

Datascape is concerned with the ways in which digital geospatial technologies and associated datasets come to define space, geography and culture. This is partly a response to geo-visualization's desire to realize a virtual instantiation of Borges's one-to-one map <[http://en.wikipedia.org/wiki/On\\_Exactitude\\_in\\_Science](http://en.wikipedia.org/wiki/On_Exactitude_in_Science)>, with exact placement of buildings and photorealistic image mapping. I pursue an abstracted, overly-digital view into the data world, revealing not the physical world as built, but the underlying datasets which control how we understand, represent and come to build it. This instantiation is particularly interested in geodemographic marketing segmentation and how the consumer profile generalizations come to change people's behavior based upon how they are marketed to. Inspirational in the notion is my investigation of Jakob von Uexküll's Umweltforschung.

Datascape is a location-aware system for the visual and auditory representation of georeferenced datasets. The portable system is designed to be deployed in vehicles but also can be used for stationary simulations. The system is composed of four major elements: a geodatabase, a data visualization engine, a sonification engine, and a periscope-like display/sensing/interface device. As users travel through space, they are presented with a moveable window into the surrounding data world. Terrain visualization provides grounding in the physical world, while other non-physical data are experienced as an overlaid environment of sonic and visual structures.