

Deep Space for the cultural capital Veszprém-Balaton

Ars Electronica Solutions equips CODE with Deep Space

(Linz/Veszprém, March 4, 2025) Initiated as part of the European Capital of Culture Veszprém-Balaton 2023 and opened last Thursday, February 27, 2025, the new Center of Digital Experiences (CODE) combines digital education with cultural heritage. The centerpiece of the museum was designed and realized by Ars Electronica Solutions: an immersive environment modeled on the Deep Space in Linz, as well as interactive stations that bring the history of the Bakony-Balaton region to life. The “Deep Space by Ars Electronica”, which has already been exported to China, Mexico, Switzerland and Croatia, now offers a unique immersive experience in Hungary as well.

In 2023, Veszprém-Balaton was named European Capital of Culture and established itself as a creative and cultural center. One of the flagship projects was the CODE – Center of Digital Experiences in Veszprém, which has now been officially opened. The focus is on interactive 3D and VR experiences as well as digital educational offerings.

Ars Electronica x Center of Digital Experiences

The centerpiece of the new museum is the Studio – an immersive experience room with state-of-the-art 3D technology, which was implemented by Ars Electronica Solutions based on the well-established Deep Space technology. Visitors can experience audiovisual, interactive presentations by Ars Electronica, including the *Tower of Babel* (Kunsthistorisches Museum Vienna; KHM- Museumsverband), *Monster Tinder* (Laurenz Vojka, AT) and *Call to Echo* (Ars Electronica, AT).

“The Deep Space implemented by Ars Electronica Solutions brings cutting-edge immersive experiences to Hungary and opens up completely new perspectives for education, art and science. We are delighted that CODE is now inviting visitors to explore interactive worlds and experience digital transformation up close,” says Kati Romics, Project Manager, Ars Electronica Solutions.

Deep Space by Ars Electronica worldwide

Developed by the Ars Electronica Futurelab, the first Deep Space went into operation at the Ars Electronica Center in Linz on January 1, 2009 and has been a major attraction ever since. Three visually stunning dimensions, two 16x9-meter projection surfaces, a resolution of over 50 million pixels and a high-performance tracking system make it one of the most fascinating digital experience spaces in the world. Since 2020, the Deep Space has been adapted and distributed by Ars Electronica Solutions for customers around the world. Today, Deep Spaces are in operation at the West Bund Museum in Shanghai/China, the M511 complex in Hangzhou/China, the Natural History Museum in Zagreb/Croatia, the hotel DAS MORGEN in Vitznau/Switzerland and the Sinaloa Science Center in Culiacán/Mexico. With the Studio at CODE, the next Deep Space outside of Linz has now been opened.

Ars Electronica Solutions

Ars Electronica Solutions develops interactive experiences and innovative narratives for clients from industry, museums and the public sector. In the form of customized brand lands, exhibitions and events, the team led by Managing Director Michael Mondria makes complex content accessible and creates emotional connections between audiences, brands and topics.

In addition to developing innovative strategies and concepts, Ars Electronica Solutions offers comprehensive support for implementation and operation, drawing on the many years of experience of the Ars Electronica Center and the Ars Electronica Festival. With a clear commitment to sustainability, digital transformation and immersive science experiences, Ars Electronica Solutions sets new standards in the design of interactive future spaces.