

October 1-9, 2011 / Urfahr Autumn Fair:

LINZ CHANGES Exhibition Tent

A Project of Unternehmensgruppe Stadt Linz

(Linz, September 28, 2011) Following its very successful premiere at the Urfahr Spring Fair, the LINZ CHANGES exhibition produced by the City of Linz and its municipal services & enterprises is being reprised at the Autumn Fair running October 1-9, 2011. The show spotlights the city's development and shows what makes Linz such a wonderful place to live. The 700-m² exhibition space features a giant walk-through floor map and 10 interactive installations conceived and implemented by the Ars Electronica Futurelab. The content deals with all different aspects of social life and social welfare. Admission is free of charge.

What Makes the Quality of Life in Linz So Great

What does this city offer its inhabitants? What does it have in store for guests? And what and who are indispensable to keeping Linz running on a daily basis and to making certain developments remain on a successful course? LINZ CHANGES addresses these questions and looks behind the scenes at what makes the city tick. Interactive installations constitute a Linz parcours that offers lots of fascinating facts about what goes into this city and what comes out. The focal-point themes are social life, culture, residential living, leisure, health, sports, nature, infrastructure, the future and international relations.

A Joint Project of the City of Linz Municipal Enterprises

The LINZ CHANGES exhibition 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 - A Prototype Space for Experiences

The setting of this presentation of Linz is a 20x37-meter pavilion, a striking venue designed by ANY:TIME. On the exterior, a 6½-meter-tall cube is completely surrounded by a strip of artificial turf, a green band meant to symbolize the successful environmental protection measures that have so tremendously enhanced the quality of life in Linz. On both sides of the entrance, this façade seems to have been rolled away to open up a view of the mirrored metal interior. This material transition from green artificial turf to polished metal alludes to the numerous layers on which the so-called "Linz System" is based. Plus, it reflects each individual visitor, who thus becomes a part of the whole.

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Linz from Above

As soon as visitors step inside, they get a one-of-a-kind look at Linz—a high-definition, 150-m² print spread out across the floor showing the entire city from a bird's-eye view. One is immediately struck by the tremendous area covered by green acres and forest, the lush strip of parkland extending along the riverbank, and the Danube itself. Then there are the stately historic structures nestled together in the Old City, the spacious boulevards and narrow lanes branching off from the Main Square and radiating out into modern residential neighborhoods.

We Are Linz

"We Are Linz" was inspired by a beloved children's book. A picture is taken of every visitor inside an illuminated photography cube. Then a computer divides each image into three horizontal segments—head, trunk and legs—and displays them on a projection screen. But here, they're randomly combined with segments from other installation visitors to create a seemingly infinite series of variations.

Views

This installation takes visitors on a fascinating excursion into Linz's past. Postcards featuring pictures of Linz in bygone days are arrayed on an interactive table that also displays the contemporary view corresponding to each historical image. Old and new perspectives create interesting contrasts and bring out the city's tremendously dynamic development. Some older guests will recall the Linz of their childhood; the city's younger residents will be able to discover elements of the cityscape that seem familiar and strange at the same time.

Linz and the World

Linz is Austria's third largest city and the center of this country's most robust regional economy. But Linz is also integrated into a tightly woven and highly diverse network of international relationships. Here, visitors can see, for example, some of the many celebrities who have visited Linz over the years, how many tourists come to Linz, where Linz's most important business partners are located, and the many countries that are home to the artists who submit their work for prize consideration to the annual Prix Ars Electronica.

Panorama

An extremely high-definition panorama wall measuring about 16 meters in length invites visitors to embark on a most extraordinary tour of Linz. This trip around town literally takes in the entire area within the city limits. At every destination you choose, you can zoom right in and examine the minutest details.

Vital Signs

Linz is the nerve center of Upper Austria's medical infrastructure. First and foremost is Linz General Hospital with its state-of-the-art technology in such departments as radiology and

nuclear medicine, and a highly advanced diagnostics laboratory. This installation lets visitors take a fascinating look at everyday life in a major metropolitan hospital. In doing so, it embeds a medical-technological interface into an artistic-experimental context: a visitor's pulse is measured and, via a special interface, linked to statistical data from the daily operations of Linz GH.

Marathon 3D

Within a span of only 10 years, the OMV Linz Donau Marathon has established itself as one of Europe's premier long-distance races. This installation consisting of a treadmill and a stereo projection invites visitors to give it a quick try. Various performance indicators give them an idea of how they stack up.

Worlds of Wellness and Relaxation

Swimming pools and lakes are among Linz's most popular recreational attractions, and this installation makes visitors cognizant of that in a most poetic way. Here, a water-filled basin serves as a projection surface by means of which aesthetic photographs and atmospheric images of Linz's pools & swimming complexes are reflected onto a white wall. Whenever an installation visitor immerses his/her hand in the water and causes gentle ripples to flow, wonderful structures are propagated through the worlds of imagery.

SimLinz

SimLinz is an interactive data pool that interlinks historical and contemporary city maps, statistics and photos. The result is a graphic depiction of the city's utilities & transportation networks—electrical conduits, district heating pipes, public transit lines and much more.

Futuristic Linz - Shadowgram

There is probably no other city in Austria where a focus on the future exerts a more powerful influence on political and cultural life than in Linz. "Shadowgram" spotlights Linzers' plans, hopes and aspirations for the future. First of all, each visitor poses behind a wall of light and is photographed—the result is a shadow image showing a human silhouette. This shot is then printed out as a miniature sticker that is applied to a map of Linz. There, it is augmented by a speech balloon in which the individual depicted can make a statement expressing what's on his/her mind.

Linz.Living.Together

About 10,000 men and women work for the City of Linz's municipal services & enterprises to insure the high quality of life here. Some of these employees weren't born in Austria. The video installation of the IMPORT/EXPORT project (www.importundexport.at) features portraits of 45 of them.

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

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