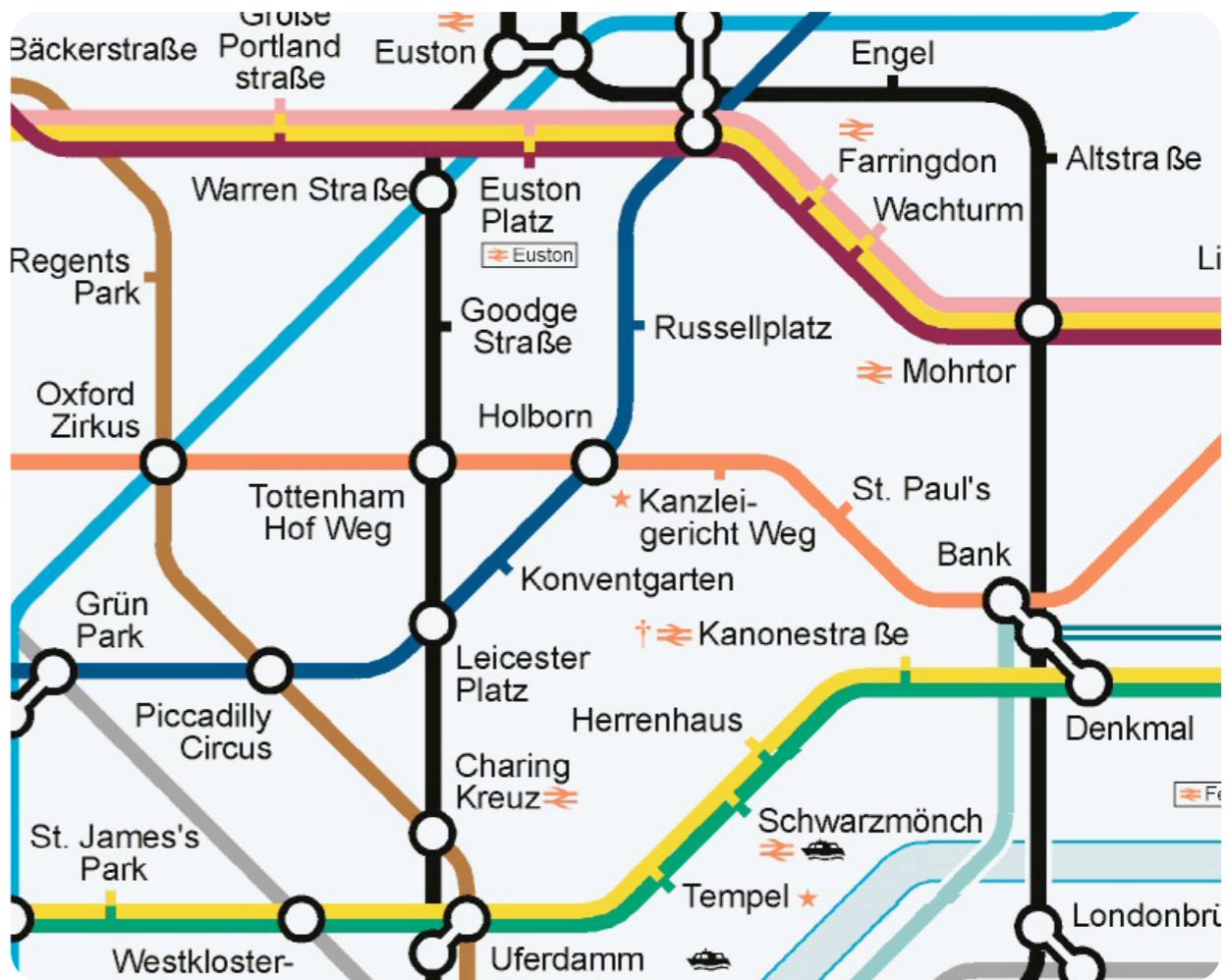


Antecedentes

The Great Bear

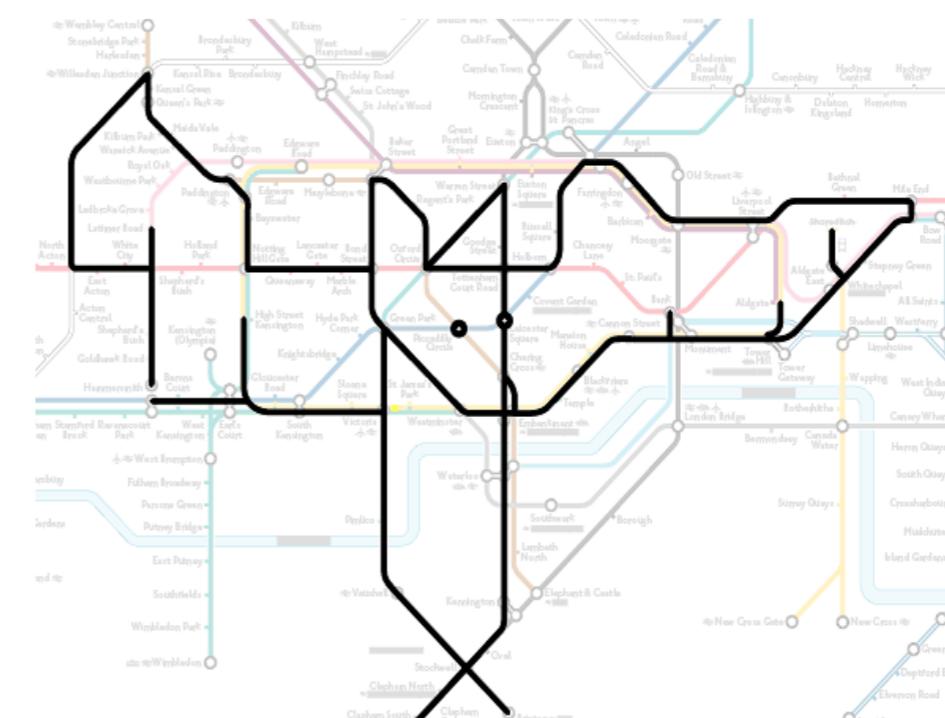
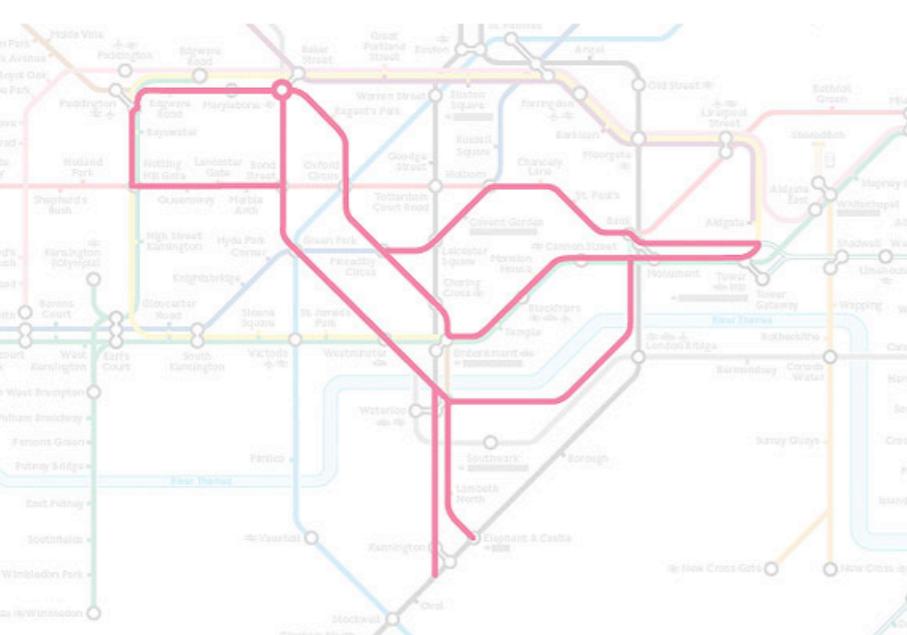
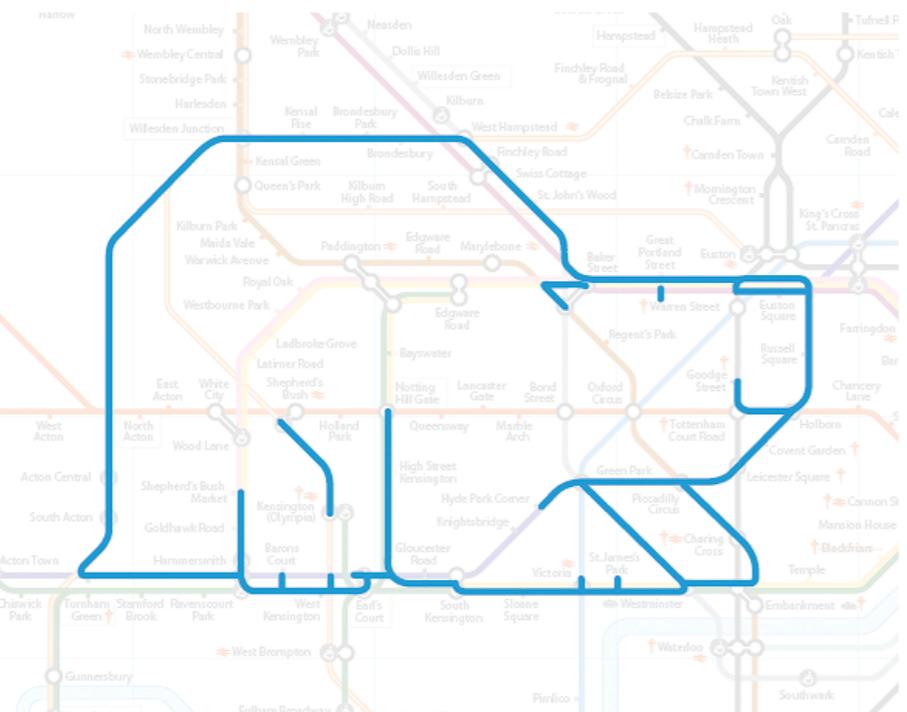
Simon Patterson [1992]



Antecedentes

Animals on the Underground

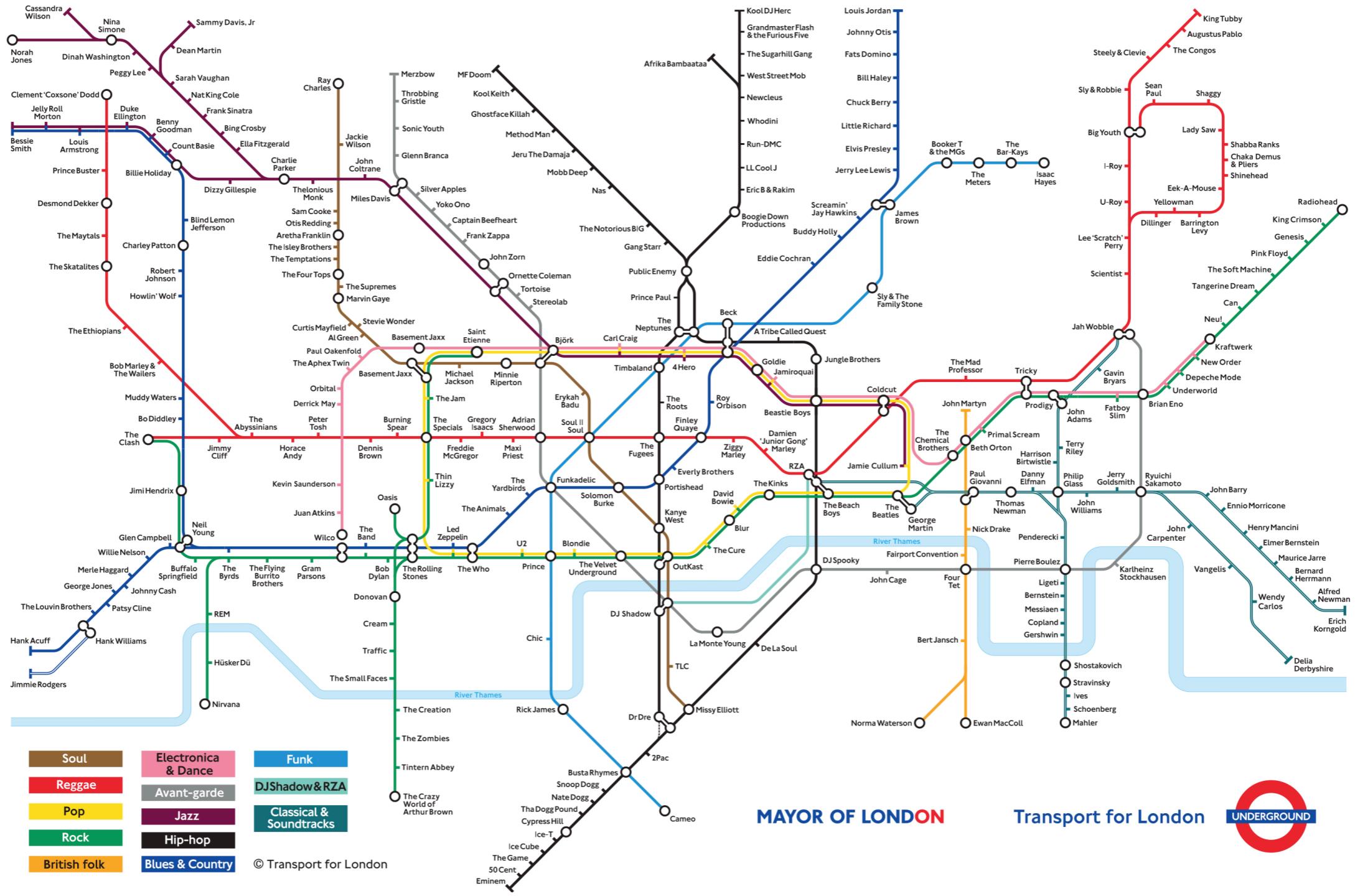
Mccann-Erickson [2003]



Antecedentes

Underground Music

The Guardian [2006]



Antecedentes

Moviemaker Tube Map

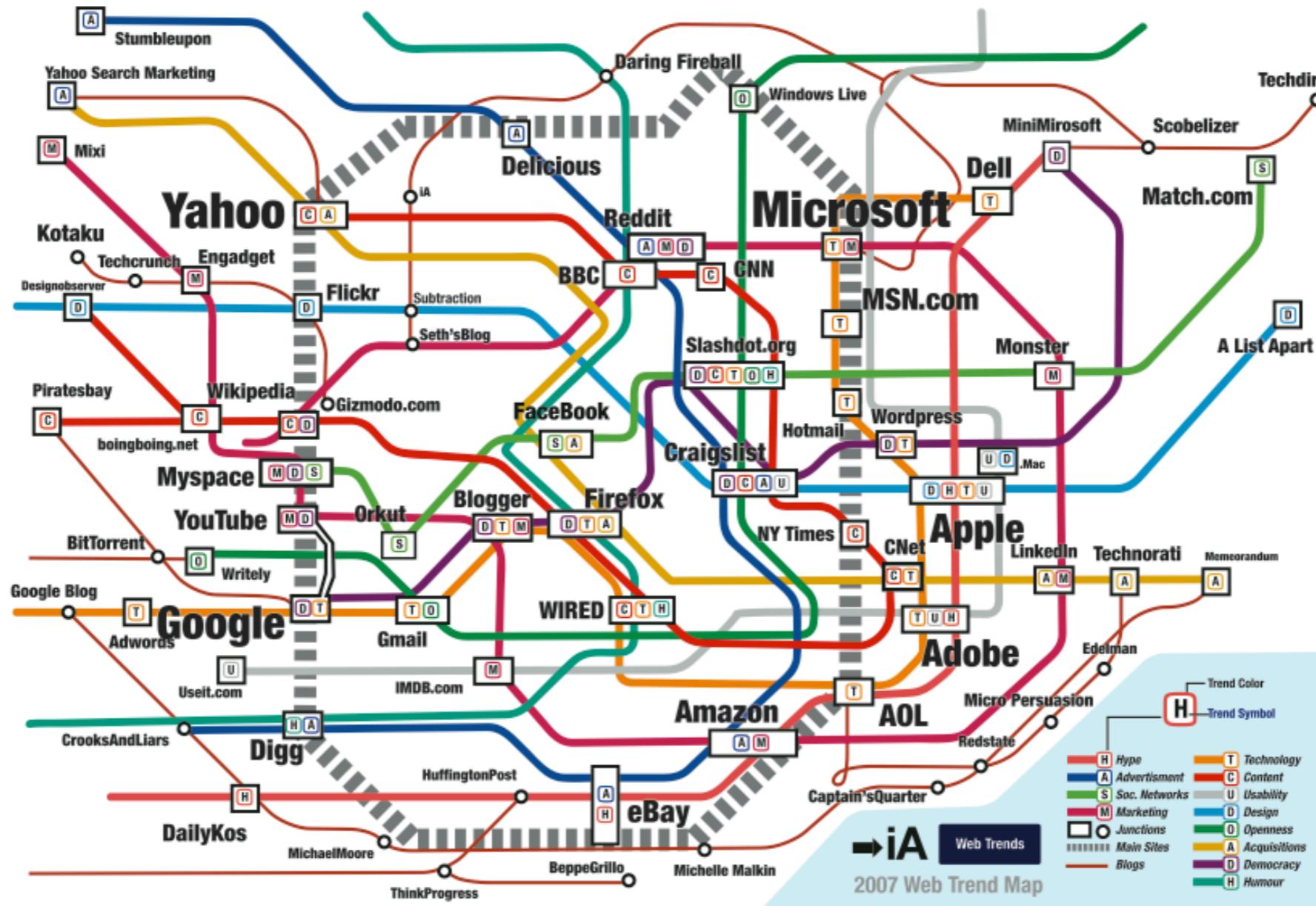
Thomas David Parker



Idea

Web Trend Map V.1

Information Architects [2007]

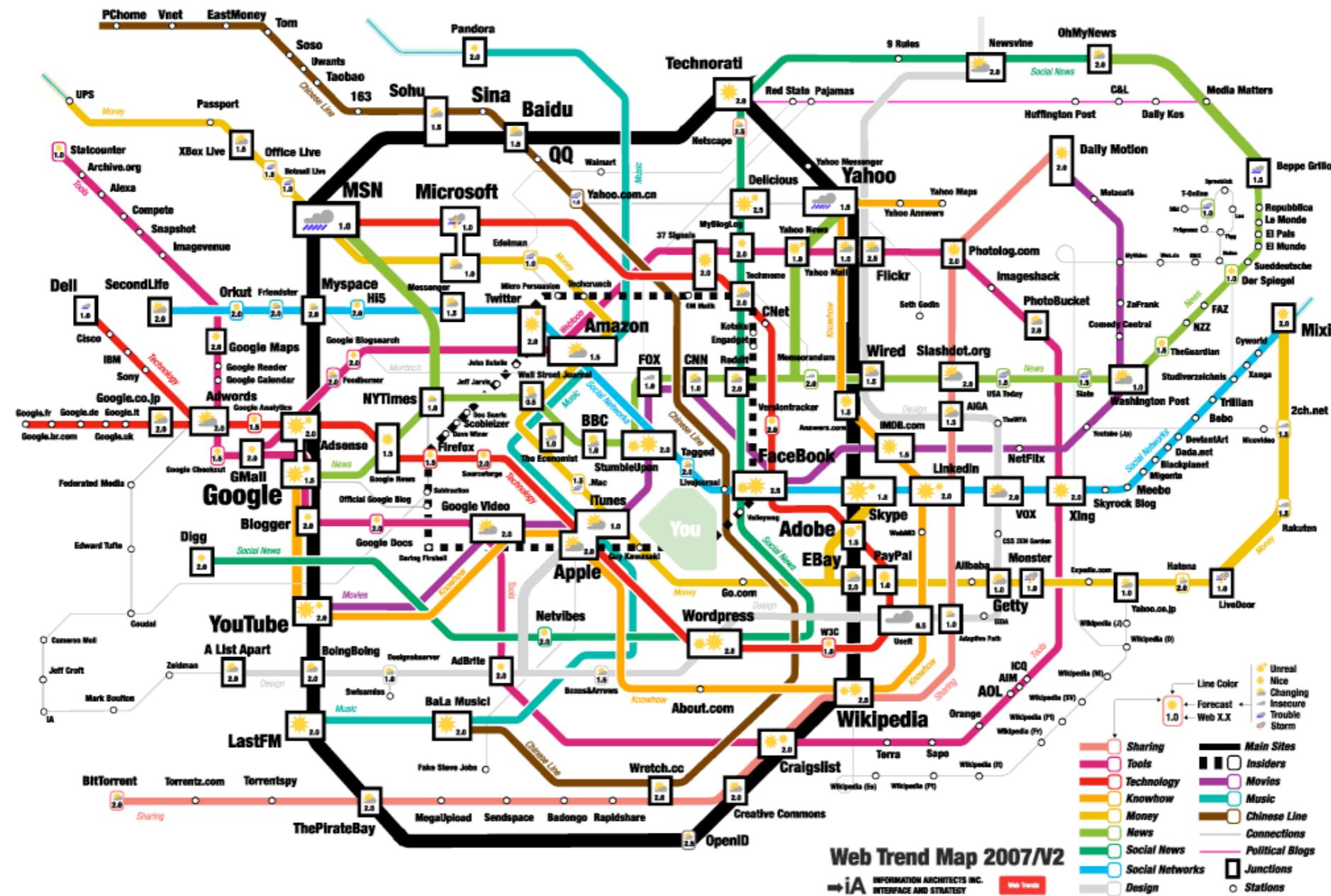


A4 and A3 versions under <http://www.informationarchitects.jp/webtrends2007>

Idea

Web Trend Map V.2

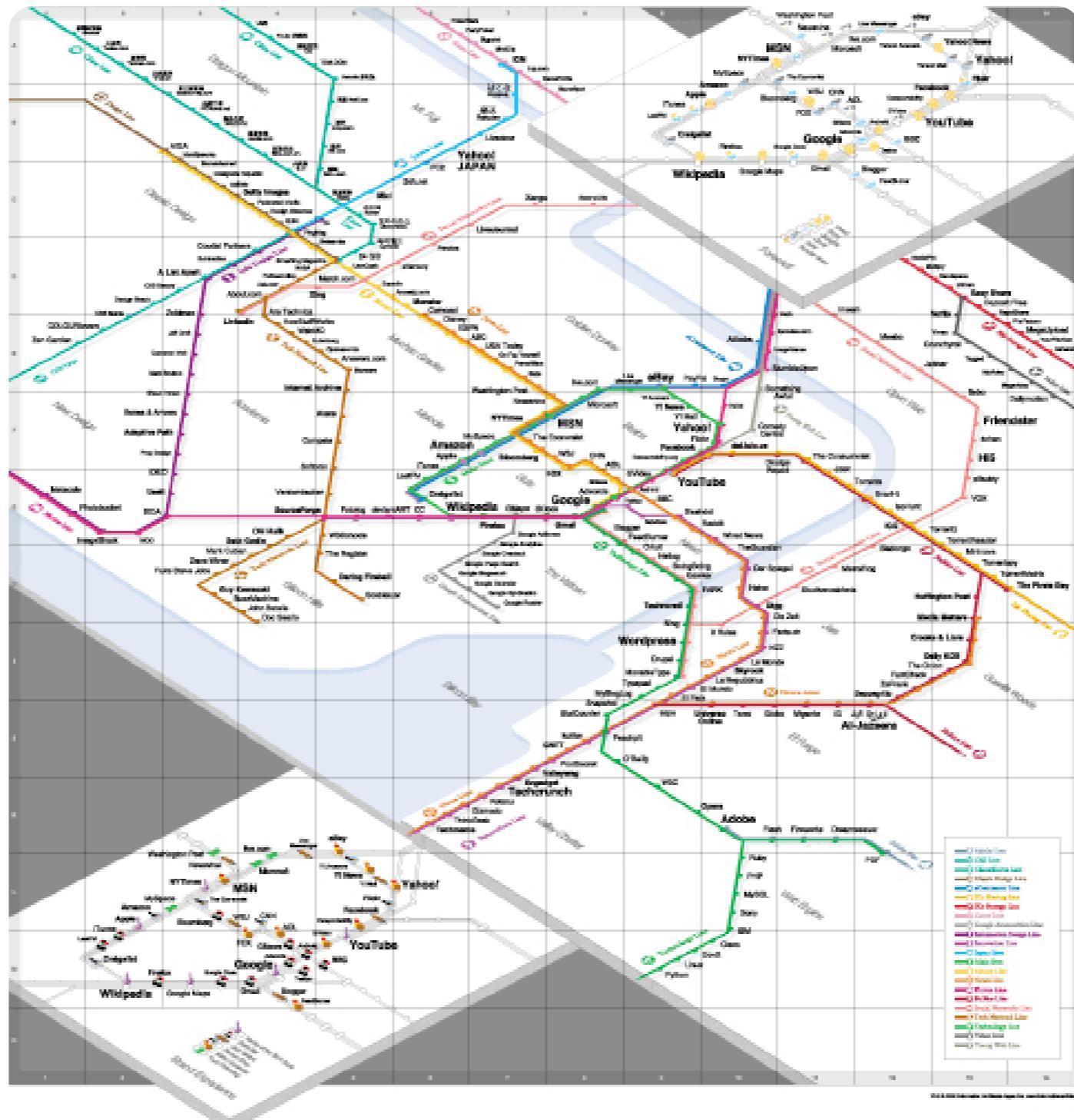
Information Architects [2007]



Idea

Web Trend Map V.3

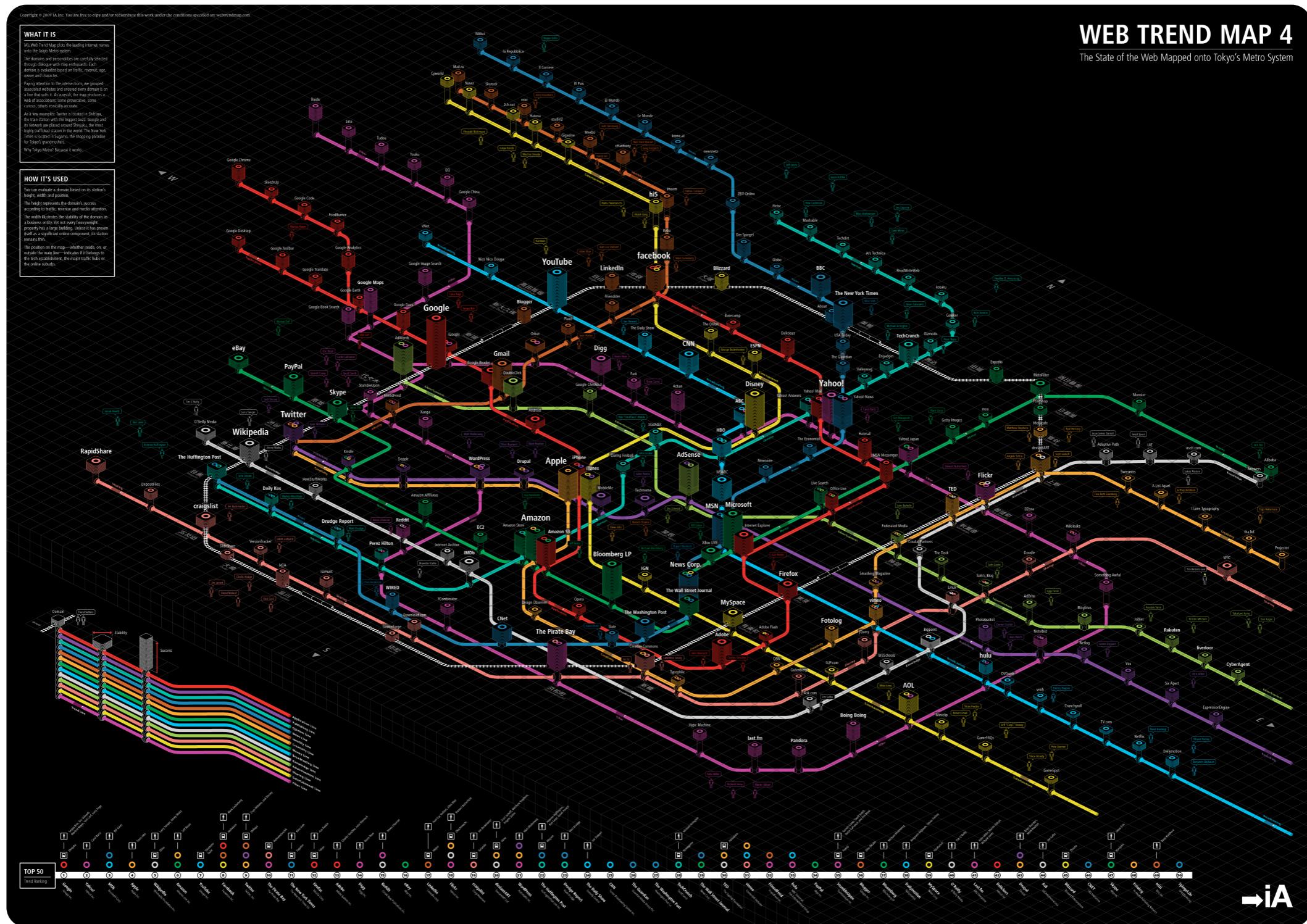
Information Architects [2008]



Arquitectura de la info.

Web Trend Map V.4

Information Architects [2009]



Arquitectura de la info.



Tendencias



Dominios



Trend Settlers

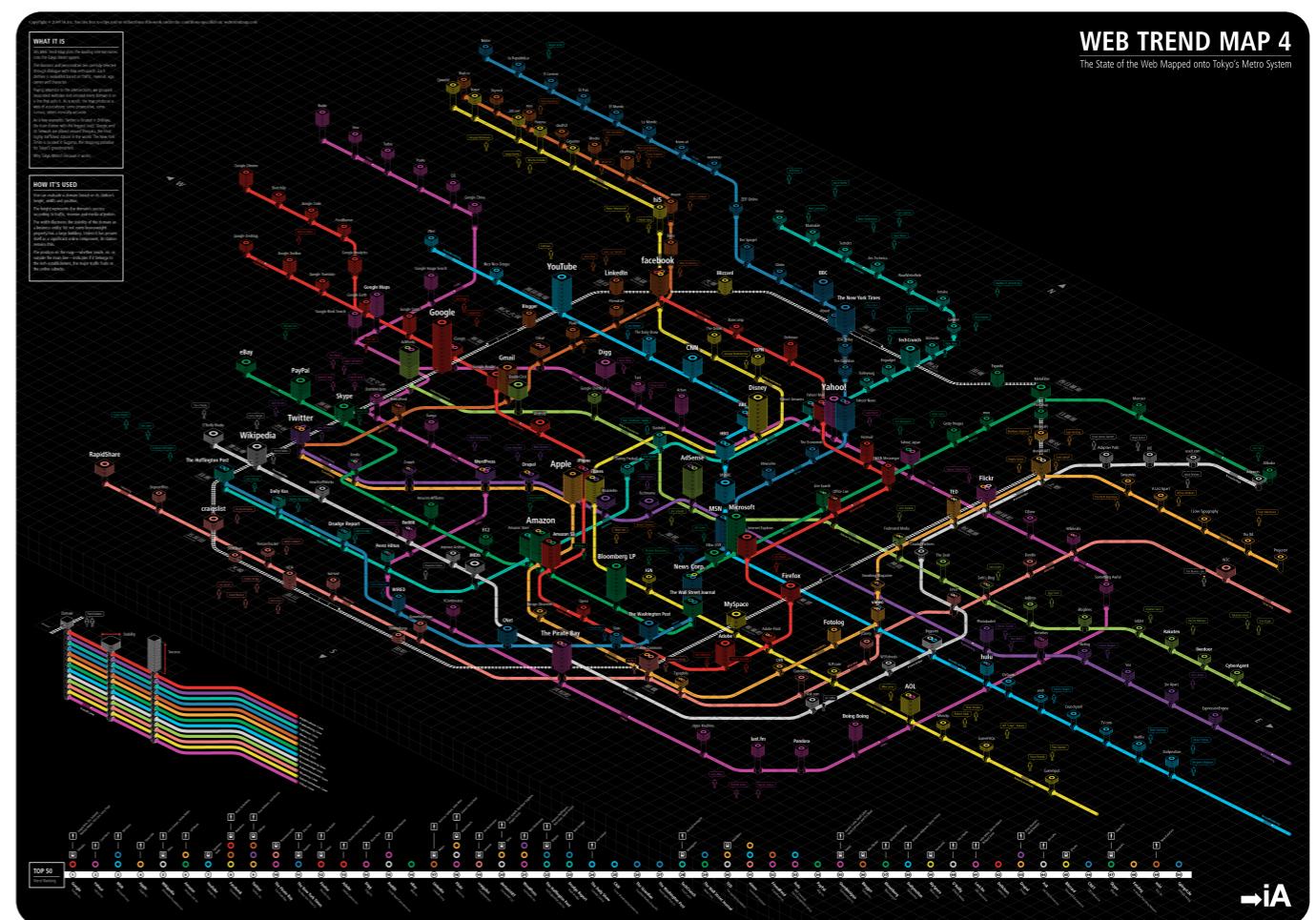


Estaciones metro de Tokyo

Arquitectura de la info.

1

Tendencias



Arquitectura de la info.

2

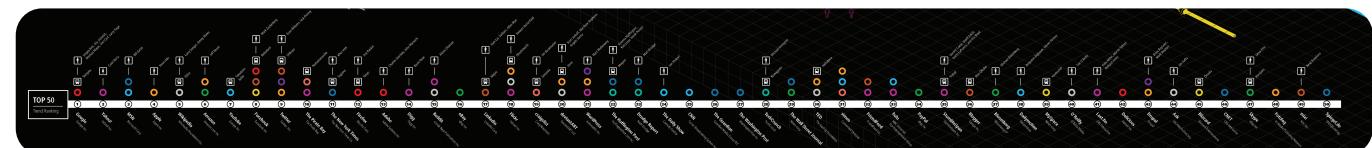
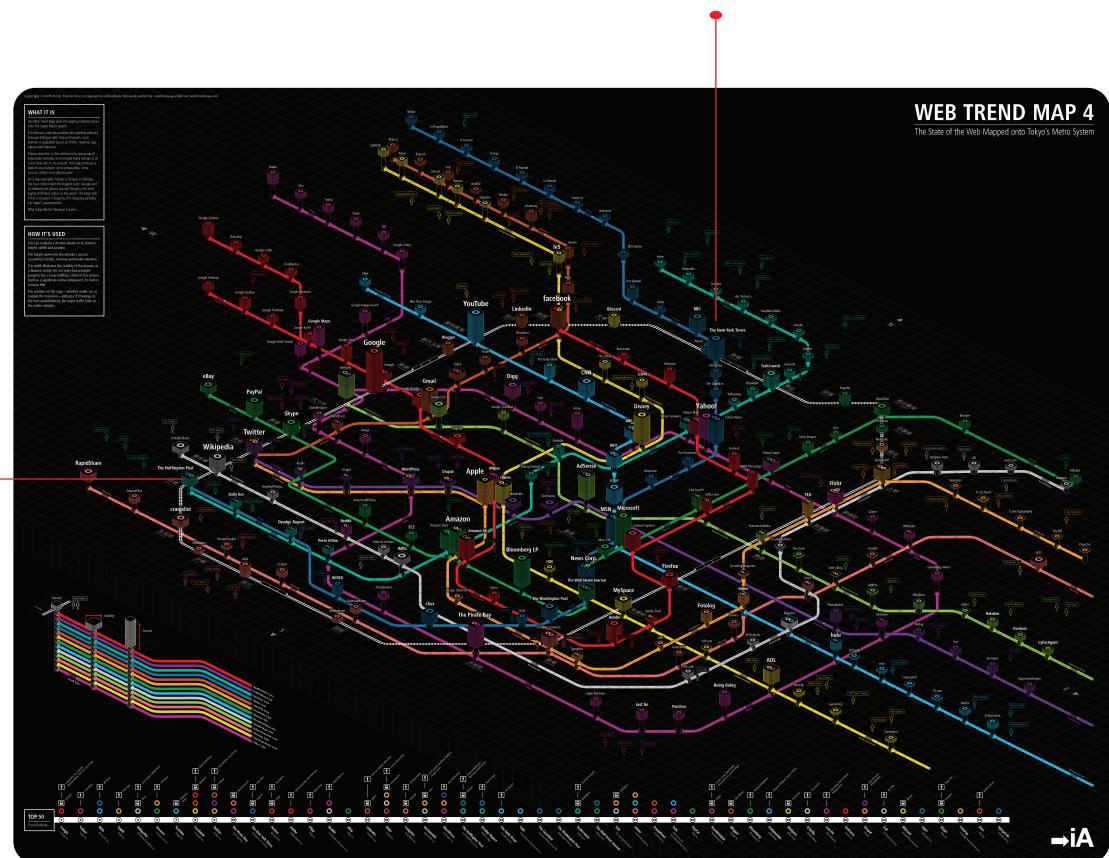
Dominios

[estabilidad: identidad de la empresa].

[éxito: visitas a la página, ingresos económicos, atención de medios].

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The New York Times
+ altura + éxito



Arquitectura de la info.

3

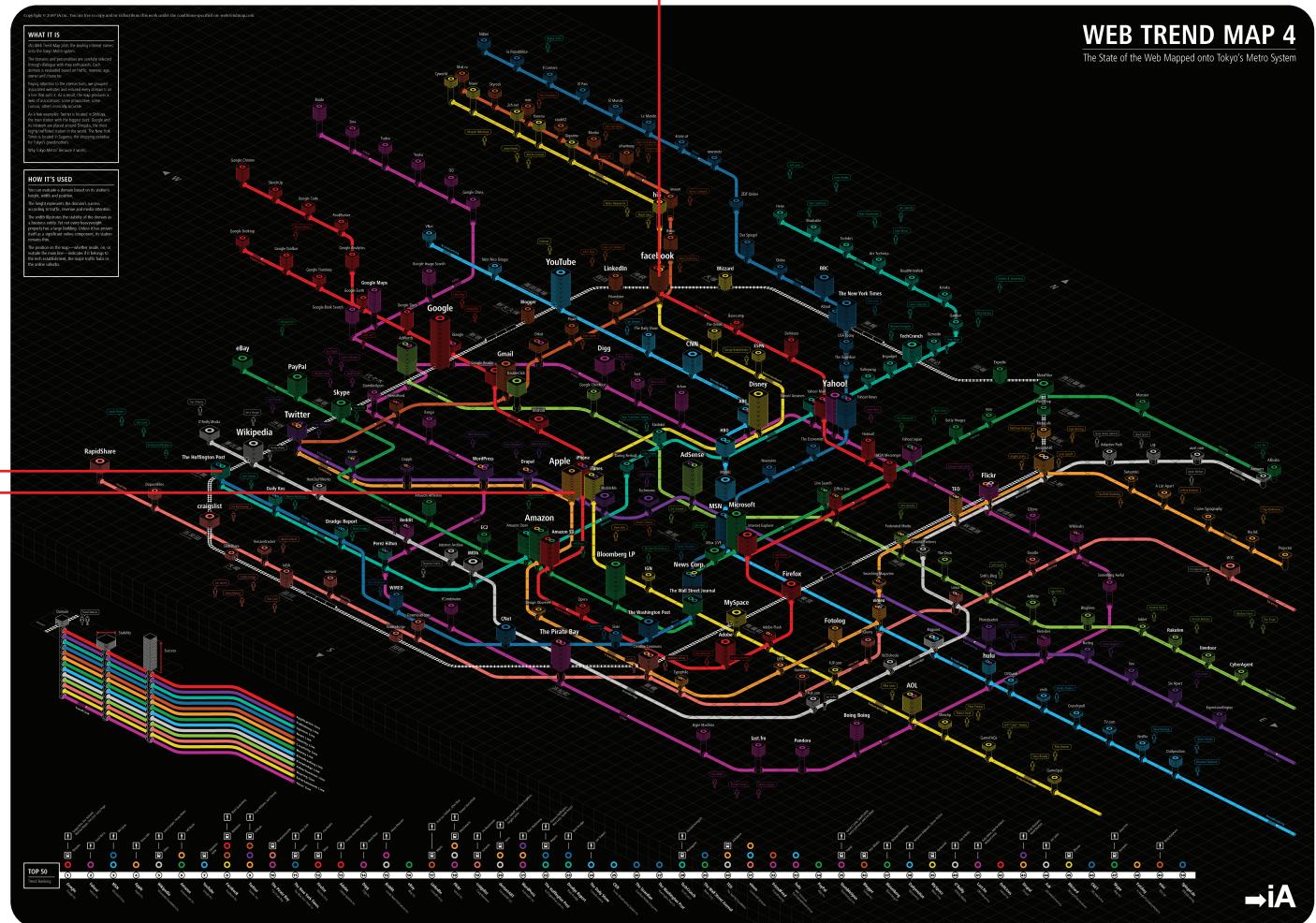
TrendSetters

Imagen de la empresa.

ARIANNA HUFFINGTON
(THE HUFFINGTON POST
= OPINION, NEWS)

STEVE JOBS
(APPLE = CREATIVITY)

MARK ZUCKERBERG
(FACEBOOK = IDENTITY)



Arquitectura de la info.

4

Estaciones metro de Tokyo

Google: Shinjuku
[Estación con más tráfico en el mundo]

Twitter: Shibuya
[Estación donde más se oyen murmullos]

