

The Year in Review

Ars Electronica Looks Back on a Very Successful Year in 2011

(Linz, December 9, 2011) 178,000 museum visitors, 83,976 festival guests, 3,611 Prix submissions from 74 countries, the very successful launch of the new CREATE YOUR WORLD festival for young people and the start of a three-year collaboration with CERN, a 33% increase in project assignments on the books of the Ars Electronica Futurelab, excellent attendance at exhibitions in Venice and Berlin, and a high-profile show about to open in Osaka—Ars Electronica's achievements in 2011 are a source of great pride. And the financial bottom line was positive as well, with total revenues rising by 13.7% from €11.1 million to €12.6 million. The facility's own funds will thus contribute an estimated 17.4% of its operating costs in this calendar year.

This gives rise to an optimistic outlook for 2012. Despite significant cuts in subsidies provided by the City of Linz, the proprietor of Ars Electronica Linz GmbH, the aim is to maintain the current level of operations of the Center, Festival and Prix, the three Ars Electronica divisions that provide public benefits and thus receive public funding. The Futurelab and AE Solutions, business units oriented on covering their own operating costs or running at a profit, can be expected to generate increased revenues in the coming year.

178,000 Visitors to the Center Represents a 10% Increase

The Ars Electronica Center's 2011 attendance numbers look good. The Museum of the Future and events at the AEC attracted an estimated 178,000 visitors, a 10% increase over the prior year. Target groups that showed significant growth were families, seniors and school classes. The new, expanded facility that reopened in January 2009 has thus far attracted more than half a million guests. In Year 2 following Linz's stint as European Capital of Culture in 2009, the AEC solidly established itself as the region's most popular cultural venue. Among this year's top draws were new exhibits such as RoboLab, What Machines Dream Of, and Origin – Investigating the Big Bang, and the highly successful weekly Deep Space LIVE series. Another major factor behind attendance growth has been targeted marketing activities in Upper Austria and other provinces, Bavaria and the Czech Republic.

The Ars Electronica Center's event service has also been showing improved results: A total of 209 events with 25,000 attendees are generating projected gross revenues of approximately €161,000, an increase of 13.5% over 2010. This year's list of corporate clients includes Iventa, voestalpine, Fronius, Red Bull, Bank Austria, A1, Orange, WKOÖ and Nextira One.

83,976 Festivalgoers

Attendance at this year's Ars Electronica Festival was 83,976, a figure topped only by the 2010 event held at the Tabakfabrik. The biggest attractions were the symposia featuring top international experts, striking exhibitions and the new festival-within-a-festival oriented on

With queries, please contact

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

families in Linz and Upper Austria. Sam Auinger's extraordinary sound performance in St. Mary's Cathedral was a big draw. The lineup included 300 workshops and open labs, guided tours, interactive installations, films, speeches, presentations and discussions, concerts, performances and interventions conceived, organized and implemented by 837 producers/activists. 480 media outlet representatives from 30 countries reported from this year's Ars Electronica.

u19 - CERATE YOUR WORLD – Workshops, Award, Festival

Held for the first time this year, Ars Electronica's new festival for kids and young people was a hit right from the start. And u19 – CREATE YOUR WORLD is here to stay—as a regular feature at each year's festival, as a category in its own right in conjunction with the Prix Ars Electronica, and as a series of workshops staged throughout the year at the Ars Electronica Center.

3,611 Submissions to the Prix

3,611 projects from 74 countries were submitted for prize consideration to the 2011 Prix Ars Electronica. This year's Golden Nicas went to artists from Italy, Norway, France, Chile, New Zealand, Russia and Austria; [the next idea] voestalpine Art and Technology Grant was awarded to a project from The Netherlands. In 2011-12, in addition to the seven current Prix categories, Ars Electronica and CERN will jointly stage a competition for a residency at CERN and the Ars Electronica Futurelab.

122,503 Attended LINZ CHANGES at the Urfahr Fair

Nine interactive installations created by the Ars Electronica Futurelab, a 150-m² graphic on the floor featuring a high-definition aerial image of Linz, and all of it packed into an innovative structure designed by Linz architects any:time—LINZ CHANGES, an exhibition presented under the aegis of the City of Linz's municipal services and enterprises, showcases the manifold facets of life in Linz, and received rave reviews from visitors to the Urfahr Spring and Fall Fairs. Attendance—122,503 visitors in only 18 days on display—exceeded all estimates.

Ars Electronica EXPORT Paid Calls on Mumbai, Venice, Berlin and Osaka

The wide-ranging activities of the Festival, Prix, Museum and Futurelab provide inspiration and a concrete point of departure for Ars Electronica EXPORT. Since 2004, this division has been working together with partner institutions throughout the world producing exhibitions, workshops and presentations, nurturing existing relationships and making new contacts.

This year, Ars Electronica EXPORT made a guest appearance at the 14th Techfest in Mumbai, India. This exhibition, which featured works by Christa Sommerer & Laurent Mignonneau and the Ars Electronica Futurelab, was supported by the Austrian Cultural Forum in New Delhi.

With queries, please contact

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

CREATE YOUR WOLRD was the title of a show that ran from February 26 to March 8, 2011 at the Biennale di Venezia's 2nd Kids' Carnival. The works and animated films on display were by up-and-coming young media artists and Ars Electronica Futurelab staffers. A total of 24,500 visitors attended the 2nd Kids' Carnival.

Following up on the success of "Poetry of Motion" in the summer of 2010, Ars Electronica this year presented "What Machines Dream Of" at Volkswagen AG's Automobil Forum Unter den Linden in Berlin. 48,216 visitors encountered 14 works by internationally renowned artists and Ars Electronica Futurelab staff members.

Ars Electronica EXPORT staged works of media art in a quintessentially public space: Vienna International Airport. The specific sites were departure gates, lounges and security areas. The projects included "Reface" by Golan Levin & Zachary Lieberman, and "Innocence" and "Shadowgram" by the Ars Electronica Futurelab.

Coming up next week is the premiere of the "Poetry of Motion" exhibition that will run December 10-18, 2011 at the Breeze Breeze Shopping Mall in Osaka. The project was initiated by the Kansai Telecasting Corporation and supported by the Austrian Cultural Forum in Tokyo.

Ars Electronica Futurelab's Revenues Rose by 33%

The Ars Electronica Futurelab's 2011 project revenues are estimated at €1.6 million, a 33% increase over the prior year's €1.2 million. Among the most important assignments were the LINZ CHANGES exhibition tent for the City of Linz, "Non Disclosure," an interactive installation for a large company in Tyrol, as well as an exhibition about the society-changing visions of SAP, the software producer that's celebrating its 40th anniversary in 2012. Additional projects were:

The Haydn Festival opened on September 8th with a performance of Antonin Dvořák's Symphony No. 9 in E minor "From the New World" featuring a visualization by the Futurelab.

In cooperation with Tanztheater Helix, the Futurelab developed a 3D spatial concept for a play entitled "The King's Last Move."

The Futurelab and Klaus Obermaier are working together on (St)Age of Participation, a research project investigating innovative forms of audience participation for stage-based media art.

The members of the Smart City Linz group—the Futurelab, the City of Linz, Linz Strom GmbH, Austrian Institute of Technology, Austrian Energy Agency and Johannes Kepler University—are looking into ways of dramatically lowering energy usage and CO₂ emissions in Linz and simultaneously raising the quality of life in the city.

With queries, please contact

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

At the focal point of the BackMeUp project is the digital data deposited online in a so-called “cloud” by millions of users. Under the aegis of the FFG–Austrian Research Promotion Agency, BackMeUp is an interdisciplinary network of three firms and five scientific associates including the Ars Electronica Futurelab.

Total Revenues Rose by 13.7%

In 2011, Ars Electronica Linz GmbH will report improved results for the third year in a row. Total revenues rose by 13.7% to €12.6 million (2010: €11.1 million) and thus beat projections by 1.2%. Owner’s equity on the corporation’s balance sheet as of December 31, 2011 is currently projected at €1.2 million. The own funds ratio (based on URG) is projected at 17.4%.

In the coming year, Ars Electronica Linz GmbH will receive significantly less funding from the corporation’s proprietor, the City of Linz. Management plans to compensate for this by implementing cost-cutting measures, using existing resources more efficiently, through increased revenues generated by the Futurelab and AE Solutions, as well as through the distribution of retained earnings. In expectation of improved economic conditions in 2013, operations will be maintained at the current level throughout the coming year. In conjunction with the ongoing expansion of operations, workforce size increased by 14% in 2011, and will rise by another 4% in the coming year.

2012: A Sneak Preview

Futurelab: Excellent Prospects in 2012

The Ars Electronica Futurelab’s order book for 2012 is already filling up nicely. We are currently projecting a revenue increase of over 30%, and thus a repeat performance of 2011’s outstanding growth! The most important upcoming projects are:

ZeitRaum (TimeSpace) is the Futurelab’s impressive art-in-architecture project at Vienna International Airport’s new Skylink facility. The theme of the interactive installation is simultaneity and the juxtaposition of multiple time zones as well as different cultures and languages. It entails 283 displays and 87 tracking cameras set up throughout the new terminal and at the gates. Skylink is set to open on June 3, 2012.

In cooperation with Klaus Obermaier and Brucknerhaus Linz, another performance of the very successful production of Igor Stravinsky’s “The Rite of Spring” is being readied for St. Pölten, Lower Austria. Additional performances abroad are currently in the planning stage.

With queries, please contact

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

Following six months of intensive research and creative work commissioned by MED-EL, market leader in the field of cochlear implants, the Futurelab's exhibition on sound & hearing will debut in autumn 2012.

In conjunction with its MUDRA3D project, the Futurelab is working together with Fischer Film Company to produce an integrated hardware-software system that makes it possible to capture sign language three-dimensionally.

Together with Hakuhodo Inc., Japan's second largest ad agency, the Ars Electronica Futurelab's Research & Innovation Group is conducting research on future forms of advertising. Among the issues under examination are the social role of commercials and responsibility in advertising.

The Futurelab's Research & Innovation Group is also planning to conduct collaborative research with Toshiba Design Center. Here, the focus will be on innovative design.

AE Solutions Revenue Target: €500,000

Ars Electronica Linz GmbH launched a new division in November. AE Solutions is designed to promulgate Futurelab prototypes, more effectively exploit these ideas, and nurture them into serial production. Its key sectors are information visualization, point of sale (POS) applications and event visualizations. Following its successful market debut, a revenue target of €500,000 has been established for 2012. The offices of AE Solutions' staff of five are in Tabakfabrik Linz.

u19 - CREATE YOUR WORLD: Award, Festival and Center

u19 - CREATE YOUR WORLD will be staged in conjunction with the Ars Electronica Festival once again this year. The Prix Ars Electronica jury will convene in mid-April to select the most outstanding works and concepts in the new u19 - CREATE YOUR WORLD category. The prizewinners will, as ever, be showcased at the Festival in September.

Ars Electronica EXPORT: Venice, Berlin, Paris, Mexico, Sao Paulo, ...

In January 2012 at the Fundación Zaragoza Ciudad del Conocimiento (Zaragoza City of Knowledge Foundation), we will begin developing a workshop designed to come up with creative ideas for their planned CAT - Center for Art and Technology. This workshop is a key part of the preparations for a major exhibition to be presented after CAT opens in 2013.

In February 2012, Ars Electronica will tentatively be contributing an exhibition to the Kids' Carnival at the Venice Biennale.

We are working together with Brazil's ISM-Instituto Sergio Motta to hold a joint seminar on digital archiving in Sao Paulo in May 2012.

With queries, please contact

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

Ars Electronica EXPORT and Volkswagen AG will stage their third joint production this year. The exhibition at Automobilforum Unter den Linden in Berlin will open on June 28, 2012 and run until the end of August.

In another Berlin-based project, the Ars Electronica Futurelab will provide artworks for a NOKIA office building.

Intensified promotion of the Ars Electronica Animation Festival will bear fruit in 2012. Presentations at the Athens International Film Festival, at the Animafest Film Festival Zagreb, in the Austrian Cultural Forum facilities in Teheran and Mexico City, at the Austrian Embassy in Brasilia and at the Screening Marathon Ars Electronica Animation Festival in Le Cube, Paris are currently under discussion.

LINZ CHANGES

The City of Linz has commissioned the Futurelab to continue producing the LINZ CHANGES exhibition over the next four years and to develop innovative content and highlights for this very popular presentation that will be featured at all spring and autumn fairs in Urfahr.

The 2012 Festival

The next Ars Electronica Festival will take place August 30-September 3, 2012. The theme will be announced in late April or early May 2012.

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

With queries, please contact

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