



PRESS RELEASE GULLIVER'S WORLD

II.: DETAILS

Drop By, Join In and Win

The new Gulliver's World installation is proving to be as big a favorite with Ars Electronica visitors as its precursor, Gulliver's Box. With this smash hit on its hands, the Center is staging an array of special events over the next few weeks focusing on Gulliver's World.

At three upcoming **workshops**, young people will be able to learn more about the technical and conceptual background of the project and undertake a creative encounter with the installation's content. There's something for every age group: "Game Development on the Basis of Gulliver's World" for young adults, "Your Adventure in Gulliver's World" for 10- to 15-year-olds, and "New Inhabitants for Gulliver's World" to get kids age 6 and up started designing characters. Please register at least two days prior to the course session, preferably by phone at 0732.7272-51.

Creativity is also called for in a **competition featuring prizes** for the best cartoons or narratives having to do with Gulliver's World. The deadline for entries is November 22. The prizes will be handed out to the winners during the course of **Gulliver's World Action Day** on November 28, when a wide array of special tours will also be offered. The best efforts by workshop participants and the most outstanding submissions to the prize competition will also go on display in the Ars Electronica Center. Another feature for November mornings is a tasty one: the Gulliver's World breakfast at the SKY Media Loft Café and Bar.

Graphic templates, instructions, tips and ideas for competition participants as well as details about workshop offerings are available online at www.aec.at/gulliverswelt.

Gulliver's World Press Release II.: DETAILS

**Wolfgang A. Bednarzek - Ars Electronica Center - Hauptstraße 2-4 - 4040 Linz
mail wolfgang.bednarzek@aec.at - office 0732.7272.38 - cellular 0664.81 26 156**



PRESS RELEASE GULLIVER'S WORLD

II.: DETAILS

Plenty of Options: How Gulliver's World Works

For visitors to Gulliver's World—young and old alike—prime emphasis is on creativity and the power of the imagination. You can design an artificial world including all of its components and inhabitants, and even dispatch an avatar of yourself on a sojourn in it. It's an ideal way to take an active, playful approach to working with a broad spectrum of the latest technologies at the interface of real and virtual space.

An effective lineup of stations enables you to give free reign to your creativity:

At the **landscape painter**, you can install many different topographical features like mountains, fields and waterways, and then proceed on to the **drawing board** to design 3-D objects like trees. Through the use of plastiline clay at the **modeling table** and a **3-D scanner**, you can design your own characters to populate this world. And in the **greenbox**, you can even film an avatar of yourself in preparation for your own virtual performance. Last stop: the **figure workshop**, which is just crawling with funny creatures that you can customize any way you like. Finally, it's time to set off on a **virtual expedition** into your own personalized **Gulliver's World**.

The visitor can then arrange all of the concepts and components created at these individual stations into his/her own virtual scenario. This custom-tailored world—with the visitor as chief protagonist—is complete and can also be sent off as an e-mail greeting.

Thanks to its fascinating approach, user-friendly interface and the state-of-the-art technology behind it, Gulliver's World constitutes a milestone in modern museum didactics. An entire level of the Ars Electronica Center is dedicated exclusively to this installation.

Gulliver's World Press Release II.: DETAILS

**Wolfgang A. Bednarzek - Ars Electronica Center - Hauptstraße 2-4 - 4040 Linz
mail wolfgang.bednarzek@aec.at - office 0732.7272.38 - cellular 0664.81 26 156**