

Handout for the press conference by Linz Mayor Franz Dobusch, City Administration Director Erich Wolny and Ars Electronica Artistic Director Gerfried Stocker on Thursday, September 4, 2008 at 10 AM in the Lobby of the Altes Rathaus.

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*Additional speakers:*

*Gerald Kempinger, head of the Department of Information Technology, City of Linz*

*Elke Achleitner, Department of Information Technology, head of Geodata Management*

*Horst Hörtnner, head of the Ars Electronica Futurelab*

## **A One-of-a-Kind Urban Experience The Altes Rathaus Hosts Extraordinary Installations about Linz**

Two unique installations that enable users to experience Linz in very special ways are now open to visitors in the Lobby of the Altes Rathaus: the “Changing Linz” city model and the “All of Linz” imaging project. The latter is on display in conjunction with the 2008 Ars Electronica Festival and will remain on site in the Rathaus until September 28, 2008.

### **INTERACTIVE CITY MODEL – “CHANGING LINZ”**

A joint project of the Ars Electronica Futurelab and the Geodata Management section of the City of Linz’s Department of Information Technology has produced a mobile interactive digital city model. This installation entitled “Changing Linz” immerses visitors in a highly diversified data pool that provides a multifaceted reflection of the city’s dynamic development in the past, present and future. Varied modes of navigation through time and (urban) space are made possible by city maps, orthographic aerial imaging and a 3D model. Engineers even succeeded in integrating the so-called ur-plat that was prepared prior to 1876.

A total of more than 2,000 locations with up to three images of each as well as approximately 10,000 statistics describing 260 periods of time were incorporated. Thus, virtual visitors who embark on this journey of discovery through highly diverse information landscapes have access to an impressive storehouse of things worth knowing and seeing drawn from about 150 years of Linz history.

The sources of data are Statistik Austria, the Statistical Yearbooks of the City of Linz, statistical literature from the early 20<sup>th</sup> century, and the following mu-

municipal government agencies: City Research, Archive, Urban Planning, Parks, Children & Youth Services, Schools & Sport, Women's Affairs, City Communication and Information Technology—Geodata Management. Thus, the data bases include such material as election results, demographic information and job distribution statistics as well as explanations of museums and social service facilities. "Linz Termine," a constantly updated social and cultural calendar, can also be accessed.

One very special feature is the 3D model of downtown Linz, which can be experienced and explored during a virtual flight. To generate it, engineers created a basic model of the architectural substrate and then added façade images that have been recorded since 2007 and detailed information about the area's stock of trees and plants to create a realistically scaled representation of the inner city that can be updated on an ongoing basis.

## **User-Friendly Immersion**

Taking the plunge into digital Linz couldn't be easier! Via touch-screen display, users can immerse themselves in content structured in four major categories and accessible by a variety of different approaches. Just a few simple navigational steps are all it takes to start exploring the individual information domains. This set-up certainly does allow users who know what they're after to perform precise searches for specific information and to get a detailed and comprehensive picture of a particular development process; nevertheless, the mission here has been to accentuate the exploratory character of the experience and an intuitive approach.

This fascinating tour of Linz is visualized on complementary projection surfaces positioned directly in front of the user. The city is depicted on the horizontal level; the immediately adjacent vertical surface displays information, explanations and facts.

The digital city model is open to the public 7 AM to 7 PM daily. Users must first check in at the Rathaus Reception Desk.

## Four Focal-Point Themes

The digital city model features four focal-point themes: City, Population, Recreation & Culture, and Social Services.

### City

In addition to city maps and orthographic aerial imagery, this domain primarily contains statistical data. They provide information about things like the distribution of buildings, streets, parks and waterways within the city limits as well as in the individual neighborhoods. Or, for example, how many new construction projects there are in Linz, where office space is concentrated, where residential structures are located and much more. Plus, a time axis makes it possible to follow the development of these magnitudes over the years.

### Recreation & Culture

This domain shows what Linz has to offer as a Capital of Culture. Accordingly, the art and culture areas contain a massive amount of content. There's lots of information and graphics. Tourist data is also available. A very colorful picture emerges of all the options available for leisure time activities in Linz. And there's also a link to the Linz Termine event calendar that provides a constantly updated rundown of what happening around town.

### Population

Statistical information about population density and demographic change, age distribution, election results and occupational data dominate this domain. Here, users can find answers to all kinds of questions. For example: How many people live in the Neue Heimat neighborhood today, and what was the corresponding figure 30 years ago? How did the people of Linz vote in the last City Council election? Or: What are the occupations of the inhabitants of the Kleinmünchen neighborhood?

### Social Services

The strong social welfare system in place in Upper Austria's capital city is on display in this domain. Virtual visitors can find information about care facilities for young and old, youth centers and available counseling. The subjects of the health and education are also covered here.

## ARS ELECTRONICA INSTALLATION – “ALL OF LINZ”

The “All of Linz” Installation that will be on display in the Rathaus Lobby until **September 28, 2008** provides impressions of an action staged in conjunction with last year's Ars Electronica Festival. The people of Linz were invited to direct messages to the heavens—via banners, creatively mowed lawns, works of art, whatever! Their efforts were then photographed by a specially equipped airplane cruising above the city at an altitude of approximately 1,100 meters. Over the course of this four-hour flyover, more than 4,000 snapshots were made of the City of Linz and its inhabitants. These are top-quality, high-resolution images in which each individual pixel represents an area approximately the size of a regular sheet of computer printer paper.

The installation in the Altes Rathaus now presents what might be called this action's greatest hits. And the mode of display is quite appropriate to the subject matter: “All of Linz” literally lays at the feet of visitors to the Rathaus Lobby, where the floor is covered with an oversized aerial view of the whole city. The Lobby exhibit also includes 10 high-resolution prints that present bird's-eye-views of Linz from interesting angles. The material included in this show was selected by architectural photographer Dietmar Tollerian. And the “All of Linz” Gallery showcases more than 200 aerial photographs made during last year's flyover.

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