

## **P R E S S   R E L E A S E**

### **JugendMedienKulturen (YouthMediaCultures)**

New media and forms of expression prevalent in youth culture was the theme of a conference staged by the Ars Electronica Center Linz and KulturKontakt Austria March 23-24, 2007.

"The conference offered an overview of current projects and issues having to do with classroom development and working with young people. And one thing became clear: the process of everyday integration and the use of new media is something taken completely for granted by youngsters today. Making available infrastructure that offers both realms of personal freedom as well as points at which users can get connected and that provide a setting for critical and active encounters calls for a high degree of flexibility on the part of the institutions going about this," said Nicoletta Blacher, head of the Ars Electronica Center, in summarizing the two-day conference. "The challenge in the coming years will be to establish a sensible balance between formal and informal modes of learning. Here, new media open up excellent possibilities to enable elements from young people's everyday lives and their extracurricular interests to be integrated into educational activities and youth work."

#### **With queries, please contact:**

Christopher Ruckerbauer  
Press Officer Ars Electronica

Tel +43.732.7272-38  
Mob: +43.664-81 26 156

email: [christopher.ruckerbauer@aec.at](mailto:christopher.ruckerbauer@aec.at)

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