

**To:** Adam Bly[bly@seedmediagroup.com]  
**From:** Adam Bly  
**Sent:** Fri 10/1/2010 11:53:22 PM  
**Subject:** Introducing Visualizing.org

Dear friends and colleagues,

After many months of design, development, beta testing, and outreach, earlier today we launched [Visualizing.org](#) at the Cooper Hewitt Why Design Now? Conference in New York in collaboration with GE. Visualizing is a community of creative people working to make sense of complex issues with data and design, and it's a shared space and free resource to help you meet this goal. [Visualizing.org](#) uses the power of social media to make it easy to share, find, and spread data and data visualizations about world issues *as they unfold*.

[Visualizing.org](#) is a partnership between designers, scientists, design schools, government agencies, conferences, and mainstream and social media. We built and refined the site based on insights and suggestions from collaborators across all of these domains -- and we are enormously grateful for your feedback (we've still got plenty to do to make it all it can be!). We're especially proud to be launching today with 20 founding academic partners from around the world ([www.visualizing.org/partners](#)). Their perspective was invaluable as we designed the site to be used and meet real world needs. We heard from one school yesterday that is already planning a class project on sustainability using [Visualizing.org](#)! We plan to announce other exciting partnerships in the coming weeks...

Later this month, in collaboration with Eyebeam in New York City, we will be hosting the first 24-hour Visualizing Marathon ([http://www.visualizing.org/marathon2010](#)) giving students the chance to team up and make sense of a complex world issue with data and design. The theme of the competition will be set by the participants at the Why Design Now? conference today. We have assembled an amazing group of design leaders as judges, including Paola Antonelli (MoMA), Manuel Lima (Visual Complexity), and David McCandless (Information is Beautiful).

As we get the project off the ground today, we'd love your help:

- Spread the word about [Visualizing.org](#) on Twitter (@VisualizingOrg) and Facebook
- Upload data visualizations to the site ([http://www.visualizing.org/node/add/visualization](#))
- Register a student team for the NYC Visualizing Marathon ([http://www.visualizing.org/marathon2010](#))

We're open to partnerships of all sorts so please let us know how you'd like to be involved.

Thank you again to everyone who made [Visualizing.org](#) come to life.

Cheers,  
Adam

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Founder/CEO

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