

25 Years of the Ars Electronica Futurelab

A digital kaleidoscope of the future

(Linz, 19.08.2021) This year, on the occasion of its 25th anniversary, the Ars Electronica Futurelab has prepared a broad multimedia offering. In an eight-part video series for which a special streaming and production set was developed, the Ars Electronica Futurelab invites viewers on a virtual journey into the Lab's past, present and future, always straddling the boundary between art, technology and society. In addition, a new website launched just in time for the anniversary offers plenty of stories and memories from people who've been part of the Lab community over the past 25 years. This multifaceted web project is based on the book *Alchemists of the Future*, in which author Andreas J. Hirsch provides insights into the Lab's DNA. The book will be presented during the Ars Electronica Festival. The Ars Electronica Festival will also include a Futurelab Day on September 9, 2021, where we take a look back — and forward.

Inside Futurelab: 25th Anniversary Series

In an eight-part video series presented by Ars Electronica Home Delivery, Ars Electronica's think-and-do tank takes viewers on a virtual journey that sheds light on its own past, presents current projects, and even takes a look into the future. With many new perspectives on topics such as Virtual Worlds, Poetic Systems, Creative (Artificial) Intelligence, Humanity & Robotinity, Computation & Beyond, Swarms & Bots and Art Thinking, the Ars Electronica Futurelab will be tracing its identity and offering viewers a glimpse into its art and research. Deep Virtual, a hybrid streaming and production toolset, was developed specifically for this purpose. This serves as the setting for the virtual productions in the Ars Electronica Center's Deep Space 8K and offers the protagonists an impressive backdrop — a milestone in the history of the Ars Electronica Home Delivery video series.

Anniversary volume

On the occasion of the 25th anniversary, the first book written specifically about the Ars Electronica Futurelab will be published and presented at the Ars Electronica Festival: *Alchemists of the Future*. Based on numerous conversations with the transdisciplinary team of Lab members and alumni as well as an international network of mentors, partners and customers from academia, industry and the arts, author Andreas J. Hirsch provides insights into the Lab's DNA.

New website

The anniversary volume also inspired a new Ars Electronica Futurelab website. The website features lots of stories and memories of the diverse versions and visions of the future — told from the perspectives of many people who have been part of the Futurelab community over the years. With selected content from Ars Electronica's extensive archive and visionary

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glimpses of the future, the Insights website expands on the book, making it a multimedia experience. It serves as a portal for information and as a hub for centrally accessing the Lab's diverse on-site and online offerings. With this digital kaleidoscope of the future, the Ars Electronica Futurelab also offers its visitors exciting glimpses behind the scenes.

Ars Electronica: <https://ars.electronica.art/en/news>





Website: 25 Jahre Ars Electronica Futurelab: <https://ars.electronica.art/fl25/>

Inside Futurelab: 25th Anniversary Series:

https://www.youtube.com/watch?v=RhtE7gd79do&list=PLKrmOr-thTw7Agd_U2MHQ6S0da2GrtmdT

Anniversary volume: <https://ars.electronica.art/fl25/book/>

Ars Electronica Home Delivery: <https://ars.electronica.art/homedelivery/en/>

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