

"Data and Sensibility"

Artists are experts at sensibility.

I may even go so far as saying that this is their bread and butter.

Where other creative professionals hone their expertise

— for example, architects can proficiently build nano to skyscraper; typographers being experts at letterforms; graphic designers are experts with words and images on the page —

artists literally dwell in sensibility: sight, hearing, taste, touch and smell

With the advent of technology (data collection, digital tools, non-fungible tokens)

sensibility has been challenged.

Data has its own qualities and boundaries — **factual, informational, inert.**

These qualities are neither good or bad, so we accept and understand them for what they offer — a collection of information.

Data collected is data collected, until interpreted. It is not crucial that that it tastes, looks or feels like anything particular. Yet within

interpretation (and translation) whether it be algorithmic or transactional, sensibility can be purposefully expressed. Decision-making now changes sensory awareness, making data aesthetic.