



Cultural Heritage
Innovation Program

A program of the:



Puerto Rico
Science, Technology
& Research Trust



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Puerto Rico Science, Technology & Research Trust inserts Puerto Rico in the annual global festival "Ars Electronica".

PRSTRT and its Cultural Heritage Innovation Program presents Garden Puerto Rico in this global virtual event to be held in September.

(August 23, 2021.) - The P.R. Science, Technology and Research Trust (PRSTRT), with its Cultural Heritage Innovation Program (CHIP), will be one of the over 100 participants with virtual space at the prestigious international event "Ars Electronica", which will present on September 8 to 12th, 2021, various collaborative projects from their respective "gardens" with world-renowned artists, dedicated to the themes of art, technology and innovation. This effort has the support of Discovery Puerto Rico and Universidad Ana G. Méndez.

"Ars Electronica" is a scientific and cultural institute, started in 1979, based in the city of Linz, Austria. It holds an annual global festival in its Kepler Garden, the "Ars Electronica Festival", where, in addition, the Prix Ars Electronica prize has been awarded since 1987. Due to the COVID-19 pandemic, since last year, this festival has been held in virtual mode, creating an interactive space, known as "gardens", in which this year artists from 120 locations around the world will participate under the theme "A New Digital Deal", proposing its participants to develop projects around this challenge of digitization in our daily lives", explained the CHIP director, **Dr. Johnny Lugo Vega**.

"At the P.R. Science, Technology & Research Trust, our approach to the digital era has been through our efforts to facilitate and invest in science, technology and innovation, to solve

problems in Puerto Rico, arising during emergencies such as hurricanes, earthquakes and economic gaps. We invest, facilitates and build capacities to continually advance Puerto Rico's economy through innovation enterprises, science and technology", said **Eng. Lucy Crespo**, PRSTRT CEO.

According to Dr. Lugo Vega this event prompted many partner institutions throughout the world to cultivate their own festival "gardens" and allowed the first "*Ars Electronica*" to take root and grow on the planet. "Our participation in this event with *Garden Puerto Rico* arises thanks to the alliance we have since 2019 with the international artist and Argentine engineer, Joaquín Fargas, who will exhibit his performance "*Pulsar la Tierra*", a creation project shared with Fargas, to make a call to protect our mother earth and that will serve as a prelude to the series of presentations we have coordinated for this event, as a complement to our program within our participation as Garden Puerto Rico," he explained.

The *Garden Puerto Rico* program consists of welcome videos from the participating institutions and their sponsors, followed by a series of webinars from September 8 to 10, alluding to the festival's theme . On September 9, along with the webinars on that day, a special program will be presented from the Museum and Center for Humanistic Studies, Josefina de la Nuez, at the Gurabo Campus of the Ana G. Méndez University. This program includes the performance "*Pulsar la Tierra*" by Fargas, a panel discussion, a screening of a virtual tour of the Hispanic Studies Room of the Library of Congress and will culminate with a dialogue with the Puerto Rican artist-in-residence of the museum, Carola Cintrón Moscoso. This activity will be transmitted through a direct connection in collaboration with the Garden Buenos Aires, from Argentina to the Garden Puerto Rico and vice versa.

For more details on "Ars Electronica" go to:
<https://ars.electronica.art/newdigitaldeal/de/rediscovering-art-culture/>.

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About the Puerto Rico Science, Technology and Research Trust:

The Puerto Rico Science, Technology and Research Trust, as described in Public Law 214, is a nonprofit organization created in 2004 to promote the participation and creation of jobs in the Island in the global knowledge economy by promoting investment and the financing of research and development of science and technology. By investing in technology research and commercialization, the Trust serves as a catalyst for the creation of jobs and the retention of highly qualified and often bilingual residents of the Island. It is also responsible for the public policy of Puerto Rico science, technology, research and development. For more information: www.prsciencetrust.org.
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