

Sixth Appearance at the Urfahr Fair

## LINZ CHANGES Is a Big Hit with Fair Visitors

(Linz, October 5, 2013) Making its sixth appearance at the Urfahr Fair, the LINZ CHANGES exhibition tent featuring slick new installations inside is getting rave reviews from visitors. This time around, the theme is Energy & Quality of Life. It's a terrific opportunity to enjoy a creative, entertaining approach to the City of Linz and all it has to offer. One audience favorite has been the Finger Marathon in which fairgoers can let their fingers do the running along a portion of the Linz Marathon course displayed on a tablet. Other popular attractions are the 16-meter-long panorama wall showcasing ultra-high-definition shots of Linz neighborhoods, and the 150-square-meter floor print showing an aerial view of Linz. Our youngest visitors get a real kick out of the solar beetle workshop, where they can use the head of a toothbrush, a tiny solar module and arts-and-crafts material to build a little bug with lots of get-up-and-go.

Visual impressions of what's been happening in the LINZ CHANGES tent are online at the [Ars Electronica Blog](#).

### Energy & Quality of Life is the Theme of LINZ CHANGES

The sixth LINZ CHANGES exhibition featuring a very relevant theme and brand new installations will run from September 28 to October 6 at the Urfahr Autumn Fair. This time around, the focus is on Energy & Quality of Life. Interactive installations conceived and developed by the Ars Electronica Futurelab highlight current efforts to make Linz more energy efficient and to assure a high quality of life here. In this spirit, exhibition visitors can get good tips on how to save energy, and find out whether their rooftop is a suitable location for solar panels. And to prove that energy conservation can also be lots of fun, we've designed an energy workshop in which creative types can turn toothbrushes, tiny solar modules and arts-and-crafts material into peppy solar-powered beetles that are ready to compete in races with virtually no ecological footprint.

### LINZ CHANGES: Next Appearance in Spring

The LINZ CHANGES tent will be back in action with a new focal-point theme at the Urfahr Spring Fair set for April 26 to May 4, 2014. But the mission remains the same: showcasing fascinating facets of life in the City of Linz and the outstanding municipal services people here enjoy.

### 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

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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.

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LINZ CHANGES exhibition tent:

<http://www.aec.at/futurelab/en/referenzen/kategorie/interactive-exhibition/ausstellungszelt-linz-verandert-2012-2/>

Ars Electronica Futurelab: <http://www.aec.at/futurelab/en/>

Linz.Gemeinsam.Leben (in German): [http://www.linz.at/politik\\_verwaltung/gemeinsamleben.asp](http://www.linz.at/politik_verwaltung/gemeinsamleben.asp)

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