Financial Visualization
A Perspective from Finance Art

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Derivart (www.derivart.info)

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Problem: obsession with timely information
Understanding the capital markets

- Derivart, Sept. 2004. Intersection of art, technology and finance
- With Mar Canet (web designer) + Jesus Rodriguez (painter)
- Finance Art:

June 27th - September 3rd, 2006
DERIVATIVES, NEW FINANCIAL ART VISIONS
La Casa Encendida
Madrid

Ubermorgen.com
[Lizvix/Hans Bernhard]
John Klima
Fabio Cifariello
Antoni Muntadas
Natalie Jeremijenko
Ben Rubin
Josh On &
Futurefarmers
Lise Autogena &
Joshua Portway
Richard Rogers & govcom.org
Reading the markets

1. From *quantities* to *qualities* of the stocks

2. From financial *value* to social *values*

3. From *information* to *navigation*
Financial qualities: John Klima’s Volatility
Value to values: Natalie Jeremijenko’s despondency index

THE DESPONDENCY INDEX: An economic indicator that indexes the Dow Jones Industrial Average to the moving average of suicides off the Golden Gate Bridge. Grey lines represent weak distribution of suicides.
Information to navigation: markets as Playstation 3
• Devices that are simple, portable, fun
• That show more than “facts”
• That allow the user to take a position