



## **Biopic**

Graduated MsC in social and economics science and MsC Territorial Development, Thierry Moniquet has developed his professional expertises in Institutional Communication, Public Affairs and Strategic Intelligence. He has coordinated European projects and networks in EU programmes. For instance, he has developed inter-cluster networks in ASD (Aeronautics Space Defense) industry. He intervened as expert in international missions for industrial clusters set-up like in Russia. He advised governmental bodies to implement international programme management units like in Balkans. He carried out missions as scientific advisor for Institut des Hautes Etudes pour la Science et la Technologie - IHEST - du Ministère français de la Recherche : he organised European high level seminars for IHEST's auditors on the topics of innovation systems in Europe. He acquired therefore specific expertises in the matter of Innovation, Governance and Clusters.

More recently, he has anchored its expertises in Moroccan market. Since 2011 he has succeeded to conceive and create a cluster labelled by the Moroccan government : MENARA cluster in Marrakech specialised in upper scale and luxe agrofood and cosmetics products. He is coaching start-ups and entrepreneurs in helping them to optimize strategic communication in order to create industrial and financial partnerships, to organise the foundations of their marketing strategy and to adopt an economic and business diplomacy . He coached the creation of a professional association, the Federation of the Moroccan Snail supply chain.

Along this experience, Thierry Moniquet has build his capacity as a methodologist. Communication is at the core of the methodological frameworks he developed in the context of his missions. In particular, storytelling, narrative and design thinking techniques are central to his works and his methods of intervention. For instance, storytelling is used as an important tool of Strategy Analyze, as well as for in partnership's and network's management or Branding (brand culture). With young Moroccan designers, he develops research about Smart Cities and visualization techniques. In this context, narrative data, narrative visualization data are becoming top priority topics in his research and studies. More generally these conceptual and methodological developments led him to work on experimental methodologies in education and pedagogical engineering.

## **Topic summary**

With the Big Data and the Cloud Computing, a new area of development is growing very rapidly. New names are arising for designating this new strand of creation and expertise : "story

data", "narrative data", "narrative visualization data", etc.... Behind these expressions, a new corpus of expertise and know-how is under way of consolidation.

As Edward Segel and Jeffrey Heer, noted in their article " Narrative Visualization: Telling Stories with Data", on [vis.stanford.edu](http://vis.stanford.edu) (Stanford visualization group) , "Crafting successful "datastories" requires a diverse set of skills. Gershon and Page [12] note that effective story-telling "require[s] skills like those familiar to movie directors, beyond a technical expert's knowledge of computer engineering and science." While techniques from oration, prose, comic books, video games, and film production are applicable to narrative visualization, we should also expect this emerging medium to possess unique attributes. Data stories differ in important ways from traditional storytelling. Stories in text and film typically present a set of events in a tightly controlled progression. While tours through visualized data similarly can be organized in a linear sequence, they can also be interactive, inviting verification, new questions, and alternative explanations."

Storytelling is already a technique largely used in public relations, marketing for creating a brand culture and image. In strategy analysis, it constitutes a complementary method for analysing situations and organisations. Emotional Intelligence mobilised through the conception of a storytelling and Logical Intelligence based on data analytics can be combined to achieve the most accurate level of analyse. But the revolution of Big Data and Cloud modifies radically the interaction between the two intelligences. Big Data and Cloud Computing are expanding datas we can collect, analyse and interpret about any realities. It permit us to develop the knowledge and understanding of realities and situations at so high levels that havd never reached before. But, in the same time, it reveals an even more complexity of these ones and the importance of the emotional intelligence along the logical one in the process of knowledge creation.

That's what Kris Hammond, Ph.D. from Yale, co-founder and chief scientist at Narrative Science and professor of computer science at Northwestern University, Founder the University of Chicago's Artificial Intelligence Laboratory expressed succinctly as follows : "People have a hard time understanding data. That's why data scientists and analysts are often asked to convert their findings into narrative reports. People with interpretive skills are turning that data into the thing that most of us easily understand: narratives explaining what is going on in the world based on evidence provided by the data. Likewise, the data associated with us as individuals, including the wealth of data from the emerging Internet of Things will be transformed into reports that real people will be able to read and understand. Rather than seeing data, they will see stories of their own lives mapped out for them based on artificial intelligence language systems looking at their data and explaining it to them. Data associated with their homes, cars, health, exercise, and fitness will become the clear, clean narratives that will be the stories of their lives. The days of thinking of data as the end game are over. We now are entering the era of the narrative – narratives generated by systems that understand data, narratives that give us information to support the decisions we need to make about tomorrow. Data will always be important, but the story of that data is the last mile." (In "The end of Big Data : AI and The Rise of Narrative", March 6 2015, [www.datainformed.com](http://www.datainformed.com))

The "story of the data" is not only a necessity to make understandable the significance of a data for "real people". It offers new dramatic creative perspectives. Big Data is indeed an extraordinary opportunity to enlarge and renew traditional narrative techniques like storytelling and their applications. As Daniel Waisberg, Analytics Advocate, Google explains : "Marketers are responsible for messaging; as such, they're often the bridge between the data and those who need to learn something from it, or make decisions based on its analysis. By rethinking the way we use data and understanding our audience, we can create meaningful stories that influence and engage the audience on both an emotional and logical level."

These new developments are offering new considerable opportunities for creative professional like designers and artists, or experts of communication and marketing. We could expect countries such as Morocco where storytelling, artcrafts and design are so anchored in their culture could take profit of these development. And, in the same time, to bring original contribution to the development of the narrative data science and the data thinking in narrative science and arts.