




Antonio Moneo Lain

Founder and CEO, Tangible Data

Tangible data, tangible future – how open data helps create new narratives



TANGIBLE DATA

This is a sculpture from Tangible Data

The image showcases a 3D-printed sculpture representing NASA's climate change measurements from 1880 to 2023.



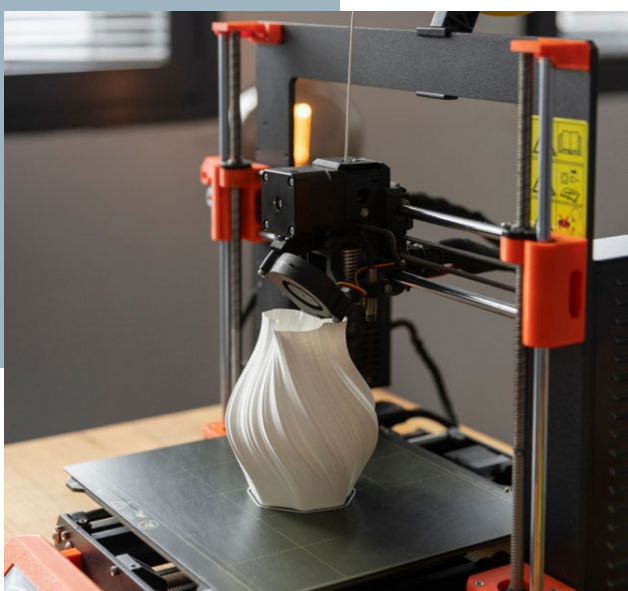
What is Tangible Data



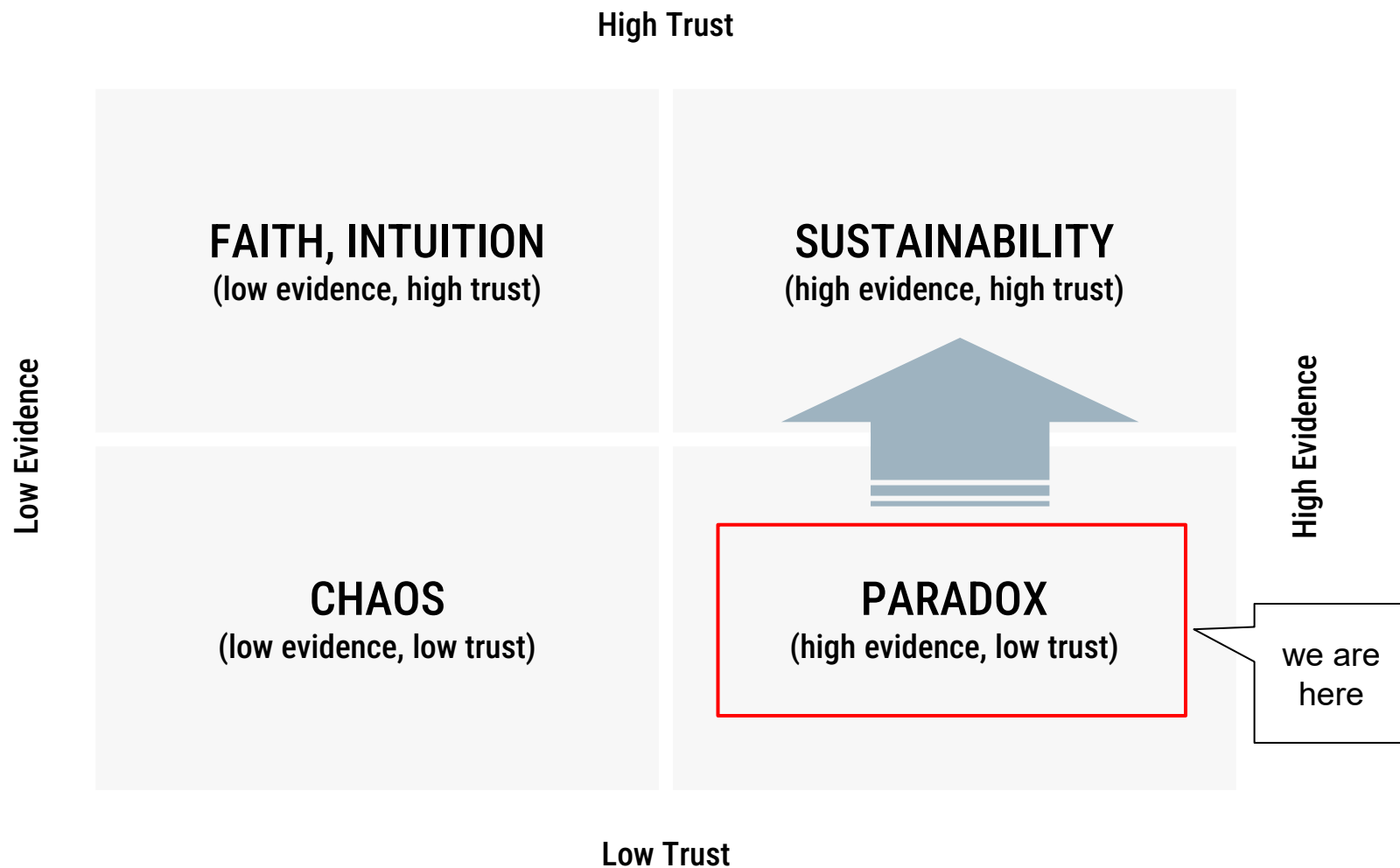


We are Tangible Data, a creative studio specialized in data, sustainability communication, art, and digital manufacturing.

We use art to raise awareness among the audience about the challenges of sustainability, transforming relevant data into physical sculptures (data physicalization) that capture attention and promote message retention. With it We help organizations committed to sustainability better communicate their sustainability commitments, connecting with the audience



There is more information than ever, and more skepticism than ever. Why? and, how can we escape from this scenario?



Tangible Data's Hypothesis

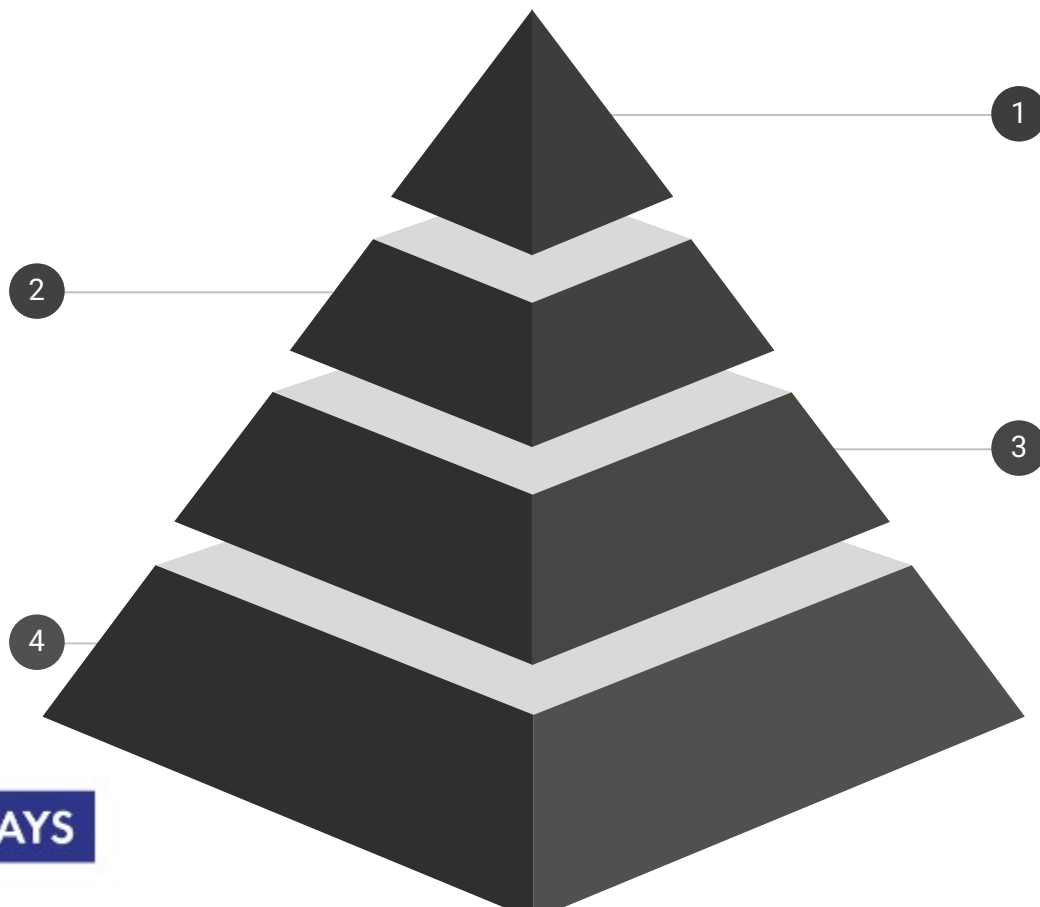
There is an opportunity in distributing data to non-expert audiences if presented in an accessible, visually engaging, and easy-to-interpret format. By enhancing understanding and creating an emotional connection with the information, we can foster greater engagement and action.

Blooms Pyramid

For **learning to become action**, it needs comprehension, application, analysis, synthesis, evaluation, and reflection

Rosling Factfulness

Data is essential because it is the foundation for **understanding the world as truly is**, rather than how we might perceive it



Ackoff Pyramid of Information

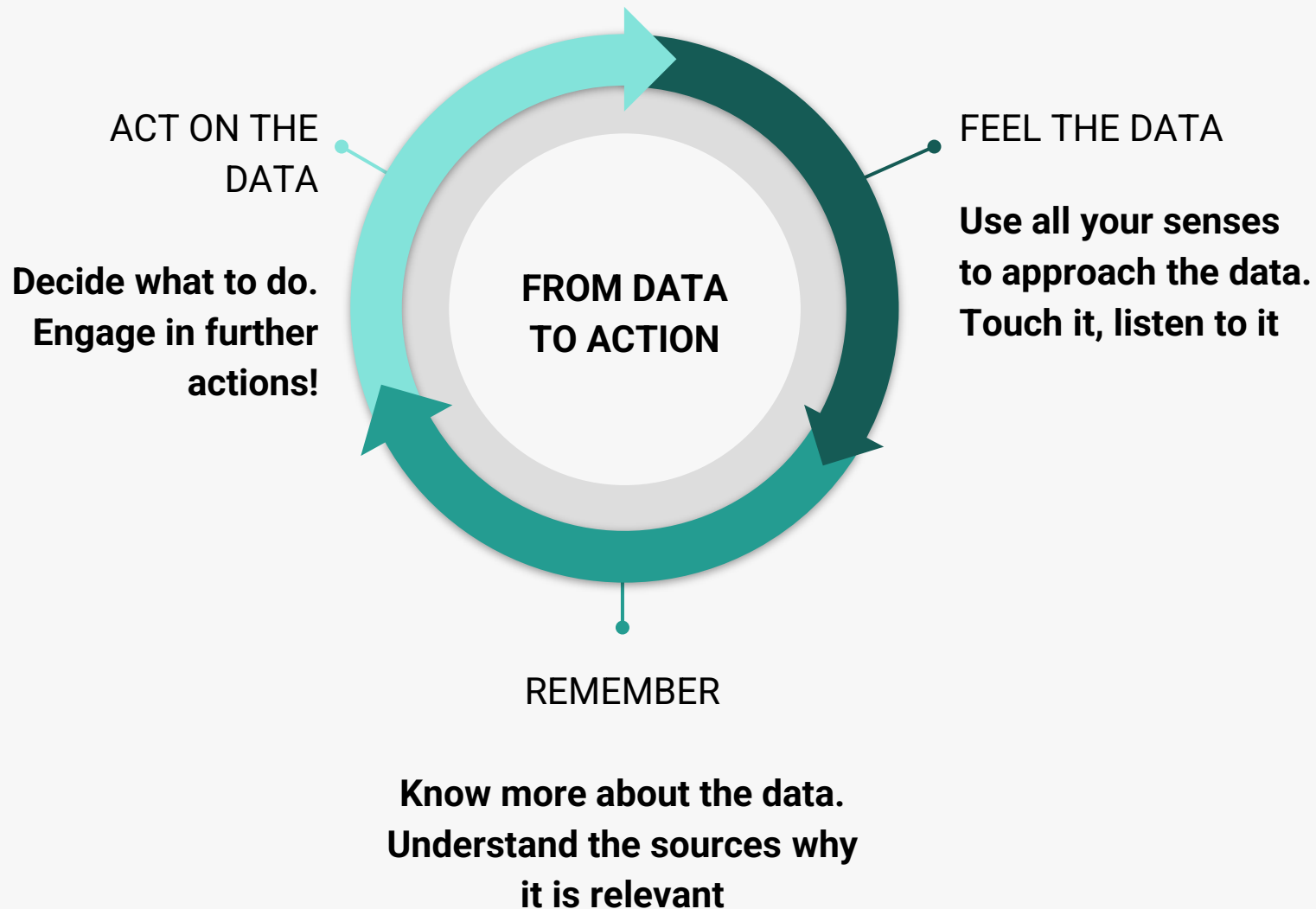
For **data to become wisdom**, it needs to be transformed in information and knowledge. This requires context, processing, purpose, integration, actionability

Prahalad Base of the Pyramid

There is **untapped potential** in addressing the needs and aspirations of the world poorest populations [we add, in terms of information]



How Tangible Data aims to make open data transform our actions toward a sustainable future?



Title

Background Info

Printed Data

QR Code to website
or campaign

Your logo

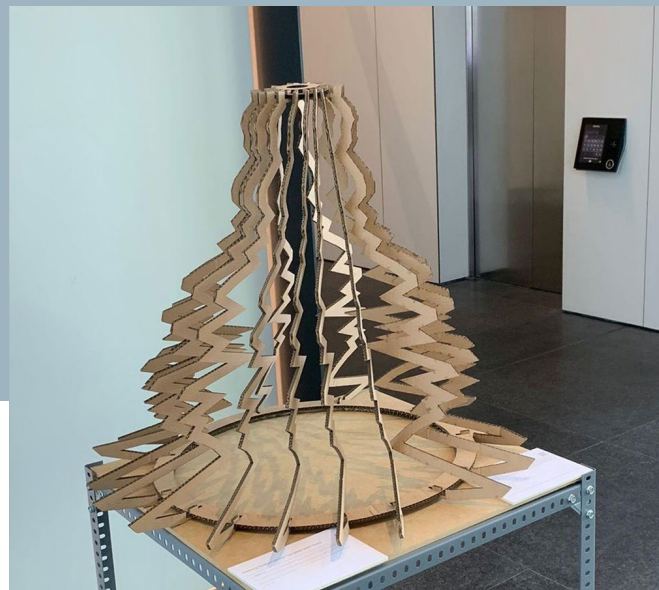
Our data sculptures include different features that ensure the fulfillment of our framework "from data to action"

Service & Use Cases

Climate Change



Poverty Reduction



Trust in Institutions



With the IE University we displayed an exhibition to explain the ESG components of sustainability within the framework of the IE Sustainability Week



EFE News Agency invited us to its exhibition “50 years in Central America”. The piece represented the evolution of primary education in six Central American countries since 1970

The Global Partnership for Sustainable Development Data invited us to present a large sculpture at its biennial conference with statistics experts from around the world.

With BBVA we developed an award for the teams that had worked to ensure data quality during the pandemic



Vision 2025-26: Tangible Data, Tangible Future

MAKE DATA REAL
LET PEOPLE FEEL IT,
REFLECT ON IT AND SHAPE
A TANGIBLE FUTURE

Our programs include:



for 15 years old



wider audience



specialized audience



visually impaired



senior audience



wider audience



With Colegio Madrid we are developing a training program that will allow us to improve the understanding of data and sustainability in audiences aged 15 to 16.



Immersive installations and interactive Tangible Data sculptures will allow visitors to engage with real-world data in innovative ways. From environmental trends to social dynamics, the exhibit demonstrates how information can be transformed into actionable insights, empowering individuals to actively participate in creating a sustainable and equitable tomorrow.



TANGIBLE DATA

JUNE
20
26

TANGIBLE DATA, TANGIBLE FUTURE

The Data Is Out There, The Future
Is In Your Hands



Museo Nacional de Ciencias Naturales
(Madrid)

SCAN HERE



This exhibit explores the power of data in shaping our future. Through immersive installations and interactive experiences, Tangible Data, Tangible Future invites visitors to engage with real-world data in innovative ways. From environmental trends to social dynamics, the exhibit demonstrates how information can be transformed into actionable insights, empowering individuals to actively participate in creating a sustainable and equitable tomorrow. Come discover how the invisible patterns of today's world can be made tangible, putting the future within your reach.

Organizers

Tangible Data | Museo Nacional de Ciencias Naturales

Sponsors

Revolve Media

TANGIBLE DATA

The exhibition will be a unique learning experience for policy experts, committed corporates, and audiences interested in sustainability, data, digital manufacturing and art.

Duration: 10 months

Attendance: 200,000 visitors

Impact of communication in specialized media

Educational and scientific impact by number of activities carried out and personalities invited to the exhibition

Responsible use of materials and waste

Innovation: use of innovative materials and techniques

We plan to travel the exhibition to different cities



Casa de la Ciencia de Sevilla (csic)



Parque de las Ciencias de Granada



Museo de Ciencias Univ de Navarra



Caixaforum



Casa de la Ciencia de Valencia (csic)

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**We're seeking support and sponsorship
for all programs.**

**If you are interested, contact us at
hello@tangibledata.xyz**

DATA
TANGIBLE

THANK YOU