

Ars Electronica at Linz's Leisure Travel Trade Show

Friday to Sunday, January 25-27, 2013 / Design Center Linz

(Linz, January 23, 2013) Ars Electronica will have a high-profile presence at this year's Ferien Messe Linz, the big travel industry trade show at the Design Center Friday to Sunday, January 25-27, 2013. The Shadowgram interactive installation by AE Solutions is sure to wow the crowd just like it did in Venice and Tokyo!

Shadowgram

Shadowgram is an innovative spin-off of so-called social brainstorming. It gets interesting things started by photographing a participant standing before an illuminated wall. The result is a striking silhouette that can be printed out as a sticker, which the participant then brings to life with a speech balloon (that can contain remarks and personal opinions about any particular subject) and attaches to a map. Grouped into predefined thematic clusters, the silhouettes and accompanying speech balloons speak loud and clear—at this trade show, for example, in the form of travel recommendations and thoughts about favorite destinations. Shadowgram thus brings out prevailing opinions, agreement as well as critique. The installation has already been a big hit in Tokyo, Venice, Vienna International Airport and Linz.

AE Solutions: <http://www.aec.at/solutions/en/>

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