

Debut at the Urfahr Spring Fair

71,524 Enjoyed the LINZ CHANGES Experience

(Linz, May 9, 2011) Work commenced in early 2010 on the LINZ CHANGES exhibition, which premiered at the Urfahr Spring Fair April 30-May 8, 2011. The bottom line surpassed all projections: a total of 71,524 guests viewed exhibits that take an entertaining and informative approach to spotlighting the city government and its municipal agencies and enterprises. Nine interactive installations focused on fascinating aspects of the past, present and future of the Province of Upper Austria's capital. Young and old alike joined the pack at a virtual Linz Marathon, studied jumbo-format gigapixel panoramas of the city, found their home on a 150-m², walk-through aerial view of Linz, and augmented their silhouette with a speech balloon containing their own personal statement.

Upgrading the Urfahr Fair

"The exhibition truly is a big hit," said Mayor Franz Dobusch, who sees this project as a first step in the process of enhancing the Urfahr Fair. "I'm extremely pleased that it's been so successful in showcasing the great quality of life in this city and the outstanding services municipal agencies and enterprises provide, and presenting them in a way that really appeals to the people of Linz." Deputy Mayor Erich Watzl also expressed his satisfaction: "I'd like to take this opportunity to thank the Ars Electronica Futurelab's staff, who put in about 8,000 hours of work to develop this terrific exhibition. Of course, we hoped that the results of these efforts would get a positive reception, but this is way beyond our expectations."

LINZ CHANGES: To Be Continued...

LINZ CHANGES will be reprised later this year at the Urfahr Autumn Fair October 1-9, 2011. For the occasion, the exhibition curators will be coming up with more highly innovative content—after all, just like the title says, this city is an inexhaustible source of new developments, facets and highlights.

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.

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

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