



ARS ELECTRONICA



voestalpine

EINEN SCHRITT VORAUSS.

**PRESS CONFERENCE April 25, 2012**

## **Visualized Cloud of Sound**

### **voestalpine Klangwolke The Cloud in the Net**

#### **Speakers:**

**Wolfgang Winkler** Artistic Director LIVA

**Kurt Rammerstorfer** ORF, Director Regional Studio Upper Austria

**Gerhard Kürner** Head of Corporate Communications voestalpine

**Gerfried Stocker** Artistic Director Ars Electronica

**Horst Hörtner** Senior Director Ars Electronica Futurelab

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Christopher Ruckerbauer / Ars Electronica – Press

Ars Electronica Linz GmbH, ARS ELECTRONICA STRASSE 1,  
4040 Linz, [www.aec.at](http://www.aec.at)

Tel: 0043 732 7272 38 [Christopher.ruckerbauer@aec.at](mailto:Christopher.ruckerbauer@aec.at)

Claudia Werner / Press

Brucknerhaus Linz, Untere Donaulände 7, 4010 Linz

Tel.: +43 (0) 732 7612-2120, Fax: +43 (0) 732 7612-2130

E-Mail: [claudia.werner@liva.linz.at](mailto:claudia.werner@liva.linz.at), [www.brucknerhaus.at](http://www.brucknerhaus.at)



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# voest Alpine Klangwolke

## The Cloud in the Net

Linz, Saturday, September 1, 2012

(Linz, April 25, 2012) The Brucknerhaus and Ars Electronica are precipitating the 2012 voest Alpine Klangwolke, the cloud of sound that forms above Linz in September. Breathtaking technical effects, spectacular interplay of human and robotic protagonists, thousands of brilliantly glowing letters and artistic illumination of the cityscape itself, singing lightning bolts and wonderful worlds of sound compose this Klangwolke, an account of the interconnectedness of our world. And anyone can become a part of this “cloud in the Net”; everyone can contribute their own musical fragments or homemade letters of light to this extravaganza, which is why the 2012 voest Alpine Klangwolke will begin to coalesce long before the actual production kicks off on September 1<sup>st</sup> at 8:30 PM. It’s starting right now! Throughout Upper Austria and beyond, work is underway on this year’s voest Alpine Klangwolke. In the OTELO open technology labs in Gmunden, Vöcklabruck and Kremstal, at the FAB production schools, in the music schools of the City of Linz and the Province of Upper Austria, at the Ars Electronica Center and on the internet, piece by piece, sound by sound, letter by letter, a cloud of sound of, by and for all is taking shape.

### A Story of the Networking of our World

The voest Alpine Klangwolke’s narrative tells of our world getting linked up in networks and of how new technologies are changing our lives. This tale begins with the discovery of electricity and the subsequent triumph of artificial lighting. The story continues with the invention of the telegraph and the telephone, motion pictures and television, and the first successful attempts to transmit digital messages from Point A to Point B. The plot thickens with the advent of the World Wide Web and the Digital Revolution that has brought us social media and mobile telecommunications. The voest Alpine Klangwolke will get across how the boundaries separating reality and virtuality, between humankind and machine, are getting increasingly blurred, and how new technologies have come to pervade virtually every aspect of our lives and even our own bodies.

### A Cloud of Sound by All, for All

Such a “cloud in the Net” simply has to be an open project, one that anyone can participate in, on site and online. The voest Alpine Klangwolke defines itself as a work by all, for all, and as such it’s not going to take shape behind closed doors or in the ivory towers of the arts and sciences. Instead, people are creating this event in open labs, apprentice workshops, music schools and in their own homes—in kids’ rooms, workspaces, attics and basements. In other words, the voest Alpine Klangwolke is forming wherever men and women come up with electrifying ideas and possess the energy to implement them.

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## Thousands of illuminated letters in and above Donaupark ...

Whether using a prodigious desktop or a sleek little handheld, or in person at one of the Klangwolke workshops, getting involved and inputting content will make the voest Alpine Klangwolke a one-of-a-kind spectacle. Over the coming months, thousands of gleaming letters of the alphabet will be constructed, imaginatively designed and equipped with LEDs and receivers. And all these constructors are invited to bring their letters to Linz's riverside Donaupark on the evening of September 1, when these works of art will get connected up to the voest Alpine Klangwolke and become part of a gigantic spectacle. After all: it's the interplay with thousands of other letters that enables each individual character to unfold its full potential—to become components of words, and, in turn, sentences in which information morphs into communication.

## ... and thousands of Klangwolke miniatures on the internet

Acoustic Klangwolke miniatures that flow into the production itself or are broadcast by the Klangwolke sound system throughout the Donaupark the following day are another possibility of participating in the voest Alpine Klangwolke. Regardless of whether it's a noise, a melody, a rhythm or a complete composition, just about anything you can imagine can be a Klangwolke miniature—just as long as its shorter than a minute. Klangwolke miniatures can be submitted at [www.aec.at/klangwolke](http://www.aec.at/klangwolke). Anybody who needs support in recording, processing and uploading a Klangwolke miniature can find out all he/she needs to know at a workshop in the Ars Electronica Center, at one of the branches of the Oberösterreichisches Musikschulwerk or one of the music schools in the City of Linz. Accruing over the course of the summer will be an online pool of diverse sounds that website visitors can listen to and rate. Marco Palewicz (AT) will mix this material into a five-minute piece that will resound through Donaupark on the evening of the Klangwolke. The next day, the Klangwolke sound system will be fired up again to reprise all the Klangwolke miniatures.

## Klangwolke's Regional and Global Partners

The 2012 voest Alpine Klangwolke is a co-production of the Brucknerhaus and Ars Electronica. The artistic direction is the hands of Ars Electronica Futurelab staffers, whose proven competence in the fields of media art, architecture, design, interactive exhibitions, virtual reality and real-time graphics make them the perfect choice to conceive and implement such an ambitious undertaking.

The ORF – Austrian Broadcasting Company's Upper Austria Regional Studio cofounded the Linzer Klangwolke in 1979 and has provided comprehensive coverage ever since. Without broad support from the ORF's three media—radio, TV and internet—spirited participation in this event by the people of Upper Austria would be unthinkable. The regional studio's staff has repeatedly displayed its media-based leadership in the Province of Upper Austria, and thus the power to bring people together and motivate them for a joint cultural experience—most recently in conjunction with "The Flood," the Visualized Klangwolke during Linz's term as European Capital of Culture in 2009, when thousands of Upper Austrians worked together with Roger Titley to construct and animate the exotic creatures the South African artist had dreamed up. Once again in 2012, the ORF Upper Austria's website, radio programming and local news show will continuously be reporting on the Klangwolke

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composers and the constructors of the letters and flying objects. "My Land, My Radio" is ORF Upper Austria's new slogan. So, in this spirit: My Land, My Klangwolke! voestalpine is the exclusive lead sponsor. This partnership is also reflected by the name of this year's event: voestalpine Klangwolke. Now, 60 years after the invention of the Linz Donawitz process that is truly one of the most significant developments of the postwar era, voestalpine is an international steelmaker with 360 production & distribution locations in 60 countries. As a global high-tech player, technology and quality leadership in highly demanding product segments are voestalpine's assurance of continued success and, as such, are accorded highest priority. The importance of research & development is also what has led to the company's support of this year's Klangwolke, a production whose theme deals with modern technology and its importance for our life.

Numerous associates from throughout Linz and Upper Austria will be contributing to the voestalpine Klangwolke. The music schools of the City of Linz and the Province of Upper Austria, the OTELO open technology labs, the FAB production schools in Linz, Wels and Steyr, the ASKÖ model airplane club, the Linz Fire Department and LIWEST have already made a commitment.

International partners including the UdK–Berlin University of the Arts (DE), Hangzhou University (CN) and Intelligent Robotics Laboratory of the Department of Adaptive Machine Systems at the Universität Osaka (JP) have also signed on to the voestalpine Klangwolke effort. Additional support is being provided by Soundcloud, the world's largest audio streaming community, and Ableton, the top name producer of digital audio workstations.

### Accompanying Events on the Ars Electronica Festival Program

The Klangwolke and the Ars Electronica Festival have been orchestrating a delightful duet since 1979. This year's Ars Electronica Festival will serve as an occasion for the producers to convene with renowned experts from all over the world in diverse contexts including conferences, exhibitions and workshops to consider the duality of the Klangwolke and Ars Electronica, and to discuss innovative future configurations. Valuable contributions to this artistic evaluation process will certainly be made by this year's Campus exhibition, at which world-renowned UdK–Berlin University of the Arts will focus on sound sculptures in public spaces, as well as sound artist Sam Auinger, the featured artist at the 2011 Festival, whose extraordinary sound performance in Linz's St. Mary's Cathedral garnered rave reviews last year.

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voestalpine Klangwolke: [www.aec.at/klangwolke](http://www.aec.at/klangwolke)

Brucknerhaus, LIVA: <http://www.brucknerhaus.at/www1/en/index.php?kind=12&lng=eng>

Ars Electronica Linz: <http://www.aec.at/news/en/>

voestalpine: <http://www.voestalpine.com/group/en/>

ORF – Austrian Broadcasting Company's Upper Austria Regional Studio: [www.ooe.orf.at/](http://www.ooe.orf.at/)

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