

net.culture.space

The new net.culture.space under the aegis of Ars Electronica and with the support of Telekom Austria has been open since July 3, 2007 at quartier21 in Vienna's Museumsquartier. This facility provides an ideal setting for a permanent installation project dedicated to showcasing the art and culture of network-linked communication in all its diverse and dynamic varieties. net.culture.space doesn't present exhibits in a conventional sense; instead, it's a setting for thematically grouped interactive scenarios that function via direct, hands-on experience—contemporary media art in the form of alternative models, fun experiments, innovative applications and off-beat, ironic critiques. Each focal-point theme will have a four-month run and subsume an array of projects dealing with it that will, in turn, rotate about every four weeks.

net.culture.space is open daily from 10 AM to 8 PM. Admission is free of charge. Infotrainers will be on hand to provide user-friendly help with the installations as well as to mediate visitors' encounters with artistic forms and contents. Round-table discussions, special guided tours and a blog round out the interdisciplinary process of coming to terms with the respective focal-point themes.

The first one will run from July to October 2007: "Web 2.0—Digital Communities" deals with some of the manifold manifestations of the new networked culture. The first group of works—collectively entitled "net.culture.21"—ranges across a spectrum from amusing immersions into digital spaces to critical assessments of a Brave New World.



Franco Garzaroli

Seit 3. Juli 2007 betreibt Ars Electronica mit Unterstützung der Telekom Austria den net.culture.space im quartier21 des Wiener Museumsquartiers. Mit dieser Einrichtung entstand ein permanentes Installationsprojekt, das der Kunst und Kultur der vernetzten Kommunikation in ihren vielfältigen und dynamischen Formen gewidmet ist.

Im net.culture.space werden keine herkömmlichen Ausstellungen, sondern thematisch gruppierte interaktive Szenarien präsentiert, die sich über unmittelbares Erleben und Erfahren erschließen – zeitgenössische Medienkunst in Form von kritischen Gegenmodellen, lustvollen Experimenten, innovativen Applikationen und ironischen Sidekicks. Die Themenschwerpunkte bilden eine viermonatige Klammer für unterschiedliche Projekte, die im Abstand von rund vier Wochen wechseln.

net.culture.space kann bei freiem Eintritt täglich von 10.00 bis 20.00 Uhr besucht werden. Infotrainer unterstützen nicht nur bei der richtigen Bedienung der Installation, sondern leisten darüber hinaus auch Vermittlungsarbeit. Diskussionsrunden, Spezialführungen und ein Blog ergänzen die interdisziplinäre Auseinandersetzung mit den jeweiligen Schwerpunktthemen.

Der erste Themenschwerpunkt „Web 2.0 – Digital Communities“ (Juli bis Oktober 2007) gilt den Ausprägungen einer neuen Netzkultur. Die ersten, unter dem Titel „net.culture.21“ vorgestellten Arbeiten oszillieren zwischen lustvollem Eintauchen in digitale Räume und kritischer Distanz zu dieser „schönen neuen Welt“.

G-Player by Jens Brand

The *G-Player's* physical appearance isn't the only thing about it that's reminiscent of a CD player or a turntable; it functions according to a similar principle too. The *G-Player* can track the position of more than 1,000 satellites and simulate their orbits. The topography of the terrain being overflowed is then analyzed and set to music like an audio file. Just like the grooves of a vinyl disc, mountain ranges generate more dynamic structures than flat landscapes. *G-Player* is an innovative and ironic play on prevailing trends in media art: for one thing, it conceives of digital information as a palpable, analog reality; on the other hand, it undermines the primacy of visual input that is incessantly focused on the quick overview and speedy consumption. In accordance with the *G-Player's* logic, the oceans are "mute." And since 70% of the Earth's surface is covered by water, the *G-Player* is "quiet" most of the time. Thus, leisure and patience are called for on the part of those who wish "to hear the Earth."

Shared Design Space by Hagenberg Technical College, Digital Media Program

Shared Design Space illustrates how an interactive desk might look in the office of the future that get along without keyboard and mouse. Its desktop functions as a high-definition projection surface that's linked up with an interactive presentation wall. The entire desk surface can be used as a digital graphic tablet. Ideas and concepts can be sketched using a wireless stylus and combined with digital content. The final result can then be sent to the digital wall display for viewing.

Noise & Voice by Golan Levin (USA), Zachary Lieberman

Ever seen your own voice? *Noise & Voice* makes everything audible visible as well. Here, your larynx becomes an instrument that lets you create virtual sculptures. In response to each sound, the computer generates an animated three-dimensional graphic whose form, color and motion correspond to the pitch, tone and intensity of the sound. Special data goggles feed these visuals into the user's field of vision and thus make them visible right at the location at which they originated.

WikiMap Vienna by Ars Electronica Futurelab

A city map can do a lot more than merely provide an overview of streets and buildings. It can reflect the lives of the people who walk along those streets and live in those buildings. WikiMap Vienna is just such a city map. www.wikimap.at/ncs implements a "location-based multimedia storytelling" feature that lets anybody customize buildings, streets and squares by adding texts, images and sounds to them. *WikiMaps* are suited to a wide variety of projects and agendas—from artistically inspired encounters with the cityscape to manifestos on future urban planning issues. The result is a map comprised of information, impressions and sounds, though actually not a conventional map at all, but rather an interactive domain of knowledge and communication.

Flick_rBoard by Ars Electronica Futurelab

Whether its photos and greetings, wishes, suggestions or complaints you want to post, you can do it better with *Flick_rBoard*, an updated version of the blackboard. This media installation thrives on user-contributed content and constitutes a dynamic public communications platform. Tablet PCs register handwritten notes and pictograms, or let you add scribbles to photos you've already taken. These communiqués appear as Post-its and Polaroids on digital bulletin boards, and can be sent back and forth between Vienna and Linz or posted to *Flickr*.

Translated from German by Mel Greenwald

Curators: Gerfried Stocker, Christopher Lindinger; Exhibition design: Scott Ritter, Jakob Illerer
net.culture.space created by Telekom Austria and Ars Electronica

www.netculturespace.at