voestalpine Klangwolke – The Cloud in the Web
Linz, September 1, 2012, 8:30 PM

(Linz, June 21, 2012) 170 illuminated letters of the alphabet and 200 soundcloudminiatures have already been completed and are ready to take center stage as featured elements of this year's voestalpine Klangwolke. Every day, additional letters and sounds are coming in, adding new nodes to the Cloud in the Web. The Klangwolke website is attracting between 5,000 and 6,000 visitors a day—folks checking out the letter gallery and screening videos of flying drones, sound-collectors and letter-crafters. "The 'Cloud in the Web' has really started to take shape," Gerfried Stocker is pleased to report.

New Klangwolke Workshop in the Ars Electronica Center Opens

And the voestalpine Klangwolke isn't just a hit online; there's been even more action than usual at the Ars Electronica Center lately too.

In the Lobby, for instance, where the ABC Workshop set up shop a few days ago. Lots of colorfully decorated letters next to, above and on top of the workbenches attest to the creativity and enthusiasm people are bringing to their activities. Whatever materials are needed are made available free of charge: cardboard construction kits for all 26 letters of the alphabet, LED strips, 9-volt battery hook-ups and switches. For the individual design of the letters, there are variously colored sheets of paper, cloth and stickers. Each completed letter is issued a number and will be on display throughout the summer in the Ars Electronica Center. On August 13, each letter will be equipped with a receiver. Their creators can then pick them up and, on the evening of September 1, bring them along to the voestalpine Klangwolke in Donaupark.

There's also feverish activity gearing up for the voestalpine Klangwolke a couple of floor below the ABC Workshop at the new SoundLab, a fully functional sound studio featuring six workspaces for recording, remixing and producing so-called soundcloudminiatures. They can be lavishly produced numbers or just noise, sound collages or rhythms. In the SoundLab, novices can take their first steps in the field of sound production, but there's quite a bit for seasoned pros to discover too. You can work or your own or collaborate on recordings, create music with everyday objects, or get a taste of digital sound processing. Every uploaded soundcloudminiature means another addition to the voestalpine Klangwolke sound pool.

voestalpine Klangwolke Partners Worldwide …

At the Ars Electronica Futurelab as well, the preparations for the voestalpine Klangwolke are also moving forward at a fast pace. Staffers have their work cut out for them: the projections and lighting effects that will brilliantly illuminate the façades of the high-rises of Linz's Urfahr neighborhood; the hardware & software for the swarms of drones that will perform their never-before-seen synchronized air show on the evening of September 1; and the first futuristic LED-suits for some Austrian space cowboys. There's also networking going on with partners all over the globe. "The hardware for the receivers that will be used in letters is being

built in Australia right now. The components for the letters themselves come from China, the USA, Japan and South Korea. The final assembly will take place in Regau right here in Upper Austria," according to Horst Hörtner, director of the Ars Electronica Futurelab. "The software we'll be using to synchronize the letters on the evening of the voestalpine Klangwolke comes from Germany, Australia, the USA, England and Linz. So it would certainly be justifiable to say that work on the voestalpine Klangwolke is proceeding 'round-the-clock, and that this project has truly attained global dimensions."

… and in Linz and Vicinity

Parallel to this, the voestalpine Klangwolke production crew is working together with a whole series of vendors and associates in the Linz metropolitan area, each of whom will make their own inimitable contribution to the spectacle—on land, in the water, and aloft. In addition to crawl text runners and FANUC industrial robots, a whip-wielding mounted troop from Abtenau will put on a memorable show on the south riverbank. There'll be lots of action on the river itself—water sport enthusiasts from ASKÖ will be out in force with their motorboats; rowing clubs from Linz and vicinity will be aboard their 4-man and 8-man sculls; and they'll be joined by the reigning German hydrofoil champion and a pyramid of waterskiers. Floating above them all will be flocks of "flying letters," while 50 drones in synchronized formation conjure up three-dimensional sculptures in the sky. "It's really exciting to be working together with so many people in such completely different fields and to orchestrate their individual skills and contributions into one big production" said Ars Electronica Linz's Martin Honzik, the line producer of this year's Klangwolke.

Lead Sponsor voestalpine Launches a Staff Drive and Sound Tours in Linz

And work on this year's Klangwolke has already gotten underway at voestalpine too. "Involvement in a production whose theme focuses on networking and collaboration means that sponsorship absolutely has to entail active participation," explained Gerhard Kürner, voestalpine's director of corporate communications. In this spirit, the next issue of the in-house magazine that comes out shortly will contain a call for employees to take part in the preparations and to come together and celebrate the voestalpine Klangwolke in September. But that's not all: there's also a cut-out pattern inside, as well as instructions for building illuminated letters for the big event. And the sounds of voestalpine will soon be the featured attractions of guided sound tours throughout the Linz plant grounds. The results of this acoustic journey of discovery will be presented together with all the other soundcloudminiatures in a special show on the day after the Klangwolke in Linz's riverfront Donaupark. A showcase for visitors to the voestalpine Steel World is being installed, the Apprentice Workshop in Linz is joining the fun, and quite a bit more. So, voestalpine's SoundCloud is already gathering steam and doing some networking of its own.

Upcoming voestalpine Klangwolken Dates & Times

Whoever would like to make a creative personal contribution to the voestalpine Klangwolke can do so any time during the Ars Electronica Center's regular opening hours. The ABC

Workshop as well as the SoundLab can be used free of charge. Groups are kindly requested to preregister (center@aec.at, Tel. +43.732.7272.51). Plus, in conjunction with special events, the AEC offers workshops dedicated to preparations for the voestalpine Klangwolke: FamilyDays–We Are voestalpine Klangwolke (Saturday & Sunday, June 23-24, 2012, 10 AM-6 PM); Family Night: Klangwolke Workshop (Friday, July 13, 2012, 6 PM-12 Midnight); two voestalpine Klangwolke Weekend Specials (Saturday & Sunday, July 28-29 and August 18-19, 2012, 10 AM-6 PM); Summer Camp (Wednesday-Friday, August 1-3 and August 22-24, 2012, 9:30 AM-12:30 PM); and Interactive-Creative Days (Tuesday, July 17, 24, 31, August 7, 14, 21, 2012, 10:30 AM-2:30 PM).

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The voestalpine Klangwolke is being produced by the Brucknerhaus and Ars Electronica. Media partner is the ORF – Austrian Broadcasting Company's Upper Austria Regional Studio. The 40-minute event on the evening of September 1 defines itself as the choreographed compilation of work done over the preceding weeks and months by a fascinating array of protagonists worldwide. The collaborative nature of the "Cloud in the Web" thus corresponds to the internet, which is, in fact, playing an essential role in the production process. Photos of letters created by volunteer activists can be uploaded to the event's interactive online picture gallery. The site is also the go-to source for the font of the Klangwolke's own script. Plus, there's a digital pool of sounds that participants have recorded or mixed themselves. The voestalpine Klangwolke's theme is our networked world.

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voestalpine Klangwolke: http://www.aec.at/klangwolke/en/
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 (in German): www.orf.at/

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