

Exhibiting 30 Years of Achievements at the Venice Project Center

Venice, B19

30th Anniversary Team

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This report represents the work of WPI undergraduate students submitted to the faculty as evidence of completion of a degree requirement. WPI routinely publishes these reports on its website without editorial or peer review. For more information about the projects program at WPI, please see http://www.wpi.edu/academics/ugradstudies/project-learning.html

Authorship

The members of this project are Nathaniel Bajakian, Jordan DeDonato, Nathan Stallings, and Jeremy Wong.

Nathaniel created the Population Graph and recorded videos for the stone presentation. He helped edit and make changes to The Population Graph section of the paper.

Jordan created and constructed the bell tower exhibit and all of the photomosaics. He helped update and organize the VPC Master List along with editing the final presentation slides.

Nathan created and constructed the timeline exhibit. He helped update and organize the VPC Master List. He wrote the final project report and executive summary. He helped edit the final presentation slides and paper.

Jeremy created the stone presentation and the slides for the final presentation. He also edited the paper and executive summary and helped write The Stone Presentation section.

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Abstract

Over the last three decades, the Venice Project Center (VPC) has hosted 222 projects, all of which attempted to improve Venice. These teams worked with sponsors to collect data on the city and proposed plans to improve the city's most pressing problems. Unfortunately, the impact these projects have had remains widely unknown by the Venetian populace. The goal of our project is to showcase the impact the Venice project center has had on Venice. To achieve this, we created an exhibit showcasing the impressive achievements of the VPC. Our exhibit was broken down into four main aspects: a timeline, bell tower exhibit, stone presentation, and population graph. When constructing the exhibit we also helped locate and organize lost databases among the VPC's archives.

Executive Summary

The VPC has worked on 222 projects over the last 30 years of operation, allowing them to amass a collection of data on the canals, artwork, tourists, local businesses, bell towers, and many other aspects of Venice. Until recently, much of this data had not been visualized or made accessible to the public. The VPC attempted to solve this problem by developing various methods of visualization and publication such as Venipedia and Venice 3.0, along with open-source tools, such as the Sandbox, that allow users to make various graphs and charts from any given dataset.

We helped the VPC by showcasing the long-lasting impact the Venice Project Center has had on Venice. Our team focused on creating an exhibit to creatively display the work the VPC has done throughout the years, along with organizing information collected by the VPC over the last 30 years. The Venice Project Center had cleared space in their headquarters, H3, which we used to set up four exhibits (Figure 1) to inform the public about the problems facing Venice, and the steps the VPC has taken over the past three decades to understand and hopefully alleviate them.

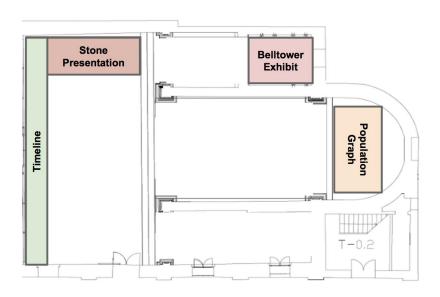


Figure 1: The Exhibit Blueprint

To highlight the wide range of topics the VPC has researched, we created the Bell Tower exhibit. This exhibit fills the unused bell tower at H3 and portrays the various levels of the city as the stairs are ascended (Figure 2). This theme-based exhibit was designed to display various maps and infographics intended to emphasize the wide range of projects the VPC has hosted while portraying important trends and information. This exhibit provides the VPC with a creative way of visualizing their data while utilizing the previously neglected space.

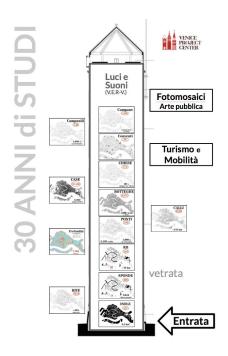


Figure 2: The Bell Tower Layout

Towards the top of the bell tower, there are two unused rooms. We decided that one of these rooms would be ideal for displaying the VPC's photographic database. The VPC has a database containing over 7000 pictures on the street art and infrastructure of Venice. To display these pictures, we designed eleven photomosaics, which are a collection of similar pictures put together to create a larger image, as seen in Figure 3. This allowed us to creatively display the thousands of pictures the VPC has collected on various landmarks.



Figure 3: A Bridge Themed Photomosaic

Along with a large collection of pictures, the VPC has a large collection of images and data on the street art of Venice. To help the VPC display this information, we created the stone presentation exhibit, which is a slide show presented on large stone tablets hanging on one of the walls in the church (Figure 4). The presentation is broken down into various types of street art and contains two main forms of data communication. The first is a short video with words displaying information about the topic, and the second method consists of static images, graphs, and charts intended to communicate quantitative information the VPC has collected on various forms of street art around Venice. This presentation helps the VPC bring awareness to damaged and neglected street art.



Figure 4: The Stone Presentation

We decided it was important to highlight the accomplishments and major milestones of the VPC and the WPI students who have previously worked with them, so we created the timeline exhibit (Figure 5). The Timeline Exhibit displays IQP or MQP award-winning projects, publications that used VPC data, applications and tools the VPC created, VPC milestones, and projects that were the first in a series of themed projects. The timeline spans 40 years, allowing for additional projects to be added in the future. The timeline excels at bringing attention to the VPC's many years of operation and the hard work of WPI students.



Figure 5: A Segment of the Timeline

The final aspect of our exhibit focuses on Venice's main problem of a declining population. The VPC has conducted various projects examining the effects of tourism and their relation with local Venetians. These projects resulted in the VPC collecting data on Venice's population, which we used to develop a graph that depicts the rapid downfall of the population and the rise of tourism in recent years (Figure 6). This graph is hung on the high altar in H3 and shows visitors the alarming rate at which locals are leaving the city and we hope it will help bring awareness to this pressing issue.



Figure 6: The Population Graph

Through the process of designing our exhibit, we helped the VPC organize data by updating its master list. The master list is a Google Sheets Document which contains information on the IQP and MQP projects the VPC has hosted over its 30 years of operation. We updated this list and helped fill in missing data fields, along with creating a new sheet containing links to large data sets. This will make it easier for future WPI teams and VPC employees to find data sets and certain projects in their databases.

We were pleased when given the opportunity to help the Venice Project Center construct and exhibit emphasizing the impressive work they have done over the past three decades. The exhibits we designed will help give visitors a better understanding of the in-depth research the VPC has conducted while bringing awareness to the problems facing Venice. Our team recommends that future teams continue to add new information to the various aspects of the museum, along with constructing a new exhibit. This new exhibit will be an interactive 3D model of Venice, which will allow visitors to visually see and interact with various aspects of Venice. We hope that the exhibit is successful in helping the VPC communicate the important steps they have done to assist Venice.

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1.0 Introduction

Over the last 30 years, the implementation of computers has made it significantly easier to gather and generate data. Forbes states that 90 percent of all the data in the world was generated in just the last two years alone (Marr, 2019). This increase in data collection has left a void in the area of visualization, as much of the data is not communicated to the public or used for analysis. A study done by the International Data Corporation found that "Just 3% of all data is currently tagged and ready for manipulation, and only one-sixth of this - 0.5% - is used for analysis" (Burn-Murdoch 2012). The absence of proper communication techniques results in complex data that is difficult to interpret.

Data visualization is essential in the interpretation and publication of large amounts of data. SAS, a leading company in data analysis, defines data visualization as "the presentation of data in a pictorial or graphical format" (SAS, 2019). As large amounts of data are gathered by popular cities, such as Venice, there becomes a larger demand for data visualization. The Venice Project Center (VPC) is an organization that has been collecting data on the city of Venice for a multitude of years, resulting in a growing need for visualization and publication.

The VPC has worked on 222 projects over the last 30 years, allowing for the collection of data on the canals, artwork, tourists, local businesses, bell towers, and other aspects of Venetian heritage. The VPC has created a master list to organize these projects, and attempted to visualize the data gathered by these projects by developing websites, such as Venipedia and Venice 3.0. The VPC has also developed open-source tools, such as the Sandbox, allowing users to make various graphs and charts from any given dataset. These online tools are a step towards data visualization for public consumption.

Visualizing data online is a start, but the establishment of an exhibit in the VPC headquarters will encourage a more hands-on learning approach. Hands-on-learning has proven to be a better form of learning than learning through demonstration. A study performed by Kathleen Hearns found that Hands-on Learning was "... more efficacious than learning through demonstration, particularly when recall was measured 24 to 48 hours after the learning" (Hearns, 2010). A hands-on learning approach will help the VPC communicate its visualized data in a way that teaches and educates the guests about the problems facing Venice. To achieve this, the Venice Project Center has cleared space in their headquarters, H3, to set up exhibits that will inform the public about the problems facing Venice, and the steps the VPC has taken over the past 30 years to understand and hopefully reduce them.

The goal of our project is to showcase the impact the Venice Project Center has had on Venice. This will provide researchers with important data and bring awareness to the problems facing Venice. We plan on achieving this by organizing information collected by the VPC over the last 30 years and creating an exhibit in the VPC headquarters, allowing visitors and sponsors to see the projects and achievements the VPC has had. We wish to give guests a physical representation of the impact the VPC has had on their city.

2.0 Background

Over the past 30 years, the Venice Project Center (VPC) has amassed more than one million points of data on bridges, bells, canals, businesses, tourism, street art, and other aspects of Venice. The VPC has also proposed plans to improve traffic in the canals and better ways to preserve the health of the lagoon. This chapter will discuss the VPC's most impactful projects and data over the last 30 years, the process of visualizing and publicizing data, and creating engaging exhibits for public consumption.

2.1 History of the Venice Project Center

The Venice Project Center (VPC) began in 1988 when a recently graduated Fabio Carrera and six WPI students completed "The Feasibility of a Venice Project Center." The project focused on the logistics of setting up an official IQP project center in Venice, along with monitoring the community's reaction to having American students working on the city's problems (Behmke et al., 1998). The project searched for potential urban, environmental, and scientific problems facing Venice that future WPI students could work to improve. The success of this project highlighted a need for a project center in Venice and resulted in WPI establishing it as an official project center in 1993. This opened the door for over 800 students to come to Venice and work on projects intended to preserve the city's heritage through data collection and publication (Bishop et al., 2017).

2.1.1 Impactful VPC Projects

It is necessary to understand the term *impact* to fully grasp the impact that VPC projects have had. *Impact* is defined as "something that is measurable and the result of carefully planned actions within established timeframes (usually short-term), that seek to bring about definable improvement in a given set of activities" (Jones et al., 2016). The goal of all VPC projects is centered around leaving a positive impact on the city of Venice, which will improve the lives of residents. The VPC has benefited the sponsors they have worked with by providing collegiate level research teams to collect and analyze data, along with benefitting WPI by giving students a chance at real-world project experience. The sponsors can then use the data collected by WPI teams to implement change in the city of Venice. As a result, these projects leave beneficial impacts on the city, improving daily life for Venetians. For example, in 2001 a team of students worked with their sponsor, Consorzio Trasportatori Veneziani Riuniti, to redesign the cargo system of Venice, rerouting delivery paths and changing the way boats are loaded, thus decreasing boat traffic by 90% and increasing the efficiency of the Venice Cargo System (Tucker et al., 2001). With the data collected by the WPI team, their sponsor was able to propose implementing this new cargo system to the city of Venice, which was approved, leaving a positive impact on Venice. The VPC has hosted projects that have had environmental impacts on Venice. In 2002, the Dunes of Venice team created a Lagoon Environmental Atlas for the Environment Department of the City of Venice, which contained information about vegetation and geomorphology of the dunes. The WPI team also proposed site specific preservation plans to keep the inner islands safe from extreme tides and storms (Frelat et al., 2002). This information was then used by the Environment Department of the City of Venice to create a methodology to monitor the health of the dunes and assess the impacts of

future development which is important for the city, as the dunes on the outskirts of the lagoon help keep the inner islands safe from extreme tides and storms. The VPC has also hosted projects that focused on improving the structural integrity of the city. In 1998, a WPI team worked with UNESCO, the United Nations Educational, Scientific, and Cultural Organization, to assess the sewer holes and canal wall damage. The team found that around 80% of canal wall damage was due to structural damage, which commonly occurs when sewer holes build up with sediment and leak into the canal wall. They also studied the pollution of the canals and found that certain places in the city build up with more sewage, causing pungent smells and increasing the risk of spreading diseases. The team proposed a plan that prioritizes the repair of highly damaged canal walls, and suggested plans to control the pollution of the canals by rerouting sewer holes to the lagoon, rather than to the city (Babic et al., 1998). Venice used the VPC's data and recommendations to implement a system of drudging the canals that prioritized high risk areas and paid closer attention to the integrity of the canal walls. Projects like these and many others played crucial roles in the Venetian community, providing the government and locals with important information in regards to the city's trends, health, and heritage. The examples mentioned previously are just three of eight Venice Projects that WPI acknowledged with the prestigious President's IQP Award. This award is given only to students whose IQP work is deemed to be outstanding in its focus on science, technology, and society (Racicot, 2019). These projects provided Venice with data and helped bring awareness to pressing social, cultural, or environmental challenges facing the city. To aid researchers, the VPC has attempted to make this data easily accessible through appealing data visualization techniques.

2.2 Organizing and Visualizing VPC Data

Over the years, the VPC has organized and published various databases and applications. As time passes, certain tools change and become outdated, resulting in the VPC having broken apps and disorganized databases. One document that has been consistently updated is the VPC master list. This is a google sheets document called "VPC:Master Project List" which contains information on all projects hosted by the VPC. This list provides links to available projects, but is incomplete and does not help the VPC organize their various databases. Recently, the VPC has sponsored two projects that worked on the process of organizing and publishing the VPC's data. In 2017, the Venice Project Center sponsored a project titled "Organizing and Visualizing 30 years of Data collection at the Venice Project Center". This team focused on organizing the data the VPC had stored on its repository and communicating it to the public through the sandbox application and a series of booklets (Bishop et al., 2017). The following year, the VPC sponsored a projected called "Celebrating 30 Years of the Venice Project Center". This project continued the work of the 2017 project and improved the VPC's online presence through a revamped VPC 3.0 website. The "Celebrating 30 Years of the Venice Project Center" team also created an interactive timeline to publish data in an organized manner on the VPC 3.0 website (Ellis et al., 2018). These projects focused on visualizing data and communicating the important work the VPC has done to the public.

2.2.1 The VPC's Sandbox Application

In 2017, a team of WPI students hosted by the VPC developed a tool called the Sandbox, which is useful for producing static visualizations for researchers. The Sandbox tool is a web-based application capable of developing customizable graphs from data collected by the VPC (Ellis et al.,

2018). Once teams working with the VPC collect data, that information is then put on a database called the CK. The Sandbox can access this data, and the user interface allows for the manipulation of this data into various forms of graphs or maps. The Sandbox then automatically generates a graph from the selected dataset, allowing the user to modify titles, descriptions, labels, or color palettes (Ellis et al., 2018). The sandbox is the VPC's most recent and updated from of data visualization.

2.3 Publishing Data for Public Use

Data visualization is useless if the information collected is not communicated to the public. This is commonly done through data publication, which is the act of "making something known to the community at large, exhibiting, displaying, disclosing, or revealing [information]" (Phelps et al., 2005). The VPC has previously published their data through their websites such as veniceprojectcenter.org and Venipedia.org through an exhibit held in 1998.

2.3.1 Previous Forms of VPC Publication

The VPC maintains two main sources for data publication, Venipedia and the VPC 3.0 website. Venipedia is a wiki created to provide English speakers with information on Venice. It also acts as a reliable resource for the VPC, as it contains information collected by past WPI groups (Tsiros et al. 2012). To publicize the data on Venipedia, WPI students structured pages of information with pictures, descriptions, history, and numerical data, as shown in Figure 2.3.1.1.



Figure 2.3.1.1: Venipedia Page

This allows users to access information collected by the VPC through a simple search on the website. As of October 2019, Venipedia had over 27,000 pages and 19,000 articles with hundreds of thousands of views on these pages. These organized pages make it straightforward for researchers to utilize information collected by the VPC. This data can then be used in studies and projects, highlighting the problems facing Venice. Along with the VPC, any registered user can modify the information on the Venipedia page, allowing locals and other researchers to build upon

the data about their city. Administrators monitor the changes made to the pages to ensure the new information is accurate.

The VPC 3.0 website focuses on the past WPI projects and highlights the information they gathered about Venice. The VPC website provides users with information on past projects, allowing them to search through applications, tools, impacts, and open databases. One such application users have access to is the previously mentioned Sandbox application. There is also the previously mentioned timeline application created by the "Celebrating 30 Years of the Venice Project Center" team. The VPC 3.0 and Venipedia websites provide a solid foundation for communicating information. Having these resources are useful for publicizing data, however, the VPC wished to incorporate an exhibit that contained information tailored to a more specific audience.

2.3.2 Previous Forms of VPC Exhibits

During the 10th anniversary of the VPC, a team designed an exhibit to present the history of the VPC to the Venetians in an interesting and informative way, such that every visitor leaves with an understanding of how and why the Venice Project Center was started" (Behmke et al., 1998). The intended audience of the exhibit were Venetians and potential future project sponsors. The exhibit featured sections on the history of the VPC and its relationship with WPI, previous VPC projects, future projects, and a dedication to Fabio Carrera, the founder of the VPC (Behmke et al., 1998). This was intended to entice and encourage new sponsors to work with the VPC and was their only form of publication at the time. The 10th anniversary team followed certain design techniques, all of which played an important role in creating a comprehensive exhibit.

2.3.3 Design Techniques

When hosting an exhibit, it is essential to practice good design techniques to maximize the effectiveness of the exhibit. The first step towards an engaging design is the consideration of an audience. Once a visitor steps inside, the design of the exhibit must be captivating and engaging, or you will lose the visitor's attention. This can be done with attractive displays, interactive exhibits, and an organized floor layout (Allen, 2009). Once the audience is known, it is important to communicate the purpose of the exhibit. This is done through event objectives, which can be both tangible and intangible, and can be reached pre-event, during the event, and post-event. These objectives must value the organization holding the event and the audience attending the event (Allen, 2009). Once a target audience and objectives have been determined, the design process for the exhibit can begin.

There are five design principles that need to be taken into consideration when visualizing an event. These principles are (Allen, 2009):

- "1. The Elements All the Parts That Make Up the Event
- 2. The Essentials Must-Haves
- 3. The Environment Venue and Style
- 4. The Energy Creating a Mood
- 5. The Emotion Feelings"

To successfully plan an exhibit, a design team must first look at the big picture and key elements. When considering the elements of the exhibit, teams should make an overview grid to layout the focus of the exhibit. This will give more insight into the elements of budgeting, event timing, logistics, and orchestration. Once the goals of an event are created from the elements, the planning team can start working on the essentials. These consist of the hard costs that would make the event memorable, such as supplies, space requirements, staffing, and transportation fees. The event must-haves will become the core of the event design and the event elements will naturally unfold around them (Allen, 2009). Once the big picture and must-haves have been decided, certain aspects of the exhibit can be designed.

When designing the elements of an exhibit, incorporating interactive displays is an important factor to be considered. A well designed interactive exhibit creates a learning climate, engaging audiences. As discussed by Sue Allen, "Research on visitor learning in museums suggest that interactivity can promote engagement, understanding, and recall of exhibits. For example, Maxwell and Evans (2002) cite evidence that both children and adults recall actions they themselves perform better than those they observe" (Allen, 2007). By incorporating interactive aspects into an exhibit, the audience becomes more interested and engaged with the experience, as they control what information they are viewing in a creative and entertaining way. A healthy balance between informative and interactive displays would better allow the audience to learn and retain information presented, and reduce confusion often found in exhibits that focus too heavily on interactive aspects (Allen, 2007). It is important to have both types of displays, as it makes information engaging and easy to follow, providing the audience with a better understanding and learning experience.

Three other design principles that must be considered are the environment, energy, and emotion, which are all related to the venue. A proper exhibit venue is crucial for effectively displaying information and setting the tone for the audience. When selecting a venue multiple aspects need to be taken into consideration such as room requirements, lighting (both natural and artificial), and presentation capabilities that are needed (Allen, 2009). It is important to know the floor and wall dimensions to properly modify the displays, ensuring enough room for the audience to move around. Various venue styles and designs can set various moods. Many traumatic historical exhibits are held at the place where the event occurred, which tends to set up a more somber and serious mood. The desired mood for an exhibit must be considered before hastily picking a venue, as it can drastically modify the audiences' experiences and feelings. In the case of a provided venue, the steps must be modified slightly. The exhibit must be designed around the venue, ensuring there is enough space for the audience. Furthermore, the exhibit will be designed around the mood and tone of the venue, rather than picking a venue to set a certain tone.

2.4 Summary

The VPC has been operating in Venice for the last thirty years, working to improve the quality of life in Venice and amassing a large collection of information along the way. This information can provide researchers and locals with important data regarding the well being of the city. However, to successfully do this, the data needs to be visualized, which the VPC has attempted to do this in the past with various tools and programs, such as the Sandbox. This data is then uploaded onto their website allowing people to access this information. The VPC has previously created an anniversary exhibit, displaying information about the steps they have taken to improve

Venice. The team that designed the exhibit focused on following certain principles to ensure the effectiveness and quality of the exhibit.

3.0 Organizing Information

The VPC has collected a wide range of data on various aspects of Venice, however, each project stored data differently, resulting in an unorganized collection of physical and online data. Previous groups attempted to organize this data, resulting in the majority of physical data being uploaded online and then merged with the online data in a google drive called VPC WPI. However, this google drive lacks organization, and much of the information is hard to find or incomplete. Furthermore, a master list called "VPC:Master Project List" has been created in an attempt to organize and categorize projects hosted by the VPC, but this master list was also incomplete and did not connect to the databases.

3.1 Updating the Master List

We helped the VPC organize data by updating the VPC: Master Project List. This Google Sheet document contains a list of IQP and MQP projects hosted by the VPC over its 30 years of operation. It can be found in the VPC WPI google drive, and contains 8 sheets: WPI VPC Project List, Data Sets, Categories, Topics, MQP, Latest, IQP Labels, MQP Labels. Our team focused on improving the WPI VPC Project List sheet (Figure 3.1.1) and creating the Data Sets sheet. We improved the WPI VPC Project List sheet by adding bibliographies for all projects documented on the sheet. We created these bibliographies in APA format which allows them to be easily copied and cited for research papers. We also searched through the list of previous projects and filled in missing data fields. We marked any projects in red that were missing digital reports so future teams could scan the physical copies.

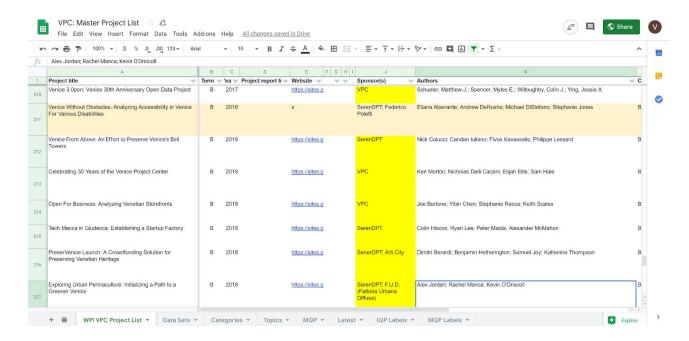


Figure 3.1.1: The WPI VPC Project List Sheet

To help the VPC organize their multiple online datasets, we created the Data Sets Sheet. This sheet contains a list of various topics associated with large data sets, and links to where the information can be accessed, as seen in figure 3.1.2. We created this by digging through the WPI VPC google drive to find documents and folders containing information on specific topics. We then copied the links over into the master list. This will make it easier to find databases and certain projects throughout the VPC database.

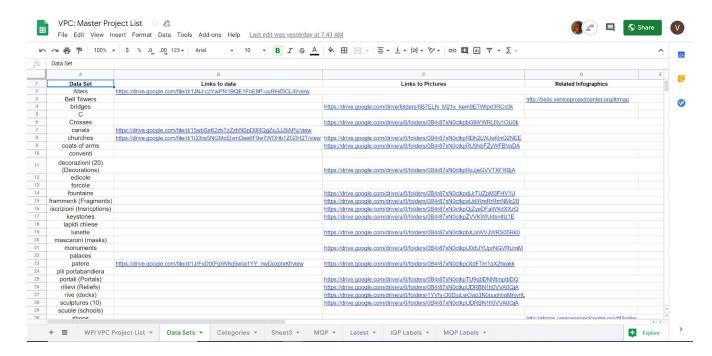


Figure 3.1.2: Data Sets Sheet in Master List

3.2 Recommendations

We recommend that future teams continue to improve and add to the multiple sheets in the master list. It would be beneficial for the VPC if they hosted a project dedicated solely to organizing all the information and designing a future methodology for collecting and adding data to the massive database. A unified approach to collecting and storing data would prevent future disorganization and make it much easier to access valuable data about Venice collected by the VPC.

4.0 The Timeline Exhibit

In 2018, the VPC 30th Anniversary team created an online timeline application accessible from VeniceProjectCenter.org. This timeline focuses on four major subjects: IQP Awards, Applications, Publications, and Milestones. Once the major projects had been identified in each of these categories, the team gave each event a title, date, and description. They also provided any links to the original content and impactful pictures (Ellis et al., 2018). This timeline is a great online tool for highlighting the most important VPC achievements, and we decided that a similar exhibit would be very beneficial in our museum. We designed and created the timeline exhibit in two major phases: Planning and Constructing.

4.1 Planning the Timeline Exhibit

Inspired by the previous years work, we decided that a physical representation of the timeline would help viewers visualize the multitude of projects the VPC has hosted. We wanted the timeline to emphasize WPI students and the work they have done for Venice. To communicate this effectively, we broke the timeline down into five major categories. We displayed any IQP or MQP award-winning projects, publications that used data collected by students, applications and tools created by students, VPC milestones, and projects which we classified as firsts. A "first" is the original project in a series of related projects, such as the first bell tower project in 1994 (Figure 4.1.1).

Nel 1994, due giovani studentesse di WPI completarono il primo di una lunga serie di progetti sui campanili e sulle campane di Venezia e delle isole lagunari. Il VPC continua a raccogliere informazioni dettagliate per la conservazione dei 136 campanili esistenti, registrando i suoni delle oltre 500 campane in essi contenute. bellsveniceprojectoenter.org

Figure 4.1.1: The First Bell Tower Project

The 1994 Bell Tower project was one of the "firsts" highlighted in the timeline, and there have been nine other Bell Tower projects since. Once we decided on the content of the timeline, we typed the material for the Timeline Exhibit on a google slide presentation, which was shared with our advisor, Fabio Carrera. Each slide acted as an element that would be displayed on the timeline. As new

elements were added to the slide presentation, he would translate the information into Italian. Once we started planning and finalizing slides, we needed to construct the physical exhibit.

4.2 Constructing the Timeline Exhibit

We came to the realization that we would need to do large amounts of printing to construct the physical timeline. The VPC purchased a professional printer capable of printing on A3 paper, which we used to set up a printing station inside of H3. We ran test prints on normal paper and did final prints on high quality glossy or matte paper. Our test prints consisted of various text and paper sizes, which we used to find the best design for our timeline. We decided that the timeline should consist of multiple small elements, most of which contained a project picture with a small description of what the project was about, along with an acknowledgement to the WPI team responsible for that specific project. We picked this design because it gave the timeline a clean and professional look. Once we were happy with the look of test prints, we switched to finalized prints on glossy or matte paper. Any images or photos were printed in glossy to give them a nice shine. Any prints that were larger than A3, we performed at Al Canal, a printing company located in Venice. Once the information was printed out, we pasted them on foam board. We used foam board because it added a professional look to the timeline and would improve the integrity of the elements. To get the foam board to stick to the wall, we used Blu Tack as it allowed us to reposition elements as necessary and would not damage the glass wall. We decided that we wanted to emphasize the magazines that used data collected by WPI students, as this was a very impressive accomplishment. We did this by using a company called White Wall to print out magazine covers on forex, which is a high-quality foam board material. We designed the timeline to span 40 years, allowing for additional projects to be added in the future, as we believe WPI students and the VPC will continue to do impressive things.

4.3 Reflections and Recommendations

During the creation of the timeline, it went through multiple iterations before coming to a final design. The original design consisted of 13 elements on A2 paper, which would then be printed onto a window sticker and applied to the window. After meeting with Al Canal, a printing company located in Venice, we realized that window stickers were not in our budget. We brainstormed the layout of the timeline by printing a rough draft of the timeline and placing it on the glass wall. From that prototype, we realized a better design was to populate the timeline with more information and shrink the elements to either A3, A4, or A5 sized paper printed on glossy or matte. We then cut the paper and glued it onto foam boards, allowing the information to stand out while creating a professional aesthetic. It also allowed us to attach the elements to the glass wall with Blu Tack, which wouldn't damage the wall and allow us to easily move and adjust the elements. As the VPC continues to host impressive projects, we encourage future teams to continue to add onto the timeline, as there are 10 years of additional space. We also recommend slowly converting the elements on the timeline to White Wall prints due to the fact that the prints are high quality and professional.

5.0 The Bell Tower Exhibit

Over its 30 years of operation, the Venice Project Center has collected data on many aspects of Venice. With large amounts of data on canals, bell towers, tourism, street art, docks, bridges, and many more topics, the VPC has amassed an impressive and informative database. The VPC lacks a creative way of displaying this information and the extent of research it has done on Venice to visitors, so we decided to create an exhibit, which we called the Bell Tower Exhibit.

5.1 Planning the Bell Tower Exhibit

As part of the old church, the VPC owns an unused bell tower. We designed a vertical exhibit which utilizes the staircase inside the bell tower to demonstrating the various "levels" of the city. We wanted the bell tower exhibit to make the visitor feel like they were ascending the city of Venice as they climbed the staircase. To do this, we displayed certain maps and infographics regarding various aspects of the city. Since the Timeline Exhibit focuses on the WPI students and their projects, we designed the Bell Tower Exhibit to emphasize the data and information created and collected by the VPC. This exhibit is theme-based, and it starts with islands, then docks, canals, bridges, streets, stores, houses, churches, convents, bell towers, bells, and two seperate rooms for canals and public art (Figure 5.1.1).

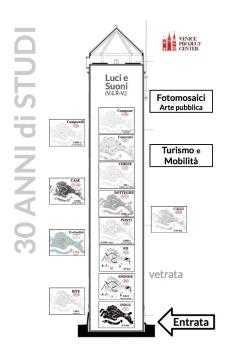


Figure 5.1.1: The Bell Tower Layout

We planned the bell tower exhibit in a similar way to how we planned the Timeline exhibit. We created a google slides document which we used to design various elements of the exhibit. Due to the fact that the Bell Tower exhibit focuses heavily on data, we used visualization technique such as maps, graphs, and charts to communicate the information. We also displayed the applications the

VPC created, which are accessible via QR codes in the exhibit. We wrote text explaining the images and charts which allows the Bell Tower Exhibit to be self-explanatory. Similarly to the Timeline Exhibit, Fabio helped us translate any text into Italian, and once the final design was achieved, we began the process of physically constructing the exhibit.

5.2 Creating the Bell Tower Exhibit

We used the same printing station we set up in H3 discussed in the Timeline Exhibit section to print out the various elements we designed. Similarly to the Timeline Exhibit, we also created drafts to test what design would look best. Our final design consisted of A2, A3, A4, A5, and A6 sized elements spread out along the wall. We decided to use smaller elements because it looked cleaner and we could fit in more information. Once we printed out our final design, we pasted the paper on to foam board to give it a polished, professional look. As part of each "level" we had an intro map that informed the guest that they have reached a new section and gave a brief introduction on what the floor is about. These posters were all A2 sized, which meant we had to print them at Al Canal, but we were still able to mount them onto foam board. Due to the bell tower containing old bricks, it was hard to hang the posters with just Blu Tack. Our solution was to wipe down the bricks with a broom to remove any dust or chipped pieces, and then we sprayed the wall with glue. This allowed the Blu Tack to stick successfully to the wall, but we are unsure of how permanent of a solution this is.

5.3 Reflection and Recommendations

The Bell Tower Exhibit is a creative way of displaying the various levels of Venice, and makes use of the vertical space. It also does an excellent job of showing the diversity of projects the VPC has hosted on multiple elements of Venice. Due to a lack of time, we were not able to complete all the levels of the city. We recommend that future teams continue to add layers, especially a bells layer, along with more information in each layer. One problem we foresee with the Bell Tower Exhibit is the posters falling off the walls over time. Due to the fragile state of the bricks, the Blu Tack doesn't always stick. We recommend that future teams look into solving this problem, potentially by hanging the posters from the steel staircase structure.

6.0 Photomosaics

A photomosaic is a form of static visualization. It is a "multi-scale image, conveying different information when viewed up close as when seen from a distance" (Silvers, 1996). This type of visualization is perfect for displaying a large number of photos found in graphical databases. While they provide a creative way of displaying images, they lack in their ability to display information about the individual photos in the collection. Regardless, photomosaics are very easy to create, as the process is automated. There are many tools, such as websites or photo modification tools like Photoshop, that can take a database of photos and turn them into an elegant photomosaic.

6.1 Designing Photomosaics

The VPC has a database containing over 7000 pictures on the street art and infrastructure of Venice. These pictures have been collected over many years by various WPI students. In an attempt to display the large numbers of photos the VPC has collected, we decided that photomosaics would be a perfect template. We designed photomosaics on monuments, coat of arms, portals, reliefs, street alters, wells, bridges, patere, sculptures, docks, fountains. We picked these topics because the VPC's databases contained a plethora of pictures. Since photomosaics lack in their ability to provide information about the pictures, we created descriptions for each one. These descriptions provide the reader with information on what the mosaics are, along with how much information the VPC has collected on the subject. Once we had decided on the topics, we picked a large more iconic pictures to be the main photo in the mosaic. We decided to use well known and easily recognizable landmarks for each topic such as the Rialto Bridge and Bartolomeo Colleoni. We worked with Fabio to pick the best known images in each database and then prepared to make photomosaics around that image. Once we had finalized a design, the next step was to create and display the photomosaics.

6.2 Creating Photomosaics

After researching tools online and running trials on various websites, we decided the best tool to use was a website called TurboMosaic, as it produces good quality mosaics at a cheap and affordable price. This allowed us to display the thousands of pictures the VPC has collected on various landmarks as seen in Figure 6.2.1.



Figure 6.2.1: A Photomosaic Crafted from Monuments

Once TurboMosaic had created the photomosaic, we downloaded the file so we could print it out. Due to the unique nature of these images, we knew we wanted to have a large final print out. We used Al Canal to print out all photomosaics, and we tested A1 and A2 sizes. We decided that A1 was too big for our available space, resulting in the final size for the photomosaics being A2. Since Al Canal did not allow us to print on glossy paper at such a large scale, we used a thicker 180 gram paper. Although this did not give the photomosaics a nice shine, the thicker paper improved the quality and appearance of the photomosaics. We then mounted the paper to foam board and hung them in one of the empty rooms at the top of the Bell Tower exhibit. We used the glue and Blu Tack method discussed in the Bell Tower Exhibit section to successfully attach the photomosaics and descriptions to the brick wall.

6.3 Reflections and Recommendations

The photomosaics provide a very unique way of portraying the images collected by the VPC. The software, TurboMosaic, worked very well and it allowed us to customize the photomosaics as we pleased. The printing process through Al Canal was efficient in terms of time and price. We created 11 photomosaics, which are currently being displayed in one of the rooms in the Bell Tower Exhibit. Our original goal was to create a photomosaic for every type of street art, but some of the databases did not contain enough pictures. We recommend that future teams improve these databases by collecting more pictures, which would allow them to construct more photomosaics. We also recommend printing the photomosaics out with a company like White Wall, which will improve the quality of them. Future teams should also find a final spot to hang the photomosaics on the wall. Their current location could be improved so they achieve more visibility.

7.0 The Stone Presentation

Venice is famous for its unique geographic location and beautiful architecture. Part of its beauty can be found hidden among the streets, as a stroll down the winding alleys of Venice will reveal a world of old public art. This public art consists of unique artifacts dating back to 300 AD (PreserVenice, 2013). There are two main types of public art, decorative and functional. Decorative art is a public art that lacks functionality and it consists of crosses, street alters, fragments, coats of arms, patere, reliefs, symbols, sculptures, and other decorations. Functional art is pubic art that has a function and consists of monuments, portals, flag poles, bells, fountains, lunettes, church floors, wellheads, and keystones. Much of the public art played important roles in Venice's history, but recent neglection has left the art in desperate need of restoration.

7.1 Designing The Stone Presentation

We decided to create the Stone Presentation to bring awareness to the struggles of Venice's public art. The VPC has collected a large amount of data on the various types of public art, and we hoped that by highlighting their importance and rich history, people would be inspired to help maintain and restore the art. We designed the stone presentation in two major groups, decorative and functional public art, as seen in figure 7.1.1.

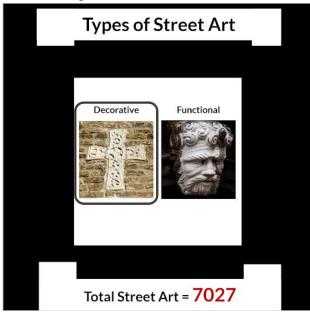


Figure 7.1.1: Decorative and Functional Street Art

We wanted to include various infographics and videos about each of the different types of public art. We created the stone presentation to be displayed on large stones that were pulled up from the previous church floor held on the walls of H3. As a different way to communicate information we decided to create short videos detailing information on the public art called Assertion videos. Assertion videos are short, usually under two minute videos created to make an assertion. Usually, several seconds of stock footage or photos are displayed, with a short sentence or phrase being

overlaid on it. These sentences or phrases follow a common theme for the video, often making an assertion on some topic, providing background on it, and possibly even suggesting future action items. We decided to make assertion videos on two major topics, Fountains and Street alters. We picked these topics because they're easy to find around the city of Venice and have a rich and interesting backstory.

7.2 Creating The Stone Presentation

We created the slideshow on google slides and focused on the large amount of data collected by the VPC. When creating the presentation slides the aspect ratios of the slides had to match something that would fit all of the church floor stones. After testing various ratios, we went with a 11.5 x11.5 ratio as it enabled us to project on all of the stones in a higher quality. We constructed a template for the stone presentation by lining up boxes with the outline of each stone so we would be able to determine the maximum area we would be able to use on each stone. After creating the template we developed a "key" slide that would display all of the types of public art and it would be a reference to how far along into the presentation it is. After that, for each of the pieces of public art, we added a map depicting all the currently known locations of that particular type and also listed the total number of each type of public art there was in the database. The next slide in the series shows pictures of the public art on the main stone and on the right stone is a timeline depicting the oldest and newest pieces of that type of public art.

Another type of slide is the assertion video slides. After determining the topics for our video, we commenced filming. After identifying several locations of the public art, we travelled to each of those locations and took various videos and pictures, which allowed for flexibility in editing. Besides some cutting and minor color correction, all that we need to do to create the videos was overlay text. We used Adobe Premiere Pro to do this, as it easily allowed us to edit and export the videos.

Once we put all the slides together, we set them up on a 5-second timer, allowing the stone presentation to operate autonomously. The VPC provided us with a projector and a stand, which after testing various locations, was placed in a spot that allowed us to project on the stone tablets with good resolution and proper scale.

7.3 Reflections and Recommendations

The stone presentation is a great method for communicating the large amount of information and data the VPC has collected on public art. Breaking down the presentation into various sections allows us to add a key, allowing viewers to see where they are in the slideshow. The videos allow us to communicate information to the viewer without using static graphs or charts. This tends to be more engaging and can tell a story that a normal graph can not. We recommend future teams continue to make videos and add new slides and information to the stone presentation.

8.0 The Population Graph

One of Venice's most pressing issues is the rapidly decreasing population in contrast to the exponential growth in tourism. The city's population peaked at 174,808 people in 1951 and has been decreasing ever since. As the population of Venice decreases, the amount of tourism increases (Blanco et al., 2014). This creates a difficult situation for residents, as the influx of tourism makes them feel like a stranger in their own city as their culture is eroded away.

8.1 Designing the Population Graph

Our goal in creating the population exhibit was to emphasize this problem and visualize the alarming rate at which residents are leaving the city, along with a corresponding rise of daily tourists visiting the island. To accomplish this, we decided to use a bar graph as they excel at comparing two variables over time. We wanted to represent the local Venetian population with an item that is significant to their culture. We choose to use Venice's iconic *bricole*, which are large wooden mooring posts seen all around the city, to display the population of the Venetians in contrast to elaborate red and white striped posts that represent the daily tourists. We obtained the data needed to populate the graph from the VPC. On the WPI VPC google drive, there are two files called "CPV: Venice Tourism (Historical Trends)" and "CPV: Venice Population (Historical Trends). These files contain consistent population and tourism data dating back until the 1950's, and then spotty population data dating back to the 1300's. Once we had a design in mind and the necessary data, we moved onto creating the graph.

8.2 Creating the Population Graph

We created a simple scatter plot of the data in Google Sheets and imported it into Photoshop, where *bricole* and the red and white mooring pylons were overlaid on the data. Once that was complete, several pictures of the wall this graph was to be displayed on were taken. These were used to create a background for the graph, as seen in figure 8.2.1. The graph is located on the back wall of the high altar in H3 and covers over 100 years of data. The brick wall background was seen as necessary, as the alternative would be leaving the space white, covering up the distinctive brick walls of H3.



Figure 8.2.1: The Creation of the Population Graph

We realized that to maintain an appropriate scale, we had to compare the Venice Population to the average number of daily tourists, rather than the total number of annual tourists. We also added individuals points portraying the estimated population levels back to the mid 1300's. The printing store, Al Canal, allowed us to print on a 1 x 40 meter paper, which we used to print out the entire population graph at once. The final dimensions of the printed area was approximately 1x8 meters, with another 4 meters being used for data between 1320 and 1951. We then hung this up on the wall using Blu Tack along the top edge of the sheet.

Before 1951, there isn't any consistent source of data with which to create a yearly population graph. Therefore, the wooden posts cannot go back further than this point. However, we do have data going back to the mid 1300s. To visualize this, we used 4 cm diameter red dots stuck to the wall in a scatter plot, with years ranging from 1320 to 1951. Significant events in history, such as the Black, Salute and Redentore plagues, the fall of the republic, and the inclusion into the Kingdom of Italy are included on call-out boards situated throughout this section. This can be seen in Figure 8.2.2.

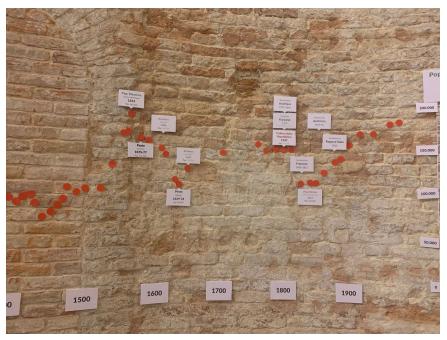


Figure 8.2.2: The Creation of the Population Graph

8.3 Reflections and Recommendations

Our original plan was to make the population graph out of wood. During our preparation term, we created a small scale model of this graph with a base and posts. Our plan was to create arched base to fit in the high altar, with a wooden post representing the tourist and resident population through height, with space left over to continue marking this trend into the future. Unfortunately, due to a lack of funds, we decided to print out the population graph instead. The final version of the graph came out well and allowed us to communicate the alarming, steady rate at which the population is decreasing. We recommend future teams take our graph and transform it into a 3D model. The Leroy Merlin Venezia Marghera lumber yard on the Venice mainland will be able to provide the team with the necessary wood. This will provide a nice interactive 3D element to the exhibit and allow for future years to be added on.

9.0 Conclusion

Working with the Venice Project Center has given us a great insight into the many things it has done over the years to improve the city of Venice. Our goal of creating an exhibit for November 30th was achieved by organizing data collected by the VPC and creatively visualize that data through four main exhibits. This exhibit was intended to help the VPC communicate its impact and data to visitors at H3. We believe that it will be successful in doing just that, as each element displays different information showing the wide range of impacts the VPC has had. To improve the exhibit, we recommend future teams to continue adding onto the timeline and bell tower exhibit. We also recommend creating a 3D version of the population graph. This was our original plan, but a lack of funding preventing us from doing this properly. We also recommend creating a 3D model of Venice. This would be a great addition to the exhibit, and if implemented properly could add a nice interactive element to the VPC's exhibit.

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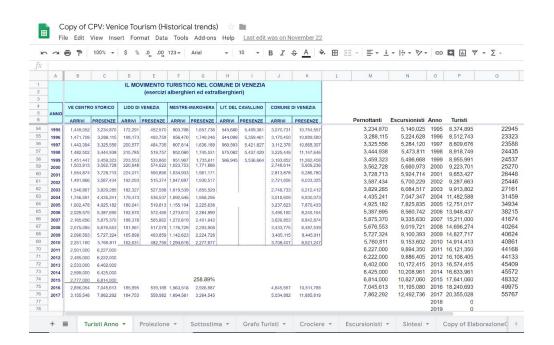
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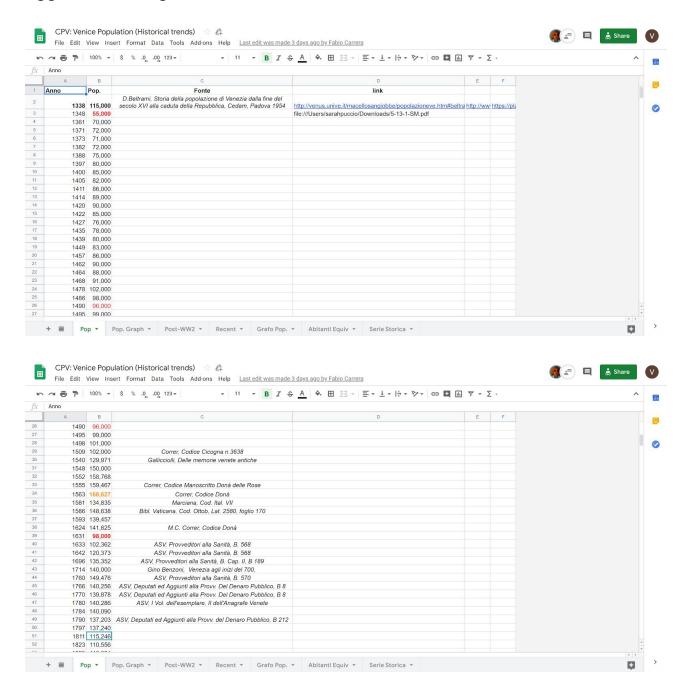
Appendices

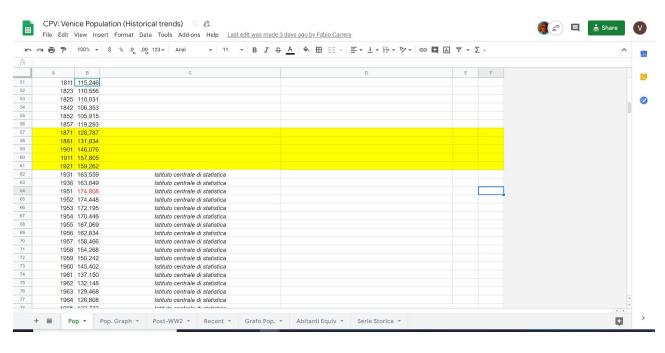
Appendix A: Tourism Data

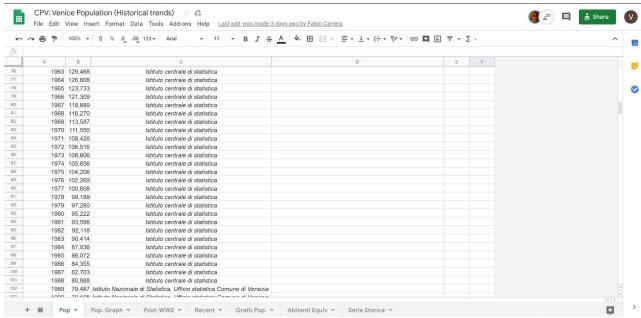


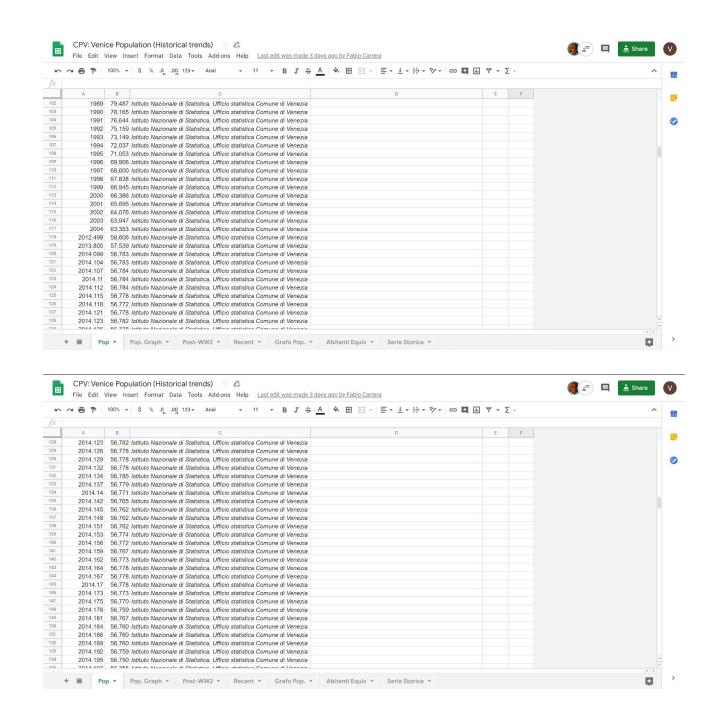


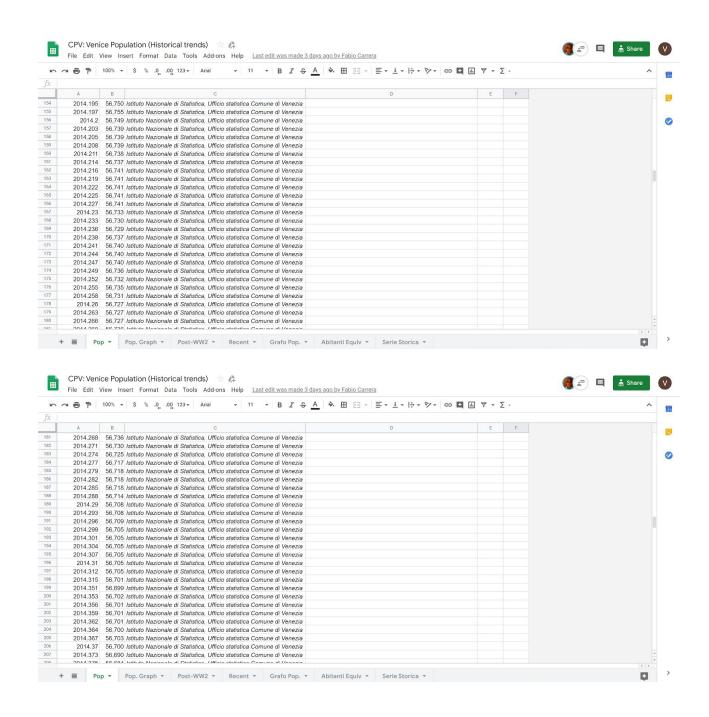
Appendix B: Population Data

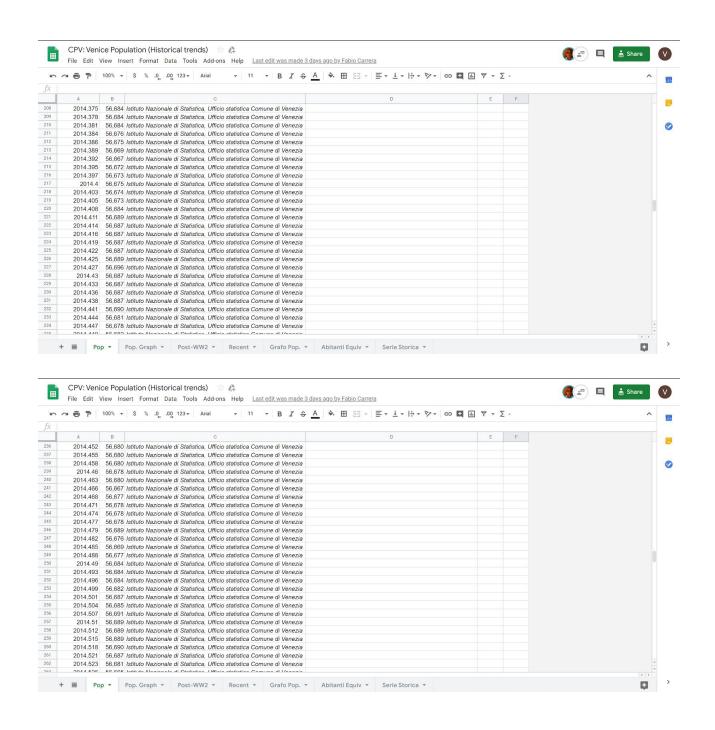


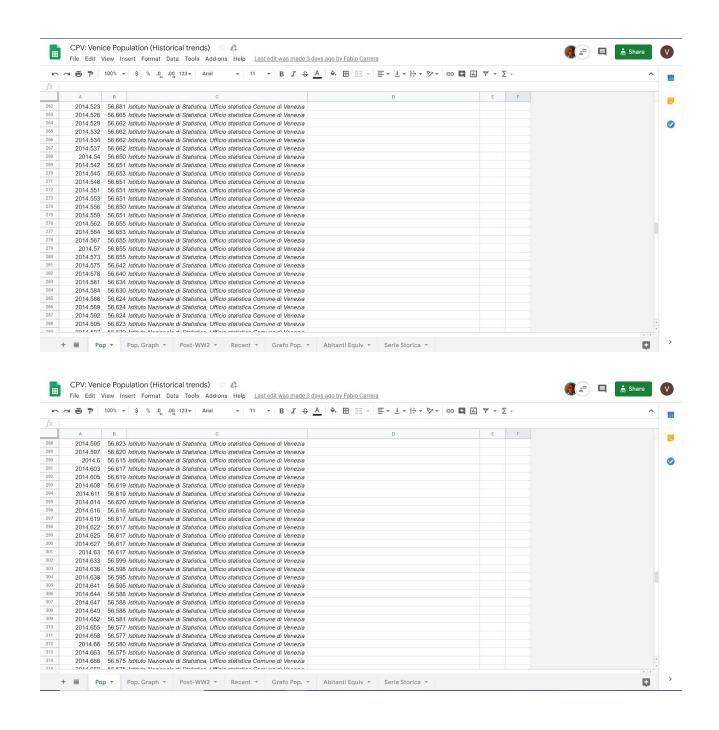


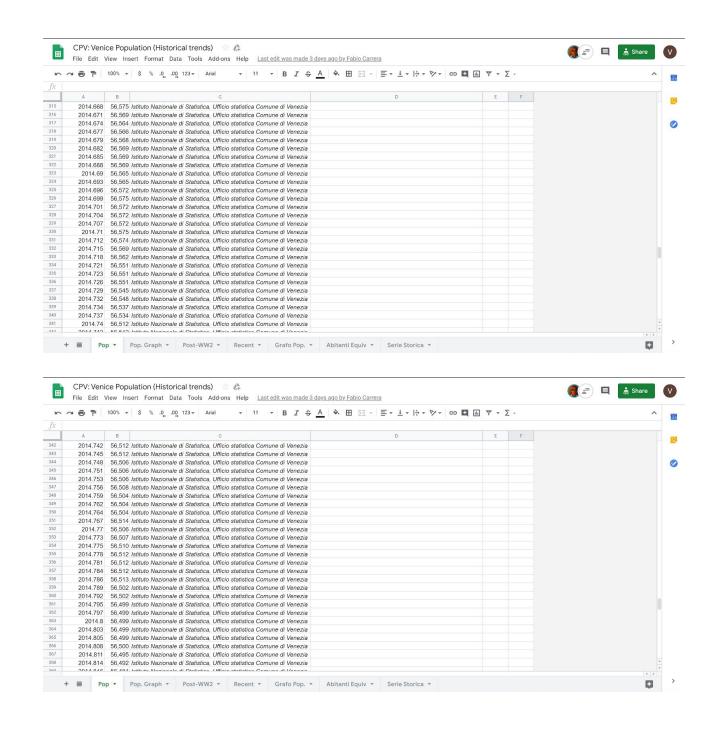


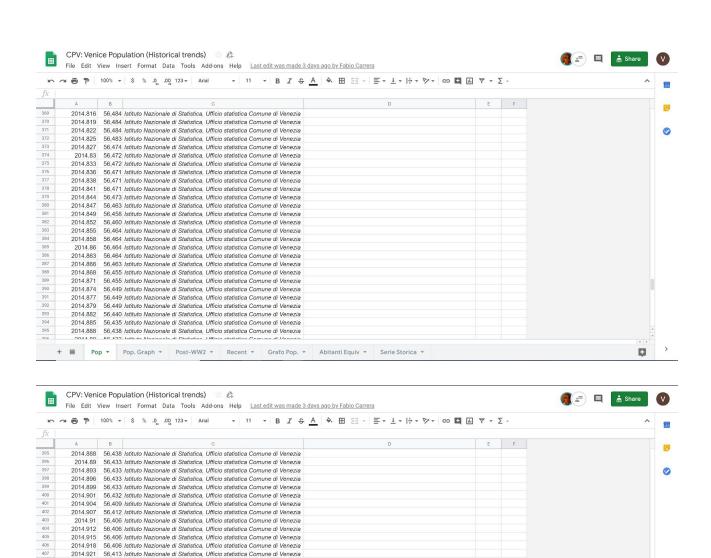












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