



Ars Electronica Festival 2012

65,000 Visitors Attended the Festival, 90,000 Experienced the voestalpine Klangwolke

(Linz, September 3, 2012) Attendance at this year's Ars Electronica Festival was 65,000, and an audience of 90,000 enjoyed the voestalpine Klangwolke produced jointly with the Brucknerhaus. "This year, we not only organized one of the world's largest media art festivals; parallel to this, we staged one of Europe's largest open-air events," noted Gerfried Stocker. This was truly a huge undertaking, and I'd like to thank everyone involved for having brought it off so successfully."

478 artists from 40 countries at Ars Electronica 2012

Almost 500 artists, scientists and scholars from 40 countries contributed their views and perspectives, speeches and installations, performances and interventions to this year's festival. "Staging several hundred events during a five-day span is possible only with the help of partners who give 100%," said festival producer Martin Honzik. "Here in Linz, we have the OK, the Lentos, the Brucknerhaus, the Art University, the afo and the Kepler Salon, which means not only great locations but also highly motivated people who work together every year to produce something of truly world-class quality."

405 Participants in u19 – CREATE YOUR WORLD

More than 152 different offerings were staged by u19 – CREATE YOUR WORLD's 52 associates. The heavy rain that put a damper on attendance on Friday and Saturday simply meant that that many more members of the younger generation would show up on Sunday. "Despite the inclement weather this year, we're very pleased by the results," was u19 – CREATE YOUR WORLD producer Susi Windischbauer's wrap-up of the four-day event. "Not only did we succeed in attracting new partners and thus expanding our network as well as our lineup of offerings; we've also come up with a more open, more inviting format. First and foremost, our Open Labs came across very well."

430 Media Outlet Representatives from 33 Countries

Daily Telegraph Group, Zeit Online, Deutschlandradio, BBC, Frankfurter Rundschau, Berliner Zeitung, heise.de / Telepolis, arte, wired Italy, efe, New Scientist, Eurosport Media News, il Sole 24 ore and many other important media outlets worldwide covered this year's festival. A total of 430 reporters from 33 countries got accredited: Leading the way were Austria (170), Germany (68), Italy (33), Poland (25), Slovenia (17) and France (11).

90,000 Experienced the voestalpine Klangwolke

Despite suboptimal weather and cool temps, the parade of letters that stepped off from the Ars Electronica Center at 5 PM drew a big turnout that extended the length of the

With queries, please contact

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



Nibelungen Bridge. By 8:30, approximately 90,000 onlookers had assembled in and around Donaupark, including several thousand carrying DIY or prefab illuminated letters. They didn't have long to wait for the first highlight, as thousands of audience members answered the call to produce the world's largest group photo by whipping out their camera-equipped cell phones and bathing Donaupark in flashed light. The preliminary results can already be seen online (<http://www.aec.at/klangwolke/en/>), and lots more pics are expected in the coming days- the ingredients of the biggest communal portrait in history. A few minutes later, the illuminated letters blinked for the first time and thus provided radiant evidence of just how many Linzers and Upper Austrians had responded to this offer during the preceding days and weeks.

Ars Electronica Festival 2012: <http://www.aec.at/thebigpicture/en/>
voestalpine Klangwolke - The Cloud in the Web: <http://www.aec.at/klangwolke/en/>

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