

Ars Electronica Solutions launches second Deep Space in China:

Immersive Experiences at the New M511 Complex in Hangzhou

(Linz/Hangzhou, October 15, 2024) After the successful launch of the Deep Space at West Bund Museum in Shanghai, Ars Electronica Solutions has now also installed an immersive projection room in the new M511 Complex in Hangzhou. “The Deep Space is not just a unique technical infrastructure, but a holistic approach to immersive experiences,” explains Michael Mondria, Managing Director of Ars Electronica Solutions, at the opening of the second Deep Space in China. “This is a space in which virtual worlds bring people together. Ranging from audiovisual 3D artworks, masterpieces such as Leonardo da Vinci's ‘The Last Supper’, distant galaxies, live visualizations of concerts to interactive games – the possibilities for immersive experiences in a Deep Space are limitless.”

Digital Art in Deep Space Hangzhou

The new Deep Space in the M511 Complex in Hangzhou offers visitors a unique art experience. Impressive projections and interactive applications allow them to experience media art, cultural heritage and science communication. Great emphasis is placed on the integration of local cultural and touristic highlights of Hangzhou as well as on the collaboration with regional artists. The innovative concert format “A Space Odyssey” was presented exclusively in Hangzhou for the opening on 1 October 2024. Another highlight was the performance “AI Rhapsody: Together with Stars”, a story about the vintage AI robot K-41, which integrates digital artworks from all over the world. “For the continuous programme, we are relying on tried-and-tested concepts that have already been successfully established in Shanghai,” explains Michael Mondria. During the day, interactive screening sessions will take place in blind box format, presenting different themes. In the evenings and on weekends, the audience can enjoy one-hour shows featuring different program focuses and created by performers.

The M511 Complex in Hangzhou

M511 is located in the picturesque Xi Xi Valley, at the foot of Baoshi Mountain and close to the famous West Lake. Formerly home to the renowned Zhejiang Film Centre, M511 has

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been transformed into a multifunctional complex for digital content production, immersive experiences and intelligent user interactions. The complex consists of three buildings, one of which houses several business headquarters, another focuses on immersive entertainment with music, films and exhibitions, and the last includes a hotel and offices for the audiovisual industry. The Deep Space, developed by Ars Electronica, is one of the main attractions of this new cultural center and combines art and technology in a unique way. As a “magical key”, it is designed to inspire the imagination of visitors.

Ars Electronica Solutions

Ars Electronica Solutions designs and realizes interactive, multi-sensory experiences. Since its foundation in 2011, the Ars Electronica division has been developing creative and customised concepts for exhibitions, brands, trade fairs and events. It focuses on customized solutions developed in close collaboration with customers.

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