

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

Museum Online

A project being carried out jointly by KulturKontakte Austria and the Austrian Federal Ministry for Education, the Arts and Culture promotes cooperation between schools and museums. The Ars Electronica Center Linz is one of nine Austrian museums participating in Museum Online.

Museum Online is a nationwide initiative by KulturKontakte Austria and the Austrian Federal Ministry for Education, the Arts and Culture that's creating innovative ways for school kids to get familiar with some of Austria's great museums and, simultaneously, to acquire technological and organizational skills. The Ars Electronica Center Linz is one of nine Austrian museums participating in Museum Online. Projects developed in cooperation with a local youth cultural center and three Linz high schools that offer enriched programs in artistic and media design were presented on the evening of June 28 at the Ars Electronica Center Linz. The works can be accessed online at www.aec.at/museumonline.

An Adventurous Journey through the Prix Ars Electronica's Digital Archive

The young people's attention was focused on some of the many hidden treasures to be found in the Prix Ars Electronica's digital archive. Every year, the headlines concentrate on a few Golden Nica grand prize winners while many equally outstanding efforts barely produce a blip on the media's radar. Scrutinizing these virtually unknown works is a great way for school kids to

encounter the tremendous creative diversity of media art and, over the course of this journey of discovery, to develop ideas and visions of their own.

One class from Linz's High School for Artistic Design dealt with the role of women in the world's major religions in the context of humanity getting linked up in global computer networks. A group from the High School for Communications and Media Design decided to take a rather unusual tour through the Ars Electronica Center that enabled them to view the Museum of the Future's exhibits from a perspective that most visitors don't get to enjoy.

Nurturing Young People's Media Skills

"As an essential component of young people's everyday lives today, media exert an important influence on the forms of expression prevalent in youth culture. They determine interaction and communication, and thus patterns of thought and perception," said Nicoletta Blacher, director of the Ars Electronica Center Linz, who praised Museum Online as an innovative project promoting media competence on the part of young people.

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