60,313 — 7,578 apps & websites
CATEGORIES Sixty-five — Top activity: Graphic design

Sleep FROM BASIS B1 WATCH
COMPLETENESS 93% — 340 DAYS RECORDED
ALL RECORDS 435 — Avg 1.3 records/day
DEVICES BROKEN One — Snorkeling in Virgin Gorda

Transit FROM MOVES APP
COMPLETENESS 99% — 360 DAYS AND 9 HOURS RECORDED
ALL RECORDS 48,296 — Avg 2.6 transits/day
TRANSIT TYPES Six — Top transit: Car

Activity FROM MOVES AND SKI TRACKS APPS
COMPLETENESS 99% — 360 DAYS AND 9 HOURS RECORDED
ALL RECORDS 66,629 — Avg 6.2 activities/day
MISSING ACTIVITY Snorkeling — In Virgin Gorda

Heart Rate FROM BASIS B1 WATCH
COMPLETENESS 75% — 273 DAYS AND 5 HOURS RECORDED
ALL RECORDS 393,435 — Avg 1,078 records/day
UNMEASURED DAYS Ten — Longest gap: Dec 1–5

Weight FROM WITHINGS SMART BODY ANALYZER
DAYS USING SCALE 79% — 289 DAYS RECORDED
ALL RECORDS 329 — Avg 1.1 records/day
MAX MEASUREMENTS 9:05 am — 8 measurements

Drinking FROM LAPKA BAM
DAYS USING BREATHALYZER 87% — 319 DAYS RECORDED
ALL RECORDS 758 — 24% with no alcohol found
MAX MEASUREMENTS 7:35 pm — 6 measurements

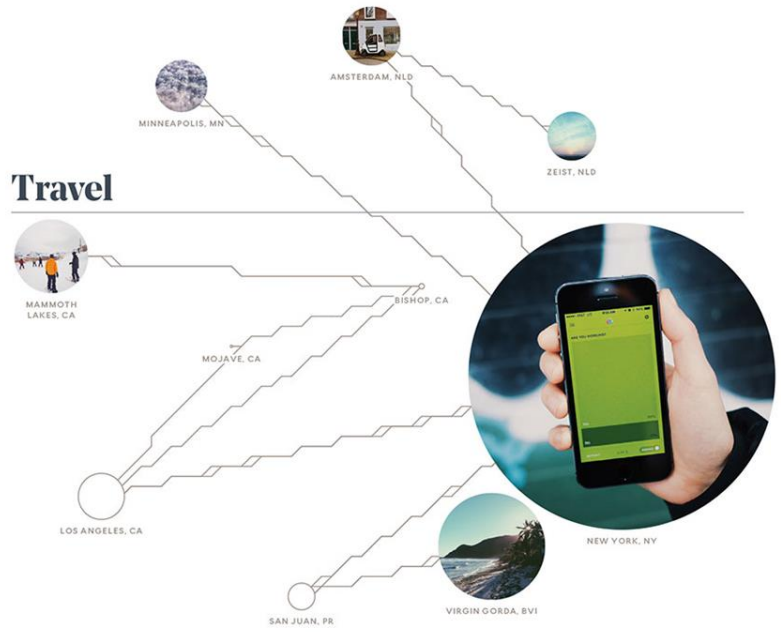
Driving FROM AUTOMATIC APP
DAYS USING CAR 37% — 134 DAYS RECORDED
ALL RECORDS 396 — Avg 1.1 records/day
NOT INCLUDED Mom's Car — Virgin Gorda & Helsinki Tesla

Q1

Locations
Jan Feb Mar
UNIQUE LOCATIONS/DAY 5.7
UNIQUE LOCATIONS 134
76 FEWER LOCATIONS THAN PREVIOUS QUARTER

TOP CATEGORIES	
Airport Gates	9
Airport Terminals	7
Airports	6
American Restaurants	4
Coffee Shops	4

DAYS AT HOME Sixty-Seven — 23 days away
TOP CUISINE TYPE Japanese — 7 visits to 2 restaurants
MOST LOCATIONS Jan. 16 — 10 unique locations
LONGEST VISIT Home — Jan 25 for 47h 35m

Travel


January: New York, Virgin Gorda
February: Minneapolis
March: Southern California, Amsterdam & Zeist

Weather
Jan Feb Mar
MEDIAN TEMPERATURE (°F) 74°
MEDIAN TEMPERATURE (°F) 37°
NO DATA FOR PREVIOUS QUARTER

TOP CONDITIONS	
Clear	38d
Overcast	20d
Partly Cloudy	8d
Scattered Clouds	8d
Mostly Cloudy	5d

VARIATION IN TEMP 84°F — Range: 0°–84°F
PRECIPITATION 5h 32m — Snow for 2h 39m

Photos
Jan Feb Mar
PHOTOS/DAY 13
PHOTOS TAKEN 685
246 LESS THAN PREVIOUS QUARTER

TOP REGIONS	
Virgin Gorda	291
Brooklyn	141
Mammoth Lakes	32
Amsterdam	30
Zeist	21

MOST PHOTOS Jan. 23 — 84 photos in Virgin Gorda
INSTAGRAM POSTS Twenty-two — 3% of photos

Music
Jan Feb Mar
HOURS/DAY OF MUSIC 4h 46m
MUSIC DURATION (DAYS) 11.5
2.7 DAYS MORE THAN PREVIOUS QUARTER

TOP ARTISTS	
Lorde	25h
Suuns	24h
Drake	23h
Interpol	16h
Bradford Cox	12h

SONGS PLAYED 3,982 — Max: 138 on Jan 4
UNIQUE ALBUMS 231 — 1,293 unique songs

Videos
Jan Feb Mar
HOURS/DAY OF VIDEO 1h 15m
VIDEO DURATION (DAYS) 1.6
1 DAY LESS THAN PREVIOUS QUARTER

TOP GENRES	
Drama	17h
Reality TV	12h
Sitcom	7h
Action & Adventure	2h
Documentary	1h

VIDEOS WATCHED Sixty-two — 58 TV episodes, 4 movies
TOP MOVIE RATING 90% — Deceptive Practice

Tools

Physical Sensors

- Iphone
- Mac

….

Online

- Last FM
- Mint.com

….

Self Activities

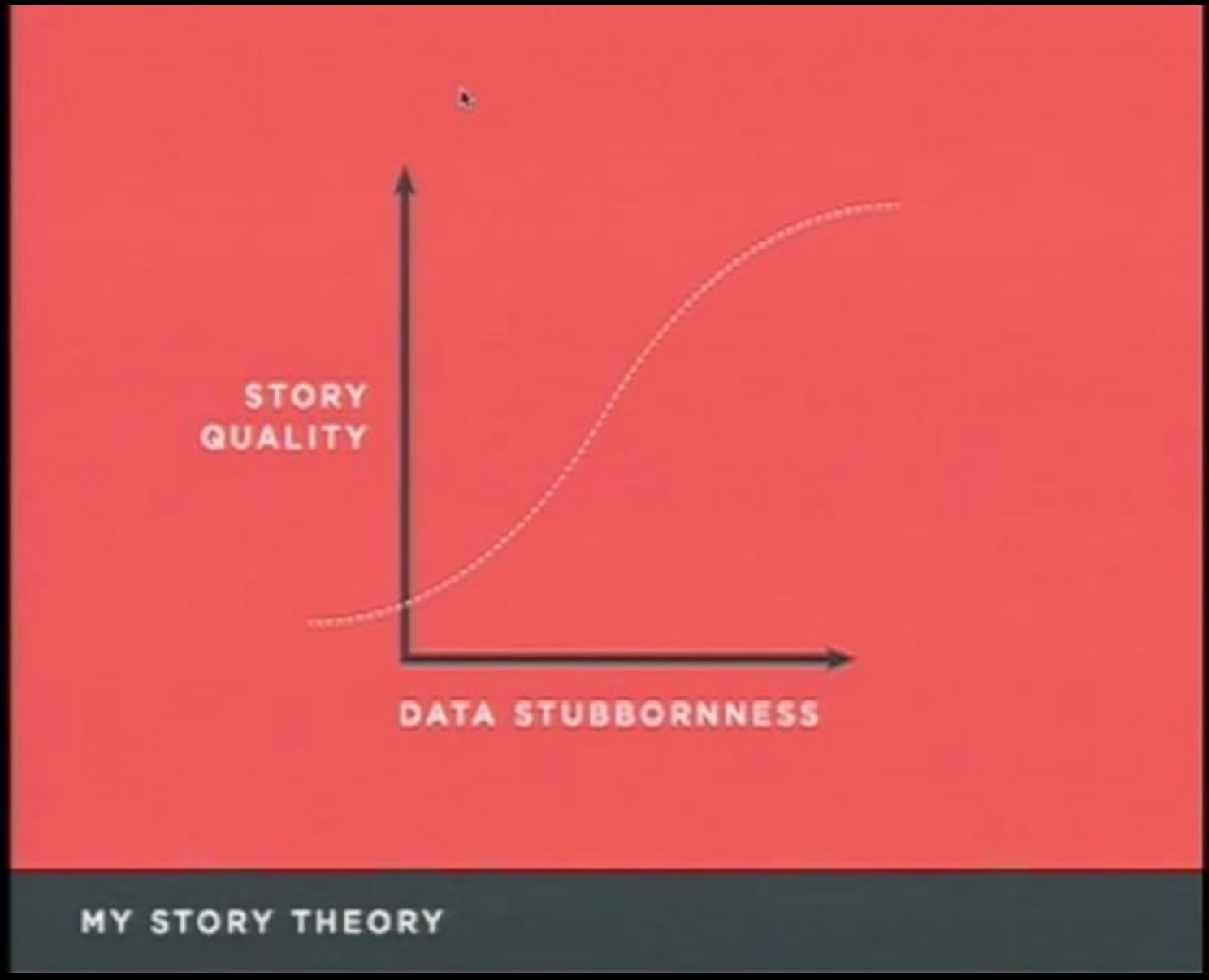
- Mark down manually

Shared

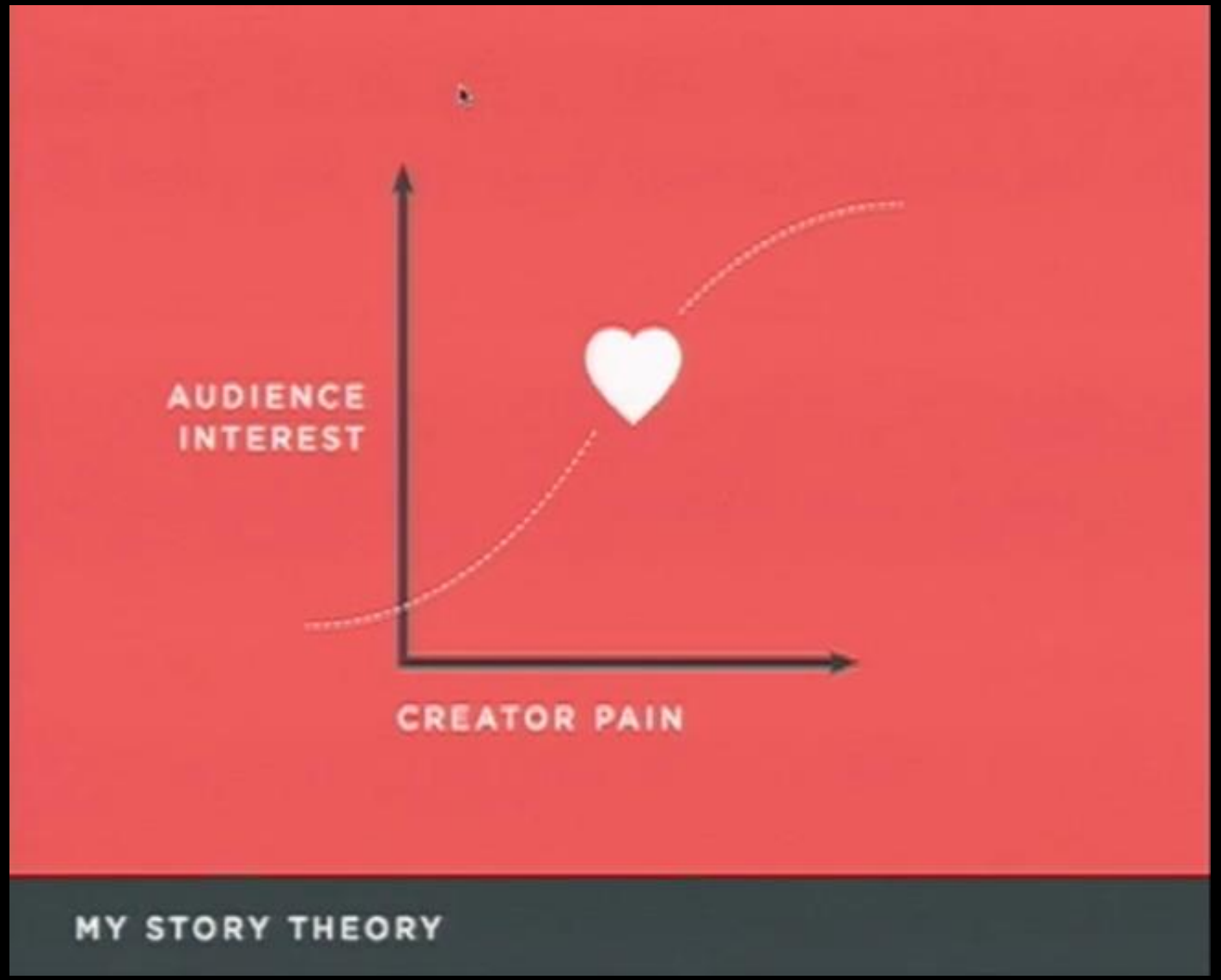
- Passport
- Receipt

PART THREE^3 / Some Thoughts

His Story Theory



His Story Theory



Story quality and Data stubbornness

Does it mean that If only a professional designer can find the balance between story quality and data stubbornness? The comparison with over embellishment of data visuals

What is the creativity here

If all the redundant data can be recorded by tools

Working Efficiency

No one graph can display the full story that lives in a set of data. When taking in a real world scenario, working efficiency values more than the interesting design of data.

Thank you