

P R E S S R E L E A S E**The First eARTS Festival in Shanghai****Ars Electronica Presents "Digital Art and Magic Moments"**

The start of the first Shanghai eARTS Festival represents the biggest media festival ever to be organised in China and is scheduled to take place from 19 to 23 October, 2007. Ars Electronica is to make its contribution with the exhibition "Digital Art and Magic Moments", as well as the virtual staging of a Kun-Opera. Furthermore, Ars Electronica had a decisive role to play in the development of the new festival.

Prelude:**Ars Electronica Futurelab Visualises Chinese Kun-Opera**

Over the last few years, Ars Electronica Futurelab developed a worldwide, highly esteemed system for the interactive visualisation of classical music. An essential element here is the involvement of dance. As with the music of the orchestra, the movements of the dancers are recorded in real time and

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converted, by means of computer technology, into extraordinarily effective pictorial worlds. Great achievements have been celebrated in the most recent past with the virtual staging of Richard Wagner's "The Rhine Gold" (Linzer Brucknerhaus, 2004), Gustav Mahlers "Symphony No.2" (Cologne Philharmonic, 2006) and Igor Stravinsky's *Le Sacre du Printemps* (Linzer Brucknerhaus, 2006, and Royal Festival Hall, London, 2007).

As part of the opening gala of the new eARTS Festival in Shanghai, a segment of a traditional Chinese Kun-Opera will be virtually staged in a premier showing, to be held on the 19 October.

The Kun-Opera originally evolved during the 16th century, in Kunshan, in present-day Zhejiang province. It is the oldest form of Chinese Opera the chief characteristics of which include subtle music, poetic language, elegant movement and romantic Libretti.

The exhibition:

Ars Electronica shows "Digital Art and Magic Moments"

In addition, Ars Electronica is schedule to present "Digital Art and Magic Moments" in the Shanghai Science and Technology Museum – the largest of its kind worldwide. Twenty five different works by international artists, as well as the Ars Electronica Futurelab, will be exhibited over an approx. 3000 square metre area. All of these projects can be viewed for the first time in China and, in an entirely unexpected and fascinating manner, make visible and tangible the way and extent to which new technologies influence our lives. And just what artistic and social potentials are slumbering within these! Finally,

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symposium and workshops for Chinese students will then round off the exhibition. The "Digital Art and Magic Moments" opens on 19 October.

The First eARTS Festival in Shanghai

In 2006, the Shanghai Cultural Development Foundation (SHCDF) contacted Ars Electronica with a view to enter into cooperation for the development of a new media festival of international class in Shanghai, and to establish the festival on a long-term basis. Due to its international network and its forerunner status in the genre of media art, and as a result of a search that was undertaken worldwide, Ars Electronica was then elected as the most preferred partner. The result of this cooperation, the first Shanghai eARTS Festival, designed as a major event, is to be opened on 19 October, 2007.

Shanghai eArts Festival

19 – 23 October, 2007

<http://www.shearts.org/earts/english/index.html>

Ars Electronica - Digital Art and Magic Moments

Shanghai Science and Technology Museum

19 October – 10 November, 2007

Curators: Gerfried Stocker, Manuela Pfaffenberger

Artists: Golan Levin (USA), Kohei Asano (Japan), Takahiro Matsuo (Japan), Peter William Holden (UK), Nataša Teofilovic (Serbia), Yoshimasa Kato and Yuichi Ito (Japan), Le Ciel Est Bleu (France), Dmitry Gelfand and Evelina Domnitch (USA), Sonia Cillari (Italien), Aaron Koblin (USA), Kirk Woolford (USA), Yacine Sebti (Belgium and Morocco), Sekine Masato (Japan), Casey Reas (USA), LIA (Austria), Catherine Nyeki (France)

http://www.aec.at/shanghai_earts07/

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