

April 15 to October 2, 2011

Ars Electronica at the 2011 Province Garden Show

(Linz, April 15, 2011) This year's Garden Show of the Province of Upper Austria is being held from April 15 to October 2 in Ansfelden. One of the featured exhibitors is the Ars Electronica Center Linz, which is offering visitors the opportunity to get a close-up look at the cell structure of plants. Reflected light & transmitted light microscopes makes it possible to study blossoms, leaves, stems and roots. Plus, gardening enthusiasts will learn all sorts of thoroughly amazing things about the world of flora—for instance, that the apple genome was not decoded until 2010. It turns out that it all started with the Asiatic Wild Apple, from which random hybrids and natural selection ultimately produced the approximately 20,000 apple varieties known today.

Holders of a Garden Show ticket are entitled to discounted admission to the AEC – and vice-versa!

Anyone who would like to learn more about cells, biotechnology and genetic engineering should definitely make their next stop the Ars Electronica Center's BioLab. To sweeten the deal, holders of a ticket to the 2011 Province Garden Show are admitted to the Ars Electronica Center for only €5 instead of the regular €7 price!

OÖ Landesgartenschau: <http://www.ansfelden2011.at/>

Ars Electronica Center: <http://new.aec.at/center/about/>

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