SIMPLICITY - the art of complexity
Ars Electronica Festival 2006
Linz, Do 31. August - Di 5. September 2006
www.aec.at/simplicity

Presse-Information

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Wien, 18.8.2006

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Press Conference
Friday 18 August 2006, 10:30
Kulturcafé
ORF RadioKulturhaus
Argentinierstraße 30a
1040 Vienna

ARS ELECTRONICA
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1. Featured Speakers: Gerfried Stocker and Christine Schöpf

Gerfried Stocker

CEO and Artistic Director of the Ars Electronica Center, media artist
Born in 1964 in Judenburg, Austria; in 1991, he founded the x-space group to carry out interdisciplinary projects; numerous installations and performance projects dealing with man-machine interaction, robotics and telecommunications; conceived radio network projects and organized worldwide "Horizontal Radio"; since 1995, CEO of the Ars Electronica Center.

Christine Schöpf

Artistic Director of Ars Electronica
Dr. Christine Schöpf has contributed to the development of Ars Electronica in various capacities since 1979. Since 1981, she has been art and science editor at the ORF – Austrian Broadcasting Company's Upper Austria Regional Studio, where her efforts are focused on Ars Electronica and the Prix Ars Electronica.

Gerfried Stocker and Christine Schöpf have been artistic co-directors of Ars Electronica since 1996.

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2. Press Release
Vienna, August 18, 2006

SIMPLICITY - the art of complexity

Our world's increasing complexity and its tension-filled interplay with our own growing need for a comprehensive, comprehensible overview of the world will occupy the focal point of attention at Ars Electronica this year. A feature-packed lineup of events, conferences, symposia, exhibitions and performances will provide a detailed and comprehensive view of the state of the art of global media culture.

Vienna, August 18, 2006 (Ars Electronica). The program that's been lined up for Ars Electronica 2006 is a wide-ranging encounter with possibilities and strategies designed to help us effectively manage the increasingly multi-layered complexity of our reality.

"If we succeed in dealing with complexity in a constructive way and taking advantage of it, then this phenomenon that is increasingly dominating all aspects of our life opens up tremendous prospects for our future," stated Ars Electronica Artistic Director Gerfried Stocker.

"Coming up with intelligent, easy-to-use solutions for complicated, multidimensional tasks is currently the most pressing task that we face. That goes for information technology just as much as it applies to art and other facets of life in our society," Christine Schöpf pointed out in stressing the importance of this year's festival theme. Christine Schöpf and Gerfried Stocker are artistic co-directors of Ars Electronica.

Implementing new technologies, digital ones included, always entails social consequences that have to be taken into consideration. Among the pressing questions we face: How can computer programs be designed so as to minimize the obstacles that prevent individuals from accessing them? How can we more accurately grasp the concrete social impact of new technologies? What qualities must hardware possess in order to provide everyone—and not just the technocratic elite—with access to it? How can we take optimal advantage of the opportunities that complexity presents in order to identify that which is essential for us in the flood of information with which we are deluged? And what role does art play in its function as avant-garde domain and field of experimentation amidst constantly multiplying data, more and more options, and permanent change?

A richly varied program and an incomparable atmosphere are the defining features of the Ars Electronica Festival. In addition to symposia, conferences, concerts and exhibitions, a profusion of art projects installed in public spaces invites those partaking of them to engage in interaction, discussion and dialog. From August 31 to September 5, all of Linz becomes a stage set for media installations, screenings, sound sculptures and enthralling experiences for highly diversified audiences.

The complete program is available online at www.aec.at/simplicity.

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Services, Accreditation and Information

During the time leading up to the festival, our website **www.aec.at/simplicity** will provide you with regular updates about the festival theme and program details. The Festival Blog is your reliable source of certified-fresh news and background info. During Ars Electronica, www.aec.at/simplicity will morph into an online showcase delivering live streams from symposia as well as online reports and podcasts about what's going on at the festival.

Information in the form of press releases and photographic material in print-ready format is available from Ars Electronica's press portal at **www.aec.at/press**. Online accreditation of media outlet representatives has been underway since June 13 at **www.aec.at/accreditation**.

The ORF – Austrian Broadcasting Company's Upper Austria Regional Studio is producing a documentary about the Festival and Prix Ars Electronica. The ORF's radio station Ö1 is a committed media partner of Ars Electronica again this year and will be broadcasting a diverse array of features about SIMPLICITY.

Private and Public Sector Support

The Ars Electronica Festival and the Prix Ars Electronica are financed by private sector sponsorship and government subsidies.

Ars Electronica is especially grateful to its lead sponsors, Telekom Austria and voestalpine. Ars Electronica has received support from the City of Linz, the Province of Upper Austria and the Federal Chancellery / Art Section.

Ars Electronica also expresses its appreciation to KulturKontakt Austria, Casinos Austria, Pöstlingbergschlössl, Sony DADC, SONY DVD Center Europe, Spring Global Mail and Linz AG.

Organizers

The Ars Electronica Festival and the Prix Ars Electronica competition are produced by the Ars Electronica Center, ORF – Austrian Broadcasting Company's Upper Austria Regional Studio, Brucknerhaus Linz and the O.K Center for Contemporary Art in cooperation with the following Linz institutions: University of Art, Lentos Museum of Art, Architekturforum Oberösterreich and Posthof.

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3. Information Overview

3.1. New Events, New Locations

A day at the baroque St. Florian Monastery, an extraordinary opening event at the harbor and creative interventions in public spaces—Ars Electronica is making incredible experiences happen!

3.2. All of Linz Becomes a Stage

The Main Square, concert halls, theaters, the Arkade shopping center – all of Linz becomes a setting for concerts, installations, projects and interventions.

3.3. SIMPLICITY – Conferences and Symposia

This year's theme symposium focuses on the challenges posed by a complex world. An array of top-name theoreticians, scientists and practitioners will take up issues connected with the interplay of simplicity and complexity.

3.4. Enjoy Media Art: Exhibitions at Ars Electronica 2006

CyberArts in the O.K Center for Contemporary Art, the Ars Electronica Center Exhibition, Campus Exhibition and lots of features in the Brucknerhaus showcase the latest developments in media art from around the world.

3.5. Experience Media Art: Workshops and Glimpses behind the Scenes

"make it simple" and "The Making of Stravinksy" feature new formats and deliver first-hand experiences

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3.1. New Events, New Locations

A day in the baroque St. Florian Monastery, an extraordinary opening event at the harbor and creative interventions in public spaces—Ars Electronica is making incredible experiences happen!

The back-to-nature and spirituality trends, the yearning for tranquility amidst the commotion all around us—typical buzzwords: cocooning and neo-Biedermeier—are examples of people's efforts to demarcate realms for a retreat inwards, of their longing for SIMPLICITY in everyday life. This turn to SIMPLICITY is not limited to information technology and design; it's also manifested by an ever-more-fervent search for the simple life, the conception of which is all too often oversimplified into an idyllic cliché. In order to investigate this phenomenon, Ars Electronica will be going on a retreat of its own on September 2 to St. Florian, a baroque monastery near Linz. The name of this journey: ***Going to the Country – a day-trip to the hinterland*** in search of simplicity. Amidst the monastery's baroque ambience, a diversified array of events will explore simplicity's many facets and dimensions. The lineup of activities includes chats and speeches, a computer graphics exhibition, as well as sound installations and performances including a concert in which the monastery's Bruckner Organ is paired with live electronics. Oliviero Toscani will discuss the interconnections between politics and Information Society. A conversation between Thomas Macho and German trend scout Peter Wippermann will focus on contemporary SIMPLICITY-related phenomena in the contexts of marketing, culture and spirituality. Talks will shed light on the philosophical-mystical side of SIMPLICITY.

The opening event reflects this yearning too. The Port of Linz provides the backdrop for ***Harbor Resonance***, the climax of the first day's activities and the big kick-off of the festival week. A night on the banks of the Danube featuring performances, installations and music will ring in the Ars Electronica Festival.

"***Song_fuer_C***" by the art group M+M, the HGKZ - School of Art and Design Zurich, and the Art Lab of Vodafone Group R&D will add some technical complexity to the mix. Twice daily, this project will transform downtown Linz's Arkade shopping mall into an interactive TV studio for a new generation of cell phones. "Song_for_C" uses DVB-H (Digital Video Broadcasting: Handhelds), a cutting-edge technology that's being tried out for the first time in Austria in conjunction with this project. This will also be the largest DVB-H field test to date. "***Mobile City***" is a series of installations in public spaces: "Mobile Assassins," "As if we were alone," "The Cell Atlantic Cell Booth," "Sledgehammer Keyboard," "Nomadix" and "Regrets" thematicize the growing mobility of digital technologies.

The ***Animation Festival*** in the O.K Center for Contemporary Art will offer glimpses behind the scenes and a look at current trends in computerized animated filmmaking. Launched in 2005, this pilot project quickly became a festival fixture. The 2006 lineup spotlights "Young People as Computer Animators." High-tech productions from the USA and Japanese anime round out a program that includes about a thousand films from 71 countries.

The object of Sonja Meller's "***Wish Visuals – You Pick It, We Play It***" is to temporarily lay claim to a public space and impart a design to it in a very unconventional way. On September 2 from 2:30 to 4 PM, 100-200 participants will be issued little flags of different colors; they will then form a square on a slope of Schloßberg, a hill overlooking downtown Linz. Pedestrians on the nearby Nibelungen Bridge or in the Urfahr neighborhood will be invited to call in requests for patterns they'd like to see. The crew on Schloßberg then attempts to visually implement the image, choosing the appropriate colors and waving the corresponding flags. You can register to join the crew via e-mail to spiel@afo.at or by calling 0664 / 954 96 57.

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3.2. All of Linz Becomes a Stage

The Main Square, concert halls, theaters, the Arkade shopping center – all of Linz becomes a setting for concerts, installations, projects and interventions.

On September 1, city-dwellers and visitors alike are invited to Linz's Main Square to participate in "***moon ride***." Cyclists will be hooking up their bikes to one of the many generators set up there for them to provide the power needed to charge a giant battery. Each revolution of every set of pedals moves the battery charge indicator a little closer to full. After nightfall, the stored energy will be used to light up an enormous balloon hovering above the cityscape. This discharging process will be visible for miles and can last until the wee hours of the morning.

"moon ride" is a sensory encounter with the myths and rites of our light-and-sound-dominated e-culture. At the same time, it's a minimalist reflection of our electronic world, one that makes visible the charging and discharging processes inherent in everyday life.

Two other projects—"***Machine Man***" and "***Sledge Hammer***"—will transform Linz's Main Square into a setting for reflection on the man-machine relationship in the Post-Industrial Age.

A concert evening on a grand scale has become a traditional fixture at Ars Electronica. This year's offering, "***some sounds and some fury***," proffers tonal experiences at the nexus of orchestral music, digital sound synthesis, live electronics and remix. Mediating between the realm of acoustic instruments and the domain of electronic and digital sounds is the main mission of this full-evening concert. A performance venue consisting of the Lentos Museum, the Brucknerhaus and the riverside Danube Park will be the setting for a concert featuring works by John Cage, Ludger Brümmer, Philippe Manoury, Charles Amirkhanian and others. The Bruckner Orchestra conducted by Dennis Russell Davies and featuring Maki Namekawa on piano will let us partake of extraordinary performances that span in virtuoso fashion the entire range bounded by the musical antipodes of acoustic instruments and digital sounds. For each of the works to be performed, a different artist has been invited to create a digital visualization that accompanies the composition, plumbs its depths, and even constitutes the artist's own interpretation of the music.

"***Digital Musics in Concert***," the presentation of this year's prizewinning works in the Prix Ars Electronica's musical category, offers impressions along a spectrum bounded by the music of the spheres and the physical experience of sound. Featured works include "l'île re-sonante" by Eliane Radigue and "psychic stress soundtracks" by Joe Colley.

"***The Electric Grandmother***" is a play for kids age 7 and up by Franz Schwabeneder based on a short story by Ray Bradbury. This co-production of the Phoenix Theater and the Ars Electronica Futurelab will be presented at the Phoenix Theater during the Festival.

At the ***Ars Electronica Gala***, the spotlight will be focused on the artists themselves the whole evening. The highpoint of this glittering event will be the presentation of the Golden Nicas to the Prix Ars Electronica prizewinners. Honorees include some of the pioneers of media art as well as many representatives of the young generation.

This year's ***Visualized Linz Klangwolke*** (Cloud of Sound) will be staged by Hermann van Veen. The Danube-side Klangpark invites you to enjoy digital sounds.

The ***nightly Electro-Beats at the Stadtwerkstatt*** wind up festival evenings on a high note. In conjunction with the Ars Electronica '06 Campus Exhibition, the Institute for Expanded Art will be presenting sound- and performance-based projects in its ***Grand Café zum Rothen Krebsen***.

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3.3. SIMPLICITY – Conference and Symposia

This year's theme symposium will focus on the challenges posed by a complex world. An array of top-name theoreticians, scientists and practitioners will take up issues connected with the interplay of simplicity and complexity.

The symposium will be curated by John Maeda, world-famous graphic designer, visual artist, researcher at the Massachusetts Institute of Technology's MIT Media Lab and pioneering thinker about simplicity in the Digital Age. Maeda gained fame as a result of the approach he took to redefining the role of electronic media; in his view, they should be made accessible to all social strata regardless of educational level or other social preconditions. He has been an MIT Media Lab faculty member since 1996. He is Professor of Media Arts and Sciences, head of the design-oriented Physical Language Workshop and co-director of the Media Lab's SIMPLICITY research program. His artistic work has been shown at highly-praised exhibitions in Paris, London, New York und Tokyo. In addition to curating the theme symposium, Maeda will also be the featured artist at the theme exhibition. Ars Electronica will host the world premiere of his latest book.

"A number of speakers will elaborate on the many different aspects of simplicity — and complexity no doubt as well. How do we live? How will we be living? What do we fear? What do we yearn for? Together, we'll organize, reduce and synthesize a catalog of knowledge upon this podium of trust, and hope that, as a result, everyone taking part will be able to make his/her own choice of a path to simplicity or complexity." *John Maeda*

The other speakers at the SIMPLICITY theme symposium are:
- *Sam Hecht*, who will be dealing above all with simplicity in connection with design
- *Walter Bender*, former executive director of the MIT Media Lab, is president of One Laptop Per Child, an initiative that's working on the development of a computer designed to be affordable even by people in developing countries. He also deals with technology's impact on an increasingly elderly population.
- *Paola Antonelli* is curator of the Museum of Modern Art's Architecture and Design Department.
- *Hugh Herr* heads MIT's Biomechatronics research group.
- *Jason Kottke*, famed proprietor of the Kottke.org weblog, has been focusing his efforts on simple, user-centered possibilities of making the Internet accessible.
- *Gary Chang* is founder of the EDGE Institute that has come up with some innovative Simplicity-based solutions in both cultural and commercial contexts.
- *Olga Goriunova* is an artist, art scholar, co-organizer of the Read_Me Festival and co-founder of the runme website.
- *Eric Yeatman* is a microengineering specialist at Imperial College in London.

With the Simplicity theme as a background constant, a series of conferences will scrutinize the latest trends in art, technology and society. "Goblin City," this year's Pixelspaces conference of experts organized by the Ars Electronica Futurelab, will be dedicated to a consideration of various media art phenomena in connection with architecture and public space in general. Cybernetics, a field that has been dealing with the design and control of complex systems since its very inception, is the subject of the "When Cybernetics meet Aesthetics" conference being organized by the Ludwig Boltzmann Institute Media.Art.Research. The Radio FRO Conference will consider the specific mission of radio and TV programming by public broadcasting systems in an ever-more-dynamically diversifying world of media.

At the Prix Forums, Prix Ars Electronica prizewinners will elaborate on their productions, techniques and concepts. In conjunction with "Commons and Communities," a cooperative initiative of Ars Electronica and Ö1 Matrix, artists, experts and handicapped individuals themselves will discuss accessibility and usability issues. Ars Electronica 2006 is providing a great occasion for extensive collaboration with radio station Ö1, which will be broadcasting features about the Simplicity theme in a variety of different program formats.

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3.4. Enjoy Media Art: Exhibitions at Ars Electronica 2006
CyberArts in the O.K Center for Contemporary Art, the Ars Electronica Center Exhibition, Campus Exhibition and a host of features in the Brucknerhaus showcase the latest developments in media art from around the world.

With 3,177 entries from 71 countries in 2006, the Prix Ars Electronica has once again confirmed its status as the largest and most important international showcase of excellence in the cyberarts. An extensive selection of outstanding works from this year's competition will be presented in the *CyberArts Exhibition* at the O.K Center for Contemporary Art.

As a special consideration for local Ars Electronica aficionados, the Center will open its doors to the public to premiere the new *Ars Electronica Center Exhibition* a day before the festival begins. This open house is set for August 30; admission is free. Eagerly awaited is the exhibit of winning works in u19 – freestyle computing, the Prix Ars Electronica's category for young people. Toshio Iwai is the featured artist this year.

John Maeda, the featured artist at the 2006 festival, will exhibit his work at the *Lentos Museum of Art*. "Nature" is a series of seven "motion paintings" representing abstract forms evocative of those found in nature.

For the sixth time this year, Linz's University of Art will host Ars Electronica Campus. The 2006 international guest institution is the *University of Art & Design in Helsinki*, Finland. Students at the school's Media Lab will present their works. The facility's interdisciplinary orientation gives rise to great expectations of a fascinating show. *Campus: the beta lounge* will showcase prototype works by undergrads in the University of Linz's Interface Culture program. These projects explore the zone of interplay where media art, applications and design research come together.

Kunstraum Goethestrasse will be showing "*from dust till dawn*." Several exhibitions at the Brucknerhaus will be showcasing exemplary projects by young media artists and, in doing so, establishing the "Hotspot Brucknerhaus" as an up-and-coming feature attraction at the festival. Several installations address the phenomenon of digital communities in an increasingly network-linked world. The entire Brucknerhaus will be a showcase for media art projects.

3.5. Experience Media Art: Workshops and Glimpses behind the Scenes
New formats deliver first-hand experience: "make it simple" and "The Making of Stravinksy"

Following successful productions of Richard Wagner's "Das Rheingold" (2004) and Gustav Mahler's Symphony Nr. 2 in C Minor (2006), the Ars Electronica Futurelab's collaboration with the Brucknerfest is continuing with the staging "*Le Sacre du Printemps*." As the opening concert of the 2006 Brucknerfest Linz and in conjunction with the Classic Klangwolke, "Le Sacre du Printemps" will be performed on September 10, 2006 at 8 PM at the Brucknerhaus. Ars Electronica festivalgoers are invited to attend "The Making of Stravinsky," a rehearsal open to the public, and experience how the Bruckner Orchestra conducted by Dennis Russell Davies and Karen Kamensek, dancer Julia Mach and computer artists prepare the performance including the accompanying visuals. The outstanding feature of this work is the interactive linkup of orchestral music and computer visualization. After the rehearsal, Horst Hörtner of the Ars Electronica Futurelab and artist Klaus Obermayer will elaborate on the project's technical and artistic aspects.

With "*make it simple – do it yourself*" as their watchwords, media artists will turn the electrolobby into a workshop for using simple materials to conduct media art experiments. Participants will encounter new hardware as well as innovative programming languages.

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4. Info about Prof. John Maeda, the symposium curator

John Maeda

John Maeda, the son of Japanese immigrants, was born in Seattle in 1966. Today he is a designer with an international reputation, media artist, Professor of Media Arts and Sciences at the Massachusetts Institute of Technology's MIT Media Lab in Cambridge MA, winner of numerous prizes, and a pioneering thinker about simplicity.

Maeda gained fame as a result of the approach he took to redefining the role of electronic media; in his view, they should be made accessible to all social strata regardless of educational level or other social preconditions. For his proposed reconfigurations of the relationship between human user and computer, he has been the recipient of the highest career honors in design in the USA, Japan and Germany. Most recently, he was elected to the Cooper-Hewitt National Design Museum, Smithsonian Institution's board of trustees.

He has been a member of the MIT Media Lab's faculty since 1996. He is Professor of Media Arts and Sciences, head of the design-oriented Physical Language Workshop and co-director of the Media Lab's SIMPLICITY research program. In 1999, Maeda was included in Esquire Magazine's list of the 21 most important people for the 21st century. His artwork has been shown in highly-praised exhibitions in Paris, London, New York and Tokyo. He is the author of several books on the subject of humanizing technology through a new way of dealing with digital media.

Maeda received both his BS and MS degrees from MIT and his PhD in design from the University Institute of Art and Design in Tsukuba, Japan. In May 2003, the Maryland Institute College of Art bestowed an honorary doctorate of fine arts on John Maeda, who has been invited to speak about his SIMPLICITY research program at the world's most important universities and institutes.

He lives in Lexington MA with his wife Kris and their four daughters, Saaya, Naoko, Rie and Mikah.

Maeda's new book "The Laws of Simplicity" will be published this fall by MIT Press and presented at the Ars Electronica Festival.

Website

www.maedastudio.com
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5. Publikationen zur Ars Electronica 2006

Simplicity – the art of complexity

Katalog zur Ars Electronica 2006
Hatje Cantz, Ostfildern-Ruit
€ 28,00
ISBN 3-7757-1834-6

The 2006 festival catalog combines essays elaborating on the theoretical reflections of participating artists and scientists with descriptions of featured works of art and thus -- as always -- illuminates what's emerging right now in the charged field of interaction between art, technology and society.
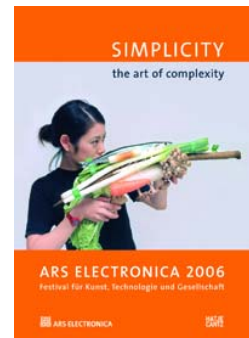
CyberArts 2006

Internationales Compendium
Prix Ars Electronica
Hatje Cantz, Ostfildern-Ruit
€ 48, 50 (incl. DVD and CD)
ISBN 3-7757-1835-4

„CyberArts 2006" compiles text and graphic documentation of the prizewinning works singled out for recognition by juries of international experts in the Computer Animation / Visual Effects, Digital Musics, Interactive Art, Net Vision, Digital Communities categories, the u19– freestyle computing competition for young Austrian artists as well as the art and technology grant [the next idea]. This comprehensive volume is accompanied by a DVD with excerpts from the best works of Computer Animation / Visual Effects as well as a CD featuring selected cuts from the Digital Musics category.

6. Photos

The following images are available for download in print quality (18 cm x 13 cm / 300 dpi) at www.aec.at/presskit.

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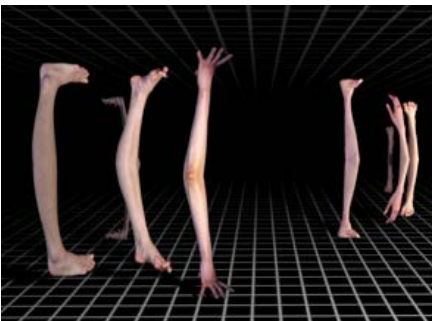1040 Vienna

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7. A Few Administrative Remarks

Press Accreditation at the Ars Electronica Festival

We're very much looking forward to seeing you at this year's Ars Electronica Festival. Please note that applications for press accreditation must be received by Friday, August 25, 2006. The accreditation form is available online at www.aec.at/accreditation.

Press Bureau in the Brucknerhaus

Upon arrival, please pick up your press pass and info packet at the Press Bureau, where our staff will be on duty throughout the Festival to provide you with assistance in word and deed. We're located in the Brucknerhaus on the Gallery Level right above Restaurant Anklang:

Untere Donaulände 7, 4020 Linz, Austria
Hours: 9 AM to 7 PM

Press Conferences at the 2006 Ars Electronica Festival

The ***opening press conference*** will be held on September 1 at 9:30 AM in Restaurant Anklang in the Brucknerhaus.

We invite you to attend the special guided tour for media outlet representative of the exhibition in the ***Lentos Museum of Art*** on Thursday, August 31 at 9:30 AM as well as the ***CyberArts press conference*** on Thursday, August 31 at 10:30 AM in the O.K Center for Contemporary Art.

On Tuesday, September 5 at 2:30 PM, the artistic directors and associates will wrap things up at the Electrolobby in the Brucknerhaus.

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8. Background Info about Ars Electronica

Ars Electronica's specific orientation and the long-term continuity it has displayed since 1979 has made it an internationally unique center for digital art and media culture that is comprised of four divisions:
Ars Electronica, Festival of Art, Technology and Society
Prix Ars Electronica – International CyberArts Competition
Ars Electronica Center – Museum of the Future
Ars Electronica Futurelab - Laboratory for Innovation

Festival Ars Electronica

Interdisciplinarity and an open encounter of experts in the arts and sciences from all over the world with festivalgoers of highly diverse backgrounds and interests are the defining features of the internationally renowned Ars Electronica Festival. Annually since 1979, the festival has featured a lineup of symposia, exhibitions, performances and events designed to foster artistic and scientific encounter with the social and cultural phenomena that are the consequences of technological change.

Prix Ars Electronica
As the world's premiere competition in the cyberarts, the Prix Ars Electronica has been a showcase of artistic excellence and innovation since 1987 and a barometer of trends in the ever-expanding and increasingly diversified world of media art.
Thanks to the name this competition has made for itself around the world, the large number of submissions it attracts and the fact that it's held annually, the enormous Prix Ars Electronica Archive can deliver detailed insights into the development of media art, its openness to innovation and its diversity.

Ars Electronica Center
Ever since it opened in 1996, the Ars Electronica Center has constituted a prototype of a Museum of the Future. This facility uses interactive forms of mediating the general public's encounters with virtual reality, digital networks and modern media. It showcases innovative exhibitions whose content encompasses media art, cutting-edge technology and social developments. The Center is the permanent headquarters and thus the organizational foundation of Ars Electronica's international and regional activities.

Ars Electronica Futurelab
The Futurelab is the model of a new kind of media art R&D laboratory in which artistic experimentation and technological innovation inspire one another. Each of the lab's working groups brings together a wide variety of skills; their approach to a project is characterized by interdisciplinarity and international networking. Conceiving and executing exhibitions and artistic installations as well as collaborations with university facilities and joint ventures with partners in the private sector frame the Futurelab's broad spectrum of activities.

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ORF RadioKulturhaus
Argentinierstraße 30a
1040 Vienna

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