

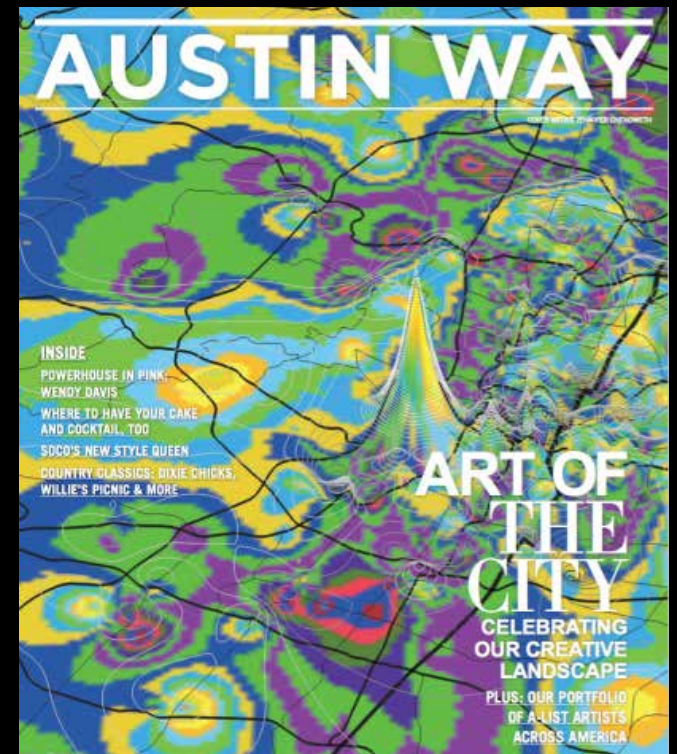
XYZ  ATLAS

Mapping Shared Experiences to Understand Belonging



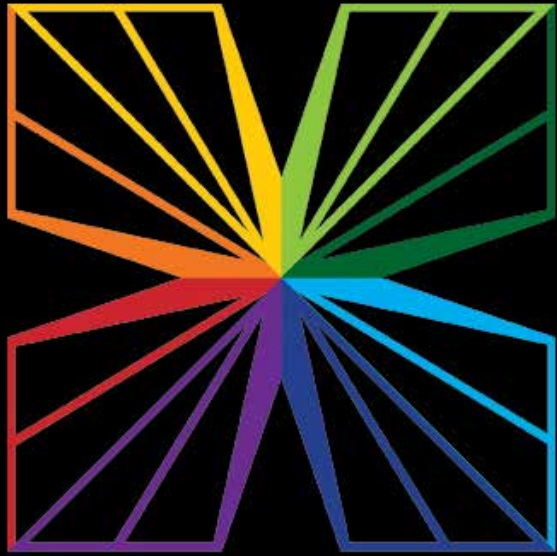
XYZ Atlas asks why we feel a sense of belonging to a place by mapping experiences and collecting stories that document our highs and lows within a city.

Austin Way "Art of the City" Cover 2016
SXSW Featured Art and Panel 2016 and 2017
2017 TEDMED Talk
NEA, Mid-America Arts Alliance, and Southwest Airlines
Heart of the City project



Inspired by an 80's Atari video game **Tempest**, the **XYZ Atlas** uses colorful, linear graphics for its graphic and sculptural works to make 2-D and 3-D "You Are Here" location markers.

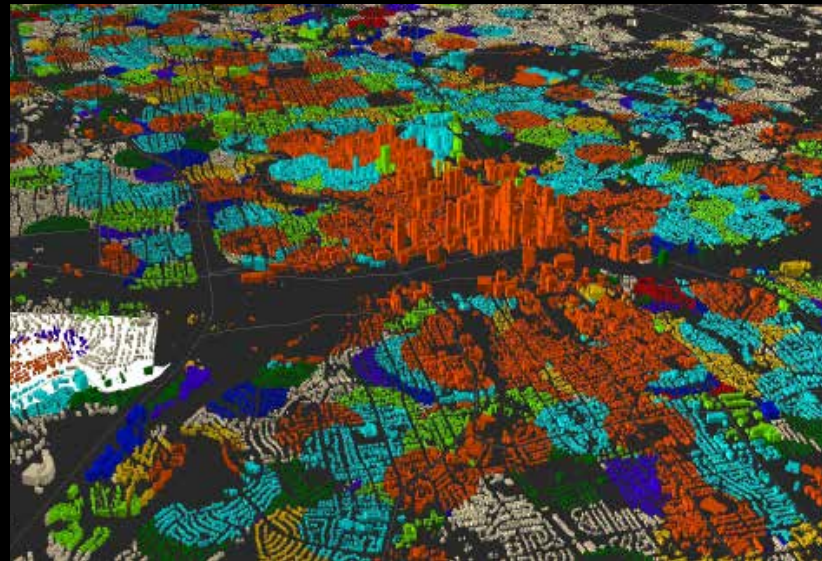




XYZ Atlas: The Digital Platform creates art and maps for the user and collects personal stories about place, experience, and emotions that affect:

- Cultural tourism
- Health and well-being
- Public planning
- Diversity and inclusion

XYZ ATLAS





CULTURAL TOURISM

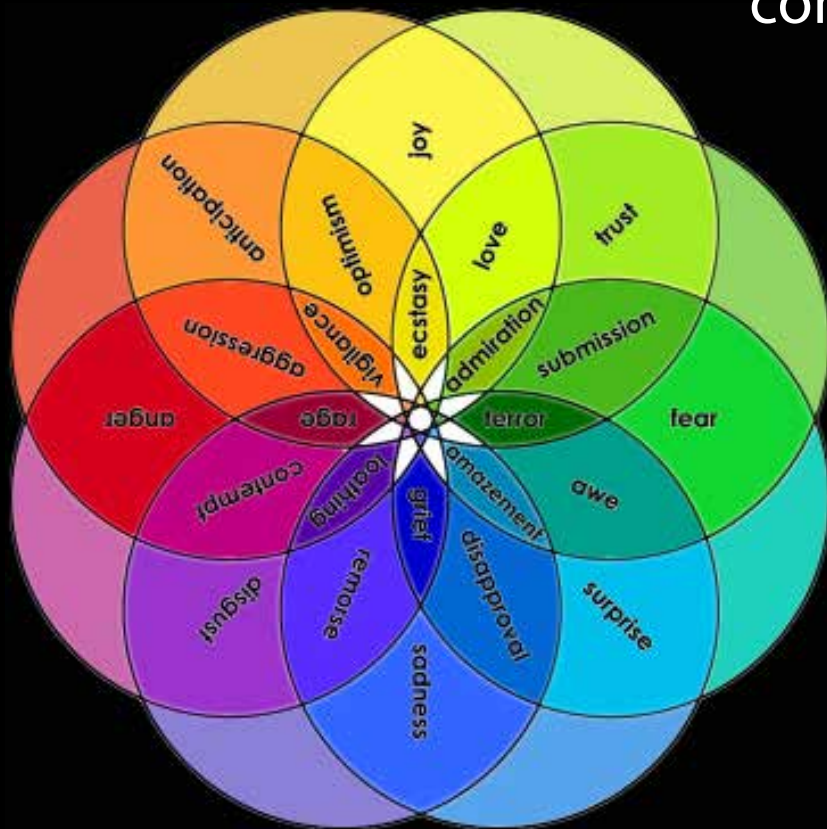
- Can be used as a traveling tool to record a user's story and map adventures
- Reveals stories of the cultural history of a place through augmented reality (AR)
- Is a way to discover, in real time, where "high" and "low" experiences are happening on a map of a city





HEALTH & WELL-BEING

- For users: records emotions and geo-located experiences
- Creates personal art and maps for self-reflection and healing
- For health researchers: creates an anonymous dataset to understand perception, health, and well-being in communities



PUBLIC PLANNING



- For community leaders and urban planners: creates a dataset to reveal behavior to help understand the cultural perception of a place
- Temporary, custom on-site activation to collect current and historical stories and experiences

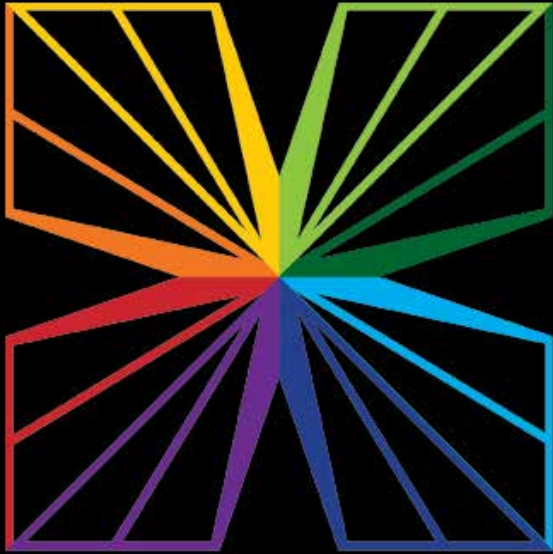


DIVERSITY & INCLUSION



- Platform provides diverse outreach strategies to reach underserved communities
- Meaningful for all ages
- Functions outside of socio-economic status
- Useful for newcomers and long time members of a community to share experiences and viewpoints
- Helps identify areas on a map with little data





XYZ Atlas: The Digital Platform iterations

- Web based digital app with multiple functions
- Displays of maps filtered by person, place, emotion, and demographic
- Touch screen displays and community maps at education and health centers
- Arcade-style video game for events and public locations
- Mini-nodes for anonymous participation on a street corner



XYZ Atlas: The Digital Platform is a survey tool that produces an individuated, geocoded, time-stamped data that can be used in

- Psychological and Cognitive Sciences
- Behavioral Medicine
- Sociology
- Criminal Justice
- Public Planning

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