

## Ars Electronica Linz GmbH

With its specific orientation and the long-term continuity it has displayed since its inception in 1979, Ars Electronica is an internationally unique platform for digital art and media culture. It consists of four divisions: an avant-garde festival, a competition honoring outstanding work being done throughout this field, a museum carrying out an educational mission, and a media art lab that makes artistic competence available for R&D and industrial applications. Ars Electronica pursues a course that goes beyond purely technical and industrial interest, one whose essence is a holistic consideration of art, technology and society. Attention is focused less on the technology itself than on the social and cultural phenomena it engenders. Here, the reciprocal inspiration of artistic, technical and scholarly skills and knowledge opens up surprising new perspectives and highly innovative forms of collaboration.

## The Ars Electronica Festival <sup>\*1979</sup>

Artists, network nomads, theoreticians, technologists, legal scholars—interdisciplinarity and the open encounter of experts from all over the world with highly diverse audiences characterize the Ars Electronica Festival. Staged annually since 1979, this internationally renowned week-long event provides an intense setting for artistic and scientific consideration of the social and cultural phenomena that are the upshot of the technological transformation of our world. In the form of symposia, exhibitions, performances and interventions, the festival lineup takes these inquiries beyond the realm of classical conference spaces and cultural venues and out into the cityscape and the public realm.

## The Prix Ars Electronica <sup>\*1987</sup>

Ever since its founding in 1987, the Prix Ars Electronica has been the world's foremost competition in the cyberarts and a showcase of artistic excellence and innovation. From internationally renowned artists and Oscar-winners to up-and-coming young pioneers—the entire spectrum of creativity is represented among the thousands of entries received each year from throughout the world. Due to the competition being staged annually as well as its global reach and the thematically wide-ranging nature of the submissions, the Prix Ars Electronica Archive is now able to display the openness and diversity of media art and provide detailed insights into its development. With 3.017 projects submitted from 68 countries, the 2009 Prix Ars Electronica once again underscored its status as the world's most important showcase of excellence in digital media art.

## The Ars Electronica Center <sup>\*1996/\*2009</sup>

Reopening in a new configuration on January 2, 2009, the Ars Electronica Center shifts new themes into the spotlight. Fields in which the most massive and controversial innovative thrust is now in the process of emerging: the so-called life sciences and imaging procedures that enable us to peer into domains far beyond what we're able to see with our own eyes. In other words, this has to do with new views of humankind. Images that get under your skin because they reveal what used to be hidden deep inside us, and bring to light insights that

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are permanently changing our worldview and our picture of the human being. Essential elements of Ars Electronica's approach are R&D joint ventures and labs set up right in the AEC as an integral part of this institutions mission to impart knowledge and skills.

The groundbreaking ceremony for the new Ars Electronica Center took place on March 1, 2007. A multi-level structure was built immediately adjacent to the existing facility. Then, both were wrapped in a back-lit glass shell that turned the entire ensemble into a holistic entity. Situated on the building's east side is a spacious terrace that provides an attractive setting for open-air events. Its eastern end inclines upwards and features a set of wide steps. Directly below this Ars Electronica Plaza are the labs and workspaces of the Ars Electronica Futurelab as well as the Main Gallery, an approximately 1,000-m<sup>2</sup> exhibition space. The addition was designed by a Viennese firm, Treusch architecture, and cost about 30 million euros.

### The Ars Electronica Futurelab <sup>\*1996</sup>

The Ars Electronica Futurelab is a new type of media art laboratory in which artistic and technological innovation are mutually inspiring. The staff includes experts from a wide variety of fields; their approach to assignments is characterized by interdisciplinarity and international networking. The broad spectrum of the Futurelab's activities includes conception and realization of exhibition projects and artistic installations as well as joint ventures with partners in academia and the private sector.

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