



THE 2012 ARS ELECTRONICA FESTIVAL

The Big Picture – New Concepts for a New World

August 30 to September 3, 2012, Linz

(Vienna, August 22, 2012) The 2012 Ars Electronica Festival begins on Thursday, August 30. In the “Big Pictures” that will then go on display, the viewfinder is focused on wide-angle images that capture the world that’s coming to be, pictures that do justice to globalization and network linkages, that depict the way our world is increasingly growing together and simultaneously drifting apart. The festival is assembling models that can serve as paragons and best-practice examples from art and science, that offer inspirational demonstrations of how an open-minded way of looking at a larger whole not only reveals more of it but also brings totally new insights to light. Once again this year, scientists, scholars and artists from all over the world will be convening in Linz to present their projects and theories and put them up for discussion. In Ars Electronica’s signature style, this discourse will proceed beyond classic artistic venues and conference spaces to also establish a substantial presence in the public sphere.

The Highlights of the 2012 Festival

Among the don’t-miss events at this year’s festival are: The Big Picture Symposium at the Brucknerhaus, which is accompanied by its own exhibition and cinema; the CyberArts show at the OK, the annual showcase of the best and most interesting submissions to the Prix Ars Electronica; the Big Evening Concert in the Lentos, Donaupark and Brucknerhaus that’s celebrating its 10th anniversary; and a special Ars Electronica Music Day in the Brucknerhaus and Donaupark dedicated exclusively to electronic music. Together with the Brucknerhaus, Ars Electronica is also producing this year’s voestalpine Klangwolke. This “Cloud in the Web” will tell the story of the networking of our world and play out as the work of a collective artistic personality. Leading up to and during the 2012 voestalpine Klangwolke, the accent is on interactivity and audience participation. The results that people throughout the region are creating—illuminated letters and one-minute sounds bites and tracks known as soundcloudminiatures—will play starring roles in this must-see extravaganza set for Saturday, September 1 in downtown Linz’s Donaupark.

The 2012 Ars Electronica Festival: <http://www.aec.at/thebigpicture/en/>

Press area & online accreditation for media outlet representatives: <http://www.aec.at/thebigpicture/en/press/>

With queries, please contact

Christopher Sonnleitner
Tel: +43.732.7272-38
christopher.sonnleitner@aec.at
www.aec.at/press



The Highlights of the 2012 Ars Electronica Festival

Conferences

The Big Picture Symposium (see Program p. 15)

Friday, August 31, 2012 / 10 AM-1 PM & 3-5:30 PM / Brucknerhaus (Middle Hall)

The AM panel produced by New York-based SEED Magazine will scrutinize so-called overview effects—the role of pictorial media in forming, imparting and propagating images of the world—as well as the question of which visualization techniques we can utilize in our efforts to understand, depict and get across the complex interrelationships of our time. Panelists: Gerfried Stocker (AT), Adam Bly (CA), Johan Bollen (BE/US), Manuel Lima (PT/US), Paola Antonelli (IT/US) and Golan Levin (US). The PM session, Mapping the World, will take a cultural-historical look at the images of the world that humankind has been bringing forth—those that first emerged long ago as well as the ones that are in the process of materializing right now. Plus, there's a presentation of Tsunagari, a spectacular educational visualization project, and of "One Day on Earth," a global film project. The speakers are Thomas Macho (AT/DE), Lisa Kaltenecker (AT), Hajime Narukawa & Maholo Uchida (JP) as well as Brandon Litman and Kyle Ruddick (US).

Saturday, September 1, 2012 / 10:30 AM-1 PM & 3-5:30 PM / Lentos Art Museum Linz (Auditorium)

On Saturday, Science & Art will deal with the respective roles allocated to art and science, and the real-world possibilities of and limits to collaboration between them. The AM session speakers are George Church (US), Joe Davis (US), Jens Hauser (DE/FR), Hiroshi Ishiguro (JP) and Gabriele Lohmann (DE). In the PM session, participants will grapple with the question of whether art merely interprets scientifically induced pictures of the world or can itself engender and propagate new ways of seeing things. Julius von Bismarck (DE), Ariane Koek (UK/CH) & James Wells (US), Jo Thomas (UK), Agnes Meyer-Brandis (DE), Isobel Knowles & Van Sowerwine (AU) and Timo Toots (EE) will have their say.

Everyday Rebellion (Prix Forum III – Digital Communities (see Program p. 18)

Saturday, September 2, 2012 / 10:30 AM-5:15 PM / Brucknerhaus (Middle Hall)

On a Web 2.0 platform as well as in a documentary film currently in production, Arash and Arman Riahi portray people worldwide who are putting up nonviolent resistance. This extraordinary cross-media project is entitled "Everyday Rebellion"—and thus both the watchwords and the framework of the symposium's third day. The Riahi Brothers will be joined by a lineup of rebels, activists and artists, all of whom are committed to the struggle for democracy, freedom of opinion and artistic freedom: Leila Nachawati (ES), Sherien Al-Hayek (US), Hexie Farm (CN), Agnes Aistleitner (AT), Mathias Jud, Christoph Wachter (CH), James Burke (UK), Shawn Sims (US), Sebastian Pichelhofer (AT) and Oscar Spierenburg (NL).

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www.aec.at/press



Exhibitions

The Big Picture Exhibition (see Program p. 39)

Thursday, August 30, Sunday, September 2, Monday, September 3, 2012 / 10 AM-7 PM

Friday, August 31, 2012 / 10 AM-5:30 PM

Saturday, September 1, 2012 / 10 AM-4:30 PM

Brucknerhaus

This is a showcase of the multifarious possibilities of visually representing people's "Big Pictures" of the world—old ones long ago cast onto the junk heap of history and their hopeful young successors. Videos, websites, open source initiatives, simulations, projections and an interactive installation will demonstrate the varied approaches to developing and depicting such all-encompassing images. The exhibition will be complemented by THE BIG PICTURE – Cinema and a selection of films that have made a powerful impression on worldviews, or that portray people whose efforts and commitment transcend boundaries and have opened up new ways of seeing things—for themselves and others.

CyberArts 2012 (see Program p. 48)

Friday, August 31 to Saturday, October 6, 2012 / 10 AM-9 PM

Saturday, September 1, 2012 / 10 AM-11 PM

OK Center for Contemporary Art in the OÖ Kulturquartier

World-class digital art. CyberArts 2012 brings together the best and most interesting submissions for Prix Ars Electronica prize consideration. This is the international showcase of the state of the art. The OK presents the work of Golden Nica and Award of Distinction winners in the Interactive Art, Digital Musics and Hybrid Art categories: Timo Toots (EE), Markus Kayser (DE), Isobel Knowles, Van Sowerwine & Matthew Gingold (AU), Ivan Cash (US), Andy Dao (US), RYBN (FR), Eric Paulos (US), Ivan Abreu (MX), Nova Jiang (NZ), Tarik Barri (NL), Anselm Venezian Nehls (DE), Tom Verbruggen (NL), Anke Eckardt (DE), Jeff Desom (LU), Joe Davis (US), Golan Levin (US) & Shawn Sims (US), Agnes Meyer-Brandis (DE), Jun Fujiki (JP), Hörner & Antlfinger (DE), Prue Lang (AU), Amor Munoz (MX), ArtScienceBangalore (IN), Protei (UK), Adam Brown (US), Jalila Essaidi (NL), Peta Clancy (AU) & Helen Pynor (AU) and Julius von Bismarck (DE). **The opening of this year's CyberArts will take place on Thursday, August 30, 2012 at 7 PM in the OK.**

Soundstudies:Lebensräume (see Program p. 44)

Thursday, August 30 to Monday, September 3, 2012 / 10 AM-7 PM

Linz Art University (Brückenkopfgebäude West)

At this year's Campus Exhibition, the UdK–Berlin University of the Arts' Sound Studies master's program turns festivalgoers' attention to the sonic environments that envelop us in

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everyday life. Accordingly, the show's programmatic title is *Lebensräume* (living spaces), an invitation to scrutinize what current and former students have been up to and thereby to consider how our quotidian auditory experiences make an impact on our conceptions of the reality of life. Rounding out the soundings will be speeches at the Kepler Salon and afo Architekturforum Oberösterreich as well as a series of projects, events and performances in public spaces. **The opening of this year's Campus Exhibition will take place on Thursday, August 30, 2012 at 3:30 PM at Linz Art University.**

2012 Featured Artist: Seiko Mikami (JP) (see Program p. 54)

Information, society and the human body are the themes of Seiko Mikami's (JP) work. Since the 1990s, she's been realizing her ideas mostly in the form of large-format interactive installations set up in museums (e.g. Spain's Miro Museum, Musée des Beaux Arts de Nantes, Kulturhuset in Stockholm) and at major international media art festivals such as the Dutch Electronic Art Festival (DEAF) in Rotterdam, transmediale in Berlin, Piemonte Share Festival, MoisMulti in Quebec, Lincoln Digital Culture Festival and Ars Electronica Linz. Seiko Mikami currently lives in Tokyo and is a professor of media art at Tama Art University.

Seiko Mikami: *Desire of Codes* (2010)

Thursday, August 30, 2012 / 10 AM-9 PM

Friday, August 31 to Monday, September 3, 2012 / 10 AM-7 PM

Lentos Art Museum Linz (Lower Level)

The subject of "Desire of Codes" is the relationship between humankind and the machines that surround us and capture us in their observational purviews. The anxiety-inducing setting that Seiko Mikami engenders in this work consists of three elements: first, a white wall on which 90 mechanical feelers with built-in surveillance cameras are mounted; second, six giant robot arms also equipped with video cameras as well as laser projectors hanging from the ceiling; and third, a round projection surface 3.5 meters in diameter. Moving about alongside, in front of and beneath these sensors and cameras are the installation visitors, who feel themselves thereby to be in the viewfinder of a perfect piece of surveillance machinery. Highly sensitive cameras and microphones register the slightest movements and sounds beyond the range of human hearing. Whatever is registered is stored in a high-performance databank that is the actual core of "Desire of Codes." On the large screen, installation visitors experience the real-time projections of their own images; these sequences are interspersed by older footage within the system as well as images from surveillance cameras in public places worldwide. **The opening of "Desire of Codes" will take place on Thursday, August 30, 2012 at 2:30 PM in the Lentos Art Museum Linz.**

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Events, Concerts, Performances

Ars Electronica Gala (see Program p. 31)

Friday, August 31, 2012 / 6:30 PM
Brucknerhaus (Main Hall)

An Ars Electronica tradition and an annual highlight of the festival. The Golden Nica statuettes will be presented to this year's prizewinners: Jeff Desom (LU), Jo Thomas (UK), Joe Davis (US), Timo Toots (EE), Syrian people know their way (SY), Agnes Aistleitner (AT), Christoph Wachter and Mathias Jud (CH). Julius von Bismarck (DE), the recipient in 2011 of the first Prix Ars Electronica Collide@CERN Residency Award, will also be on hand.

Rupert Huber (AT): TEARDROPS (see Program p. 31)

Saturday, September 1, 2012 / 2 PM-5 PM and 8 PM-11PM (sound installation), 11 PM-12 Midnight (concert)
St. Mary's Cathedral

One of the musical highlights of this year's festival is a work by Viennese musician and composer Rupert Huber. TEARDROPS is a 10-hour music installation and a concert delivered by an ensemble consisting of a grand piano, devices connected to it to produce audio effects, the cathedral's organ as well as its architecture and acoustics.

The Big Evening Concert: Resonant Bridges (see Program p. 33)

Sunday, September 2, 2012 / 7:30 PM
Lentos Art Museum Linz (Plaza), Donaupark, Brucknerhaus (Main Hall, Middle Hall)

The Big Evening Concert is celebrating its 10th anniversary. Since 2002, this series staged in collaboration with Linz's Brucknerhaus and Bruckner Orchestra has been making interesting things happen at the nexus of orchestral music, digital sounds, live electronics and visualizations. In light of the festival theme, the Big Evening Concert is taking a more wide-ranging look at our globalized planet, which is an acoustically networked place too. This world of sound is thus the ideal setting to bring together new virtuosos and old masters. Getting things off to an earthshaking start is Heavy Listening featuring muscle cars pimped out with mega-bass loudspeakers. Works by a Tibetan yogi inspired Philip Glass (US) to compose his Songs of Milarepa. The accompanying visualizations are by Michael Mayr (AT) and Tom Lorenz (AT). Next up is Johannes Berauer's (AT) "Echoes of the Miraculous" with visualizations by Leonard Wegscheider (AT). In Misato Mochizuki's (JP) composition "Ima Koko" (Japanese: here now), the sound made by striking a gong is artistically extended temporally and spatially until all facets of this tonal sequence are revealed. Conny Zenk (AT) complements the tonal universe with a visual one. Amr Okba's (EG/AT) work "Etappe" is an effort to come to terms with the Arab Spring. The rhythm of the daily grind is acoustically put to an end by an inner voice that cries out for rebellion against the prevailing despotism.

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Austrian artist Anna Blume has created a highly appropriate visualization. Then come three animated films honored by the Prix Ars Electronica: “Countdown” by Celine Desrumaux (FR), “The City” by Dirk Koy/Equipo (DE) and “Unnamed Sound Sculpture” by Daniel Franke (DE) and Cédric Kiefer (DE). “This is a Recorded Message” by Jean-Thomas Bédard (CA) and Alain Clavier (CA) is a still-relevant 1973 critique of the consumption fixation of our times in the form of a montage of hundreds of advertising images. To round things out, Ars Electronica and radio station Ö1 are congregating to celebrate Kunstradio’s 25th anniversary. Among the well-wishers is high-decibel radio artist and author GX Jupiter-Larsen (US).

Ars Electronica Music Day (see Program p. 34)

Monday, September 3, 2012 / 10:30 AM-9 PM
Brucknerhaus (Middle Hall, Main Hall), Donaupark

This year’s festival is dedicating an entire day exclusively to electronic music. On Ars Electronica Music Day, the Brucknerhaus’ concert halls are being transformed into open sound spaces for listening sessions, performances, interventions and talks. The featured artists are Robert Adrian (AT), Sam Auinger (AT), Heidi Grundmann (AT), Seppo Gründler (AT), Rupert Huber (AT), Josef Klammer (AT), Roberto Paci Dalò (IT), GX Jupiter Larsen (US), Norbert Math (AT), Elisabeth Schimana (AT), Andrea Sodomka (AT), Gerfried Stocker (AT), Elisabeth Zimmermann (AT) and representatives of the UdK–Berlin University of the Arts’ Sound Studies program: Alberto de Campo (AT), Peter Cusack (UK), Robert Henke (DE), Martin Supper (DE), Pheline Binz (DE), Daisuke Ishida (JP), Anselm Nehls (DE), Carl Schilde (DE), Alois Späth (DE) at al. Then comes “River Sounds,” acoustic highlights from the 25-year history of Kunstradio and Ars Electronica propagated through Donaupark—and beyond, no doubt—by the Klangwolke’s sound system.

voestalpine Klangwolke – The Cloud in the Web (see Program p. 9)

Saturday, September 1, 2012 / 8:30-9:30 PM
Donaupark

Ars Electronica and the Brucknerhaus are collaboratively producing this year’s Klangwolke. The artistic direction is in the capable hands of the Ars Electronica Futurelab. Lead sponsor is voestalpine; media partner is the ORF – Austrian Broadcasting Company’s Upper Austria Regional Studio. This will be a spectacular account of the global network that has come to span our world—from the discovery of electricity and the invention of the light bulb, the development of the telegraph and telephone, film and TV, the first successful attempts to transmit digital messages, all the way to the Digital Revolution, the internet, social media and mobile telecommunications. The musical soundtrack isn’t a commissioned composition; all of it—without exception—comes from online sound libraries. The show’s dramatis personae include the world’s largest computer-controlled swarm of quadrocopters, three helicopters and a team of Austrian Armed Forces frogmen, hundreds of emergency vehicles from

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volunteer fire companies throughout the region, and thousands of illuminated letters. Amidst it all, Japan's Amanogawa Project will float 50,000 glowing orbs down the Danube. And a few surprises are in store too.

u19 – CREATE YOUR WORLD (see Program p. 55)

Thursday, August 30 to Monday, September 3, 2012 / 10 AM-9 PM daily

u19 – CREATE YOUR WORLD Festival Village (immediately adjacent to the Ars Electronica Center)

The u19 – CREATE YOUR WORLD festival for the next generation is following up its successful debut in 2011. The colorful festival village surrounding the Ars Electronica Center will once again be a high-energy playground for lateral thinking, offbeat solutions, innovative concepts and extraordinary experiments. Open workshops, labs, editorial offices and other premises conducive to free-wheeling creativity will be settings for planning, working with screwdrivers and soldering irons, playing, eating, talking, enjoying, dancing and, just for the fun of it, giving some thought to desirable outcomes for the world of tomorrow. And that by the very ones who'll soon be assuming responsibility for this world—kids and young people.

Exactly which exhibitions, workshops, open labs, symposia, performances and concerts will be on the program of the 2nd annual u19 – CREATE YOUR WORLD festival will be announced on Thursday, August 30, 2012 between 1 and 5 PM on the Maindeck of the Ars Electronica Center.

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Press Gatherings & Organizational Matters at Ars Electronica 2012

PRESS GATHERINGS

Thursday, August 30, 2012 / 10 AM Lentos Art Museum	2012 Featured Artist: Seiko Mikami (JP)
Thursday, August 30, 2012 / 11:30 AM OK in the OÖ Kulturquartier	CyberArts 2012
Monday, September 3, 2012 / 10:30 AM Ars Electronica Center, SKY LOFT	Ars Electronica Festival 2012 – Wrap-up

The OK Center for Contemporary Art offers a guided tour through the CyberArts exhibition for media outlet representatives daily at 2 PM from Friday, August 31 to Sunday, September 2, 2012. Meeting place is the OK box office.

PRESS RELEASES

All press releases having to do with Ars Electronica 2012 are online at www.aec.at/thebigpicture/press.

PRESS PHOTOS

Ars Electronica has its own Flickr account, where print-ready images are available for download free of charge: www.flickr.com/arselectronica.

INTERVIEW REQUESTS

We'll contact whomever you'd like to interview and arrange an appointment for you. Simply submit your interview requests online at www.aec.at/thebigpicture/press or, beginning August 30, 2012, in person at the Press Office. With questions, please call Raphael Gierlinger at +43.699.177.81.567.

2012 Catalogs

As an accredited media outlet representative, you're entitled to purchase copies of this year's CyberArts catalog including DVD for 25 euros (regularly €49.80) and the Festival catalog for €15 (regularly €28.80). Catalogs will be available during the festival at the Infodesk in the Brucknerhaus and at the Ars Electronica Center box office.

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