AEC Featured at Bleib G'sund 2010

March 12-14, 2010

(Linz, March 10, 2010) This year's "Bleib G'sund" health expo presents a wealth of information about lifestyle and well-being. One of the highlights is the Ars Electronica Center's exhibit produced jointly with Zeiss, Otto Bock, Hirox Europe and Linz General Hospital. It's a fascinating excursion though the conceptual and visual worlds of the life sciences. "High-tech and Health" are the watchwords of a series of interactive installations attended by the Ars Electronica Center's expert Infotrainers. And to go even further into the amazing realm of the life sciences, pay a visit to the "New Views of Humankind" theme exhibition at the Ars Electronica Center.

The Visucam or The Universe on the Retina

The retina is located on the back side of the eyeball. It contains about 130 million light-sensitive cells that can differentiate among contrasts and colors. Here, with the help of other nerve cells (neurons), is where our initial visual impressions emerge and are transmitted via the optic nerve to our brain. Zeiss' highly specialized Visucam lets installation visitors take a picture of their own retina and send the image as an attachment to their own e-mail address.

Animated Film about the Retina

Whether we're reading, taking a walk, reaching for an object or recognizing a face—even the most barely perceptible ray of light captured by our eyes triggers a chain reaction. An animated film produced jointly by the Ars Electronica Futurelab and Linz General Hospital shows all that happens when we see something and react to it.

Our Brain

Our brain is considered one of the most complicated systems in the universe. It's a network of about 100 billion nerve cells (neurons) interconnected by some 100 trillion synapses. Thus, not only is every neuron linked directly to 1,000 other neurons; it can also be accessed by any other neuron in a maximum of four steps. This animated film—also developed by Linz General Hospital and the Ars Electronica Futurelab—shows which tasks each region of this gigantic network is responsible for.

Myoelectrical Arm Prosthesis

Every time we tense a muscle, a tiny electrical charge is released. And this is exactly what makes modern prostheses work. The electricity is conducted via electrodes to a so-called myoelectrical prosthesis (from the Greek word myos meaning muscle), where a motor uses it to perform the intended movement. Visitors to Bleib G'sund can try out a myoelectrical arm prosthesis developed by Otto Bock Healthcare Products GmbH. With no training at all and hardly any effort, you can use the arm to operate a light switch without even touching it!

Rückfragehinweis & weitere Informationen

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Microworlds

Under the microscope, familiar objects morph into bizarre sculptures. The monocular microscopes from Hirox Europe Ltd. deliver 800x enlargements of skin cells and bring a very strange and wonderful world into view …

Anatomical Journey through Time

Every historical period has its own images of the human body. Anatomical depictions from down through the centuries give an impression of how our knowledge of the body has changed over time.

Bleib G'sund 2010: http://www.bleibgsund.at/
Ars Electronica Center: http://www.aec.at/center_exhibitions_de.php

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