

Girls' Day 2010

12 Young Ladies Spent the Day at the Ars Electronica Center

(Linz, April 22, 2010) The Ars Electronica Center participated in Girl's Day once again this year and gave 12 young women the opportunity to get a behind-the-scenes look at the Museum of the Future. Scheduled events kicked off with a highlights tour that particularly focused on the "Artists, Creators and Engineers" exhibition. Then it was time for "Ars Electronica Center Backstage": our guests got together with Ars Electronica staff experts for a close-up look at the technology that makes the AEC's installations tick. Inspired by these insights, the up-and-coming techies moved on to a "scratch it" workshop where they could engage in some hands-on, interactive creativity. "The message we want to get across to these young ladies is that it's a lot of fun to be creative and to develop and implement your own ideas," said Nicoletta Blacher, director of the Ars Electronica Center. "And the fact that creativity will be an increasingly important factor for success in their future career." And no matter what that turns out to be: goal-directed use of information & communications technologies is now demanded in just about every occupation. The Ars Electronica Center offers practice-oriented possibilities to do just that!

Girl's Day

Girls' Day enables young ladies to spend a day at a company in a technical or high-tech field or in one of the crafts & trades. The Girls' Day initiative was organized by Commissioner Doris Hummer and the Bureau of Women's Affairs of the Province of Upper Austria in cooperation with the province's Economic Chamber, School Board, Labor Office, Industrial Association, Bureau of Youth Affairs and Chamber of Labor, as well as Austria's Union Federation.

Girls' Day: <http://www.girlsday-ooe.at/>

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