

Science Experience

## **Ars Electronica Solutions designs interactive stations at Technisches Museum Wien**

**(Linz/Vienna, March 14, 2024) After opening yesterday evening, the Technisches Museum Wien welcomes visitors to its new permanent exhibition "Climate. Knowledge. Action!" and has also expanded the 'Space travel' exhibition area. The newest features include interactive stations that Ars Electronica Solutions developed together with the German Aerospace Center (DLR) and the European Space Agency (ESA).**

Ars Electronica Solutions is once again focusing on "Science Experience": immersive designs and playful applications make complex research data the starting point for a fascinating excursion into the world of science. The three new installations at the Vienna Museum of Technology visualize real data and turn facts about climate change, space research and observation into a public experience.

### **Data visualizations and a Vienna elevation model**

A touch screen provides information about satellites, rockets and facilities of the European Space Agency (ESA) and its 22 member states. A touch table – developed with the German Aerospace Center (DLR) – allows visitors to browse through specially prepared satellite images and compare them based on different questions.

To raise awareness of the city and its challenges, a customized elevation model – developed especially for Vienna – presents data on topics such as remote sensing, land use, traffic and air quality. This is done through changing projections that are controlled by the visitors themselves via a touchscreen. In addition, the user interface enables a research journey through visual data, satellite images and information that is specifically tailored to the model.

### **Science Experience as a discussion format**

"Climate. Knowledge. Action!" discusses the causes and contexts of the climate crisis from different perspectives and encourages visitors to link local and global developments.

The Ars Electronica Solutions stations follow this line and use modern media technologies to raise a central question: What contribution are we ourselves making to tackling climate change?

More about the exhibition "Climate. Knowledge. Action!"

[https://www.technischesmuseum.at/exhibition/climate\\_knowledge\\_action](https://www.technischesmuseum.at/exhibition/climate_knowledge_action)

#### **Further inquiries**

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### **About ESA**

<https://www.esa.int/>

The European Space Agency is dedicated to the peaceful exploration and use of outer space for the benefit of mankind. It was founded in 1975 and today comprises 22 member states that have set themselves the goal of expanding the boundaries of science and technology.

### **About DLR**

<https://www.dlr.de/de>

The German Aerospace Center (DLR) is the aeronautics and space research center of the Federal Republic of Germany. Its research and development work in aeronautics, space, energy, transportation and security is integrated into national and international collaborations.

### **About Ars Electronica Solutions**

<https://ars.electronica.art/solutions/de/>

Ars Electronica Solutions conceives, designs and implements interactive and multi-sensory experiences for temporary and permanent public exhibitions, brand landscapes, trade fairs and events. "Science Experience" was developed as an experience-oriented approach to communicating primarily scientific content. In close cooperation with scientific institutions, Ars Electronica Solutions has specialized in creating immersive experiences that convey knowledge (science). The team has been working for ESA for years and was commissioned to design and implement the interactive visitor center (Φ-Experience) at the Earth Observation Site (ESRIN) in Frascati, among other things.

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