

## REPAIR – ready to pull the lifeline

Ars Electronica 2010

Festival for Art, Technology and Society

Linz, Thursday, September 2 to Saturday, September 11

[www.aec.at/repair](http://www.aec.at/repair)

(Linz, September 8, 2010) Attendance at Ars Electronica 2010 has already reached 68, 885. Last Saturday alone, 21,203 visitors came to the open house at Tabakfabrik. Festivalgoers have attended more than 307 events featuring 570 artists and speakers from 26 countries.

### 307 Events amidst 80,000 m<sup>2</sup>

The 2010 Festival program is more extensive than ever before. And it's being staged in Linz's Tabakfabrik, the largest and most spacious venue in Ars Electronica's history. 105 Infotrainers are stationed throughout the former tobacco processing plant's grounds to provide visitors with on-the-spot info about the exhibits as well as the rich history of these premises. A staff of about 1,100 persons makes this the largest Ars Electronica Festival since its inception in 1979. A truly impressive job has been done by 30 technicians putting in 3,000 hours of work laying 5 kilometers of electrical cable and 4 kilometers of network cable, and installing 180 computer systems and monitors, 50 projectors, 25 flat screens and 25 WLAN routers providing internet access throughout the festival grounds. Just in the last few days, 1.1 terabyte of data has moved through these channels at a speed of 200 mbps.

### The Highlight: Tabakfabrik

In addition to the extraordinary lineup of exhibitions, concerts, performances and nightlines, the top attraction this year among locals and international guests alike has been the Tabakfabrik itself. Even many Linzers who are familiar with the plant from the outside were surprised by the enormous amount of space within the complex. This is the first time that the premises have been opened to the general public. "We're especially pleased by the tremendous interest being shown by the people of Linz," said Ars Electronica Artistic Director Gerfried Stocker, "because it means they're closely following what's happening in and with the Tabakfabrik. In this sense, we've taken a very successful first step in the direction of sustainable redevelopment and new use of these buildings and grounds."

### Round-table Discussion of the Tabakfabrik's Future

The first public discussion of the future of the Tabakfabrik took place yesterday, Tuesday, September 7, 2010 at 5:45 PM. Panelists included Johann Mayr (city councilman and chairman of the board of the Tabakfabrik Development Corp.), Erich Watzl (deputy mayor and commissioner of cultural affairs), Gerhard Haderer (artist), Robert Bauer (author of the officially commissioned study), Frithjof Bergmann (philosopher and one of the world's leading thinkers about New Work) and Gerfried Stocker

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(artistic director of Ars Electronica). Regina Patsch, a cultural journalist on the staff of the ORF – Austrian Broadcasting Company’s Upper Austria Regional Studio, served as moderator. Admission was free of charge.

### You Still Have until September 11, 2010 to Tour the Tabakfabrik

The Tabakfabrik will remain open until Saturday, September 11, 2010 (September 8-9: 4-10 PM; September 10: 4-8 PM; September 11: 10 AM-6 PM. Exhibits include the *CyberArts Show* (Magazine Ground Floor and 2<sup>nd</sup> Upper Level), the *Japan Media Arts Festival ROBOT-ISM* (Building 2, 3<sup>rd</sup> Upper Level), *Playful Interface Cultures* by Linz Art University (Building 1, 1<sup>st</sup> Upper Level) and *Requiem for Dying Species* (Magazine 4<sup>th</sup>, 5<sup>th</sup> and 6<sup>th</sup> Upper Levels). The Repair Lounge in the west wing along Gruberstraße will also remain open. On the evening of September 10, 2010, the Linzer hotspots food & beverage establishments cordially invite you to *Elektronikka Vol.2* in the Lösehalle. And Ars Electronica 2010 winds up on Saturday, September 11 at 2 PM in the Tabakfabrik’s high-bay warehouse (*Hochregallager*) with a *REPAIR Auction*—this is your big chance to acquire one of the pieces of cardboard furniture custom designed and manufactured for the 2010 Ars Electronica Festival.

### Ars Electronica 2010 – Facts & Figures

|   |   |
|---|---|
| 307 events  |   |
| 68,885 visitors<br>(as of September 6, 2010)          |   |
| 570 artists & speakers<br>from 25 countries           | Australia, Austria, Belgium, Brazil, Canada, China, Denmark, Estonia, Finland, France, Germany, Great Britain, Iceland, Israel, Italy, Japan, Lithuania, New Zealand, Russia, Slovenia, Spain, Sweden, Switzerland, Turkey, USA   |
| 571 media outlet representatives<br>from 32 countries | Australia (2), Austria (289), Belgium (1), Canada (3), Chile (1), Croatia (2), Czech Republic (15), Denmark (7), Estonia (2), Finland (1), France (12), Germany (83), Great Britain (5), Greece (2), Hungary (7), Ireland (1), Israel (1), Italy (23), Japan (13), Lithuania (2), Netherlands (3), Peru (1), Poland (20), Portugal (1), Serbia (1), Slovakia (20), Slovenia (26), Spain (9), Sweden (2), Switzerland (7), Turkey (2), USA (7) |

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