ARS ELECTRONICA

HYBRID

Press Release - Overview
Linz, June 21, 2005

ARS ELECTRONICA 2005
`HYBRID – living in paradox`

Press Kit

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Information on the Ars Electronica Festival: http://www.aec.at/hybrid
and the Ars Electronica Press Lounge: http://www.aec.at/press
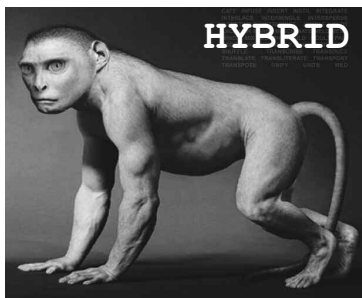
1. Press Release - General Information
Linz, June 21, 2005

Hybrid - living in paradox

The rapid ongoing abrogation of boundaries and fusions in art, technology and society will occupy the focal point of the 2005 Ars Electronica Festival. A profusion of fascinating events, conferences, symposia, exhibitions and performances will open up insights into the state-of-the-art of international media culture.

Ars Electronica 2005: The Festival Theme

Science, research, media, politics, art, cultural identity and the definition of physicality—boundaries are vanishing clear across all spheres and aspects of society. Traditionally separate domains are blending together to engender new products, alliances and forms of expression. The consequences of this trend that is increasingly encompassing and pervading all facets of human creativity are "mixed," hybrid solutions like nanotechnology, bionic prostheses, culture jams, hybrid motors, podcasting and blogging—to name just a few. Nike products in Lagos, manga comix in Grieskirchen, Muslim headscarf-rappers in Berlin, ethnic look as accessorized lifestyle, media moguls as prime ministers—these are just a few examples of how borders are disintegrating and new identities are emerging in a globalized, technologized world.
Via modern media and international networking, individuals have long since come to define themselves in terms of a cultural mix composed of highly diverse influences.

"*Hybrid – no other term provides such a consummately appropriate and comprehensive description of the highly paradoxical current state of our world, one that is characterized by interrelationships that, among other things, are extraordinarily contradictory,*" is how Ars Electronica Artistic Director Gerfried Stocker sums this up. "*Cultures are being superimposed upon one another and fused together, barriers are being broken down—national ones as well as those of a material, technological and psychological nature.*"

Hybrid Highlights / New Program Features

Among the innovative highlights making their debut at this year's Ars Electronica are the *Animation Festival*, a thematic focus on Featured Artists, and a new location for the opening night's festivities.

Animation lets millions of viewers experience with their own eyes the blending of real and virtual worlds. Leading-edge technological developments and an amazing variety of new currents and

approaches characterize this discipline. In big-budget blockbusters as well as works by up-and-coming indie-scene artists, the dynamism evident in the field of animation is breathtaking. Ars Electronica is giving this development the consideration it is due by presenting an *Animation Festival* with a lineup of over 100 outstanding films featuring computer animation.

Another festival program first is a special focus on *Featured Artists*. *Ulf Langheinrich* and *Theo Jansen* will showcase their work in performances and installations. Each artist will also deliver a keynote address providing audiences with insights into the conceptual background of their work.

The Austrian Federal Railway's spacious assembly shop in Linz provides an extraordinary new backdrop for the conclusion of the first day of the festival and the international, multicultural kickoff of Ars Electronica week with an event entitled "*Emotional Traffic & Suspended Engines*." This spectacular vernissage featuring performances and installations by Maurice Benayoun and Jean-Baptiste Barrière as well as DJs from Linz and Bangalore marks the beginning of the Ars Electronica Festival.

Hybrid Theory / Conferences

The centerpiece of considerations at the 2005 Ars Electronica Festival is the incredibly rapid and widespread development recently of hybrid phenomena and the new technologies that have been the essential driving forces behind them. The *Hybrid Theme Symposium* at Linz's Brucknerhaus will undertake an analysis of the causes and consequences of and the deep-seated interconnections among these trends. Derrick de Kerckhove, internationally renowned head of the Marshall McLuhan Program in Culture & Technology at the University of Toronto and one of the world's leading media experts, is curating the symposium, and has lined up an impressive group of top-name international theoreticians, philosophers and scientists as panelists and speakers.

A number of other conferences will provide settings for encounters with the latest artistic, technological and social trends. The 2005 Pixelspaces Conference, a get-together of experts hosted by the Ars Electronica Futurelab, will thematicize "Emotion and Data Processing." The *Man and Computer* Conference will reflect upon design methods using interactive media. Technical and legal aspects of Free Media outlets' access to information will occupy the attention of participants in this year's *Radio FRO* Conference. Prix Ars Electronica prizewinners will elaborate on their working techniques and concepts at the *Prix Forums*.

The focal-point topics of this year's *Electrolobby* are media activism in Italy, Digital Divide politics as practiced in India, the issue of openness in conjunction with free software, free access and open cultures.

Hybrid Exhibitions

Artists' approaches to creativity are increasingly making use of scientific instruments such as the techniques of biotechnology. In doing so, they are, among other aims, satirizing the efforts of scientists to imitate or even to outdo nature with the aid of new technologies such as robotics, bionics or bio-engineering. Art thereby becomes a hybrid between technology and creativity. "*Hybrid Creatures and Paradox Machines*" at Architekturforum Oberösterreich will exhibit examples of this trend. Theo Jansen's "beach creatures," which will be on display on Linz's Main Square, are also hybrid forms of life combining computer-supported engineering and biological principles.

The artistic efforts being undertaken at the Srishti School of Art and Technology in Bangalore comprise a mixture of traditional artforms with modern media and thus become hybrid forms of expression at the interface of yesterday and tomorrow. Geetha Narayanan, the school's director, will serve as the curator of this year's *Campus Exhibition* hosted by Linz's University of Art. And another international institution of higher education in media technology, Istanbul's Bilgi University, is making its mark on the 2005 festival with "*VCD: Relocate-Retro Tracks*." The Ars Electronica Center – Museum of the Future will be showcasing works singled out for recognition in the Prix Ars Electronica's "*u19 - freestyle computing*" category for young people. The logo of this year's festival is based on "*Origin*," a

series of images by internationally renowned artist Daniel Lee, who utilizes software to create hybrid forms that blend human and animal expressions. The entire series will be on public display in the Brucknerhaus. The *CyberArts* Exhibition in the O.K Center for Contemporary Art will present a selection of outstanding works that exemplify the state-of-the-art of international media culture.

Hybrid Events and Performances

Hybrid experiences of sound and light, of technology and nature in the midst of intercontinental exchange will occupy the focal point of events staged in conjunction with "*Hybrid - living in paradox.*"
"*Listening between the Lines*" will be a concert evening of major proportions featuring works at the interface of orchestral music, digital sound synthesis, live electronics and remix. Music by György Ligeti, Pierre Boulez and Philip Glass will be performed by an ensemble including Linz's Bruckner Orchestra under the direction of Dennis Russell Davies and young practitioners of electronic sound generation.
An impressive show featuring music, video and light on Linz's Main Square organized by the *Srishti School* from Bangalore will link up artists in Austria and India in a live collaborative performance. In "*Drift B*" at the Posthof, Ulf Langheinrich blends visualization and sound into a hypnotic sensory experience. Linz's Main Square will mutate into a beach and thus the *biotope* of Theo Jansen's multi-legged critters designed to roam the Dutch coastline. Lawine Torrén, artist Hubert Lepka's crew that has made a name for itself staging remarkable spectacles, is designing the *Visualized Klangwolke* this year. Electronic Theatre/O.K Night will present prizewinning works of animation from the 2005 Prix Ars Electronica as well as digital music and visual performances on the Media Deck of the O.K Center for Contemporary Art. Mercan Dede's enchanting evening spent at the confluence of Near Eastern musical traditions and digital sounds in the Brucknerhaus is entitled "*gezgin.*"

Linz as the City of Media Culture – Open House at AEC

Linz's role as the center of global media culture will be confirmed in emphatic fashion during the 2005 Ars Electronica Festival with the opening of the new *Ludwig Boltzmann Institute for Digital Culture and Media Science*. With the presentation of "Interface Cultures" in conjunction with the festival, Linz's University of Art will introduce its new program of study in the field of media culture.

Prix Ars Electronica at the Ars Electronica Festival

As the world's most important competition in the cyberarts, the Prix Ars Electronica has been a barometer of trends in the thriving world of media art since 1987. The highpoint of the festival's calendar of events is the 2005 Prix Ars Electronica *awards ceremony* held as part of the Ars Electronica Gala on September 2 in the Brucknerhaus. Additional Prix-related presentations include the *CyberArts* Exhibition at the O.K Center for Contemporary Art, the exhibit at the Ars Electronica Center - Museum of the Future showcasing winning works from the "*u19 - freestyle computing*" category, as well as the Prix Forums (theme: "*Digital Commons and Communities*") in the Brucknerhaus.

Services

Our website at *www.aec.at/hybrid* will be providing you with regular updates about the festival theme, program details and news during the run-up to the festival. During the festival, the website will deliver live streams from symposia as well as online reports about all that's been going on. After the festival, information about all Ars Electronica Festivals will be available at our online archive.

You'll find a wealth of material including press releases, photography in print-ready format and background information at the Ars Electronica press portal at *www.aec.at/press*. Online press accreditation for media outlet representatives will begin June 21 at *www.aec.at/accreditation*.

The ORF – Austrian Broadcasting Company's Upper Austria Regional Studio is producing a film documenting the festival and the Prix Ars Electronica. It will be televised on September 4, 2005 on ORF 2 and on September 5, 2005 on 3sat. Radio station Ö1 is an Ars Electronica media partner again this

year, and three of its shows—"matrix – computer & neue medien," "Radiokolleg" and "Dimensionen"—will be broadcasting festival-related content.

Patrons and Sponsors

The Ars Electronica Festival and the Prix Ars Electronica are produced by the Ars Electronica Center in cooperation with the ORF – Austrian Broadcasting Company's Upper Austria Regional Studio, Brucknerhaus Linz and the O.K Center for Contemporary Art.

Collaborating associates are the Linz University of Art, Linz's Lentos Museum of Art, Architekturforum Oberösterreich and Posthof Linz.

Ars Electronica and the Prix Ars Electronica are funded by the City of Linz, the Province of Upper Austria and the Office of the Chancellor of the Republic of Austria.

Lead sponsors are Telekom Austria and voestalpine.

Ars Electronica is sponsored by Festo, Casinos Austria, Microsoft, Linz AG, Mitsubishi Electric, Sony DADC and Siemens Österreich.

Additional support has been provided by 3com, Frank&Partner, Lexmark, Pöstlingberschlößl, VS Fickenscher, Jindrak, KulturKontakt Austria, Austrian Airlines, M-AUDIO and Lenz Moser.
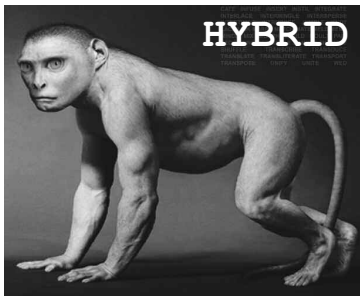
2. Press Release - Glossary
Linz, June 21, 2005

Hybrid

The term hybrid has the following meanings:

Hybrid [...] in biology [...] has two meanings. The first meaning is either the offspring of two different species, or of two different genera. The second meaning of "hybrid" is crosses between populations or cultivars ("cultivated varieties") of a single species.

Hybrid -- made up of parts drawn from multiple but similar sources to create something new. Haraway's cyborg is a metaphoric human/machine hybrid.

Hybrid -- a term in biology.

Hybrid can refer to systems containing both continuous and discrete sample times, e.g. in control theory.

Hybrid in engineering and telecommunications is a functional unit in which two or more different technologies are combined to satisfy a given requirement.

Note: Examples of hybrids include (a) an electronic circuit having both vacuum tubes and transistors, (b) a mixture of thin-film and discrete integrated circuits, and (c) a computer, or electronic device that has both analog and digital capability.

Hybrid words have mixed etymologies.

A *hybrid* may also refer to a hybrid vehicle.

Hybrid is also the name of a British electronic music group formed in the late 1990s.

Hybrid atomic orbitals in chemistry. [...]

Hybrid car

Today's hybrid cars or hybrid electric vehicles are automobiles powered by internal combustion engines, but also equipped with batteries recharged during driving and an electric motor to assist with power demand. There are different levels of hybrids, ranging from minor systems to "full hybrid" systems. Hybrids do not necessarily have to be plugged in, yet still deliver superior mileage and are environmentally-friendly alternatives to traditional internal combustion vehicles. [...]

Nanotechnology

[...] A definitive feature of nanotechnology is that it constitutes an interdisciplinary ensemble of several fields of the natural sciences that are, in and of themselves, actually highly specialized. Thus, physics plays an important role—alone in the construction of the microscope used to investigate such phenomena but above all in the laws of quantum mechanics. Achieving a desired material structure and certain configurations of atoms brings the field of chemistry into play. In medicine, the

specifically targeted deployment of nanoparticles promises to help in the treatment of certain diseases. Here, science has reached a point at which the boundaries separating discrete disciplines become blurred, and it is for precisely this reason that nanotechnology is also referred to as a convergent technology.

Weblog

A weblog, web log or simply a blog, is a web application which contains periodic time-stamped posts on a common webpage. These posts are often but not necessarily in reverse chronological order. Such a website would typically be accessible to any Internet user. "Weblog" is a portmanteau of "web" and "log". The term "blog" came into common use as a way of avoiding confusion with the term server log.

Blogs run from individual diaries to arms of political campaigns, media programs and corporations, and from one occasional author to having large communities of writers. Many weblogs enable visitors to leave public comments, which can lead to a community of readers centered around the blog; others are non-interactive. The totality of weblogs or blog-related websites is usually called the blogosphere. When a large amount of activity, information and opinion erupts around a particular subject or controversy in the blogosphere, it is commonly called a blogstorm or blog swarm.

The format of weblogs varies, from simple bullet lists of hyperlinks, to article summaries with user-provided comments and ratings. Individual weblog entries are almost always date and time-stamped, with the newest post at the top of the page. Because links are so important to weblogs, most blogs have a way of archiving older entries and generating a static address for individual entries; this static link is referred to as a permalink. The latest headlines, with hyperlinks and summaries, are offered in weblogs in the RSS or Atom XML format, to be read with a feed reader. A weblog is edited, organized and published often through a content management system or CMS.

All definitions taken from Wikipedia, the free encyclopedia: *http://en.wikipedia.org/*

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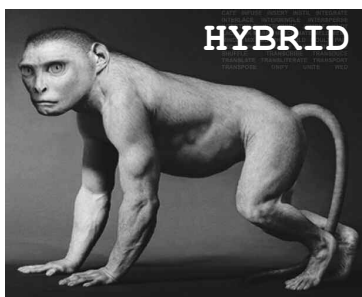
4. Press Information - Sponsoring Board
Linz, June 21, 2005

Veranstalter / *Organization:*

ARS ELECTRONICA

BRUCK NER HAUS

ORF OBERÖSTERREICH

O K Centrum für Gegenwartskunst
Oberösterreich

Kooperationspartner: Kunstuniversität Linz, Lentos Kunstmuseum Linz, Posthof Linz, Architekturforum Oberösterreich

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Ars Electronica und Prix Ars Electronica werden unterstützt von / *supported by:*

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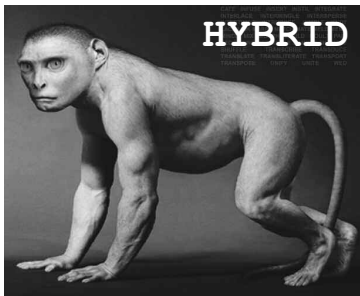Siemens Österreich

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5. Press Information - Publications
Linz, June 21, 2005

Ars Electronica 2005 Publications

Hybrid – living in paradox
Catalog about Ars Electronica 2005
Hatje Cantz, Ostfildern-Ruit
EUR 28,00
ISBN 3-7757-1659-9

The 2005 festival catalog will combine essays elaborating on the theoretical reflections of participating artists and scientists with descriptions of featured works of art and thus - as always - illuminate what's emerging right now in the charged field of interaction between art, technology and society.

CyberArts 2005
International Compendium
Prix Ars Electronica
Hatje Cantz, Ostfildern-Ruit
EUR 49,90 (inkl.DVD und CD)
ISBN 3-7757-1657-2

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"CyberArts 2005" 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, NetVision, Digital Communities categories, the u19 – freestyle computing competition for young Austrian artists as well as the art and technology grant [the nextidea]. 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.

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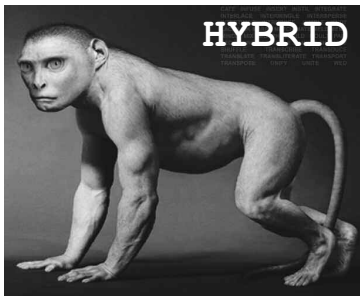
6. Press Release - About Ars Electronica
Linz, June 21, 2005

About Ars Electronica

With its specific orientation and the long-standing continuity it has displayed since 1979, Ars Electronica is an internationally unique platform for digital art and media culture consisting of the following four divisions:

Ars Electronica – Festival for Art, Technology and Society
Prix Ars Electronica – International Competition for CyberArts
Ars Electronica Center – Museum of the Future
Ars Electronica Futurelab – Laboratory for Future Innovations

Ars Electronica Festival

The essence of the internationally renowned Ars Electronica Festival is interdisciplinarity and an open encounter of international experts from the arts and sciences with a broad audience of highly diverse backgrounds and interests. Annually since 1979, the Festival has featured a lineup of symposia, exhibitions, performances and events designed to further an artistic and scientific confrontation with the social and cultural phenomena that are the consequences of technological change.

Prix Ars Electronica

As the world's premier cyberarts competition, the Prix Ars Electronica has been a forum for artistic creativity and innovation since 1987. It is the trend barometer in an ever-expanding and increasingly diversified world of media art.
Thanks to its annually recurring nature, its international scope and the incredible variety of the works submitted for prize consideration, the enormous Prix Ars Electronica Archive provides a detailed look at the development of media art and a feel for its openness and diversity.

Ars Electronica Center

The Ars Electronica Center opened in 1996 as a prototype of a "Museum of the Future." Its mission is to utilize interactive forms of mediation to facilitate the general public's encounter with virtual reality, digital networks and modern media. A focus on issues at the interface of media art, new technologies and social developments characterize the Center's innovative exhibitions. Beyond this, the Ars Electronica Center is the permanent base and thus the organizational foundation of Ars Electronica's regional and international activities.

Ars Electronica Futurelab

The Futurelab is a model of a new kind of media art laboratory in which artistic and technological innovations engender reciprocal inspiration. The lab's teams bring together a wide variety of specialized skills; their approach is characterized by interdisciplinarity and international networking. The Futurelab's wide-ranging activities include designing and engineering exhibitions, creating artistic installations, as well as pursuing collaborative research with universities and joint ventures with private sector associates.

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