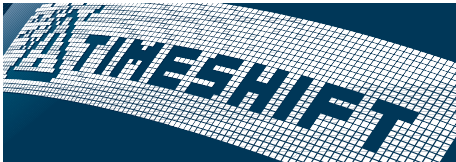


ARS ELECTRONICA 2004

Linz, September 2 - 7
www.aec.at/timeshift



TIMESHIFT -
The World in 25 Years

Ars Electronica
2004

Press Release - Basics

Linz, April 16, 2004

ARS ELECTRONICA

With its specific orientation and the long-standing continuity it has displayed since 1979, Ars Electronica is an internationally unique platform for digital art and media culture consisting of the following four divisions:

Ars Electronica Festival

The essence of the Ars Electronica as a festival for art, technology and society is interdisciplinarity and an open encounter of international experts from the arts and sciences with a broad audience of highly diverse backgrounds and interests. Annually since 1979, the Festival has featured a lineup of symposia, exhibitions and events designed to further an artistic and scientific confrontation with the social phenomena that are accompanying techno-cultural change.

Prix Ars Electronica

As the world's premier cyberarts competition, the Prix Ars Electronica has been showcasing state-of-the-art and leading edge innovations since 1987. It is the trend barometer in an ever-expanding and increasingly diversified world of media art.

Due to its regularly recurring nature, its long continuity and the incredible variety of the works submitted for prize consideration, the enormous Prix Ars Electronica Archive provides a detailed look at the entire spectrum of media art and a feel for its openness and the creative experimentation that has marked its way.

Ars Electronica Center

The AEC was opened in 1996 as a prototype of a "Museum of the Future." Its mission is to utilize innovative, contemporary forms of mediation to facilitate the general public's encounter with media art, new technologies and social developments. Beyond this, the Ars Electronica Center is the permanent base and thus the organizational foundation of Ars Electronica's regional and international activities.

Ars Electronica Futurelab

The Futurelab is a model of a new kind of media art laboratory in which artistic and technological innovations engender reciprocal inspiration. The lab's teams bring together a wide variety of specialized skills; their approach is characterized by interdisciplinarity and international networking. The Futurelab's wide-ranging activities include designing and engineering exhibitions, creating artistic installations, as well as pursuing collaborative research with universities and joint ventures with private sector associates.