

500,000 Visitors to the New Ars Electronica Center

(Linz, October 14, 2011) The 500,000th visitor to the new Ars Electronica Center got a gala reception yesterday from Linz Mayor Franz Dobusch and Deputy Mayor Erich Watzl together with Ars Electronica Linz GmbH CEOs Diethard Schwarzmaier and Gerfried Stocker. Anita Stöttner, a native of nearby Hellmonsödt who's currently attending a training course at BBRZ in Linz, couldn't believe her eyes when a welcome committee headed by the city's two top officials greeted her at the start of her first visit to the recently expanded Museum of the Future. AEC Director Christoph Kremer then presented the lucky lady with a lovely bouquet and gift package containing a one-year pass to the Ars Electronica Center, a gift certificate good at Restaurant Cubus, a Festival T-shirt and lots more.

The Culture Hotspot in Linz

Once the new Ars Electronica Center opened on January 1, 2009 at the start of Linz's stint as European Capital of Culture, it quickly established itself as the Province of Upper Austria's most popular museum and as Linz's cultural hotspot par excellence. A venue for everything from kids' birthday parties to outings by seniors, hosting travelling exhibitions and displaying regularly rotating exhibits, the place to go for fascinating events including scientific conferences, product launches and catered affairs—the Ars Electronica Center provides an extraordinary spectrum of offerings to all sorts of audiences. Here, culture and education are always entertaining, interesting and fun at the same time.

Attendance Up by 10%

The combination of high-profile architecture, attractive exhibitions, a lineup of special events and a wide array of target-group-specific guided tours has been very well received by audiences according to CEOs Diethard Schwarzmaier and Gerfried Stocker. And the attendance trend is up. "Last year's mark was 141,648, which we will definitely top in 2011. Right now, we're expecting a 10% increase over the comparable period a year ago."

Popular Event Location

The Ars Electronica Center isn't only a museum that draws big crowds; it's also an event location that's booked up almost the entire year. The reason why is its ideal combination of appealing architecture, state-of-the-art technical infrastructure, a highly professional event management staff and Restaurant Cubus located right on the premises. The list of top corporate clients that have made the AEC the location of their event includes voestalpine, ORANGE, LIWEST, LINZ AG, Red Bull, Westbahn and Fronius.

Ars Electronica Center: <http://www.aec.at/news/en/>

Restaurant Cubus: <http://www.cubus.at/>

With queries, please contact

Christopher Ruckerbauer
Tel: +43.732.7272-38
christopher.ruckerbauer@aec.at
www.aec.at/press