

## **P R E S S E I N F O R M A T I O N**

### **Siemens Residence Projects at Ars Electronica Exhibition Opening on May 12 at Siemens\_artLab**

**Vienna, May 12, 2005.** The “Siemens Residence Projects at Ars Electronica” exhibition showcases the latest generation of media art. This show is made possible by a cooperative relationship involving Siemens Austria and Ars Electronica. Nurturing works of art that probe deeply into social phenomena and that, as applications of leading-edge technologies, also make a dramatic impact on the general public is the stated mission of Siemens Austria’s Artist-in-Residence Program at Ars Electronica. Since 2001, a total of four artists have been able to bring their visions and concepts to fruition at the Ars Electronica Futurelab. Beginning May 12, selected works from this program will go on display at the Siemens\_artLab in Vienna.

“With this exhibition, the Siemens\_artLab is providing a new generation of media artists with a platform in Vienna, and we are very pleased to be a part of this effort,” said Gerfried Stocker, artistic director of Ars Electronica in Linz. Siemens has been a sponsor of Ars Electronica since the Prix Ars Electronica’s inception in 1987. The Siemens Artist-in-Residence Program adds a new dimension to this long-term cooperative relationship.

#### **The artists and their works:**

John Gerrard’s art pursues a new paradigm. The work is oriented on the world as a whole and not on individual human beings’ participation in it. Gerrard’s “Watchful Portrait” consists of two portraits of Caroline, a real-time 3-D model who follows the course of the sun by day and of the moon by night.

With his work entitled "Key Grip," Justin Manor has combined the possibilities of watching television, playing video games and designing an audiovisual performance into a single project. With a gamepad at their disposal, users can manipulate audio sequences and videos in a three-dimensional environment. The centerpiece of "RE:MARK," a work by media artists Golan Levin and Zachary Lieberman, is the moment at which the voice, through the formation of sounds and articulation, becomes a language. The computer differentiates between noises, spoken letters and words, and produces "speech balloons" (like the bubbles surrounding the characters' dialog in comic strips) containing signs and corresponding icons. All three projects were produced in conjunction with the Siemens Artist-in-Residence Program at the Ars Electronica Futurelab. Ars Electronica and Siemens are working together to realize their commitment to the ongoing development of projects at the interface of art, technology and society. The exhibition will be on display at the Siemens\_artLab through June 18, 2005.

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