Abstract: The packing problem looks for the most efficient ways to cram objects, be it oranges, apples, or spheres, into a given space. This problem is solved in the familiar 3D world, but why and how would one think about dense packing in four, let alone a million dimensions? The answer to “why” is data – the world of information is modeled using higher dimensions. As to “how” – we’ll try our best to visualize it at the talk.