

STOCKHOLM USES DIGITAL ART TO COMBAT COMMUTER STRESS

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The Emotional Art Gallery by Clear Channel, artwork by Jesper Lindborg

Watch this video at <https://www.lsnglobal.com/news/article/23772/stockholm-uses-digital-art-to-combat-commuter-stress>

Stockholm – Outdoor media company **Clear Channel** has turned the city's underground transit system into a digital art exhibition.

The Emotional Art Gallery displays artworks that respond to the mood of the city's commuters. A tailor-made algorithm uses public data such as Google searches, news articles and traffic information to analyse the current mood of the city and decide upon which artwork to display at any given moment.

The artworks were commissioned from six artists who were asked to use **Visual ASMR** to express a positive feeling, such as peaceful, energized, calm and safe. 'We thought why not use this type of real-time data as a new kind of creative input, whether this is through art or advertising. It makes the content more relevant and, in this case, better adjusted for spreading joy, energy and love to the commuters,' says Finn Wikander, chief product officer at Clear Channel.

Rather than using billboards to advertise products and drive revenue, Clear Channel is using urban art to **encourage positive emotions**.