

New "House of Economy" of the WKOÖ opened:

Ars Electronica Solutions designs interactive installations for Linz Innovation Hub

(Linz, June 13, 2024) The Upper Austrian Chamber of Commerce celebrated the reopening of its "House of Economy" (Haus der Wirtschaft) in the center of Linz yesterday, 12 June 2024. The highlight of the remodeled building is the Innovation Hub. Interactive installations are used to visualize the WKOÖ's community, networks and projects. Ars Electronica Solutions played a key role in the development of the Innovation Hub.

The Innovation Hub of the WKOÖ comprises the spacious foyer and the Julius Raab Hall, the second of which was mainly designed by Ars Electronica Solutions. Visitors can expect a fascinating all-round experience here. Forty interactive screens and mirror glazing surround the entire room and form the "Julius Raab Ribbon". As you navigate through the digital content, the mirrors create the impression that you are in the middle of the WKOÖ cosmos. The content of the innovative and interactive installations ranges from local business start-ups to long-term international co-operations of the Chamber of Commerce and plans for the future.

Global network and local start-up scene

As you enter the entrance area, the focus is on the *World Map*, which visualizes the global network of the Chamber of Commerce with its more than 170 branch offices. The detailed representation of the stations is created visually from an animated globe that transforms into a rectangular map as soon as visitors stand in front of it. Depending on the position of the viewer, information appears or disappears again.

Dynamic diagrams also provide information about the WKOÖ's key figures and the frequency of business start-ups in Upper Austria. In addition, there are digital display windows with a mirror look that visualize the Austrian economic landscape.

Virtual tree and innovative future design

While you can see a real tree through the window in the inner courtyard, an interactive touchscreen invites you to discover its virtual twin tree, which symbolizes the sustainable corporate culture of the WKOÖ. As a digital mind map, it vividly represents future and innovation topics.

Further Inquiries

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About Ars Electronica Solutions

Ars Electronica Solutions implements multimedia interventions for companies – including exhibitions, showrooms, installations and events. The strategies are individually tailored to the client's needs, translate sophisticated content into accessible formats and establish appealing experience scenarios.

About the WKOÖ

The Upper Austrian Chamber of Commerce (WKOÖ) is the central point of contact for entrepreneurs in the areas of interest representation, service and further training.

The main location in Linz, where services and offers are bundled, was structurally adapted in the period from October 2022 to May 2024. The redesigned "House of Economy" opened on 12 June 2024 – the highlight, the interactive Innovation Hub in the Julius Raab Hall and foyer, is intended to express openness and transparency.

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