



SHEFFIELD: CITY LIFE CAPTURED IN A DIGITAL PORTRAIT

- Sheffield's daily online conversations are brought to life in stunning new artwork by Brendan Dawes, commissioned by EE
- Jessica Ennis and New York prove the most talked about topics in Sheffield

14th December, 2012. Sheffield: From Jessica Ennis to New York, the hot topics that get Sheffield 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 arrival of 4G in the city, Dawes worked closely with the data analysis team at University College London (UCL), capturing the social media conversations and topics trending across the city over 4320 minutes - three days' worth of analysis from 29th – 31st October¹. This time period represents the day before, during and after the period in which 4G was introduced to Sheffield.

The result is a fascinating digital snapshot of life in Sheffield 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.

Conversations in the city covered a very wide range of topics represented by the quantity and variety of coloured circles, with particular larger spikes in online conversation about the hurricane in New York, showed by the cream areas.

However it was the arguably real hero of Sheffield - golden girl Jessica Ennis - who made the greatest impact, with the artwork being heavily peppered with constant conversations about her throughout the period shown by the blue circles.

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

Brendan Dawes said, "People know the Yorkshire 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 Sheffield Town Hall on Pinestone St from 14th 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:

Thom Landers: thom.landiers@mcsaatchi.com / 020 7544 3600

Research

¹The 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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