

# **On Exactitude in Science**

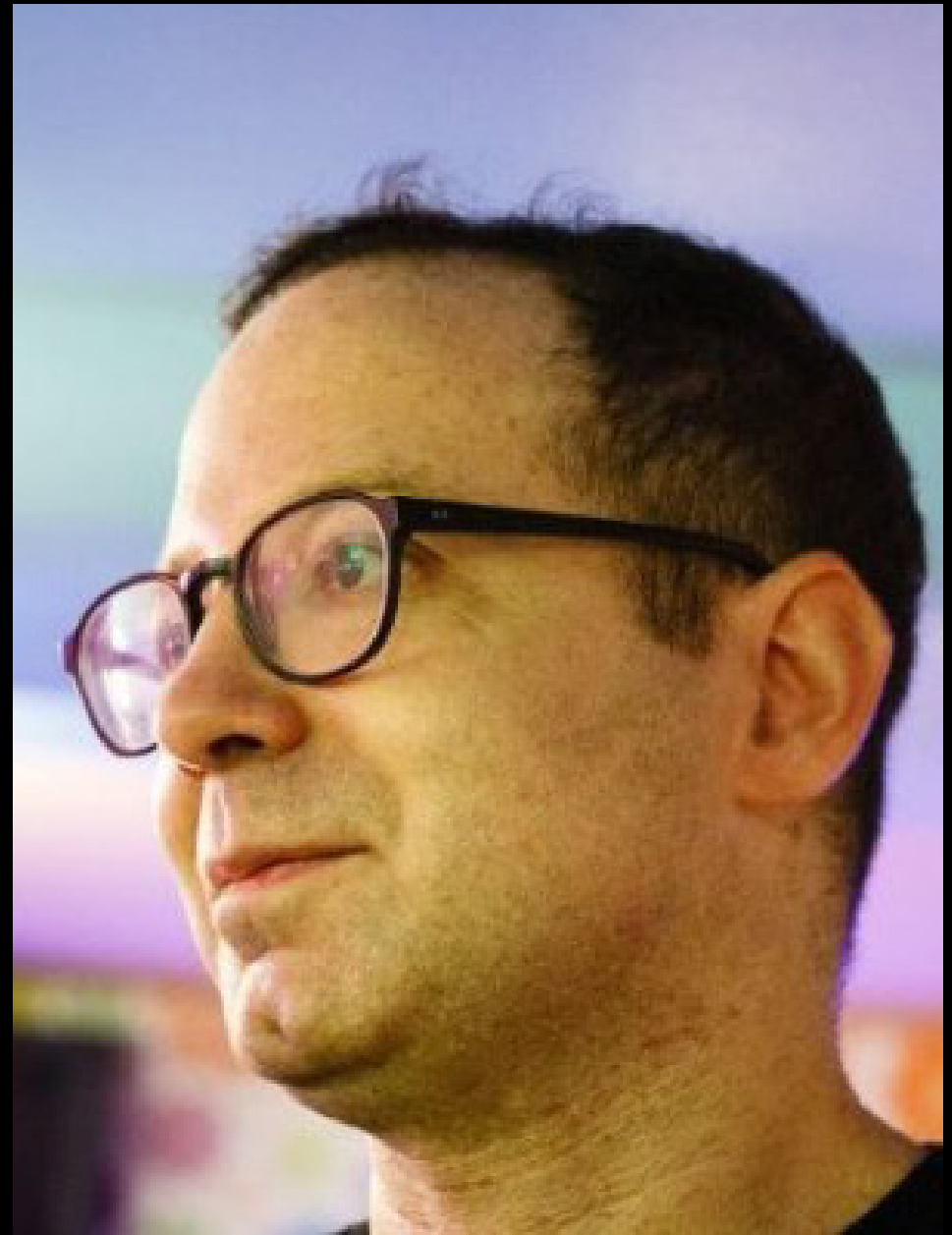
## **Dan Michaelson**

September 2007

**Dan Michaelson received a B.A. in history from Columbia University in 1997 and an M.F.A. in graphic design from Yale in 2002. He has worked as a designer at Pentagram and at 2x4 in New York City. He is a partner in the design practice Linked By Air.**

**Mr. Michaelson was appointed to the Yale faculty in 2005, briefly taught at Parsons, and is currently a critic in graphic design.**

<http://art.yale.edu/DanMichaelson>

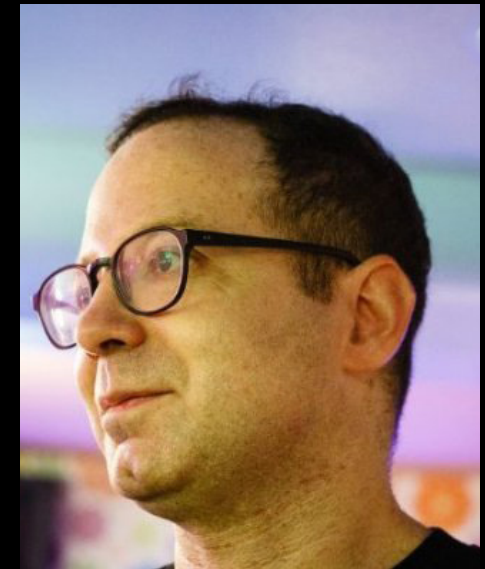


Dan Michaelson photo

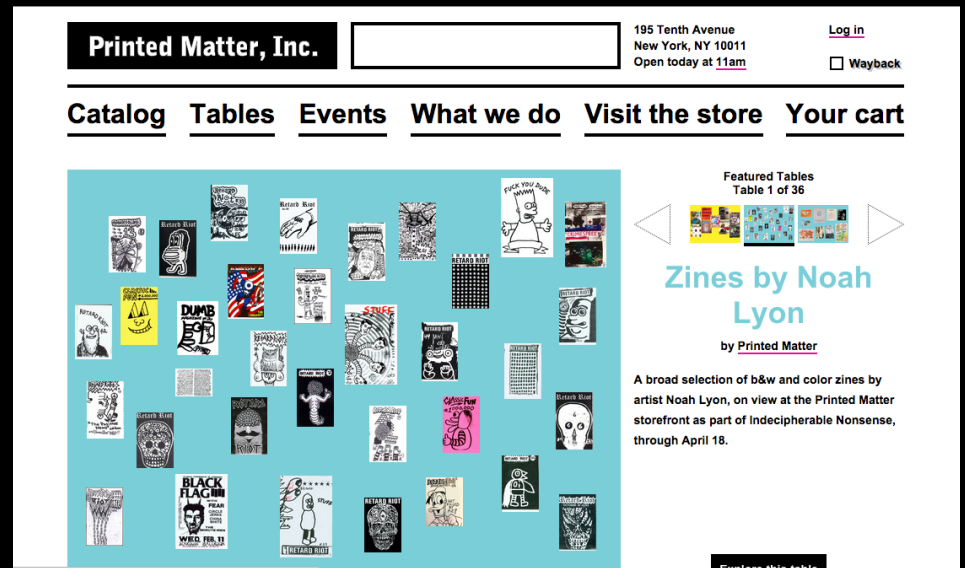
Linked by Air began as the partnership of Tamara Maletic and Dan Michaelson in 2005. Located in New York, our studio specializes in the production of public spaces and other networked structures, both online and in the world. Our approach is practical and hands on. Through in-house programming and an emphasis on collaboration and iteration, we are able to approach design and technology as intertwined inventive processes. We often undertake complex projects, including leading projects that require the integration of multiple parties, vendors, technologies, and back-end business processes. Our ability to do this while still innovating at the surface of visual and interaction design is unique. Both internal functionality and external look and feel are highly bespoke fits for each client. But many of our projects are also simple, including printed matter that reflects our attitudes toward the contemporary world. Our work often understands design as the catalyst or starting condition for projects that grow and evolve over time. This approach has two common side effects. First, some of our work invites participation, whether by end users, or through the involvement of multiple stakeholders and constituents in project planning. Second, our work frequently stewards the growth of institutions and their broader digital goals, in tandem with the central projects we develop. In this way, our work products and ongoing relationships build durable, substantive brands from the bottom up.



Tamara Maletic



Dan Michaelson



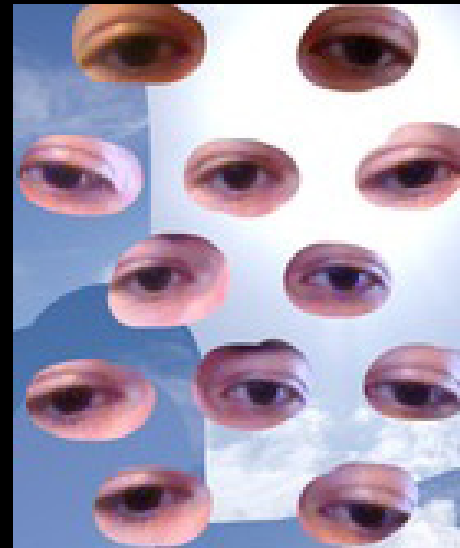
Printed Matter Website

<http://www.linkedbyair.net/About>

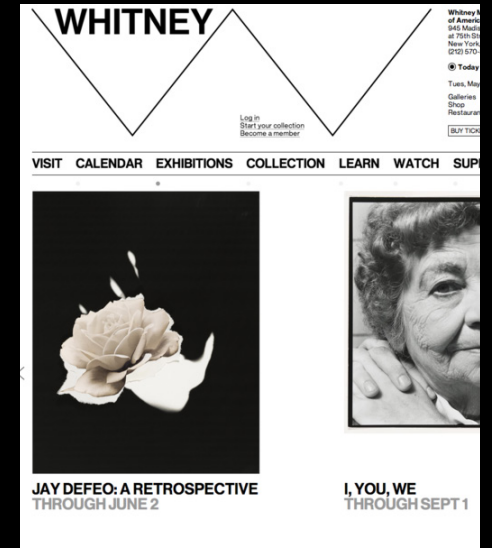
Examples of work by Linked by Air.



Yale University website

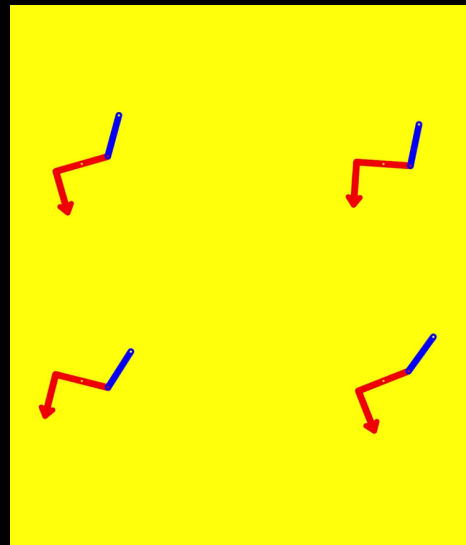


Shrub app



Whitney.org Relaunch

<http://www.linkedbyair.net/Work>



Rott's Pendulums, WAX Magazine



Perspecta 34, Yale University



Zagrebacki Plesni Centar



AIGA "365" show

“Is Street View’s image of New York the most ambitious documentary photograph ever made, a whole city’s routine captured in a single picture?”

“In a strict sense, Street View is a cartographic photograph.”



The Kermesse of St George, Pieter Bruegel the Elder



Paris Aerial Photograph, Nader



Peasants Making Merry outside a Tavern 'The Swan, Pieter Bruegel the Elder



Kite Aerial Photography, Arthur Batut

**“Because of the citywide presence of its camera, Street View’s point of view approaches the omniscient. But it also embraces chance and doesn’t generalize.”**

**“The company’s approach has been characterized by a kind of benevolent and active neutrality, a celebration for the heterogeneous, and apparent respect for user’s abilities to find their own meaning within data if given a means to engage it.”**



Google Maps, Milk bar



Google Maps, 14th Street



Google Maps, Freedom Tower 2007



Google Maps, Freedom Tower 2014

**“In its successes and failures, Street View provides a useful model for design that want to be both modern and honest. Start by identifying the possibilities of current technology and the values to which those possibilities are beholden. If you decide to go ahead because those values are good ones on balance, then don’t try to hide the technical structure of your work, even if that structure is strange, complicated, ungeometric or surprising. Instead seek beneficial secondary and tertiary effects of your approach, like the pleasing rhythm of a reappearing car, the flattening of a city into a surreal fabric, or unlimited chance encounters.”**