

Numbers – increasingly that's what we're reduced to: serial numbers, pin numbers, illogical, random numbers, units of measurements measuring everything and nothing.

Headlines scream 'Potholes in London increase 40%' and we nod as if to say indeed, yes with 40% more potholes our life is measurably more inconvenienced. A hotel, West End Show and an exhibition all rate 5* - are they all equally good? Are they all equal? I question what does this really mean - what are the processes that go into such measurements? If I can define the processes, does that mean that I can apply them myself, to whatever I want? What if I applied the means of calibrating a worker's productivity to Lewis Carroll's Alice in Wonderland? How can I replicate the process visually, as part of a narrative?

