

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

Master's Thesis: The Digital Beauty Parlor

A design study of a very special sort was recently unveiled at the Ars Electronica Center, where a coed at Linz's University of Art presented her master's degree project in the three-dimensional projection environment of the ARSBOX.

The design of a comfortable and convenient hair salon work station featuring a combination stylist's chair and shampooing sink was the objective of a study by Sabine Siegl, a Klagenfurt native who is currently living, working and studying in Linz.

Her design had to take a number of factors into consideration. "The results of research in several different fields—market analysis, optimization of both comfort and practicality, and selection of the ideal materials—went into this work," said Sabine Siegl, whose extracurricular activities include a long-term stint as an Infotrainer at the Ars Electronica Center.

The AEC, in turn, provided Ms. Siegl with active support in bringing her project to fruition, including making expert know-how and a helping hand available in producing the outstanding 3D presentation.

This made it possible to premiere the design study in the ARSBOX, infrastructure developed in-house by Ars Electronica Futurelab engineers that totally immerses users in Virtual Reality and, among its many possible applications, can be used to produce industrial designs.

The reaction of Prof. Axel Thallemer, chairman of the committee of examiners responsible for assessing this work, was highly enthusiastic: "We're very pleased with the successful outcome of this collaboration between the University of Art's Industrial Design program and the Ars Electronica Futurelab." The work also got a wholehearted thumbs-up from Futurelab Director Horst Hörtner: "Sabine Siegl's work took a holistic approach that included social and historical components. This way of going about R&D is completely in accord with the mission of Ars Electronica as a facility at the interface of art, technology and society."

By the way: the work also garnered a "cum laude" for Sabine Siegl.

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