

The Long Night of Museums 2010 ... in the Ars Electronica Center

(Linz, September 29, 2010) The ORF – Austrian Broadcasting Company cordially invites you to attend the 11th annual Long Night of Museums on Saturday, October 2, 2010. From 6 PM to 1 AM, a single ticket (regular: €13, discount: €11, kids 12 and under free) provides access to all Austrian museums. A record 650 artistic and cultural facilities are participating in this year's Long Night of Museums, including, as ever, the Ars Electronica Center, where fascinating quickie tours through the exhibits and spectacular Deep Space Specials await visitors.

16-7 PM / Deep Space Special: Making the Visible Visible

The Ars Electronica Center and Edition Lammerhuber staged the "Making the Visible Visible" series as a celebration of the "art of seduction." Walk-through worlds of imagery established a link connecting the urban architectural grace and charm of the City of Paris with the "world's largest bordello," the Musée du Louvre, consummated the metamorphoses of an imperial palace, became the vagina and breasts of the "mother of all arts." A "Best of 'Making the Visible Visible'" is an impressive photographic journey through the world's great museums. This Deep Space Special will be moderated by renowned photographer Lois Lammerhuber. Since 1984, he has worked closely with the magazine GEO, a collaboration that has exerted a massive influence on his approach to photography. The results include 2,000 pieces of reportage and numerous front covers. Among Lois Lammerhuber's many awards are three Graphis Photo Awards for the year's best reportage. He has also authored many radio programs in Germany and Austria over the years. In 1996, he founded his own publishing company, Verlag Edition Lammerhuber, and his books have been singled out for recognition with many commendations. Lois Lammerhuber is a member of the Art Directors Club in New York.

9-10 PM / Deep Space Special: Nostalgia in 3-D

Charles Wheatstone, an English scientist and inventor, constructed the first stereoscope in 1838. Over the following decades, a series of new and improved apparatuses came out to enable users to enjoy stereoscopic vision. These devices became increasingly popular among people hungry to get a "realistic" picture of the world. Stereo images in business card format were marketed in enormous quantities, and virtually every turn-of-the-century household had a so-called American stereoscope (invented by Oliver Wendell Holmes). The stereoscopic images collected in the Prints & Photographs Online Catalog provide insights into everyday life around 1900. "Nostalgia in 3-D" will be moderated by two Ars Electronica staffers, Susi Windischbauer and Christoph Kremer.

7-8:30 and 10-11:30 PM / Theme Tour: Architecture Media Façade

The new Ars Electronica Center is a prominent highlight in the heart of the Linz cityscape. None of the building exterior's edges are parallel, everything seems skewed; the structures lines move apart and together simultaneously. This architectural journey of discovery will offer unique and surprising encounters with a high-profile edifice, and an extraordinary opportunity to take the measure of the design, function and potential of the ultra-modern, low-energy media façade positioned between the building's outer wall and exterior glass shell. The exhibit areas will be showcasing visionary exhibition concepts & designs.

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