MEDIA FACTSHEET

DATA IN THE CITY VISUALISATION CHALLENGE

Introduction
This is the first-ever data visualisation challenge in Singapore which invited members of the public to tell their Singapore story using Open Data from data.gov.sg or OneMap. The Challenge is organised by IDA and is in celebration of SG50.

The Challenge was launched on 21 August 2014 which was attended by over 200 people. The three subsequent workshops in September 2014 were also oversubscribed. Submissions for entries closed on 6 October 2014 where 75 people forming 28 teams submitted their visualisation pieces. 10 finalists teams have been shortlisted.

Finals
The Challenge will culminate in the Finals on 31st October 2014 at ArtScience Museum at Marina Bay Sands where 10 finalists teams will tell the story of their exciting visualisation with interesting insights, before the judges and audience members.

Mr Zaqy Mohamad, Chairman of Government Parliamentary Committee (GPC) for Communications and Information, will grace the Finals as our Guest of Honour.

There are a total of $15,500 cash prizes up for grabs. Participants also stand to have their visualisations showcased at public spaces such as the National Museum, Public Libraries, Science Centre and the ArtScience Museum at Marina Bay Sands.

What makes the Challenge unique and interesting?
This is the first time Singapore is organising a data visualisation challenge. Each visualisation must use at least one government data from data.gov.sg or OneMap to tell their Singapore story.

Data visualisation is effective and powerful in communicating knowledge and insights by applying and analysing vast amount of raw data into a visual context. In turn, it can also help us make better informed decisions and even have a predictive function.

Therefore, this Challenge is a wonderful opportunity to use Open Data to present the information visually and efficiently to tell our Singapore story- to uncover history, interesting, new patterns and even an opportunity to draw insights into future behaviour.

Here is an example of a data visualisation created by IDA on the Telecomm Usage in Singapore for 1997 to 2014.

In celebration of SG50 and telling our Singapore story using Open Data

We have shortlisted 10 varied and interesting Singapore stories for the finals. Using Open Data, some tell personal stories. There is one on how his mother's life journey is intimately intertwined with the development of parks in Singapore and how far Singapore has grown as a Garden City in the past 50 years. (Team name: GreenFingers).

Another story is about a four-generation family starting from the 1950s. Their search for work opportunities paralleled Singapore's economic growth and also showed that people are our best assets. The team leader hopes that her daughter, also in her team and our youngest contestant, will continue this story as it will inform our future generations of their family's progress (Team name: MyNUS 2063)

There is also a coming of age story which takes us down memory lane of Singapore's development in the last 50 years (Team name: Kadence).

We also have stories on how Singapore songs shape our culture and identity (Team name: Chi-Loong), how news headlines help to distil a sense of historical mood and memory, and how this mood has changed across the years. (Team name: Paul and Hanif), the Singapore water story and strategy leading to complete water independence by 2060 (Team name: F.L.O.W [For Love Of Water]).

And of course, there is one on Singaporean's favourite past-time-eating! It even has a tongue-in-cheek calculator to calculate how many years it will take to eat a particular Singapore dish (Team name: Foodies@I2R)

One visualisation on our education story was inspired by a Zaobao article on President scholars taking soft-skill subjects. The team subsequently created interactive graphs showcasing some insightful education metrics of Public Service Commission (PSC) Scholarships and scholars (Team name: Educity).

Other exciting visualisations tell the story of Singapore's tourism and economic development with interesting and even new insights and analysis.

Please see **Annex A** on the detailed description of the visualisations.

Participants and interesting team formations
We have participants from many sectors with varied skill-sets and expertise. Besides students, data gurus and developers, we have a Journalist turned tech entrepreneur, market researchers, product and project managers.

Perhaps more interestingly, we have a team of a doctor pairing with a graphic designer (Team name: F.L.O.W [For Love Of Water]) and another team of a Chief Consulting Officer working with IT developers (Team name: 2359 Media).

We also have an interesting team where an NUS-ISS (Institute of System Science) lecturer teamed up with her 15 year old daughter (our youngest contestant) and her students (Team Name: myNUS 2063).

Please see **Annex A** for details.

Judges

At the finals, we have 5 esteemed judges who will score and deliberate over the 'live' presentations on 31 Oct 2014.

They are:
- Dr Chua Ai Lin, President, Singapore Heritage Society
- Prabir Sen, Chief Data Scientist, IDA
- Benjamin Gan, Associate Professor of Information Systems (Education), SMU
- Honor Harger, Executive Director, ArtScience Museum
- Chak Kong Soon, Managing Partner, Stream Global (VC), President, SCS, and Deputy Chair of ITSC

Please see **Annex B** for more details on their profiles.

Prizes and other incentives

- Cash prizes of $6,000, $4,000 and $2,000 will be given to the top 3 teams. The remaining 7 teams will receive consolation prizes of $500 each.

- 10 visualisations will be shortlisted for final presentations. Of the 10, selected visualisations will be chosen for showcase at public spaces such as the National Museum, Public Libraries, Science Centre and the ArtScience Museum

- In addition, highly innovative visualisations can be considered for grants to further develop their solutions. IDA, in collaboration with SPRING Singapore, can potentially fund innovative projects that are submitted by Small and Medium Enterprises (SMEs) under the Capability Development Grant (CDG) in the area of technology innovation, while geospatial-related solutions can be considered for SLA's GeoInnovation Fund.

Partners & Co-organisers

- The Challenge is organised by IDA, it is an initiative of data.gov.sg, OneMap and Smart Nation, and is in celebration of SG50.

- Agency Partners are DOS, MOF, NHB, NLB, SCB and SLA

- Programme Partners include the Art Science Museum and La Salle College of the Arts

- Technology Partners include DataWatch, Qlik and RedHat