



EDINBURGH: CITY LIFE CAPTURED IN DIGITAL PORTRAIT

- **Edinburgh's daily online conversations are brought to life in stunning new artwork by Brendan Dawes, commissioned by EE**
 - **Bond and banking most talked about topics in the city**
UNDER EMBARGO UNTIL 00:01 10th December 2012

10th December, 2012. Edinburgh: From Strictly to Skyfall and the weather to the economy, the hot topics that get Edinburgh talking online have been captured for the first time ever in a unique digital portrait of the city created by world renowned digital artist, Brendan Dawes.

Commissioned by EE to mark the of arrival 4G in the city, Dawes worked closely with a data analysis team at University College London (UCL), capturing the social media conversations and topics trending across the city over 4320 minutes or three days' worth of analysis from 29th to 31st October 2012. This time period represents the day before, during and after the period in which 4G was introduced to Edinburgh.

The result is a fascinating digital snapshot of life in Edinburgh in 2012. Dawes and UCL worked within the categories of sport, politics, film, music, TV, educational, culture and weather – aiming to dig deeper into the topics that affect how people communicate in the city and what they talk about when they go online.

Each chosen topic and the hundreds of thousands of digital conversations associated with them are represented by a specific colour coded keyword. From the keywords at the bottom of the artwork a series of lines flare out to form a myriad of coloured interlinked circles. The thickness of the lines and the size and brightness of the circles represent the popularity of each topic and the frequency at which people were speaking about them.

Steven Day, Chief of Brands and Communications, EE commented: “EE has launched superfast mobile 4G and Fibre Broadband in Edinburgh, and we wanted to mark this in a visual way that everyone in the city can relate to and enjoy”.

Excitement about the new Bond film appears to have been reaching fever pitch when the analysis took place, with numerous discussions about 007's latest adventure represented by the purple circles in the artwork.

The weather also featured highly on the everyday agenda for people living in Edinburgh with the light aqua circles on the design showing just often local people talk about the conditions outside.

Finance was clearly the main subject on people's minds though, represented by the numerous vibrant aqua circles across the artwork showing conversations about money.

Cllr Richard Lewis, Convener of Culture & Sport, City of Edinburgh Council said: "It was a real pleasure to accept this fascinating and truly contemporary piece of art from its creator, Brendan Dawes, on behalf of the people of Edinburgh today. Clearly the city and its residents are like any other – discussing current affairs, television, money, happiness – although I wonder if the weather would have featured so prominently elsewhere! I am grateful to EE for commissioning the work and am sure it will prove to be a popular addition to the city's collection."

Brendan Dawes said: "People know the Edinburgh accent as soon as they hear it. Now, for the first time, we've discovered what it actually looks like."

Dawes continued: "It is the people and the activities within it - work, play and the connections within that define a city. This design is a modern sophisticated response to the representation of a city - formed from millions of bits of data as people talk and interact about the biggest events of the day. The shape, derived from nature, evoking the organic nature of a network softens the often harsh representation of digital, leaving instead an impression of a modern dynamic system, that we call cities, in the 21st century."

The key areas that the research focused on during the research period were :

- New York
- X Factor
- Skyfall
- Pride of Britain Awards
- 4G
- Money
- MPs
- Strictly Come Dancing
- Happiness
- Weather

The artwork will be displayed free to the public at the City Art Centre from 10th December

For more information on EE, please visit www.ee.co.uk

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For further information, images of each city portrait or comment from an EE spokesperson, please contact the team at M&C Saatchi PR:

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Research

The data was captured during 29th to 31st October 2012 - the day before the launch of EE, the launch day and one day post launch.

About EE

EE is the UK's most advanced digital communications company in Britain, providing mobile and fixed line services to 27 million customers, and is the first company in the UK to provide 4G mobile services alongside fixed-line fibre.

EE is the company that runs the Orange, T-Mobile and EE brands in the UK.

Its 4G service will cover a third of the population by the end of 2012 and its fibre service will cover 50% of the population by the end of the year.

EE's mobile service currently provides coverage to 99% of the population with 2G and 98% of the population with 3G.

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City Art Centre

The Council-owned City Art Centre in Edinburgh has a busy programme of exhibitions, many of which are free, that change regularly to suit the interests of its visitors. People come to see favourites from the City's nationally recognised collection of Scottish art; new work from local or international artists or exhibitions from other countries. Exhibitions of historic and modern photography, contemporary art and design, architecture and the built environment are staged in a rolling programme. Egyptian and Roman objects have featured, as have artwork and costumes from the original Star Wars trilogy. Further information on the venue, including current exhibitions available from the [website](#).