

# VISUAL ARENA

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## Partnership

- Lindholmen
- Science Park
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# Why visualization?

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For Visual Arena, visualization is a way of communicating, a tool that enriches ways of expression and helps us to understand and experience. By developing and using visualizations, we can simplify and illustrate contexts that are hidden in large amounts of data or are beyond the capabilities of our senses. Many research fields today are dependent on these powerful and interactive visualizations and large community building projects are today unthinkable without visualization if citizens are to be able to participate in the democratic process. It is important not to stop without further developing our knowledge of visualizations as it provides increased opportunities to effectively analyze and visualize data sets that can contribute to crucial explanations of complex relationships and abstract theories. Through such a process, visualization can contribute to increased societal benefits, new opportunities for innovation, concrete collaboration between research, companies, organizations, authorities and the general public.

Examples of effects visualization can have:

- bridges barriers
- simplifies and clarifies
- creates power of change
- illustrates the thought and the measured

## Visual Arena

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### ABOUT

As a neutral collaboration platform we initiate and run projects, gather expertise and spread knowledge about visualization.

### VISION

Our vision is to make visualization a tool for everyone. That clarifies, unites and helps us achieve sustainability together.

### MISSION

Through collaboration, we accelerate innovation around visualization which contributes to new ways of working for a sustainable future.

We welcome Visual Arena Partners regionally, nationally and from all over the world to strengthen our international alliances.

Together with our partners and network, we capture needs and ideas that can lead to innovation projects and in the long run to implementation in reality. Our work enables new, innovative visualization solutions that can help businesses and individuals in everyday life, enrich our way of expressing ourselves and has the potential of becoming a democratizing tool. Visualization eases understanding and creates power of change. We contribute to dissemination of research and give partner companies a platform for business connections and make skills and offers visible. We offer a visualization environment and a meeting place where you can engage in various ways. We gather, utilize and promote ideas and knowledge and help you to connect.

### **Focus areas**

#### ***Effects***

#### **Visualization for user experience & learning**

→ ***Enhanced user experiences for deeper understanding and emotional impact***

#### **Visualization as support for change**

→ ***Strengthen the development capacity for a sustainable society***

#### **Visualization of data and information**

→ ***Increase the ability to understand, analyze and work with data and information***

## **Partnership**

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To formalize engagement and collaboration we have a partnership. Together with our partners, we capture the needs and ideas of companies, the public sector, academia and civil society that lead to innovation projects and can lead to the implementation of various degrees.

As a partner\*, you contribute to Visual Arena's operations in various ways, e.g. engagement in focus areas, strategy, project applications, project participation, best practice technology, joint events and dissemination of knowledge and technology.

*\*Specific agreement will be formed in case your company, such as;*

- will provide the visualization environment with hardware*
- become a project partner*

We welcome stakeholders who want to engage in our work. You can be a need owner, content creator, technology supplier, soft- or hardware developer, application and method developer or a participant in our activities for knowledge sharing and networking, to mention some.

## Visual Arena offers:

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### Competence node

- Invitations to round tables or other activities for project and collaboration initiatives
- Dissemination, knowledge exchange activities and networking
- Your company is shown in the list of partners on our website and complementary communication channels
- Lindholmen Science Parks programmes, vast network and ecosystem

### Project

- Support in concretize and realize joint project ideas
- Project ownership, project management and work package management

### Visualization environment

- Free drop-in access to the Visual Arena Lobby, depending on availability (during regular business hours)
- Discounted rates when reserving the studio, lobby and technology (unless otherwise agreed)

## You can contribute to Visual Arena:

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### Competence node

- Engage in activities such as workshops and seminars
- Host open activities and events
- Present your business and competence to the network
- Engage in round table discussions within focus areas

### Project

- Be a part of project initiatives
- Be a project partner

### Visualization environment

- Be a part of the development of the visualization environment
- Provide hardware or software for test and demo
- Provide with technical expertise
- Initiate and join technology driven innovation projects

[Visual Arena contact information](#)