



## THE NEW ARS ELECTRONICA CENTER

On January 2nd, 2009 the new Ars Electronica Center opens its doors. 3000 square meters of exhibitions, 1000 of space for research and development, 400 for seminars and conferences, 650 of gastronomic space, event space and a fourcourt of 1000 square meters for open air events. And a beautiful view over the Danube and the old town included. In addition, there are the two-storey DEEP SPACE with its virtual worlds, a futuristic GEO observatory as a window to the world and much, much more. The new Ars Electronica Center combines a wide range of functionalities and contents in a spectacular and unique way. The idea of the combined examination of art, technology and society in a playful and innovative way is pursued and renews once again its claim to be a museum of the future.

### NEW PICTURES OF MAN

The new Ars Electronica Center is going to be something special - not only larger and more beautiful than the old one, but completely different - a new and unique piece of architecture, manifesting itself not only in the building fabric, but first of all in its structures of content and organization, an architecture which adds to old assets like intuitive access and playful transfer of new topics and their interdisciplinary treatment. In the center: New pictures of man. Pictures we can see and pictures that exist only in our heads, because the new technologies of medicine, biotechnology, genetic engineering and other „life sciences“ do not only produce spectacular and unprecedented pictures of us and our bodies, but also allow us access to completely new knowledge that fundamentally change our “concept of man”, the way we think of ourselves. The new Ars Electronica Center shows us the picture of our social reality, saturated with technology, and asks us about the roll we attribute to ourselves in it.

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Press Conference  
Monday, 08.09.2008, 05:00 PM  
Ars Foyer Stage, Brucknerhaus  
Untere Donaulände 7  
A-4010 Linz



## HUMANICS

Fascinating, euphorizing, alarming and a core theme in the new Ars Electronica Center: robotics. From the hexapod spider robot developed by Hagenberg until the upright-walking ASIMO of the company Honda, the new Ars Electronica Center assembles all kinds of robots of our time. Some of them testify to aspiration to efficiency and functionality, others to our longing to create machines in our own likeness. And except for the social and cultural consequences of all (im)possible ways of use of ASIMO and CO, the HUMANICS ask the question of our self-perception. What drives us to build all these machine men and animals? Are we striving for functional devices or for perfect (play)mates? Are we finally constructing robots the way we would like to be ourselves?

## BIONICS & PROSTHODONTICS

Parallel to these systems which operate autonomously thousands of scientists are working on robotic constructions controlled by the human brain. The modern prosthodontics is looking for increasingly efficient technical copies of the human locomotor system. And in the same way as we are controlling our legs, arms and hands with our thoughts, we shall and will also control technical legs, arms and hands in the future. Another rather young discipline orients itself by nature as an inspiring example as well: Bionics. One of the best-known examples of it is the lotus effect.

## NEURO & BIO

There are more synapses in the human brain than stars in the universe – a fact that is not exactly encouraging for the neurologists who, in spite of the complexity of this object of research, are still set on taking the challenge to understand the human brain. And even if this goal is still far away the findings of modern brain research already have significant influence on our image of man and, together with the robotics, are responsible for the success of the prosthodontics.

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## MEDIA ART

More and more club lounges and designer hotels, whose interior design represents a mix of real space and projections (including sounds). Once more, once less successfully, the link between media art and architecture creates new spheres penetrating the real space as a kind of second nature and reacting to us - a second, a digital nature which has been surrounding us for a long time. A reality invisible and impalpable for us, suddenly made visible by artistic projects...

## THE NEXT GENERATION – THE NEW ARS ELECTRONICA CENTER

There are many reasons to believe that the crucial developments of the oncoming time will take place in those fields of science and technology designated as the *Life-Sciences*. This term includes all those disciplines which concentrate on life, especially on man: Microbiology, genetic engineering, reproductive medicine, neuroscience and medical technology. But the increasing health consciousness, the aging of our societies and the finally emerging environmentalism are also important trends. Information and communication technologies play an important roll in this context, for nearly all the important developments and innovations are based on the possibilities created by computers and internet in the technological, cultural and social field. That's why the new Ars Electronica Center will not only be dedicated to innovative media art projects from all over the world, but also treat completely new technological and scientific topics. In the process the focus is put on the transfer of cultural and socio-political effects and changes. In order to make curious and to actively involve the visitor, elements of playfulness and self-experience will be used. And as it has in the past, the Ars Electronica Center will continue to address a broad audience in the future, offering specific program contents for different age groups. Starting on January 2<sup>nd</sup>, 2009.

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## **The new Ars Electronica Center**

### **Data**

Start of construction works: Spring 2007

Completion: End of 2008

Area of enlargement: 4.000 square meters

Cost: 29.7 million Euros (including furnishing)

### **Constructor and Involved Companies**

Constructor: City of Linz

General planner/Architect: Treusch architecture ZT GmbH

Statics and planning coordination: FCP-Fritsch, Chiari & Partner ZT GmbH

Building physics: Bauphysik ZT Pfeiler GmbH

House automation: ZFG Project GmbH

Project management, call for proposals, local construction inspection:

Master builder Ing. Landauer GmbH, master builder Ing. H. Poscher

Please find more information, videos of the groundbreaking celebration and the topping-out ceremony, printable pictures of the course of the construction works as well as renderings of the new Ars Electronica Center (all 300 dpi; 18x13 cm) on the following website:

<http://www.aec.at/de/neubau/index.asp>.

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