

NOT A SINGLE ORIGIN

MEDIA KIT



From Code to Confectionary

MEDIA RELEASE
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5 million stories encapsulated in a box of 12 chocolates



In a bid to make 2016 Census data delicious, Australian data visualisation specialists *Small Multiples* have teamed up with artisan chocolatier *Bakedown Cakery* to explore the relationship with ethnicity, population and taste in this Australian-first collaboration project titled '**Not A Single Origin**'.

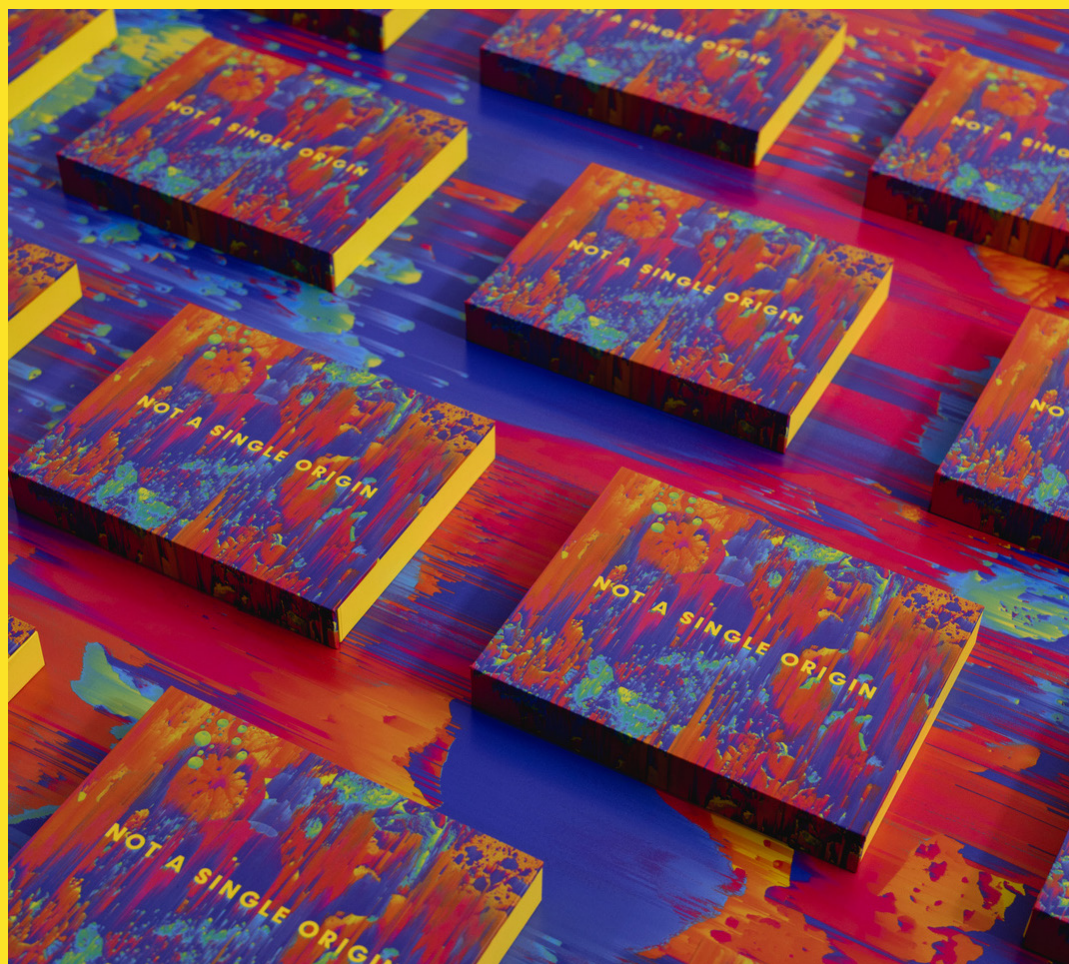
Using the formula $C = np^1$ to analyse ABS Census 2016 data, 12 Sydney suburbs were revealed as having the most prevalent cultural saturation using this weighted ancestry value calculated by *Small Multiples*. More than a year in the making, this Australian data-driven chocolate project uses food to represent the core origins of Sydney suburbs, revealing the relationship between cultural backgrounds and the locations in which they live.

Each suburb-themed chocolate created by *Bakedown Cakery* for '**Not a Single Origin**' highlights the flavours and tastes of the most dominant ethnic backgrounds in each location, including suburbs such as Rooty Hill and its Filipino influence, Hurstville and its population of predominantly Chinese ancestry and Manly with its Scottish residents.

"This project is a true taste of the flavours of Sydney. The origins of Sydney's population encompass more than 200 different ancestries. We have used taste to help people experience the extraordinary diversity in Australia's most populous city, with the goal of making data delicious and turning this idea into bite-sized pieces for '**Not a Single Origin**,'" reveals Jack Zhao of *Small Multiples*. "This project has shown us that no matter where you live, from Concord to Cabramatta or Greenacre to Manly, immigrants have helped define places with their cultural traditions exemplified by the flavours they brought to the Australian palate."

¹ C = weighted ancestry value. n = the number of people within a suburb. p = the percentage of ancestry within a suburb.

This project not only uses data and flavour; unique methods of design were also integrated into **'Not A Single Origin'** to further explore and showcase the multicultural flavours of Australia. Combining code and confectionary, *Small Multiples* and *Bakedown Cakery* have used experimental 3D printing techniques to embed mapping data onto each chocolate, literally bringing suburban streets to your taste buds.



The packaging for each box of **'Not a Single Origin'** chocolates is also its own individual work of art. The graphic was generated using custom software written specifically for this project; using algorithmic wizardry, photographs of ingredients used were transformed into a terrain bursting with colours.

“**Not a Single Origin**’ captures the 5 million stories of Sydney residents, encapsulated into a box of 12 unique flavours. Not only have we made data interesting and delicious, we have also celebrated our diversity as a city and country through a shared love of chocolate,” says Zhao.

Jen Lo of *Bakedown Cakery* has spent months researching and developing a distinctive flavour profile of each suburb based on local ingredients, spices and native delicacies to provide a tasty interpretation of each highlighted Sydney suburb.

“For a suburb such as Westmead with a strong Indian population, flavours including cardamom, coconut and cashew join forces to represent the ancestry of its residents. Whereas, Concord with its large Italian influence sees a chocolate flavoured with strawberry paired with a tart balsamic vinegar caramel, to demonstrate its heritage,” says Lo. “Each chocolate is unique to the dominant cultural heritage of the suburb, and while varied, are equally delicious.”



“There’s no doubt there is no one single origin for many Australians, many who identify closely with more than one part of the country, city and more than one ethnic background. It’s a wonderful thing to acknowledge the diversity we have in Australia, as well as appreciate each of the beautiful flavours, tastes and designs that each nationality brings to each area of Sydney. The taste of Sydney has never been more unique or flavourful, and it has been a wonderful feat for *Small Multiples* to partner with *Bakedown Cakery* to bring this to life,” concluded Zhao.

Images available to download [here](#)

No matter where you are in Australia this delicious data collaboration will give consumers a taste of the flavours of Sydney with a limited run of boxes available to purchase via www.notasingleorigin.com.

12 Unique Flavours



LONDONDERRY

Maltese

Orange
Cinnamon
Almond



WESTMEAD

Indian

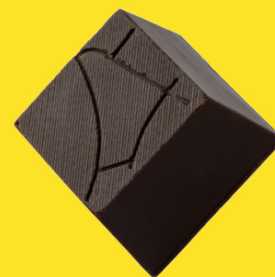
Cardamom
Coconut
Cashew



CONCORD

Italian

Strawberry
Balsamic
Caramel
Orelys



MANLY

Scottish

Scotch Whisky
Toffee



ROOTY HILL

Filipino

Taro
Coconut
Sesame



GREENACRE

Lebanese

Date
Rosewater
Pistachio



EARLWOOD

Greek

Ouzo
Lemon
Anise



MOSMAN

English

Marmalade
Almond



CABRAMATTA

Vietnamese

Caramel
Banana
Coffee
Peanut



HURSTVILLE

Chinese

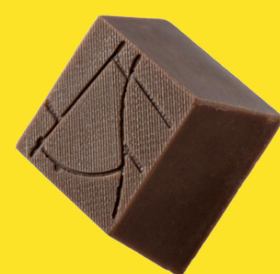
Red Bean
Coconut
Mandarin



BANKSIA

Macedonia

Honey
Peach
Rhubarb



RANDWICK

Irish

Baileys
Coffee
Honeycomb

This project is a collaboration between two very different creators.



SMALL MULTIPLES

ABOUT SMALL MULTIPLES

Small Multiples is a multidisciplinary team of data specialists, designers and developers. The company creates beautiful digital products that capture the imagination and tell stories that matter. Its co-founder, Jack Zhao, always had a yearning to communicate data off-screen. Encoding demographic data using flavours became the natural progression of this idea. Project team: Jack Zhao (concept, creative direction and project management), Dasha Yurovskaya (design and 3D modelling), Harry Morris (design and creative coding), Robert Yuan (digital fabrication), and Andrea Lau (creative direction).

WEBSITE:

www.smallmultiples.com.au

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@small_multiples

bakedown cakery

ABOUT BAKEDOWN CAKERY

Bakedown Cakery is an artisan chocolate and cake boutique based in St Leonards, Sydney. Since beginning in 2015, the main ethos of Bakedown has been to hero premium quality ingredients along with unique, exciting and challenging flavours. Jen Lo, the founder, comes from a background in Visual Communication and loves any chance to combine the art of sweet treats with a good conceptual design brief!

WEBSITE:

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