

Ars Electronica Solutions designed the Göss Brewing Museum's new exhibition

The Gösseum is an interactive journey back in time

(Linz/Göss, April 24, 2014) The success story of the Gösser Brewery founded in 1860 by Max Kober is the centerpiece of a new interactive installation at the Göss Brewing Museum, which has officially been renamed Gösseum to mark the premiere of this extraordinary visitor experience. The guided tour through the history of Gösser starts with a hands-on installation that lets visitors immerse themselves in the art of brewing beer down through the ages. Even the gesture of welcome extended at the museum's entrance is interactive, prompting visitors to respond with swipe hand motions that are registered by laser tracking and gradually bring forth an image that reveals the original use of these historic premises. Entertaining object mappings projected onto the exhibits on display enhance tour group participants' insights into how beer used to be brewed. Visitors navigate via hand gestures to access a wide variety of information—texts, historical documents, photos, videos and animated sequences—about Austria's favorite brand of beer. An interactive quiz table offers a fun, user-friendly way to test your knowledge about brewing and beer.

Successful Collaboration of Gösser and Ars Electronica Solutions

The Gösseum's interactive exhibition was designed by Ars Electronica Solutions, which has been working together with Gösser since 2013. Michael Badics, director of Ars Electronica Solutions, described the assignment: "We started out last year by giving the brewing museum a rather unobtrusive facelift. Then, we moved on to the project's second phase: a complete makeover of the facility's Upper Level. I think the interactive installations we developed offer a playful approach to the subject of beer and the Gösser brand, staging an encounter that's entertaining and informative at the same time." Mario Scheckenberger, Gösser's group brand manager, had good things to say about working together with Ars Electronica: "When it comes to brewing our beer, we put great stock in tradition; nevertheless, we aim to keep up with the times too, and present our story in a way that visitors expect today from an innovative museum. Here, we offer experiences that have never before been available in this form, and we're delighted that Ars Electronica has supported us in making it happen."

Ars Electronica Solutions

Ars Electronica's newest division was established in 2012. Its mission is to effectively market inventions made throughout the organization and to develop custom-tailored solutions in the interactive segment. Diverse projects developed and implemented in recent years include many exhibitions and work in the fields of brandlands, urban development and event & show design. A driving conceptual force behind the creativity is Ars Electronica's wide-ranging international competence network. For Ars Electronica as an artistic institution, these

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market-oriented activities provide a key link in the processual chain that begins in the form of a creative vision, is perfected at the in-house R&D lab and the Festival, and culminates in the ability to deliver interactive installations customized to client specifications.

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

Gösser (in German): <http://www.goesser.at/>

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