

Ars Electronica collaborating with Schlossmuseum Linz

The Beauty Myth in Focus

(Linz, May 5, 2015) Today's opening of "The Beauty Myth" exhibition is a lovely occasion for Ars Electronica and Schlossmuseum to announce the start of long-term collaboration between the two Linz institutions. The relationship is being launched in conjunction with the premiere today of an interactive installation and an app that Ars Electronica developed for "The Beauty Myth."

Morphing Station / Ars Electronica Solutions

Ars Electronica Solutions' contribution to "The Beauty Myth" exhibition is a specially developed interactive "Morphing Station." The installation consists of a photo booth in which visitors can take a self-portrait that's then sent to a second station where it can be combined with images of other visitors. The results are so-called morphed beauties made up of the blended faces of multiple visitors. The picture files can then be attached and mailed.

FOCUS / Ars Electronica Futurelab

The second contribution to "The Beauty Myth" is an app developed by the Ars Electronica Futurelab. After taking photos of objects on display in the exhibition, users of the FOCUS application have a convenient way to upload them to the FOCUS website and share them. The point: each of these round pictures focuses attention on only a particular sector of the image. And there's an additional option available at the FOCUS Terminal on site: using the image to make a button. The museum shop has all you need packaged in a FOCUS Kit: a handout containing info about the exhibition and the app, instructions for making the button, and, of course, a blank button.

Ars Electronica Futurelab and Ars Electronica Solutions

Since 1996, the Ars Electronica Futurelab has been configuring the future at the nexus of art, technology and society. The aim of the lab's projects is to open up spaces that are conducive to thought and action, that engender new perspectives, and that make available unprecedented means of taking on the challenges of the present with a view towards the future.

The newest division of Ars Electronica Linz GmbH, Ars Electronica Solutions creates custom-tailored interactive products and services in leading-edge sectors: Brandlands & Exhibitions, Event & Show Design, Urban Media Development and Shop Experience.

Mythos Schönheit: <http://www.landesmuseum.at/schlossmuseum/event-details/eroeffnung-ausstellung-schoenheit-1/>

Schlossmuseum Linz: <http://www.landesmuseum.at/schlossmuseum/>

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

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

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