

P R E S S R E L E A S E

JugendMedienKulturen (YouthMediaCultures)

Experts convene March 23-24 at a conference in the Ars Electronica Center

(Linz, March 22, 2007) The YouthMediaCultures Conference being organized jointly by the Ars Electronica Center and KulturKontakt Österreich gets underway tomorrow. Over two days, experts in the field and young people themselves will discuss the consequences and feedback effects of digital technologies on forms of expression prevalent in youth culture. Experts from Germany, Switzerland, Upper Austria and Linz will deliver addresses and present projects. They will also get updated on projects having to do with youth culture that are taking shape in conjunction with Linz09, the European Capital of Culture year. The aim of this conference is to identify promising new approaches involving the use of various new media in working with students and young people.

Xpress yourself – The Program

The conference is divided up into three thematic clusters, each containing keynote addresses, project presentations and panel discussions. Getting things started on Friday is an analysis of youth media cultures and their development based on the 10-year history of the Prix Ars Electronica's u19 – freestyle

computing category. Here, the focus is on creative encounters with technological developments, artistic ways of seeing things and scientific issues. Participants will then turn their attention to youth media cultures in a classroom setting and in extracurricular work with young people, and discuss new media and new forms of learning. Brief project presentations round out this thematic cluster. Saturday is completely dedicated to media skills and intercultural education, whereby the accent will be on the medial spheres of identity that are being carved out by young people.

Details about the conference's program and speakers are available online at www.aec.at/jugendmedienkulturen.

With queries, please contact:

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