

## May 4<sup>th</sup> is Family Sunday at AEC

**Throughout 2008, every first Sunday of the month is Family Sunday at the Ars Electronica Center. On May 4 family groups bearing an Upper Austrian Family Card (members listed on the *OÖ Familienkarte*) are entitled to free admission and can join in on many interesting tours.**

Nowadays, you'd be hard pressed to find a new car whose operation doesn't depend on as many as 150 different computer chips. Or young people who can't be reached any time of day thanks to their ever-present cellphones. Or a major retailer that isn't deploying video surveillance. The way new technologies pervade everyday life is absolutely unprecedented. At the same time, though, this progressive propagation of technology is increasingly inconspicuous, ever harder to pinpoint. The Museum of the Future features more than 50 interactive installations that provide fascinating insights into this world of bits & bytes. Visitors are invited to encounter new technologies in ways that are out-of-the-ordinary and lots of fun. For instance, you'll travel to Gulliver's World, where you can create a virtual realm all your own. All the equipment needed on this trip into the Digital Age is already in visitors' possession: their bodies, senses and feelings. There are no prerequisite skills, no background knowledge necessary.

### **Family Sunday, May 4, 2008**

Free admission for all family members listed on the family's *OÖ Familienkarte*

11 AM	Tour through the current exhibits
2 PM	Journey of adventure for kids age 6-10 & tour through the current exhibits for grown-ups
4 PM	Highlights tour

### **Upcoming Family Sundays**

Sunday, June 1, 2008

Sunday, July 6, 2008

Sunday, August 3, 2008

Sunday, September 14, 2008

Sunday, October 5, 2008

Free admission for families presenting a Family Card from the provinces of Upper Austria, Lower Austria, Tyrol, Salzburg or Burgenland.

For details, log on to [www.aec.at/center](http://www.aec.at/center) or [www.familienkarte.at](http://www.familienkarte.at)

### **Opening Hours:**

Wednesday through Friday: 9 AM to 5 PM

Saturday & Sunday: 10 AM to 6 PM

Closed Monday and Tuesday

### **With questions, contact:**

Christopher Ruckerbauer

Ars Electronica Press Officer

Tel +43.732.7272-38

Fax +43.732.7272-638

Cell: +43.664-81 26 156

e-mail: [christopher.ruckerbauer@aec.at](mailto:christopher.ruckerbauer@aec.at)

URL: <http://www.aec.at/press>