

Ars Electronica Solutions wins gold at AUSTRIACUS 2017

## Primetals Technologies' Interactive Trade Show Stand Honored with a Gold Medal

(Linz, November 27, 2017) Ars Electronica Solutions has taken the top prize in the AUSTRIACUS' POINT OF SALE/TRADE SHOW ARCHITECTURE category for its design of Primetals Technologies' interactive stand at METEC 2015. The jury praised Ars Electronica Solutions' design as "a best-practice example of what's happening in this field right now: the presentation stand morphing into a setting for an interactive experience." Moreover, this concept is said to have raised the state-of-the-art in trade show stand design to a new level. This nationwide competition among Austrian advertising and marketing communication agencies premiered in 2017.

### AUSTRIACUS 2017

AUSTRIACUS, the first nationwide competition honoring excellence in advertising, singled out 38 projects for recognition on November 22, 2017 at the Economic Chamber of Austria's headquarters in Vienna. The recipients were selected by a 15-member jury from among 248 submissions in 12 categories. The criteria were creativity, strategy, originality, concept and execution. The medals came in gold, silver and bronze. Kreativwirtschaft Austria (representing this country's creative economy) also sponsored an award in a special category, Innovative Advertising, for an outstanding campaign that makes possible crossover effects.

### Primetals Technologies' Stand at the METEC 2015 Trade Show

When it came time for Primetals Technologies to design its first major presence at METEC, the world's most important metal industry trade show in 2015, the global player brought in Ars Electronica Solutions. 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 stand that enables trade show visitors to playfully explore the spectrum of products and services offered by Primetals Technologies.

### 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.

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

Primetals Technologies: <https://www.primetals.com/>

Metec: <https://www.metec.de/>

Interviews, features, photo essays: <https://www.aec.at/aeblog/en>

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With queries, please contact

Christopher Sonnleitner  
Tel: +43.732.7272-38  
[christopher.sonnleitner@aec.at](mailto:christopher.sonnleitner@aec.at)  
[www.aec.at/press](http://www.aec.at/press)