ARS ELECTRONICA
ART THINKING SCHOOL

ART x INDUSTRY

Create Your Own Compass - Envision the Future.

ARS ELECTRONICA ART THINKING SCHOOL

Artists have always understood the power of questions. The Ars Electronica Art Thinking School presents a new festival program that relays the creative mindset of questioning the world. With inspirational tours, workshops, lectures and actions, visitors are invited to apply Art Thinking to daily life, to discover the power of questions, and cultivate an artistic mindset in their very own areas of interest.

The **Art Thinking Tours** act as an entry point to experiencing the festival with an Art Thinking attitude. The tours are carefully curated and designed to help navigate through the multitude of exhibitions and events. Focused on five different core topics of Ars Electronica, the Art Thinking Tours aim to empower you to: **Create Your Own Compass - Envision the Future.**

40 Years of Ars Electronica - 40 Years of Art Thinking

Art is the critical thinker's "second opinion", a way to open up new perspectives, encourage curiosity to look at what's behind the scenes and stimulate creative solutions. During the past four decades, Art Thinking has been - and continues to be - the key for Ars Electronica to decipher the digital revolution and its effects. As we master the challenges of today and set on the path towards our future, it is exactly these visions and perspectives, originating in the artistic ecosystem, that are needed to navigate the waters. It's been 40 years of digital revolution - but in truth, we've only just begun.

ART x INDUSTRY

The digital age is revolutionizing entire industries: automation processes, Artificial Intelligence, new mobility solutions and remote work structures are among the biggest game changers of our times. Societal changes, open innovation structures, alternative work models and the increasing demand for social responsibility in companies demand further adjustments in the way we organize production and manufacturing. This parkour offers artistic perspectives on issues and possibilities facing industries around the world today and in the years to come.

The **STARTS exhibition** looks at innovative projects at the nexus of Science, Technology and the Arts (POSTCITY, First Floor).
- » Uncover the human, work, data and planetary resources that are necessary to build an Amazon Echo: **"Anatomy of an AI"** by Kate Crawford, AI Now Institute and Vladan Joler and SHARE Lab
- » Find out how human-to-pony communication could prove essential for human-machine-interaction in self-driving-cars: **"SLAP - See Like A Pony"** by Sabine Engelhardt
- » Appropriate technology by big tech companies that could easily be misused for surveillance and infiltration of private life: **"Project Alias"** by Bjørn Karmann and Tore Knudsen

The **conferences and lectures** at the 2019 Ars Electronica Festival deepen theoretical understanding and offer a chance to share ideas with the world's leading experts in the field of Art, Technology and Society.
- » **FRI, 17:00-18:00, Conference Hall**
  Hear from the winners of this year's STARTS Prize, honoring innovation in technology, industry and society: **"STARTS Talks"** with Mar Santamaria Varas, Pablo Martínez, Bjørn Karmann and Tore Knudsen

» **SAT, 10:30-19:30, Conference Hall**
Go against the grain and see what thinking outside the box can accomplish in an industry setting at the **Innovation Forum GET. inspired**

» **SAT, 13:30 - 15:00, AIxMUSIC Stage**
Change the way the world's second-most-polluting industry, Fashion, operates: **"Co-Thinking the Renewal of Fashion"** with Jessica Smarsch, Giulia Tomasello, Tommaso Busolo, Ivan Parati, Julia Körner, Jef Montes, Ganit Goldstein, Michael Wieser, Viktor Weichselbauer, Elisabeth Jayot and Fabio Molinas
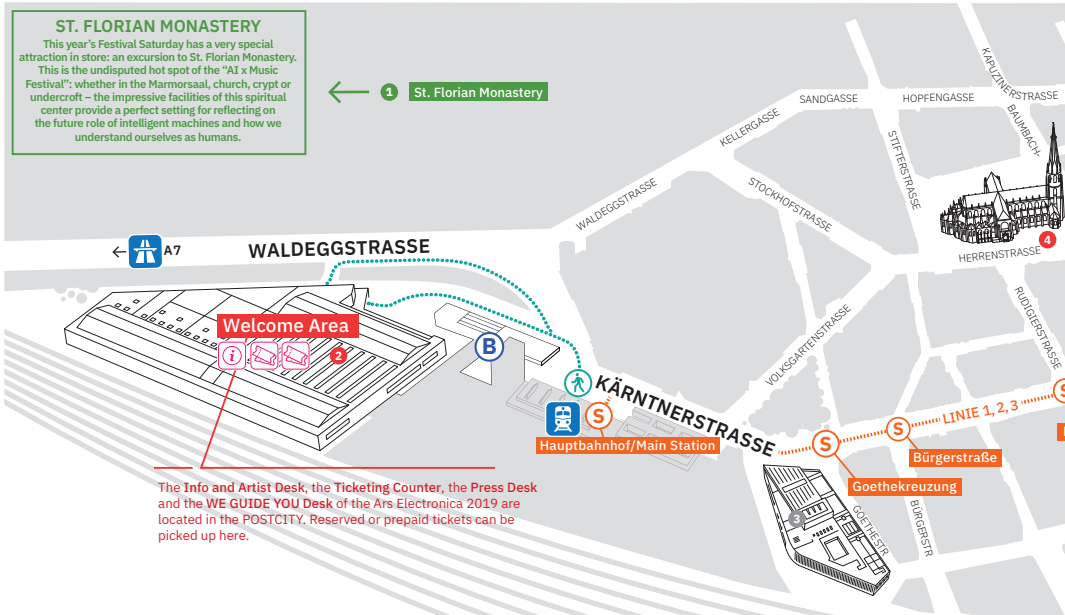
(i) INFODESK   TICKETING   PRESS CENTER   (walk) WALK TO POSTCITY

(B) SHUTTLE TRANSFER DIRECTLY TO ST. FLORIAN MONASTERY (on Saturday 7.9., permanent between 01:00 pm – 11:00 pm)

(S) PÖSTLINGBERG TRAM 50 (Please note: you need a seperate ticket to the Pöstlingberg Tram)

(S) TRAMWAY LINES 1,2,3,4 LINZ AG (A purchased Festival Pass entitles the holder to ride Lines 1, 2, 3, & 4 free of charge** from September 5-9, 2019)
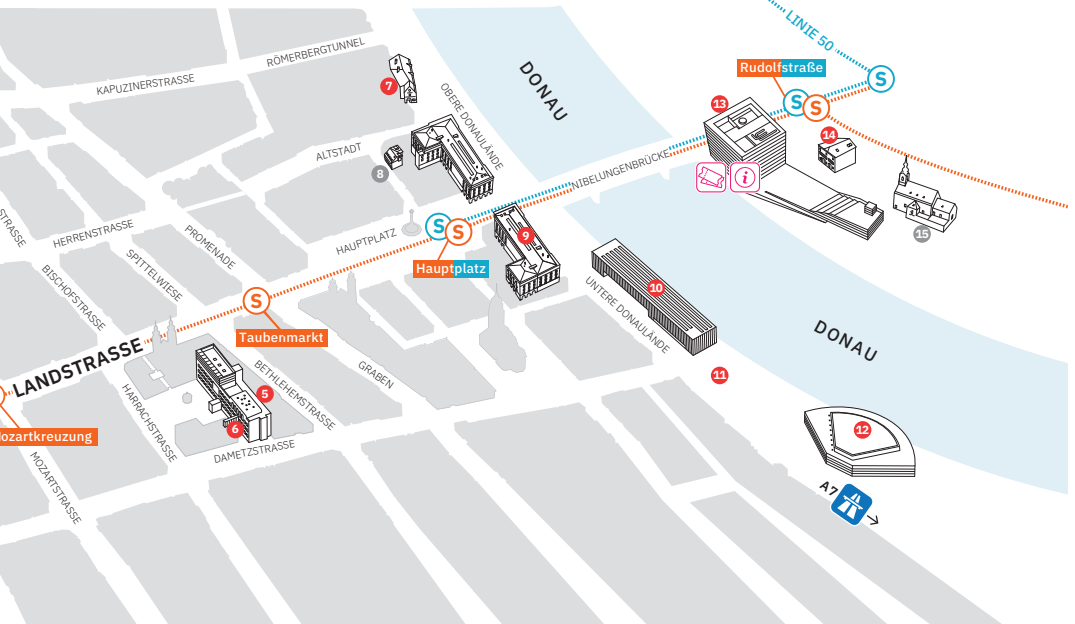** Our sincere thanks to LINZ AG!

ST. FLORIAN MONASTERY
This year's Festival Saturday has a very special attraction in store: an excursion to St. Florian Monastery. This is the undisputed hot spot of the "AI x Music Festival": whether in the Marmorsaal, church, crypt or undercroft – the impressive facilities of this spiritual center provide a perfect setting for reflecting on the future role of intelligent machines and how we understand ourselves as humans.

1 St. Florian Monastery

SANDGASSE   HOPFENGASSE

KARLZINERSTRASSE

KELLERGASSE

STIFTERSTRASSE

BAUMBACH

STOCKHOFSTRASSE

WALDEGGSTRASSE

A7

WALDEGGSTRASSE

HERRENSTRASSE

4

Welcome Area

2

(B)

VOLKSGARTENSTRASSE

RÜDIGERSTRASSE

KÄRNTNERSTRASSE

Hauptbahnhof/Main Station

LINIE 1, 2, 3

(S) Bürgerstraße

(S) Goethekreuzung

GOETHESTR.

BÜRGERSTR.

The **Info and Artist Desk**, the **Ticketing Counter**, the **Press Desk** and the **WE GUIDE YOU Desk** of the Ars Electronica 2019 are located in the POSTCITY. Reserved or prepaid tickets can be picked up here.

At the Open Futurelab, the Ars Electronica Futurelab and its partners show which projects and initiatives have been created in the past months in collaboration between industries, education, art, and science. (POSTCITY, First Floor and Train Hall Foyer)

» Experience how FUN could be essential for a new way of human-to-object communication: **"FUNGUAGE Room"** by Koichi Araake, Eiji Iwata, Michinari Kono, Norio Sasaki, Asa Ichinozuka, BANDAI NAMCO Research Inc., Hakuhodo Inc. and the Ars Electronica Futurelab

1 ST. FLORIAN MONASTERY	**9** UNIVERSITY OF ART AND DESIGN LINZ
2 POSTCITY	**10** LENTOS ART MUSEUM
3 MUSIKTHEATER LINZ	**11** DONAUPARK
4 ST. MARY'S CATHEDRAL	**12** BRUCKNERHAUS
5 OÖ KULTURQUARTIER	**13** ARS ELECTRONICA CENTER
6 MOVIEMENTO	**14** STADTWERKSTATT
7 ATELIERHAUS SALZAMT	**15** ST. JOSEF PARISH CHURCH
8 HOFKABINETT	**16** ANTON BRUCKNER PRIVATE UNIVERSITY
	*Associated Program

» **THU, 14:00 - 14:30 , 17:00 - 17:30; FRI, 15:00 - 15:30, 16:30 - 17:00, 18:00 - 18:30; SAT, 13:00 - 13:30, 15:00 - 15:30, 17:00 - 17:30; SUN, 13:00 - 13:30, 15:00 - 15:30, 17:00 - 17:30; POSTCITY, Train Hall Foyer***
Think outside the rectangular video format and see how groundbots and swarm technology can be used to create entirely new viewing experiences: **"SwarmOS Research Demo: Swarm Arena"**
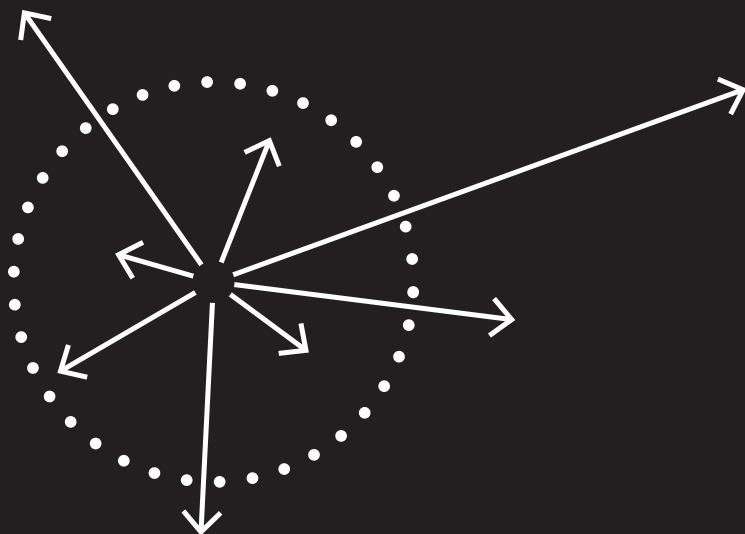
The Future Innovators Summit (FIS) is an intercultural workshop format which was initiated in 2014 and has since developed into the key think-tank program during the Ars Electronica Festival.

» **SUN, 16:15 - 17:30, Lecture Stage**
Catch a glimpse into the minds of the future innovators coming from diverse backgrounds such as art, design, science, engineering, entrepreneurship or philosophy at the **"Future Scenario Presentation"**

The **Ars Electronica Animation Festival** is a condensed best-of of current productions in digital filmmaking.
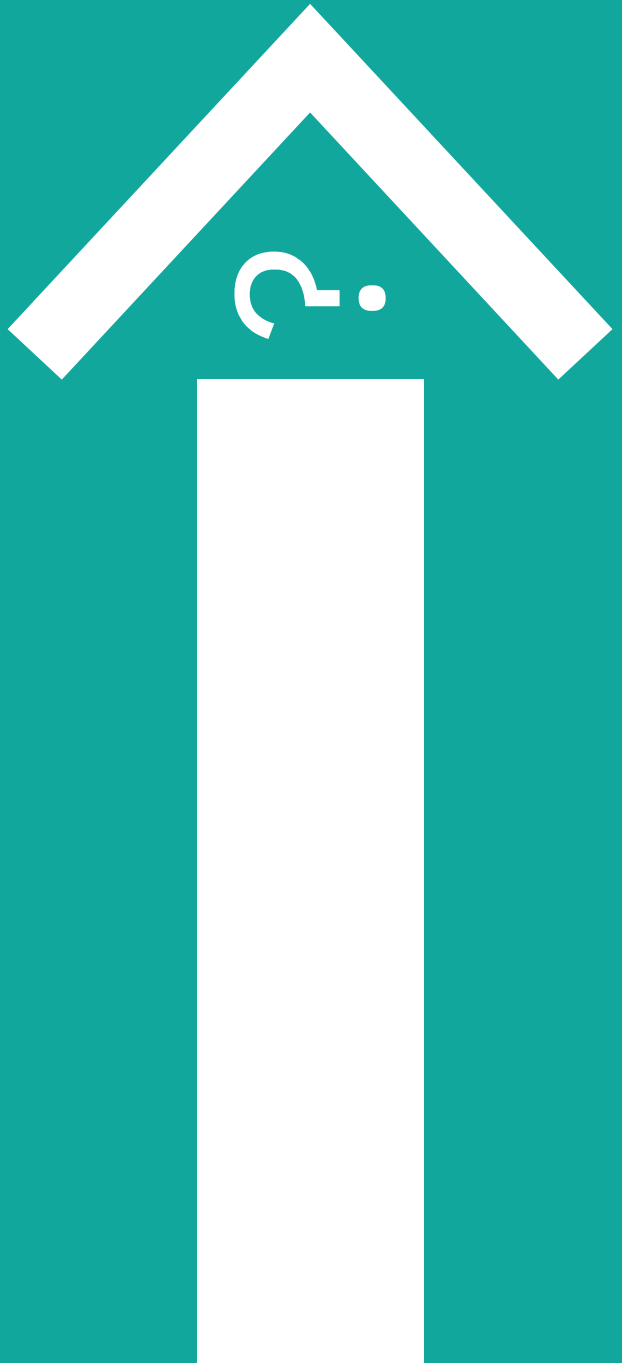
» **SAT, 12:00 - 14:15, Art Thinking Stage**
Discover how to apply game engines in creative and classic industries at Andreas Suika's Talk at "Expanded Games"

» **SAT, 14:45 - 17:00, Art Thinking Stage**
See how art and industry work together in the field of applied 3D animation and motion graphics: Panel Discussion **"Art and Industry"** with Julius Steinhauser, Nidia Dias and Beeple (Mike Winkelmann)

*With a FESTIVAL/DAY pass, admission to this area is included.
You can purchase festival passes and other tickets at the Infodesk.

CREATE YOUR OWN COMPASS

The Ars Electronica Art Thinking Tours are here for you to find your own way - through the Ars Electronica Festival, and more importantly, through the challenges and opportunities of the digital age. When strolling through the festival grounds or completing an Art Thinking Tour, we encourage you to use Art Thinking to create your own **Creative Questions**. What comes to your mind when experiencing the overlaps between ART x INDUSTRY? Share your thoughts with everyone! On the next page, you will find space to fill in your own Creative Question. Rip it down and pin it on the big question mark in the Art Thinking School and find out what other festival visitors are thinking.

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