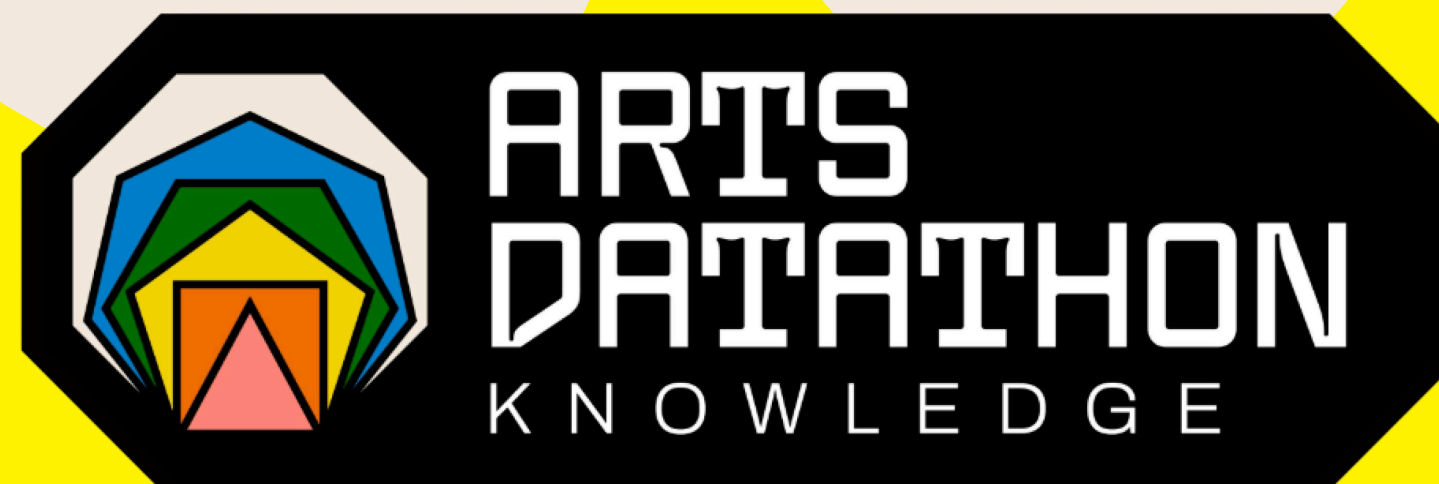
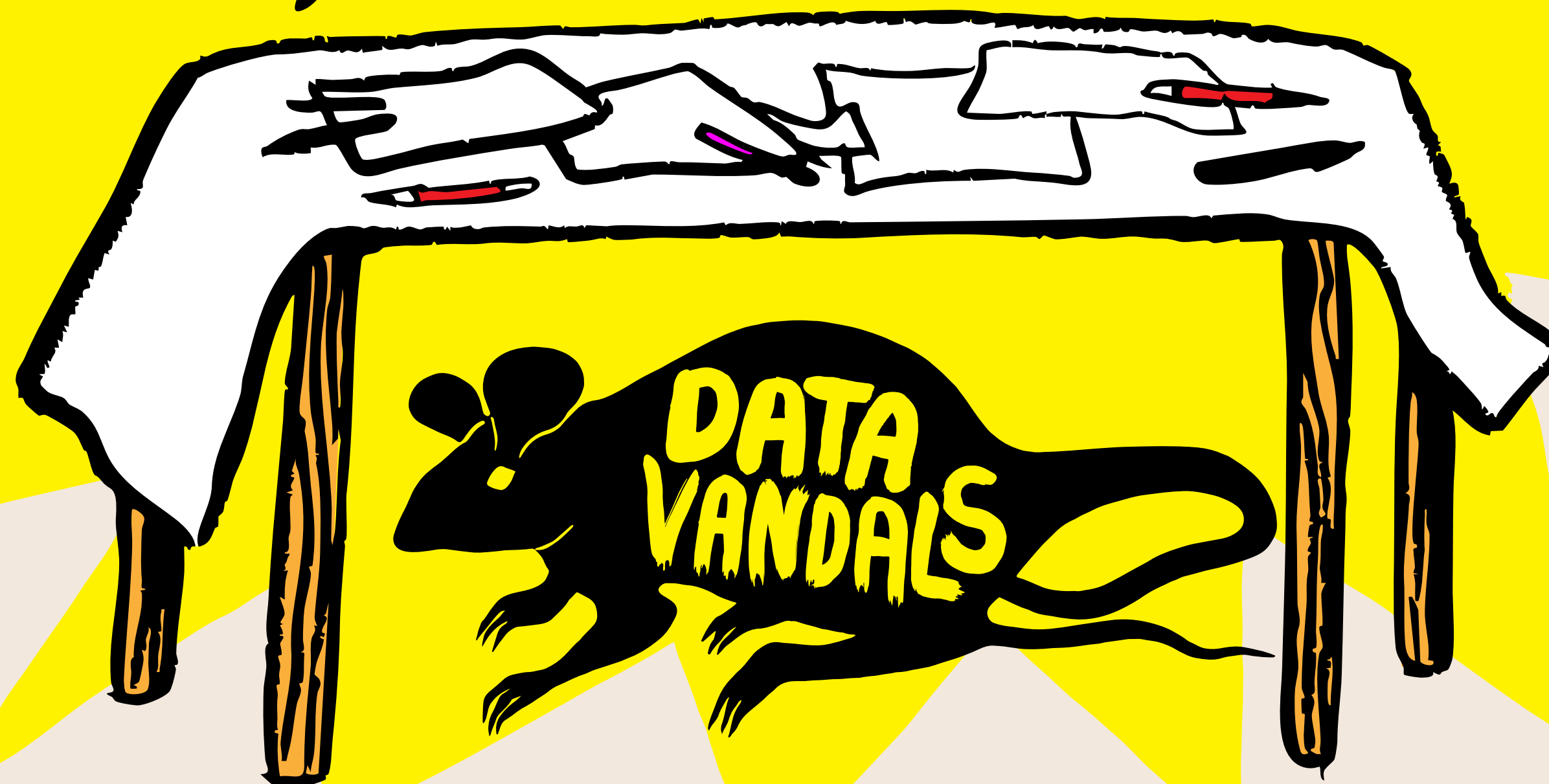


LA County
**ARTS &
CULTURE**



Guerrilla Data Lab WORKSHOP





**JASON
FORREST**

**JEN
RAY**

Our artwork transforms data into experiences that invite curiosity and create conversations.

Since 2021, Data Vandals have presented their work around the world in collaboration with global brands, universities, and social groups. We have engaged with thousands of people through exhibitions, performances, and workshops.

DATAVANDALS.COM



Email us!

DataVandalsNYC@gmail.com

Instagram.com/datavandals

Datavandals.bsky.social

Linkedin/company/data-vandals



Our work invites people to become active participants rather than passive observers.

By interacting with and discussing the data they become more aware to the forces that shapes their life.



Data Vandals Newsstand

51st St. & Lex - Downtown 6 Platform

March 2026 - 2027

Part of MTA's Vacant Unit Activation Program we are opening a data-art kiosk and conversation space for the next year featuring weekly surveys, changing exhibitions, events, talks, music, and a free newspaper.



Data Vandals Newsstand

51st St. & Lex - Downtown 6 Platform

March 2026 - 2027

The exterior of the Newsstand features data-art that is intended to be explored at over time and without any additional context. It features data and facts that should be relevant to everyone on the platform.



Data Vandals Newsstand

51st St. & Lex - Downtown 6 Platform

April 2026 - April 2027

We have been open since April 3rd and people are very interested because it is directly on the platform, and they have a few minutes to kill. The small space gets crowded, but after each train it empties and starts again.





Rotating exhibit

NY by the numbers

Data Vandals Newsstand, April 2026

TRASH COLLECTED:
22 MILLION
POUNDS A DAY

MEDIAN HOUSEHOLD
NYC INCOME
\$ 76,607
-2023 CENSUS

I  6
THE SUBWAY

NYC ANIMALS BY
THE NUMBERS
RATS: 3 MILLION
CATS: 500,000
PIGEONS: 4 MILLION
DOGS: "600,000"

NYC HAS MORE COFFEE SHOPS THAN ANYWHERE IN AMERICA: +2,500



NYC HAS 1 PIGEON PER EVERY 2 PEOPLE

WHERE DO YOU FIT?

10% OF ALL HUMAN LANGUAGES ARE SPOKEN IN NYC

THE 6 TRAIN HAS 560,000 DAILY RIDERS - CHECK OUR STATS OUTSIDE!



63.3 MILLION TOURISTS
TAKE THAT, LA
MOST VISITED CITY IN THE USA

HOW LONG UNTIL YOU'RE A NEW YORKER?

5 YEARS

10 YEARS

30+ YEARS



NEW YORKER

PIGEONS: 4 MILLION
DOGS: "600,000"

5 YEARS

10 YEARS

30+ YEARS

NEW YORK CITY IS 406 YEARS OLD
LET'S PARTY

NYC HAS 1 PIGEON PER EVERY 2 PEOPLE

MEDIAN HOUSEHOLD NYC INCOME \$ 76,607 -2023 CENSUS

5-7 MILLION

PIZZA PLACES? 1,900!
ALL BOROUGH



5-7 MILLION TREES

THERE ARE 168 DISTINCT TREE SPECIES IN NYC

#DATAVANDALS TAG US!

NYC HAS MORE BILLIONAIRES THAN ANYWHERE ELSE IN THE WORLD

110

SURPRISED?

NEED A BAR OR PUB? NYC HAS 1,897!

WHERE DO YOU FIT?



7,400+ SEWER PIPES



HOW MANY SNAKES IN NYC? HOW MANY SHOULD WE KNOW?

NYC HAS 1 TRILLION ROACHES? (YES)



7,400+ SEWER PIPES

Data Vandals Newsstand

51st St. & Lex - Downtown 6 Platform

April 2026 - April 2027



LA on the Move
Union Station, Los Angeles
Sept 2025 - Nov 2026

This new installation in the main hall of historic Union Station explores the movement of native animals across the city of LA across 5 large walls with larger-than-life signs mounted above.



LA on the Move

Union Station, Los Angeles
Sept 2025 - Nov 2026

Left: This design features an enormous 3D map of the entire LA metro area including animals that have been reported across the region.

Right: A visualization of 930 vulnerable species in the form of a California Poppy.



The Great London Survey

London Data Week

July 7-11, 2025



For London Data Week, we created a mobile data kiosk that drove around central London collecting opinions on what life is like in London today. Created in collaboration with Flourish, part of Canva, we had about 500 people participate in 2 days.



THE GREAT LONDON SURVEY

CLASSY

I HATE IT | **I LOVE IT**

TRASHY

WHERE ARE YOU FROM IN LONDON?
(PLACE A STICKER IN THE BOX)

POSTER LOCATION

DAY / TIME

*Flourish
Part of Canva

The survey was easy to understand, fun to complete and always created conversations for people to elaborate on their opinions.







**NOW
IT'S
YOUR
TURN!**



Hello from the Data Vandals...

DATAVANDALS.COM

HOW COULD YOU USE THIS IN YOUR WORK?

Collecting data from your company, organization, team, community or city will help you to learn more about what they want, and create a pathway towards collaboration.

Creating an activity creates opportunities to focus a discussion in a different way

By soliciting the data and visualizing it at the same time, you create an opportunity to collaboratively analyze it.

By crafting provocative, open ended questions, you create an opportunity to learn more about your collaborators.

Real-world examples:

- **Team retrospectives**
- **Ideation workshops**
- **Community polling on issues or policy**
- **Organizational alignment**
- **Design collaboration**
- **Opinion and sentiment collection**
- **Learn “why” not just “what”**

Data Vandals methodology

What is the point?

How will we get people's attention?

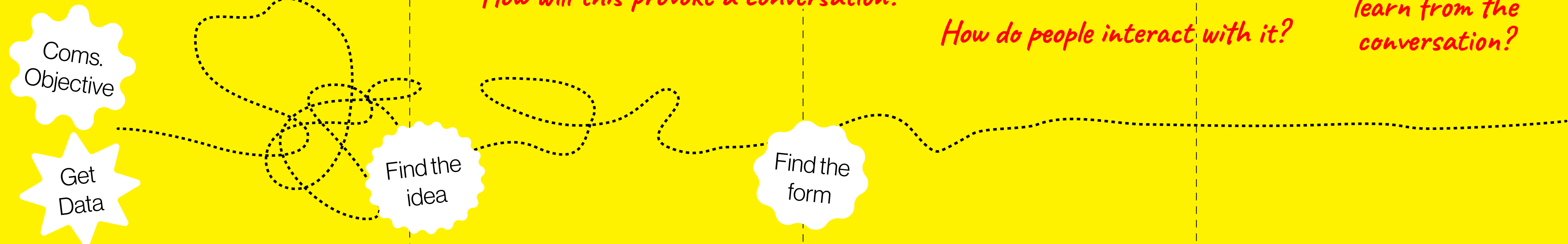
What does it look like?

How are people reacting?

What can we learn from the conversation?

How will this provoke a conversation?

How do people interact with it?



Research / Sketch

Story / Paint / Design

Fabricate

Exhibit / Discuss / Document

Getting Started: Discuss communication objective, design needs, and constraints.

Collect the data: Begin with the data. Talk with people to research what the data means

Sketch: we sketch ideas and explore visual and thematic ideas.

Story Design: Understanding the data, designing the larger story, and sketch

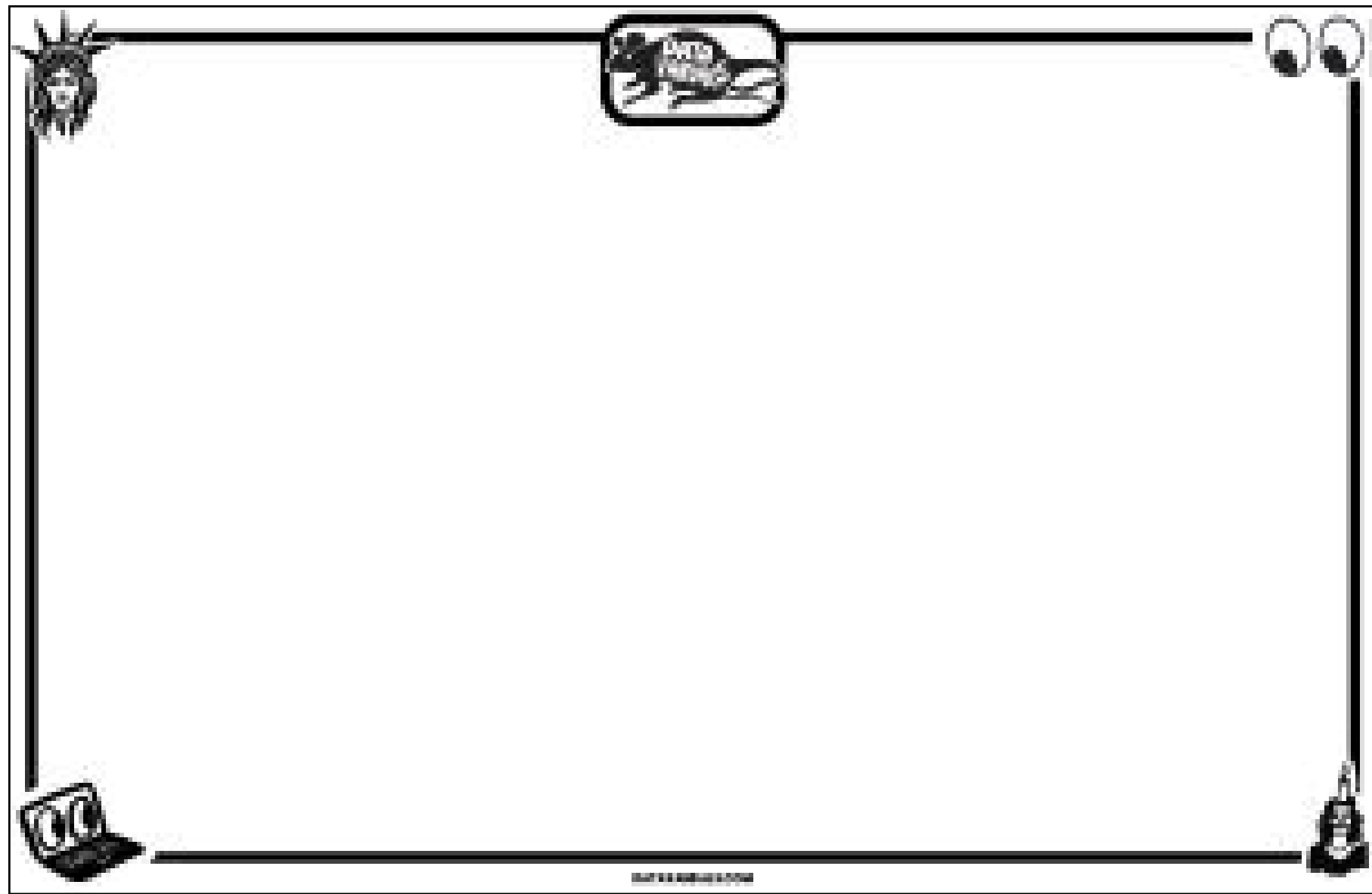
Paint & Design: The form and theme merge, sparking visual and text creativity. Dataviz is our art, requiring a personal touch.

Fabricate: Time to create artwork! This involves making temporary physical pieces or collaborating with a fabricator for permanent structures. We require time for production.

Exhibit: Present work, listen actively, note feedback, and encourage diverse perspectives.

Discuss: Have conversations, document useful insights. Learn about the audience, improve future actions.

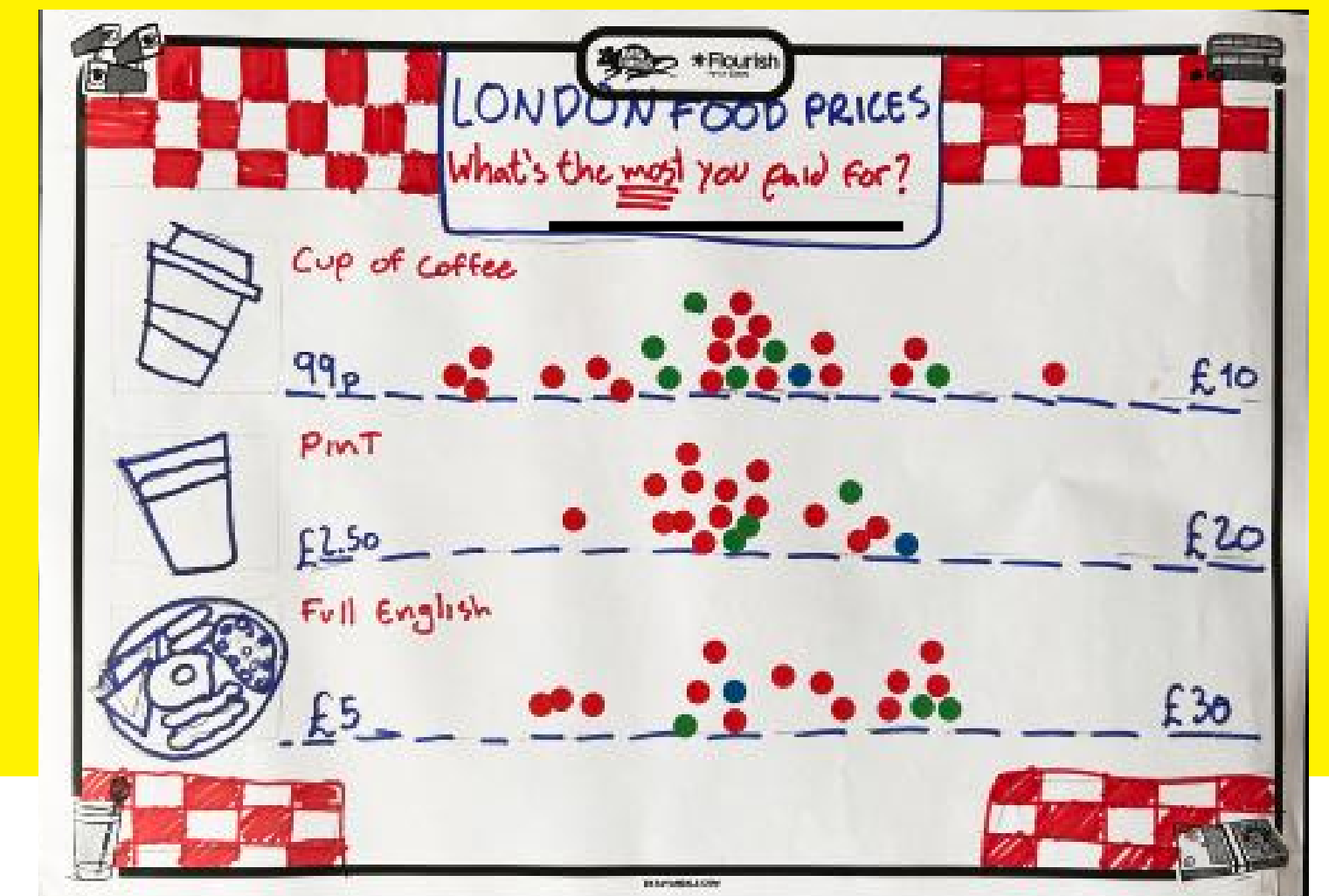
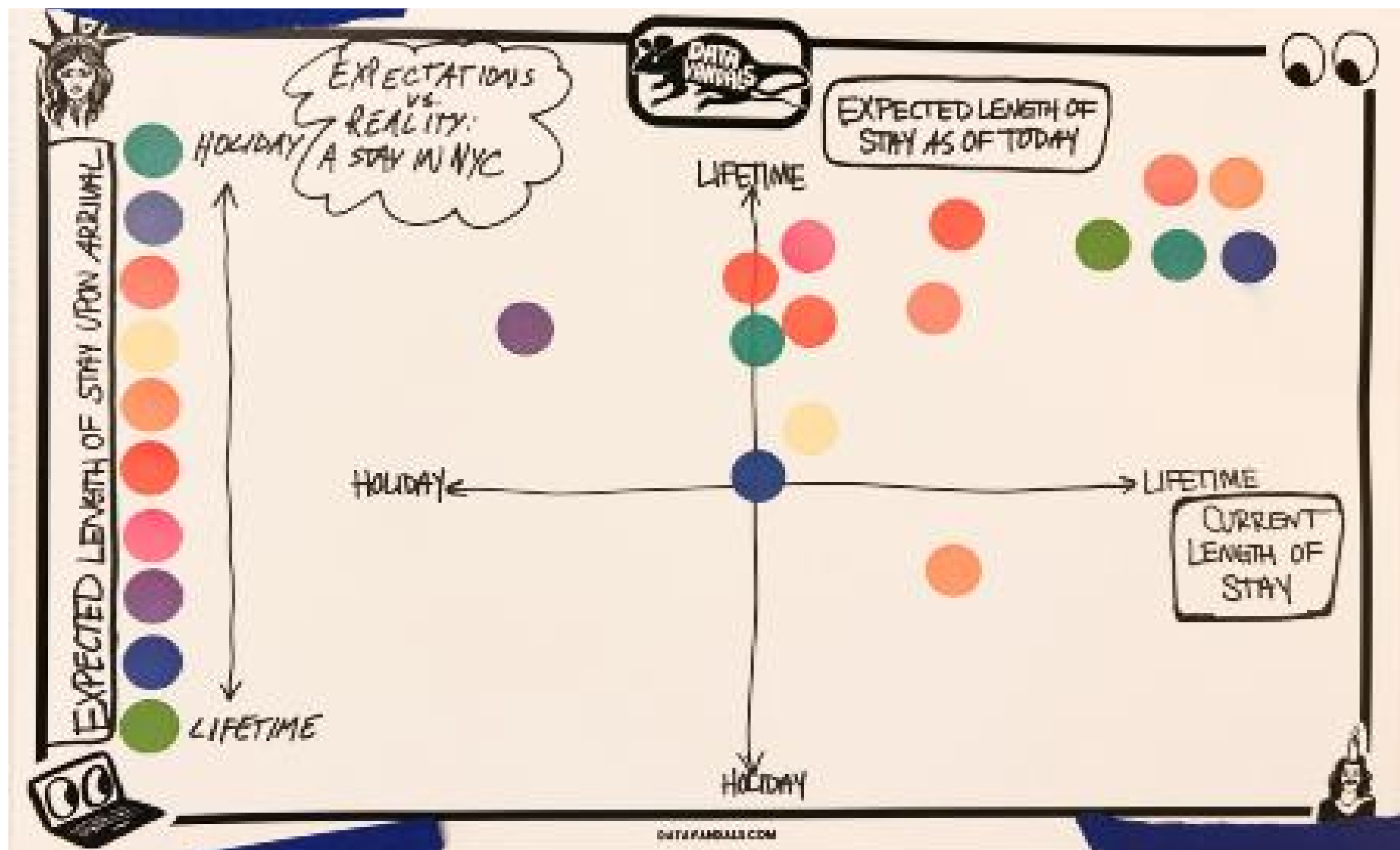
Document: Record the event and capture conversations



- **Break into pairs (2-3 people)**
- **Sketch ideas on the back of the paper (10min)**
- **With pencil - sketch chart on poster (5min)**
- **Draw chart with marker (5min)**

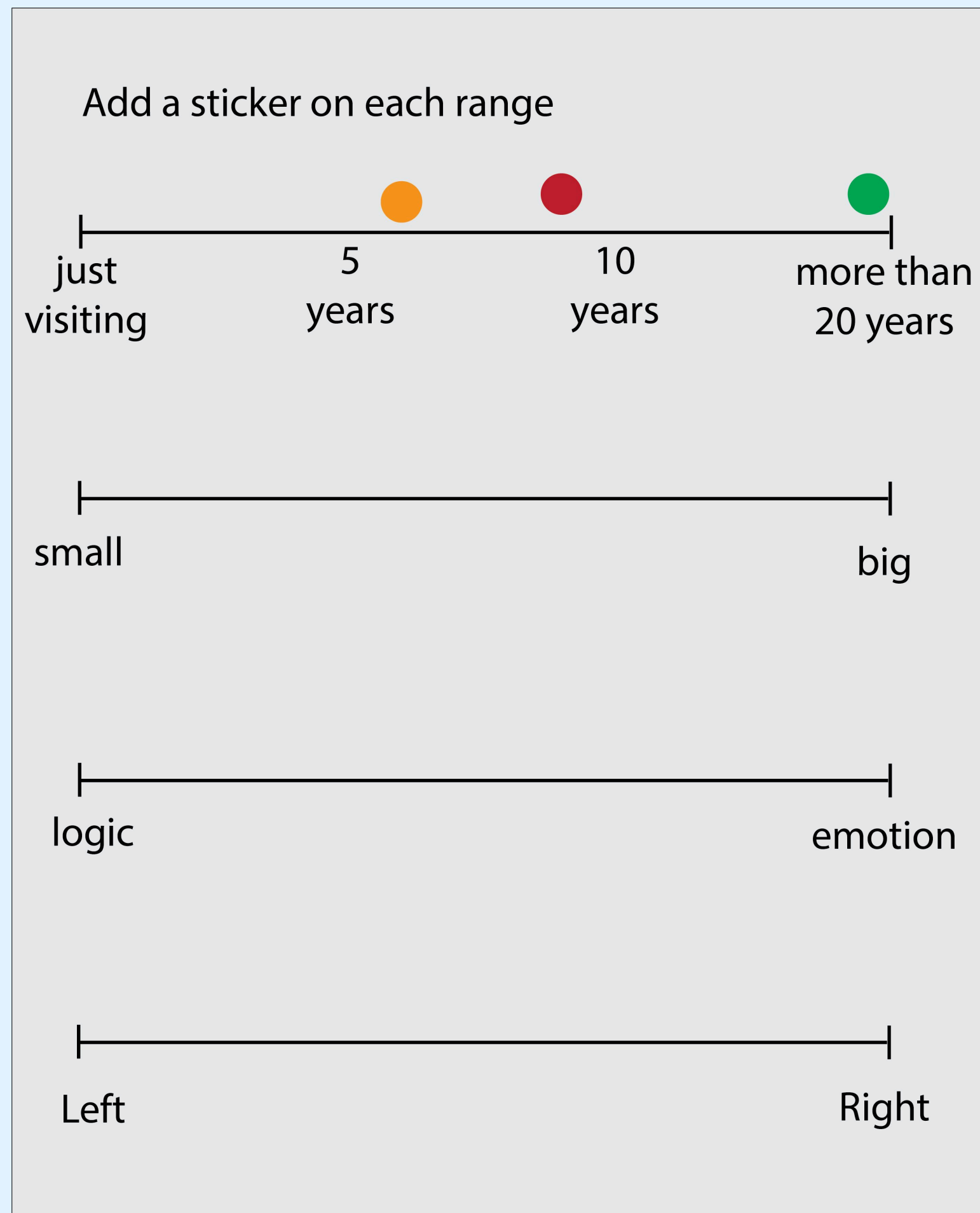
- **Stick your poster on the wall + we vote with stickers! (10min)**

- **Discuss!**
- **Prep for Plenary**

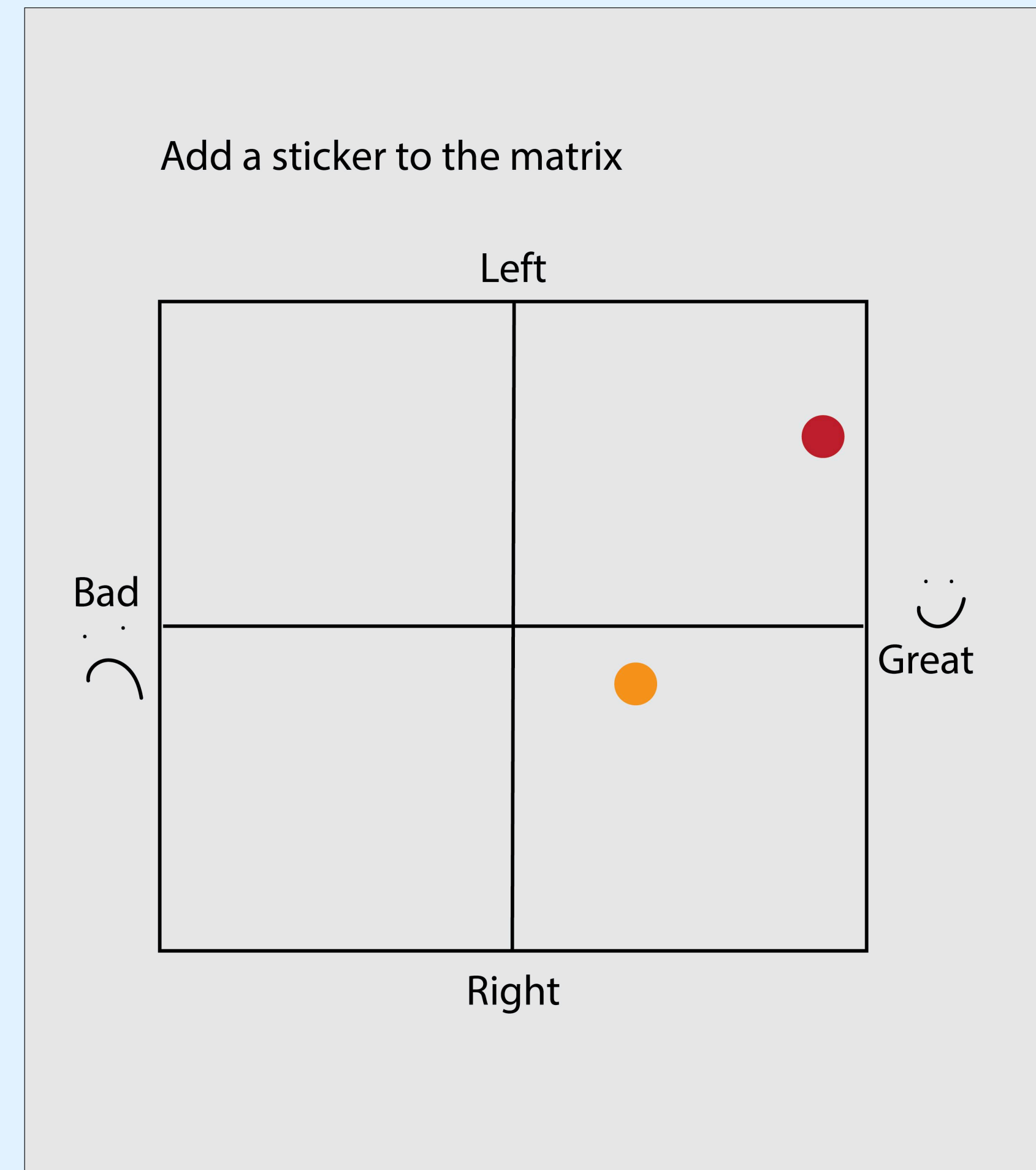


BASIC DATA COLLECTION STRUCTURES

SPECTRUMS/RANGES



GRID



THEME: HOW WE CAN BUILD AND MAINTAIN KNOWLEDGE IN A TIME WHEN FACTS AND REALITY ARE UNDER ATTACK?

Things to keep in mind:

- **Your questions should have an answer that anyone can respond to.**
- **How will you capture your audience's attention?**
 - Should you add illustrations or colors?
 - Where will you post your signs?
- **How will people know what to do?**
 - Should you add instructions?
 - Do you need to provide context?
- **What questions will your audience have when they see this for the first time?**
- **What do you think the data will look like?**

Ideas to inspire you:

- **Heritage/background**
- **Common activities (sports, comedy, etc)**
- **Family life**
- **Music/Art/culture**
- **Food**

Example questions:

Good: How often do you eat at McDonalds?

Bad: What is your worst meal at McDonalds?

Good: How many times a week do you ride the subway?
(scale 0 - 40)

Bad: Do you like your Monday morning subway ride?

Good: Are you a member of these 3 groups?

Bad: What groups do you belong to?



**JASON
FORREST**

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RAY**

Our installations transform data into tangible experiences that invite curiosity and turn public spaces into laboratories for collective understanding.

Email us!
DataVandalsNYC@gmail.com

[Instagram.com/datavandals](https://www.instagram.com/datavandals)
[Datavandals.bsky.social](https://bsky.app/profile/datavandals.com)
[Tiktok.com/@datavandals](https://www.tiktok.com/@datavandals)



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