

### Resoundingly successful premiere

## LINZ CHANGES Exhibition Tent has already drawn 47,560 visitors

(Linz, May 4, 2011) The halfway point of this year's Urfahr Spring Fair is a good opportunity for a preliminary assessment of the new LINZ CHANGES exhibition tent. But it's already time to bring out the superlatives: this Linz showcase has proven to be a big draw, with attendance already at 47,560! And the individual installations developed by the Ars Electronica Futurelab—for instance, the 16-meter-long, ultra-high-definition panoramic view of the city, the juxtaposed pairs of historical and corresponding contemporary images, the OMV Linz Marathon in 3D and the "Shadowgram" display of Linzers' silhouettes and accompanying statements—are a big hit with visitors. "We are very pleased that our production at the Urfahr Fair has been so well received," said Diethard Schwarzmaier, CEO of Ars Electronica Linz GmbH. "Naturally, we were convinced that this is an exhibition of outstanding quality before we released it, but you can never tell how audiences are going to respond, and particularly since the Urfahr Fair was a completely new challenge for us!"

### LINZ CHANGES is running until May 8, 2011 at the Urfahr Spring Fair

LINZ CHANGES shines a very innovative spotlight on the Province of Upper Austria's capital. Nine interactive installations arrayed on 700 m<sup>2</sup> of exhibition space show what makes the quality of life in Linz so good, what this city offers its inhabitants, and what it has in store for guests. LINZ CHANGES is running until May 8, 2011. Admission is free of charge.

### A Joint Project of the City of Linz Municipal Enterprises

LINZ CHANGES is being produced jointly by the City of Linz and its municipal services & enterprises: local government agencies, the utilities, the general hospital, the senior center, the concert hall, Ars Electronica, the real estate development corporation, the information & communications technology provider, the Tobacco Processing Plant development corporation, the security patrol, the municipal housing authority, the Design Center management company, the local light railway and the airport. The exhibition's interactive installations were created by the Ars Electronica Futurelab; the exhibition architecture is the work of ANY:TIME, a Linz firm; Messemanagement Linz GmbH set up the exhibition tent.

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LINZ CHANGES exhibition: <http://new.aec.at/futurelab/en/referenzen/kategorie/information-design/ausstellungszelt-linz-verandert/>

With queries, please contact

Christopher Ruckerbauer  
Tel: +43.732.7272-38  
[christopher.ruckerbauer@aec.at](mailto:christopher.ruckerbauer@aec.at)  
[www.aec.at/press](http://www.aec.at/press)