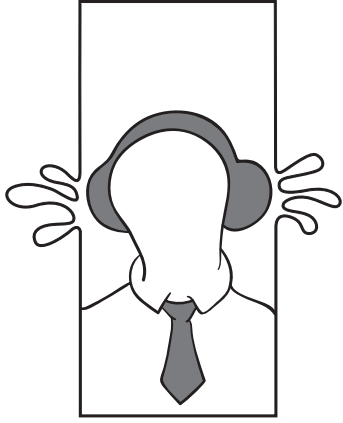


spreadplayer

a project of derivart

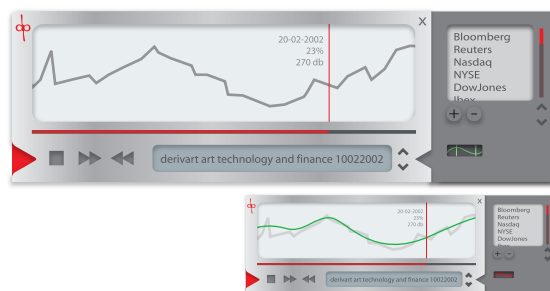




SpreadPlayer relies on sound to revise the concept of financial visualization. The installation translates concepts used in finance into auditive ideas such as frequency and volume. It transmits the state of the stock market through sound, liberating the user's eyes and stimulating alternative senses such as the ear, the musical sense or the sense of rhythm.

The installation includes an MP3 player, a proprietary software package, a real time connection to the capital markets and the packaging of the product. The player displays variations in prices of specific stocks, as well as fluctuation in indices in real time. It offers the option of modifying the sound output with the "melody" tool (which changes the average price of a stock), cancelling the "noise" of a stock (eliminating its financial peaks) or calculating an average of the up and down movements. Visually, it evokes the aesthetics of other players (iPod, Creative Zen, etc.) as well as their software (iTunes, Windows Media Player), emphasizing the idea of a mass market product.

SpreadPlayer offers a new concept, the notion of "auditive representation". It reintroduces, at an individual and portable level, the usual reliance of brokers of multi-tasking while working from trading rooms. Traders, for example, use their sight to watch the piece of the market in which they are buying or selling, but remain connected to the broader market by overhearing the conversations of their fellow traders. By reintroducing sound in the individual experience of the market, SpreadPlayer redefines the traditional concept of financial visualization.



Who are we?

Derivart is an interdisciplinary art group located in Barcelona. Currently, it is constituted by Jesús Rodríguez (plastic artist), Mar Canet (interactive designer) and Daniel Beunza (sociologists of finance).

What do we do?

Our work is located at the intersection between art, technology and finance. We conceive art as an exploration avenue to help us reflect and understand the social practices stemming from new technologies. Derivart examines social change at the beginning of the 21st C. by focussing on interactivity and new media in the capital markets.