

Ars Electronica Solutions

## Ars Electronica Solutions at METEC 2015

(Linz / Düsseldorf, June 17, 2015) METEC, the world's foremost metallurgical trade fair, opened yesterday in Düsseldorf, and Ars Electronica Solutions is playing a key supporting role in the show alongside the industry's newest global player, Primetals Technologies. For this joint venture of VAI Siemens Metals Technologies and Mitsubishi-Hitachi Metals Machinery, Ars Electronica Solutions developed an 800-m<sup>2</sup> interactive booth that provides visitors with an enjoyable, efficient way to get informed about the products and services offered by Primetals Technologies.

### Interactive Experience

This tradeshow booth makes it possible to interactively experience newly-established Primetals Technologies' entire portfolio, and also spotlights the global interaction among the company's individual divisions. The booth architecture and furnishings developed by any:time are references to mining and metallurgy—the seating alludes to the topography of an open-pit mining region and the interactive Touch-Table resembles casually stacked cast steel slabs. This eye-catching experience also includes an artistic interpretation of the metallurgical process in the form of a sophisticated choreography of animation and rotating screens.

### Since Spring 2014

Ars Electronica Solutions developed an initial vision paper for VAI Siemens' METEC booth in spring 2014, and received the commission in late autumn. The project management package was then reconfigured for the trade fair appearance of Primetals Technologies, the joint venture that VAI Siemens and Mitsubishi-Hitachi Metals had set up in the meantime. The concept and corporate design were adapted to the new framework conditions and implemented beginning in December 2014.

### 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 market-oriented activities provide a key link in the processual chain that begins in the form

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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.

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METEC 2015: <http://www.metec-tradefair.com/>  
Primetals Technologies: <http://www.primetals.com/>  
any:time Architects: <http://www.any-time.net/>  
Ars Electronica Solutions: <http://www.aec.at/solutions/en/>

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