



# Biolink

A UF Creative  
Campus  
Initiative

To host:

## Manuel Lima

*“The man  
who turns  
data into art”*  
Wired Magazine

**HARN  
MUSEUM OF  
ART,  
CHANDLER  
AUDITORIUM**

**Reception  
to follow  
in the  
Harn  
Galleria**

**Harn Museum of Art,  
Chandler Auditorium**

3259 Hull Road,  
Gainesville, Florida 32611

## Wednesday, April 4, 2018 at 6:00pm Visualizing Branches of Knowledge

A seminar by: **MANUEL LIMA**

As a direct embodiment of hierarchy and multiplicity, the tree diagram has lasted hundreds of years as one of the most enduring archetypes in the history of visual communication, illustrating a variety of topics such as family ties, moral values, systems of law, domains of science, biological species, hard disk drives, database schemas, and online discussions.

Tied with the publication of “The Book of Trees: Visualizing Branches of Knowledge”, this talk will cover over 800 years of human culture through the lens of the tree figure, from its entrenched roots in religious medieval exegesis to its contemporary, secular digital themes. The talk will reveal the evolutionary history of this universal metaphor, showing us the incremental adoption of a stylized, abstract construct, as well as a recent emergence of new visual models, many employing advanced computer-generated algorithms.



**UF** Biodiversity Institute  
University of Florida