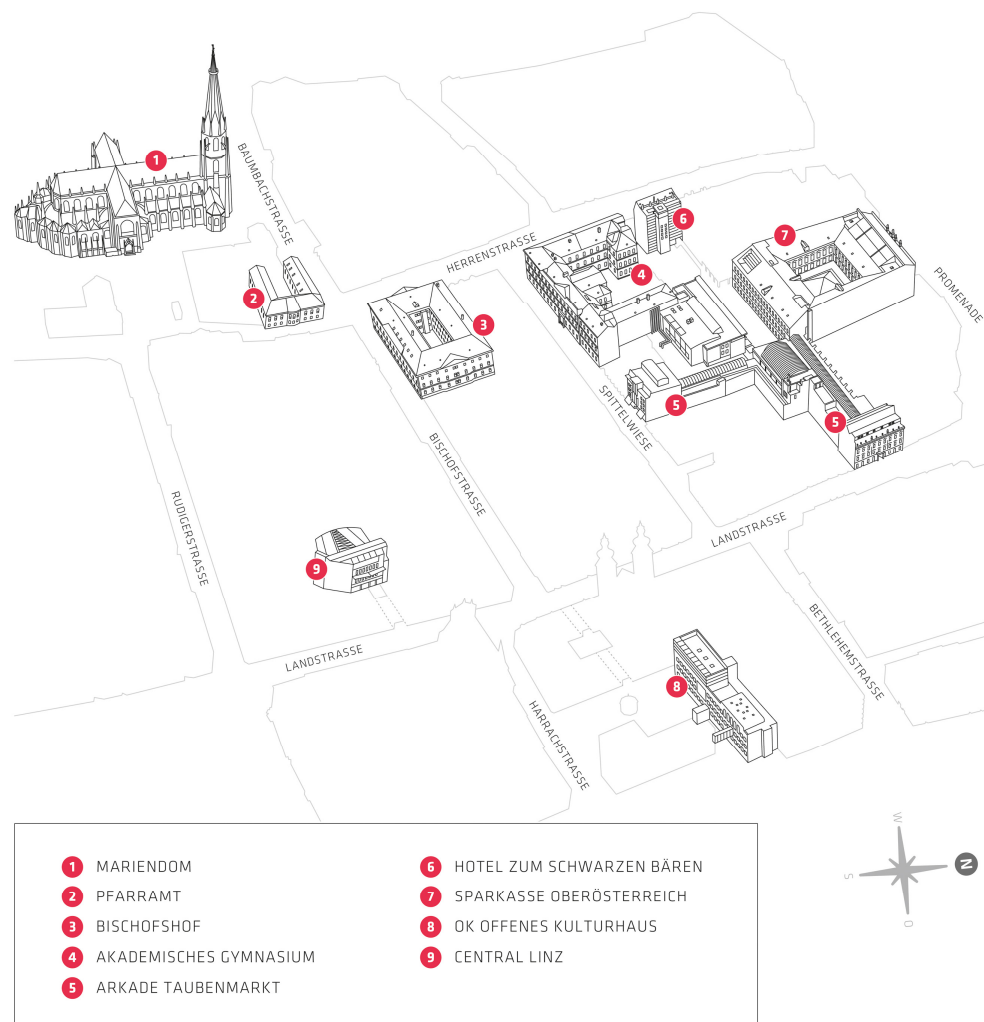


Press information and images: <http://www.aec.at/c/press/>

2014 Ars Electronica Festival

The Festival City

(Linz, August 5, 2014) A defining feature of Ars Electronica for years now has been the nature of its locations: much of the festival is staged in public and semi-public spaces. This year, September 4-8, we're carrying on this tradition and taking it to the next level, whereby not the least of the driving forces behind this course is this year's thematic focus on innovation and renewal. "C ... what it takes to change" won't only be scrutinized in exhibitions and conferences; it will manifest itself in the festival's very settings. In 2014, Ars Electronica presents itself as an array that seeks new channels, that mobilizes its dramatis personae and gets festivalgoers going, that sets their minds in motion and their bodies too!



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The hub is downtown Linz—specifically, the OK Center for Contemporary Art and a zone bounded by Herrenstraße, Spittelwiese, Landstraße and the Promenade. The venues making up this Festival City include shops, courtyards, gardens, underground garages, streets and squares, gymnasiums and classrooms, a bank lobby, a cathedral and its parish house, and even the bishop's court. Intensively pervading the public sphere with works of art and presentations in this way would have been impossible without the cooperation of local partners—above all, Sparkasse Promenade savings bank, the Arkade Taubenmarkt mall and its shops, the Akademisches Gymnasium high school, and the Diocese of Linz—all of whom consented to work together with Ars Electronica and try out something new.

The 2014 Festival City

Mariendom, Domplatz, Bischofssitz – The Cathedral Quarter

One of this year's festival hotspots is St. Mary's Cathedral (Mariendom) and its immediate surroundings. For the first time, the cathedral itself will be an exhibition space hosting several installations. The square in front of it and the edifice's façade will play major roles in the festival's opening extravaganza on Thursday, September 4, 2014 at 8:30 PM. There's a real treat in store for visitors: an impressive spectacle of sound & light played out on and around this imposing neo-Gothic landmark. Two Prague-based artists, Dan Gregor and Tomas Dvorak, will transform the cathedral into a gigantic audiovisual instrument that festivalgoers can play in a very simple way: hundreds of different audiovisual effects can be triggered via laser pointer. The result is brilliant illumination and simultaneous sonification of the cathedral's façade. At Bishop's Court (Bischofshof) nearby on Herrengasse, the historic building provides another impressive setting for an acoustic performance—though of a totally different sort. "Sonotopia" by Anatol Bogendorfer and Peter Androsch transforms the city itself into a "listening space" to make the interplay between urban architecture and everyday life in the city audible. The artists use the spaces and surfaces of the constructed environment to form and reflect sound waves.

Hotel zum Schwarzen Bären, Akademisches Gymnasium (Neubau), Lobby & Courtyard of the Sparkasse – The Festival Hub

Sparkassenplatz, a square bounded by the Sparkasse, Arkade, the new facility of the Akademisches Gymnasium and Hotel Zum Schwarzen Bären, is the social hub of this year's festival. From Thursday to Sunday, this will be the site of the Future Innovators Summit, a new format that merges and dovetails the traditional theme symposium, elements of the Prix Ars Electronica artists' chats and the Futurelab's Pixelspaces conference. The upshot is a mixture of lectures, discussions, workshops and performances staged jointly by experts in the fields of art and design, engineering, startups and social activism. In conjunction with this event, many projects will be presented in the high school's gymnasium and various classrooms, but of even greater importance are the protagonists themselves. After all, this year's festival theme—an inquiry into the framework conditions conducive to innovation and creativity—is inseparably linked to the human beings who make these change happen! The Summit is designed to demonstrate and convey who these people are, how and with whom they collaborate, and, not least of all, what results they aim to achieve. The lineup of

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prominent participants includes Robert Madelin (Director General for Communications Networks, Content and Technology of the European Union), Brad Paxton (former general manager and vice-president of Kodak's Electronic Photography and Printer Products division and director of their Electronic Imaging Research Laboratories), Hiroshi Ishii (professor at the Massachusetts Institute of Technology), Joachim Sauter (co-founder and artistic director of ART+COM and professor at UdK-Berlin University of the Arts), Golan Levin (media artist and associate professor at Carnegie Mellon University School of Art) and photographer Oliviero Toscani. Markus Schmeiduch, interaction designer and current recipient of [the next idea] grant, will also be on hand. Key contributors to the Future Innovators Summit will be staff members of the Ars Electronica Futurelab, who will spotlight best-practice examples of how this extraordinary R&D facility works. Plus, some ladies and gentlemen from Ars Electronica Solutions will stop by to illustrate the enhancement, upgrading and adaptation of prototype media art installations into marketable products.

Akademisches Gymnasium (Courtyard and Altbau) – The School

The courtyard of the Akademisches Gymnasium will be the headquarters of u19 – CREATE YOUR WORLD. For five days here, Ars Electronica's festival-within-a-festival for young people will stage more than 40 open labs, workshops, presentations, art projects and exhibitions that illustrate playful yet illuminating ways of dealing with the facts & circumstances now looming on the horizon. Meanwhile, all around this courtyard in this prep school's halls and classrooms, there'll be lots more art projects and installations on display—among them, “Buddha on the Beach,” a large exhibition delving into Taiwan's difficult process of identity formation in the shadow of mighty Mainland China, and a show by the Ars Electronica Futurelab. The Akademisches Gymnasium is also the point of departure for acoustic journeys of discovery led by katrinem, a sound artist who works in Linz and Berlin. Together with groups of festivalgoers, she'll show how a person's individual gait sounds in the context of a particular architectural environment.

Arkade – The Shopping Mall

The Arkade's newest anchor tenant is the Change Gallery presenting 50+ video works on the subject of change and innovation. The screens on which these videos run will be set up in the display windows of the Arkade's shops—sometimes presented subtly, sometimes impossible to overlook. They're waiting to be discovered by festivalgoers—those intentionally seeking them and those who stumble upon them unexpectedly.

OK and Ursulinenhof – The Center for Contemporary Art

The OK Center for Contemporary Art traditionally hosts the CyberArts exhibition. This year, it showcases 17 excellent works honored by the 2014 Prix Ars Electronica. Plus, on Saturday, September 6th at the OK, Prix jurors and prizewinning artists will present and discuss works singled out for recognition with a Golden Nica this year, and elaborate on current developments in the various genres of media art. Ars Electronica will also pay its respects to one of the trailblazers of media art: Roy Ascott, the first recipient of a Golden Nica in the Visionary Pioneers of Media Art category that the Prix Ars Electronica launched in 2014. The

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OK will also be the site of a show featuring the work of sound pioneer Bill Fontana, last year's recipient of the residency sponsored jointly by Ars Electronica und CERN.

C... What it takes to change: <http://www.aec.at/c/en/>

Festival blog: <http://www.aec.at/c/en/blog/>

About the Ars Electronica Festival: <http://www.aec.at/festival/en/>

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

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