

Press Release Linz, April 23, 2025

Measuring Brain Activity

Neurotechnology: Topic Weekend at the Ars Electronica Center

How can brain activity be measured, visualized, and analyzed? On the upcoming weekend, April 26–27, the Ars Electronica Center will focus on neurotechnologies and their role in medicine, art, and leisure. Visitors can look forward to workshops, presentations, live demonstrations, and a diverse discussion format. The focus of the themed weekend will be the museum's *NeuroExperienceLab* — an innovative learning and experience space dedicated to the human brain. A valid museum ticket grants access to the full program.

Inspiring Live Demonstrations

During the theme weekend, visitors can learn about neurotechnologies and try them out for themselves. They can control digital avatars with their own brain waves, write on a computer without moving their fingers, learn about new approaches in medicine, and discover the impulses our brains send when we look at art. All this is made possible by recording brain activity in real time and translating it directly into visible actions. The live demonstrations will take place on April 26 and 27 in a total of six events.

Dialogue with Experts

The discussion format *Re-Engineering Human Nature* will bring experts from the fields of art, research, and development to the stage on Saturday, April 26, from 3:00 p.m. to 8:00 p.m., to address advances and critical issues in the field of neurotechnology. Keynote speeches, panel discussions, and film screenings will provide insights into clinical, artistic, and commercial applications of neurotechnology. Admission is free. Please register at center@ars.electronica.art or +43 732 72720.

The event is organized in cooperation with the Austrian Institute of Technology (AIT), the Federal Ministry for European and International Affairs (BMEIA), the University of Arts Linz, and the NeuroExperienceLab at the Ars Electronica Center.

Presentations and Open Workshops

Sebastian Sieghartsleitner of g.tec medical engineering will give two presentations on how neurotechnologies are already being used in therapy today, including insights into Parkinson's research and real-time analysis. In open workshops, Erika Mondria of the NeuroExperienceLab will demonstrate how brain waves can be measured live using an EEG cap, and the Austrian Institute of Technology (AIT) will invite visitors to play a neurotech card game.

The full program can be found at <u>https://ars.electronica.art/center/de/events/themenwoch-enende-gehirn-interaktion/</u>