



DOINK

A part of the Beatfreaks collective

**Humanising data to tell
extraordinary stories and
facilitate better decisions**





Surveys are boring

People are not

[Mood Strings](#) was commissioned by Barbican Theatre to communicate represent the 'mood' of Walthamstow Garden Party.

Statistics are confusing

People who need to understand
them often don't

Societea is an exploration of diversity in the workforce in the UK through a display of biscuits.

SocieTea





DIVERSITY IN NHS





36%

FEMALE

On average and across the media industry 64 out of every 100 employees are Female





Moodstrings

**People and
conversation**

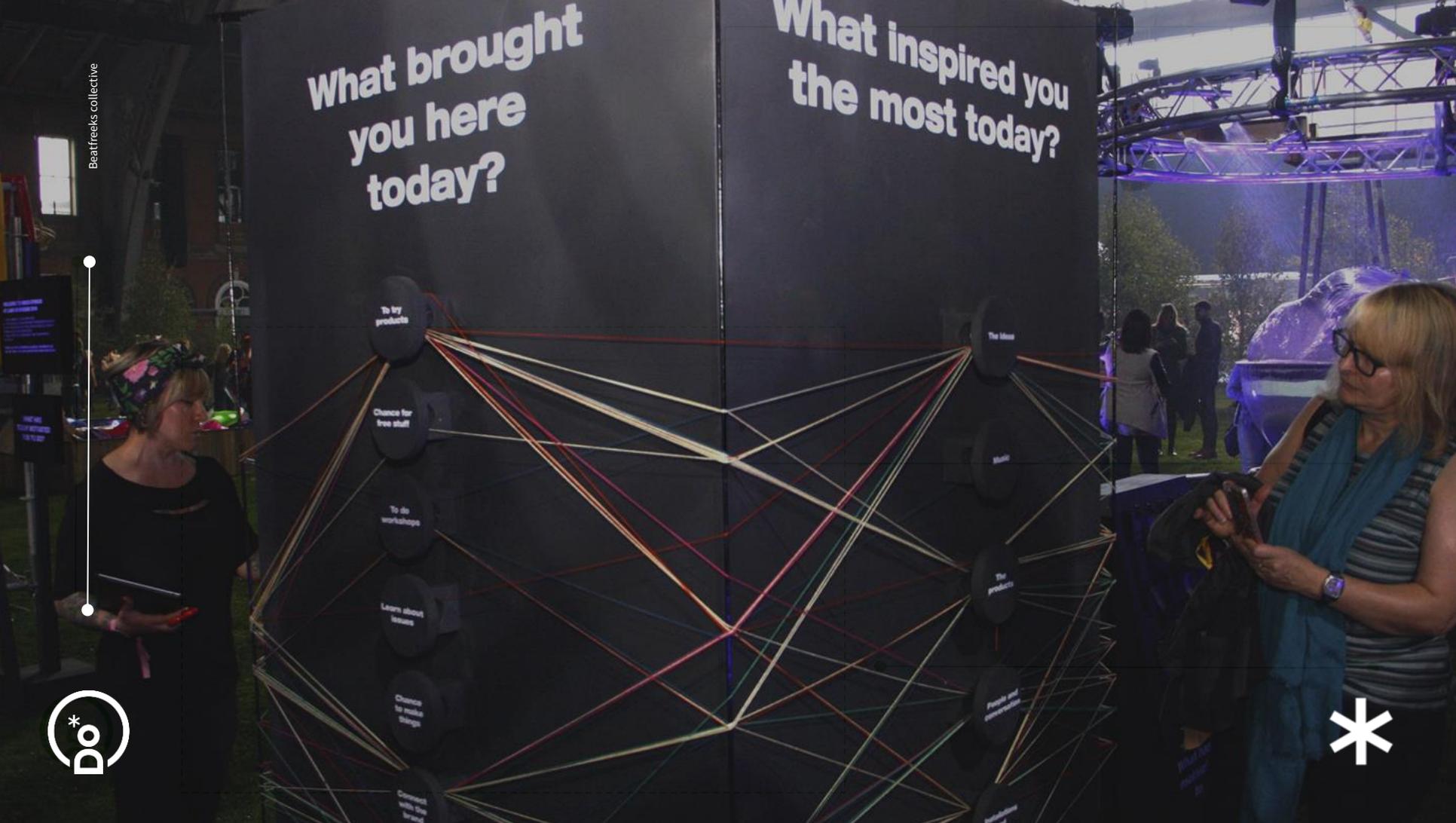
**Installations
and
experiences**

Beattrees Collective



What brought you here today?

What inspired you the most today?



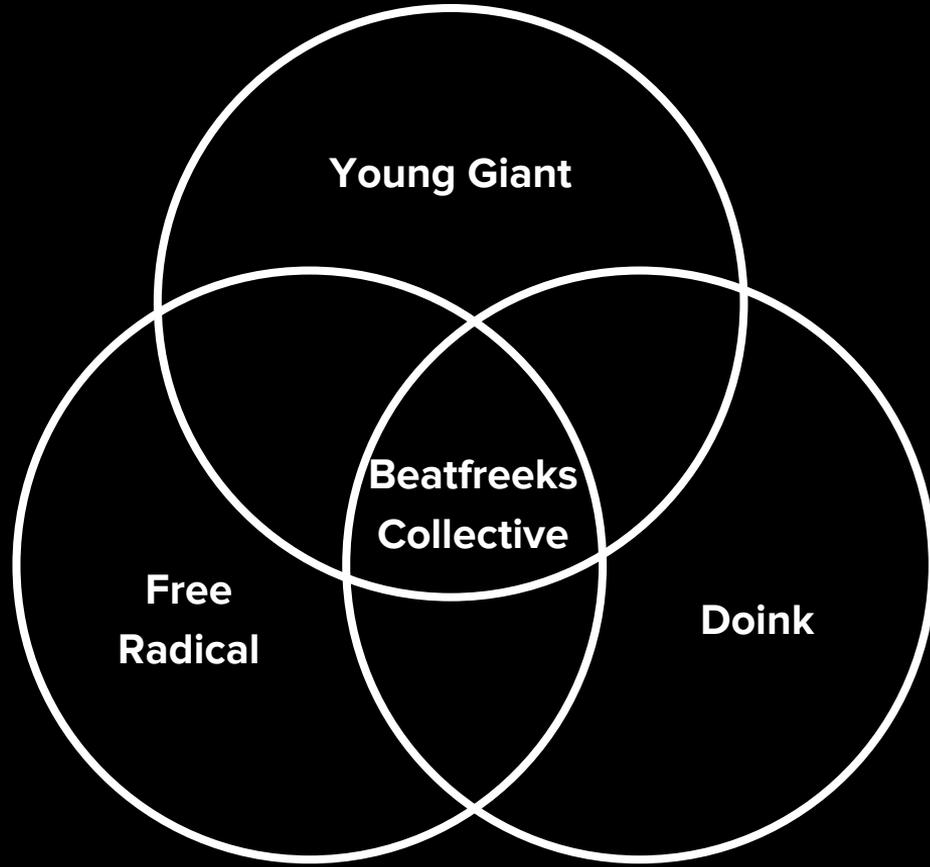
WELCOME TO RING STRINGS AT
WALTHAMSTON GARDEN PARTY!

HOW ARE
YOU?

WHERE ARE
YOU FROM?

HAVE YOU
BEEN BEFORE?





FUELLING CONVERSATIONS
& CONCEPTS
THAT **DARE** PEOPLE
TO CHALLENGE
THE WORLD



The Mission





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