

ORIGIN – How It All Begins

Ars Electronica 2011 Attendance Already at 69,725

(Linz, September 5, 2011) With 69,725 visitors as of 8 AM, September 5th, the 2011 Ars Electronica Festival is already a big hit! The biggest draws have been the opening event and the nightly entertainment lineup on the Maindeck of the Ars Electronica Center, Sam Auinger's Night of Sound in St. Mary's Cathedral, the CyberArts show at the OK, the exhibitions in the Ars Electronica Center, as well as the tents and other structures housing the first CREATE YOUR WORLD festival for young people. There was also an excellent turnout at the MARKETPLACE OF TALENTS as well as the ORIGIN and Public Square Squared symposia. Lots of festivalgoers have taken one of the guided tours. The festival program consists of approximately 300 workshops and open labs, guided tours, interactive installations, films, speeches, presentations & discussions, concerts, performances and interventions that have been conceived, organized and staged by 837 people. Visiting artists & speakers have accounted for 1,300 overnight stays at 20 hotels.

278 Artists & Speakers from 34 Countries

278 artists and scientists from 34 countries have contributed projects and ideas to this year's festival. Most of the artists & speakers have been from Austria (79), followed by Japan (67), Germany (25), USA (21), England (12) and Spain (11). They include representatives of such renowned institutions as CERN (CH), Harvard University (US), the MIT Media Lab Boston (US), the University of Tsukuba (JP), the Marshall McLuhan Program in Culture and Technology in Toronto (CA), Laboratoire d'Astrophysique de Marseille (FR), the University of Maryland (US), the European Southern Observatory (CL) and NASA (US).

559 Protagonists at CREATE YOUR WORLD

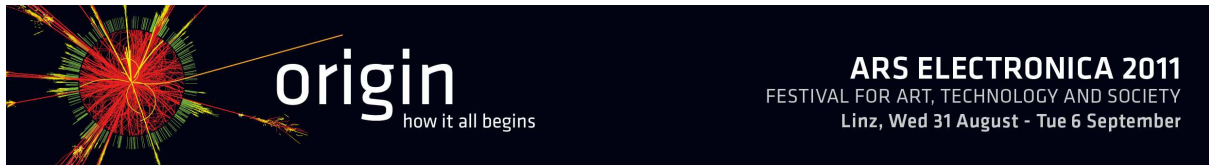
No fewer than 159 events are being staged in conjunction with the first CREATE YOUR WORLD, Ars Electronica's new festival within a festival for young people. This extraordinarily diverse lineup has come to fruition thanks to the dedication and commitment of 559 people and 49 partner institutions. The new open labs format passed its test with flying colors: with no preregistration required and no waiting around for preset starting times, participants—the young and the young-at-heart—could just drop in when they felt like it and get hands-on experience at a wide variety of workshops and experimental setups.

74 Guided Tours with 1,110 Participants

There was brisk demand for a spot in the various festival tour groups. A total of 1,110 festivalgoers have taken one of the guided strolls through the festival grounds.

With queries, please contact

Christopher Ruckerbauer
Tel: +43.732.7272-38
christopher.ruckerbauer@aec.at
www.aec.at/press



480 Media Outlet Representatives from 30 Countries

ZDF, EFE, The New Scientist, ARTE, Die Zeit, Bayerischer Rundfunk, Pro7, Boing Boing, La7, Kansai TV, Il Sole 24 Ore, die Stuttgarter Zeitung, der Tagesspiegel and major Austrian media have been on hand. A total of 480 media outlet representatives from 30 countries have been covering Ars Electronica live from Linz. Most came from Austria (248), Germany (56), Slovenia (31), Italy (26), Poland (19), Japan (15) and Great Britain (12).

Ars Electronica Festival 2011: <http://www.aec.at/origin/en/category/blog/>

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