

UNIT 1, MA GCD

INVESTIGATION SITE KING'S CROSS

NUM. 1

Notes:

Gentrified area of King's Cross is carefully curated
and, therefore, invites certain target groups of people
like office workers, students, people of higher
financial status. Presence of security guards creates
a feeling of safety giving it a high-end feeling

Why does King's Cross attract
people?



How it did it change historically?

PROJECT 1

outside	inside
○ informal / casual	○ young
□ formal	□ adult
△ worker of Kings Cross	△ elderly? mid age?
◇ unusual  sports	★ kid

TIME: 11:59 WEDNESDAY - 12:45

OBSERVATION

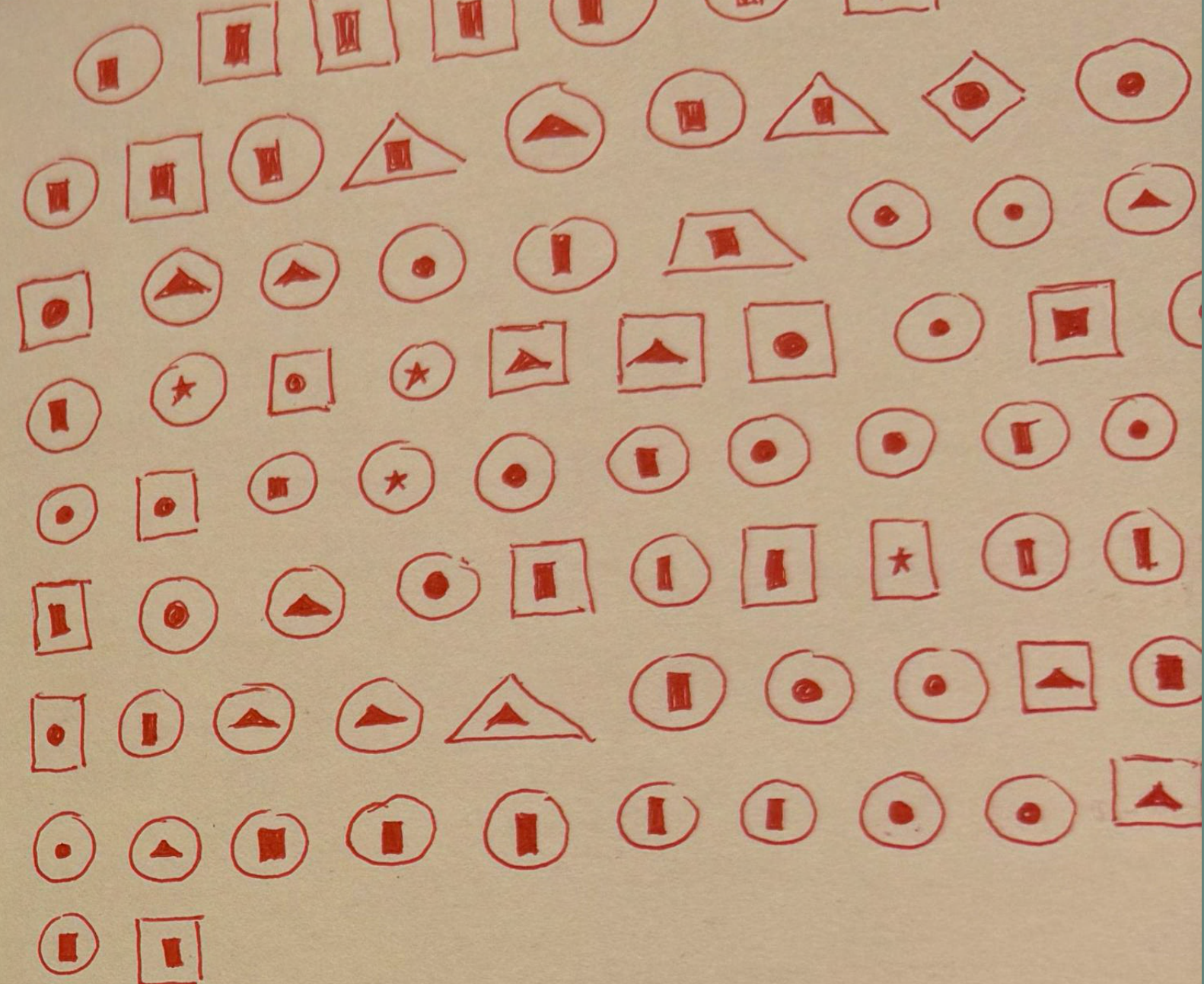
OBSERVING + DIAGRAMMING? + NOTING:

NOTES:

ALL PEOPLE ARE WELL DRESSED, USUALLY WITH
NICE NEAT SHOES, ACCESSORIES, PRETTY BAGS,
A LOT OF PPL CARRY AROUND LANYARDS, DEVELOPED
SENSE OF STYLE, MOST WOMEN HAVE HAIRSTYLES, MANY
BRANDED BAGS

NOTING PEOPLE USING OVERVIEW

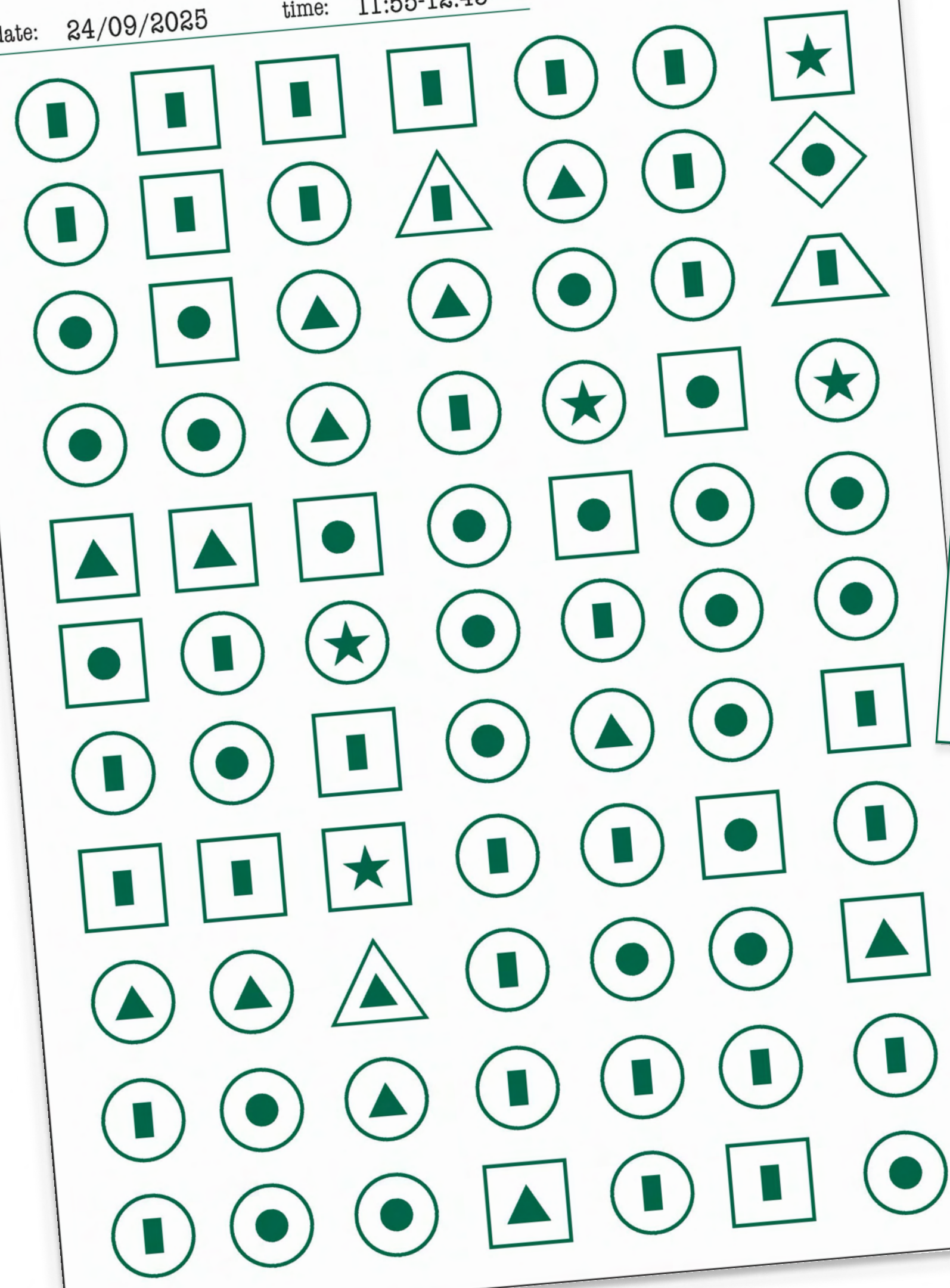
DIAGRAMMING - PROVIDING A CHART OR OUTLINE
OF A SYSTEM, SYN: SCHEMATISATION,
representation



THOUGHTS:

GENTRIFIED AREA OF KING'S CROSS FEELS LIKE A
DESIRABLE PLACE FOR MANY TARGET GROUPS. JUST
LOOKING, OBSERVING WHAT KIND OF PEOPLE, DURING
THE TIME (MORNING - NOON), ARE VISITING THE PLACE
BECOMES OBVIOUS THAT THE NEIGHBOURHOOD IS WELL
DEVELOPED, CONTAIN MANY AMENITIES AND PUBLIC
SPACES, "CONTROLLED" → SUGGESTS THAT CERTAIN
PEOPLE COME TO THE PLACE

date: 24/09/2025 time: 11:55-12:45



Observations:

Dominance of casual (circle)
Most of the outer shapes are circles, meaning the majority of individuals are dressed informally or casually.

Young adults are the largest group
The inner symbol is very often a filled circle (young adult). This suggests the majority of the population represented here is young adults.

Adults are fewer but present
Filled squares (adults) are scattered, mostly inside formal (square) or casual (circle) outfits. This indicates adults are present but not the dominant group.

Children and seniors are minorities
Stars (children) and filled triangles (seniors) appear rarely. This shows that children and seniors make up only a small portion of the dataset.

Outfit-age relationships:
Security workers (triangles) are associated with both young adults and seniors, suggesting security-related roles are not strictly age-limited.
Formal (squares) are more common with adults and young adults.
Casual (circles) dominate across all age groups.
Unusual outfits (diamonds) appear very rarely.
Sports style (inverted triangle) is the least frequent.

Outfit style		Age group	
○	informal/casual	★	Children
□	formal	●	Young adult
△	security workers	■	Adult
◇	unusual	▲	Senior
▽	sports		

why King's Cross attracts people?



How does architecture/environment
of the place might be connected to
the people that visit it? How it
seems so appealing?



Is there any correlation?

reflections:

1. set a smaller parameter for investigation
2. refine the legend of the “map” to be more comprehensive
3. maybe I’m not using the most effective way to translate data into visual form

action:

1. Granary Square, before the bridges
2. Rethought the legend of the map and added more categories for entry
3. Separated observation entries into 3 sections: morning, day and evening to compare data
4. Decided to collect data differently: 1 - collection, 2 - organization

morning time (10:00 - 12:00)

123 Person	Outfit 1	Age	Activity	Interaction	Directi...	+	...
	formal	adult	Walk	alone	Regular		
	casual	young	Walk	alone	Regular		
	casual	adult	Walk	pair	Slow		
	formal	adult	Talk	pair	Slow		
	formal	adult	Walk	alone	Regular		
	casual	adult	Walk	alone	Regular		
	casual	adult	Walk				
	casual	young	Walk				
	casual	senior	Sit				
	casual	senior	Walk				
	formal	young	Walk				
	casual	adult	Walk				

evening time (17:00 - 19:00)

123 Person	Outfit 1	Age	Activity	Interaction	Directi...	+	...
	casual	adult	Sit	group	Slow		
	casual	young	Walk	pair	Regular		
	casual	senior	Walk	pair	Regular		
	casual	adult	Walk	pair	Slow		
	casual	young	Walk	alone	Slow		
			Walk	alone	Regular		
			Talk	pair	Regular		
			Walk	alone	Fast		
			Walk	pair	Regular		
			Walk	group	Regular		
			Walk	alone	Regular		

day time (13:00 - 15:00)

123 Person	Outfit 1	Age	Activity	Interaction	Directi...	+	...
	casual	young	Sit	group			
	casual	adult	Walk	pair	Regular		
	security	adult	Walk	alone	Slow		
	formal	adult	Walk	group	Regular		
	casual	young	Walk	alone	Regular		
	casual	child	Sit	group			
	casual	adult	Sit	pair			
	formal	adult	Walk	alone	Regular		
	formal	adult	Walk	alone	Regular		
	casual	young	Walk	alone	Regular		
	casual	adult	Walk	pair	Slow		
	casual	senior	Walk	pair	Slow		
	casual	adult	Walk	group	Regular		
	formal	adult	Walk	alone	Slow		
	formal	young	Wait	group			

notion

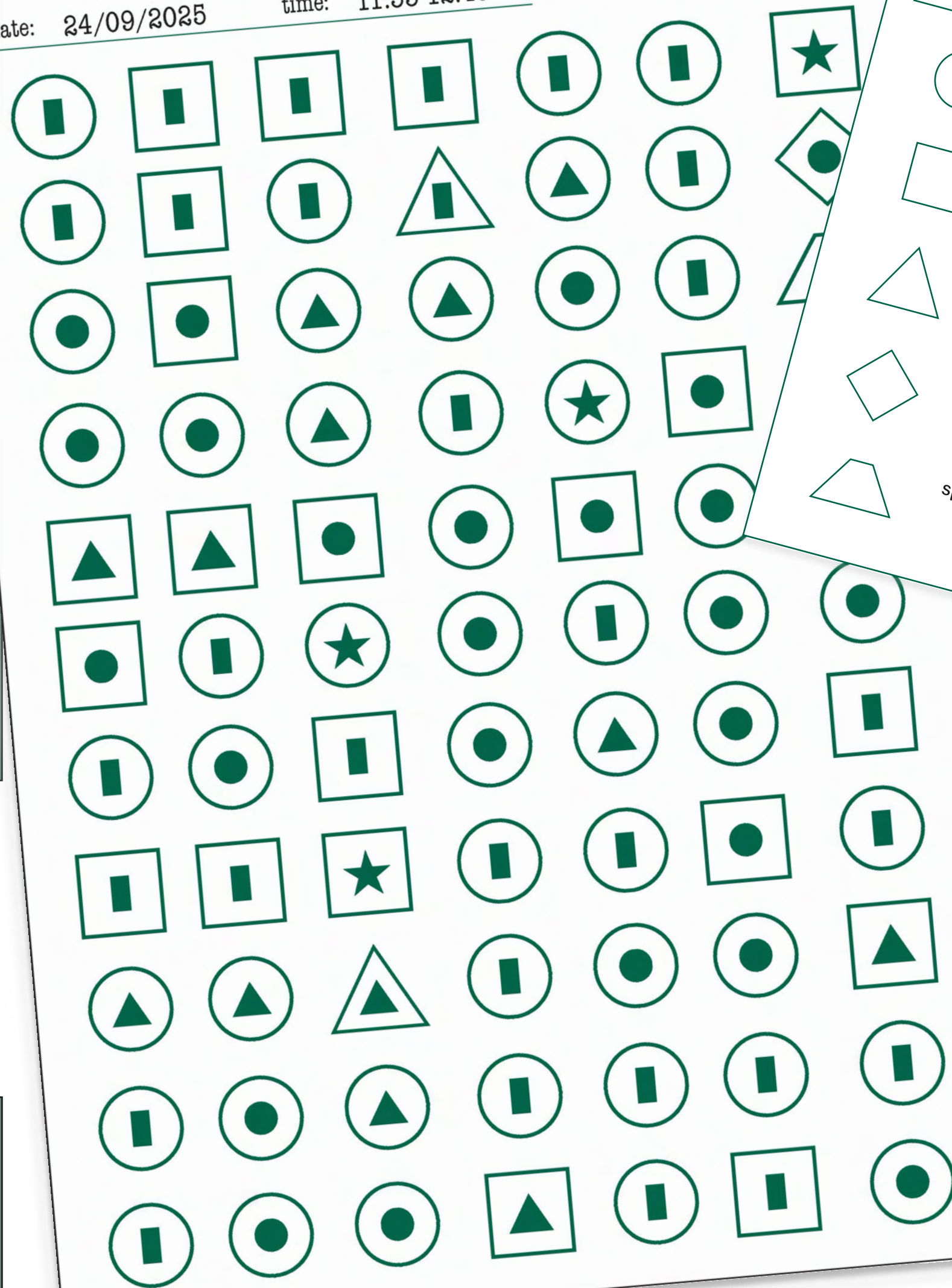


exported into tables



added to p5.js

date: 24/09/2025 time: 11:55-12:45



Outfit style

- informal/casual
- formal
- security workers
- unusual
- sports

Age group

- Children
- Young adult
- Adult
- Senior

Doesn't reflect purpose behind people's actions, more data will allow to make more assumptions (like social interactions, convenience of the space, it's purpose)

```

let table;
let blooms = [];
const GOLDEN_ANGLE = 137.50776405003785;
const FILE = "day-time.csv";
// const FILE = "morning-time.csv";
// const FILE = "evening-time-csv.csv";
function preload() {
  table = loadTable(FILE, "csv", "header");
}

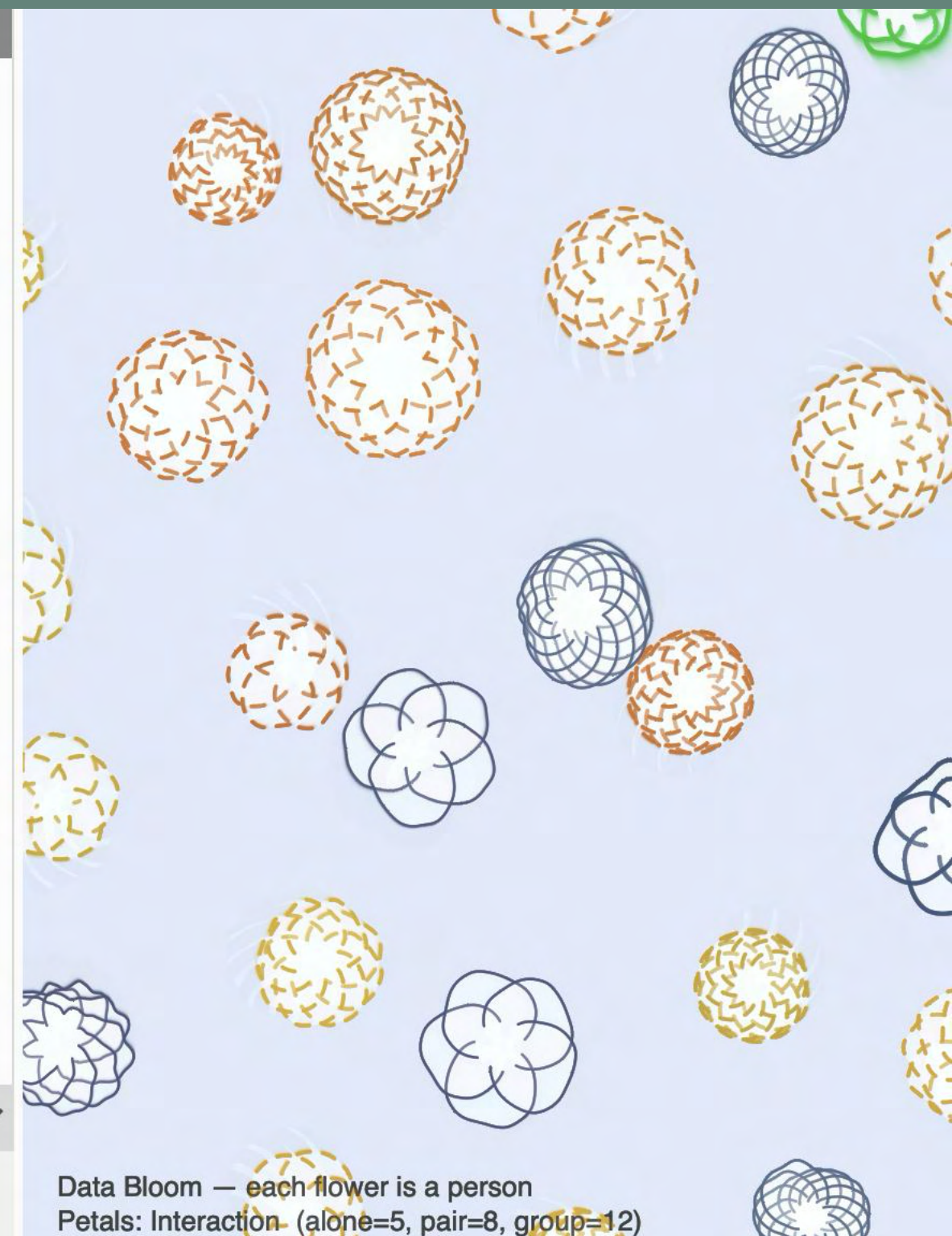
function setup() {
  createCanvas(windowWidth, windowHeight);
  colorMode(HSB, 360, 100, 100, 1);
  noFill();
  noiseDetail(3, 0.45);

  for (let r = 0; r < table.getRowCount(); r++) {
    blooms.push(makeBloomFromRow(table.getRow(r), r));
  }
}

function draw() {
  // soft paper background + subtle trails
  background(220, 10, 98, 0.15);
  push();
  noStroke();
  for (let i = 0; i < 3; i++) {

```

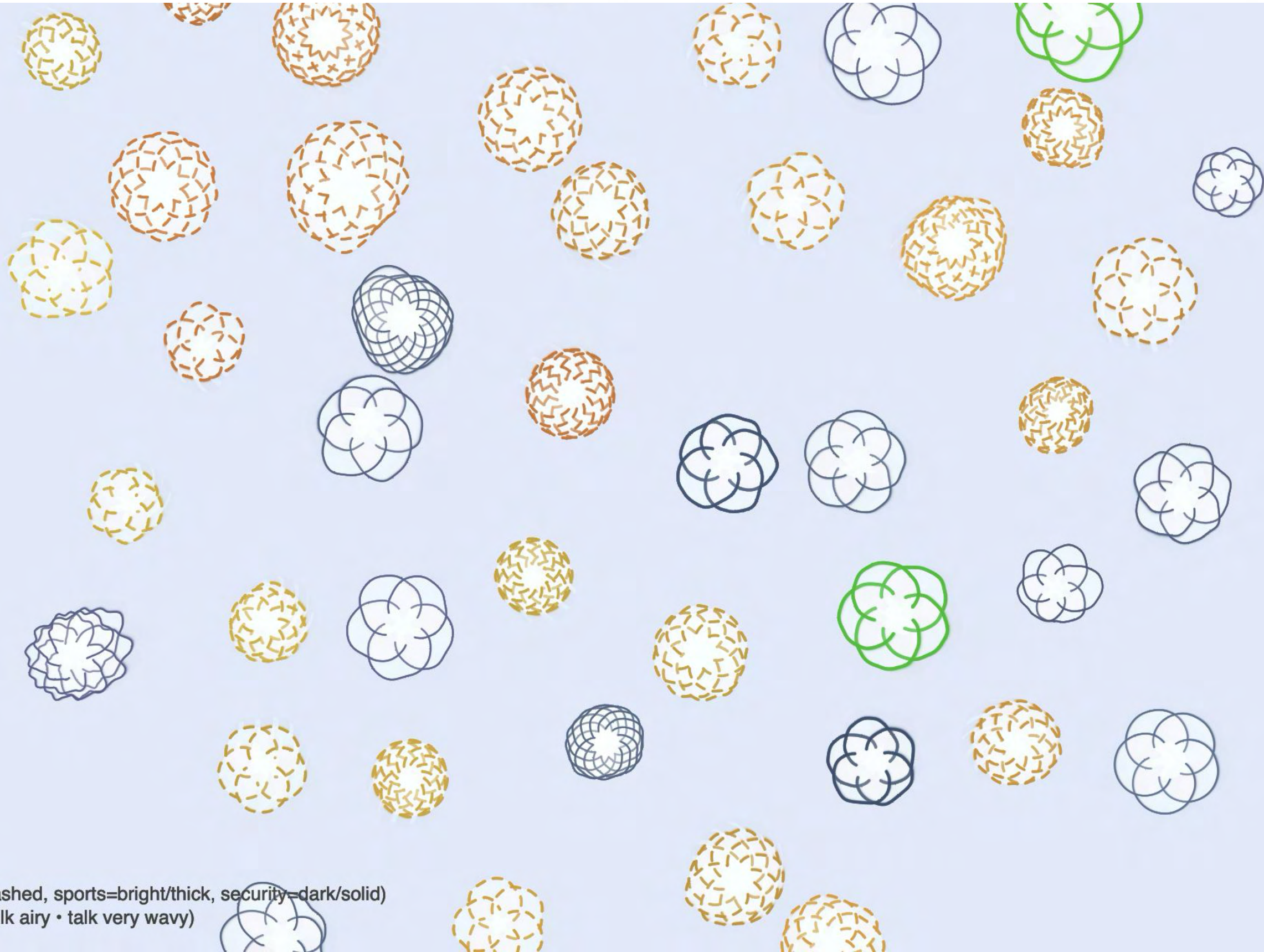
Clear ▼



CSV Column	What it represents	How it looks in the visualization	Why it makes sense
Interaction	How many people they were with (alone / pair / group)	Petal Count → alone = 5 petals, pair = 8, group = 12	More petals = more people = more “social”
Age	The age category of the person (child, young, adult, senior)	Flower Size → child = small flower, senior = largest	Older = bigger bloom, evokes maturity
Direction/Movement	Speed/type of motion (slow, regular, fast)	Orbit speed & size → slow = gentle small orbit, fast = wider faster orbit	Movement visually expresses energy
Outfit	Type of outfit (formal, casual, sports, security)	Color + stroke style: • formal → cool blue , thin solid lines • casual → warm orange , dashed lines • sports → bright green , thick solid • security → dark navy , solid thick	The vibe of the outfit is mapped to color mood & line quality
Activity	What they’re doing (walk, talk, sit, wait)	Petal waviness (how curvy/fluid petals are): • sit → compact, calm (flat petals) • wait → slight wave • walk → flowing • talk → expressive, wavy	The more expressive/social the activity, the wavier the petals

Data Bloom — each flower is a person
Petals: Interaction (alone=5, pair=8, group=12)
Size: Age (child < young < adult < senior)
Motion: Direction/Movement (slow < regular < fast)
Color/Stroke: Outfit (formal=cool/solid, casual=warm/dashed, sports=bright/thick, security=dark/solid)
Waviness: Activity (sit compact • wait slightly wavy • walk airy • talk very wavy)

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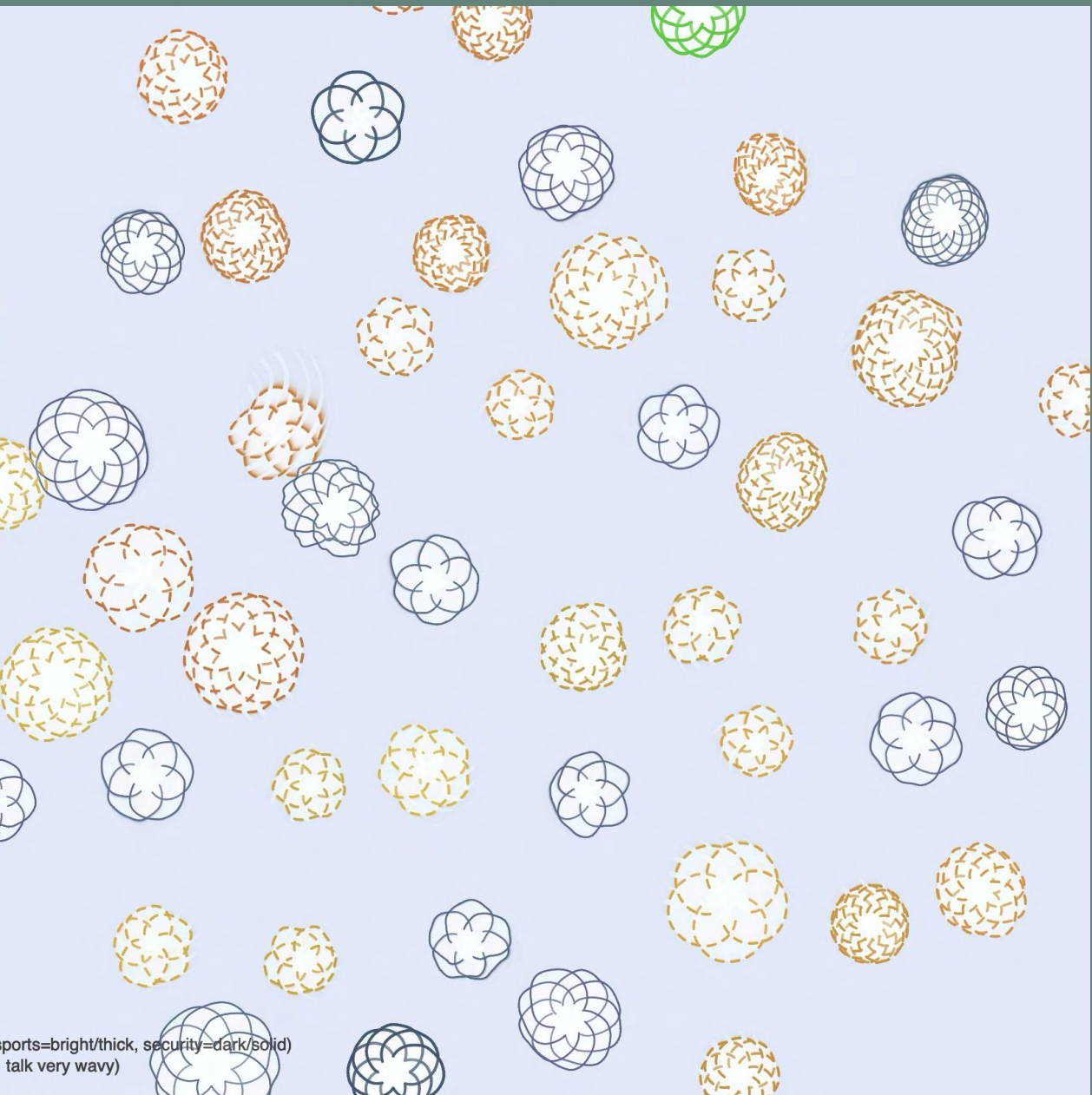


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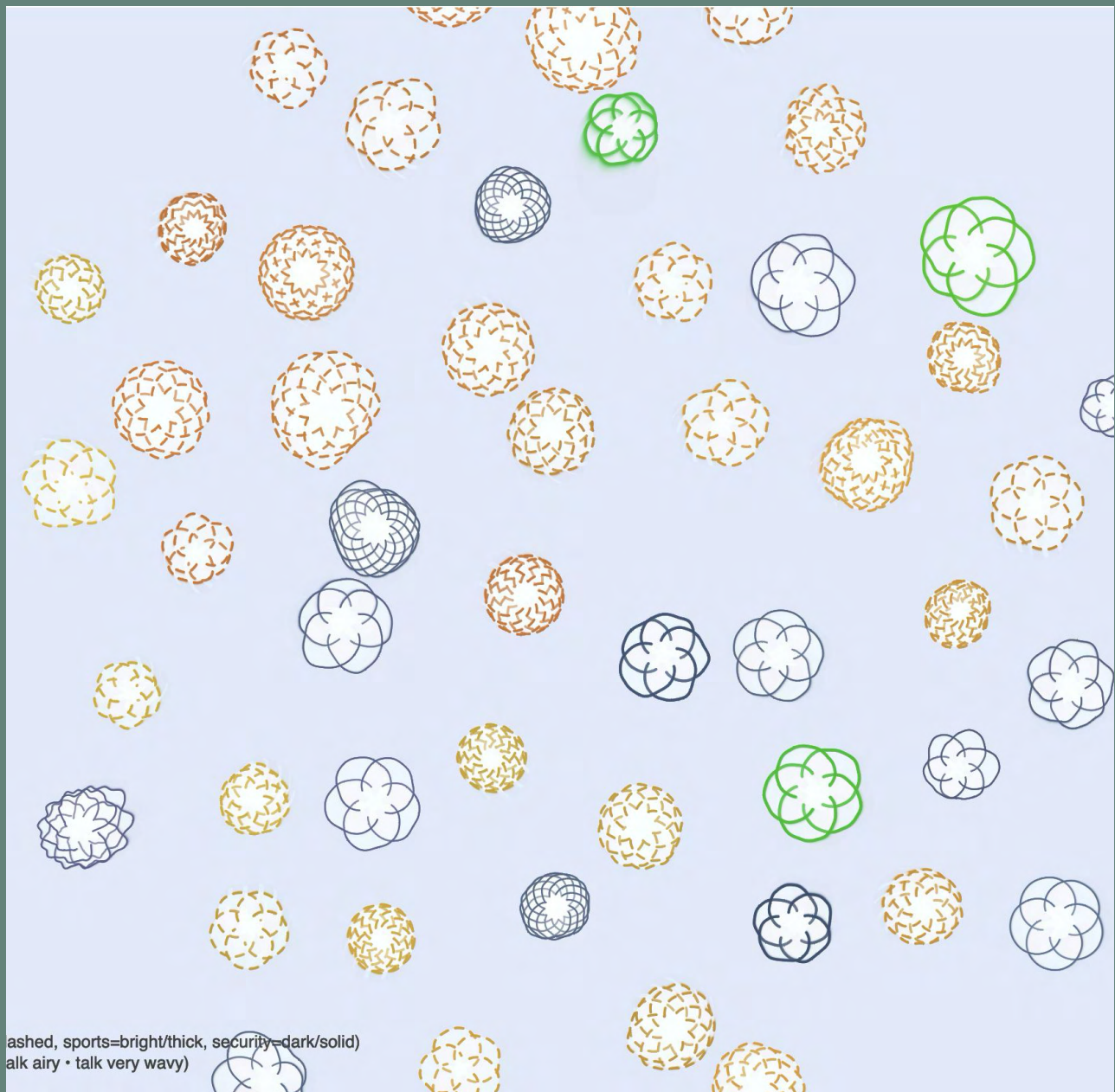
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morning



day



evening

