



We Guide You!

An encounter with the 2008 Ars Electronica Festival

To effectively complement the 2008 festival theme, “A New Cultural Economy,” this year’s tours and mediation program are being staged under the motto “Knowledge for All.” Overview presentations will provide interesting insights into the latest developments at the nexus of art, technology and society, but there’ll also be room for highly individualized approaches and points of view.

Thanks to the efforts of a St. Pölten Technical College TV crew, it’ll also be possible this year to take a tour through the festival from the privacy of your own home.

Kids equipped with digital recording devices will be heading off on a journey of discovery across the festival grounds to gather their own personal impressions, which they’ll later be able to present online to anybody who didn’t get to enjoy this new perspective on international media art live and in person.

Grown-ups, on the other hand, can experience the Ars Electronica Festival in the framework of dialogic tours through the various exhibition venues. Participants will learn more about this year’s subtitle, “The Limits of Intellectual Property.” Discussions will focus on global issues concerning collective knowledge, intellectual property and Open Source versus patents and copyrights, as well as a local Linz initiative working towards providing free webspace for all city residents! As always, the diversity of artistic productions is a heady incentive to debates and intensive confrontations with hot issues.

Plus, there are additional options available to do-it-yourselfers, who can head out independently on fascinating paths through festival locations. In the spirit of “Show us your festival!,” impressions of all sorts, route descriptions and personal experiences can be made available to the entire festival community as a basis for individual approaches to the festival program and a point of departure for reconfigured, customized festival itineraries all in one.

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Translated from German by Mel Greenwald.