

The BIG PICTURE – New Concepts for a New World

2012 Ars Electronica Festival Opens in Less than Three Weeks

August 30-September 3, Linz, Austria

(Linz, August 10, 2012) The 2012 Ars Electronica Festival, the Linz, Austria-based, world-renowned celebration of excellence in media art, opens on August 30. The theme: “The Big Picture – New Concepts for a New World.” This year’s conclave will showcase inspiring best-practice examples from art and science in calling for a new, open perspective conducive to the development of a viable vision for our future. The Festival is an inquiry into what it takes to compose such a Big Picture and just how it can be implemented. Dozens of scientists, scholars and artists from all over the world will convene in Linz from August 30 to September 3. They include: artist/scientist Joe Davis (US); George Church (US), genetics professor at Harvard Medical School; robotics engineer Hiroshi Ishiguro (JP); Adam Bly (CA), founder of the online science magazine Seed; curator, author, video filmmaker and cultural journalist Jens Hauser (DE/FR); and Julius von Bismarck (DE), the hot young star of the European media art scene.

Festival Program Online

Awaiting festivalgoers is a jam-packed program of more than 100 productions including conferences, exhibitions, events and concerts. Info about the program, thumbnail bios of the scientists, scholars and artists, as well as print-ready photos and videos are available on the festival website <http://www.aec.at/thebigpicture/en/>. Plus, media outlet representatives can arrange festival accreditation online and take advantage of our interview service.

voestalpine Klangwolke

In addition to the festival, Ars Electronica is collaborating with the Brucknerhaus to produce this year’s voestalpine Klangwolke, an open-air spectacle that will attract an audience of about 100,000 to Linz’s Donaupark on September 1. It is an epic account of how the boundaries between reality and virtuality, between human being and machine, are becoming blurred, and how new technologies have come to pervade practically every facet of life. The components of this soundcloud are breathtaking technical effects, countless illuminated letters, and the fascinating interplay of humans and machines. Plus, a cloud in the Web is helping to produce this live extravaganza: an open community is attending workshops to record musical fragments and construct creatively designed illuminated letters. The voestalpine Klangwolke is set for Saturday, September 1 at 8:30 PM in downtown Linz’s riverside park. Information, print-ready images and videos about the event are available online at <http://www.aec.at/klangwolke/en/>.

Ars Electronica Festival – THE BIG PICTURE: <http://www.aec.at/thebigpicture/en/>

Program of the Ars Electronica Festival – THE BIG PICTURE: <http://www.aec.at/thebigpicture/en/program/>

Press area, Ars Electronica Festival – THE BIG PICTURE: <http://www.aec.at/thebigpicture/en/press/>

voestalpine Klangwolke: <http://www.aec.at/klangwolke/en/>

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