

GeoCity

(Linz, June 16, 2009) Planet Earth will have 10 billion inhabitants in 2050, more than two-thirds of them living in cities. All over the world, metropolitan areas are exploding into new megacities. Homo sapiens is evolving into homo urbanicus, a being whose hopes—and, all too often, disappointments—are connected more closely than ever before to the course of “life in the big city” ... GEOCITY is a new exhibition area in the Ars Electronica Center that focuses on the global trend towards urbanization, scrutinizing our power and our impotence in a world in which the maxim “think globally, act locally” has long since established itself in business but is only slowly taking hold in politics and society. GEOCITY brings together data about our world, and provides a playful way of encountering global processes. At the same time, it opens up a totally new way of looking at the City of Linz as a localized setting for everyday life.

A space for interactive experiences

PIXEL CITY

Every city is just as distinctive as each of its inhabitants, whose respective personality, history and culture is a unique, integral part of the urban mosaic. PIXEL CITY translates this “collective individualism” into a spatial installation. Lego-like plastic blocks—189,355 of them to be precise, one for each Linz citydweller—form cubic urban structures. This PIXEL CITY grows brick by brick. Every installation visitor is invited to pitch in.

PIXEL WINDOW

Amidst the hustle & bustle and anonymity of life in the big city, masses of human beings move from Point A to Point B, day in and day out. Who takes time to pause for a while and attentively reflect on the stories the city tells? ... PIXEL WINDOWS open up new prospects. They let you glimpse behind the walls, onto the streets and into the inner courtyards. PIXEL CITY's abstract structures serve as the backdrop.

PROCEDURAL CITY

Installation visitors use a fingerprint scanner to create the “ground plan” of a city. An algorithmic program then uses this as the blueprint for an urban structure comprised of building blocks. You can then visit the city generated in this fashion and navigate through it with your Ipod.

Linz and the World – A Data Terminal

Tourism

More than 350,000 tourists visit Linz each year. The trend is up. In 2008, most guests came from Austria (184,136), Germany (92,144) and Italy (18,870). The Tourism data terminal shows all the countries that visitors to Linz come from.

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Culture

Almost 4,000 artists from 79 countries submit entries each year to the Prix Ars Electronica. In 2009, most submissions came from Austria (1,178), the USA (533) and Germany (464). The Culture data terminal shows which countries have the most vibrant media art scenes.

Economy

Linz steel giant voestalpine is represented on all continents with more than 360 production and distribution subsidiaries. The lion's share of voest's revenues come from Austria, Germany and Italy. The Economy data terminal gives an overview of the company's global activities.

SIMLINZ

SIMLINZ is the prototype of an interactive urban- and geo-information system that—on the basis of Linz—provides interesting and unusual insights into the city and its functions. Exemplary data from the 1950s to the present let users follow Linz's development over time. SIMLINZ has been conceived as a walk-through interface that utilizes new means of communication to get across complex, interrelated information in an intuitive way. Whether it's a book or a city map—everything morphs into an interactive surface. Analog and digital elements react to each other—pencil and paper as well as computer and projection.

80+1 - A JOURNEY AROUND THE WORLD

To mark Linz's term as European Capital of Culture this year, Ars Electronica, voestalpine and Linz09 are setting off on a trip 'round-the-world and into the future. "80+1 - A Journey around the World" has an ambitious itinerary: 20 locations for close-up encounters with 20 themes of central importance to our future. Come along and feel the pulse of these times, our day and age! Not only on Hauptplatz in the 80+1 Base Camp, but also in GeoCity, where the latest news, statistical data and real-time visualizations of global activities let you experience the whole wide world and the linkages that are bringing us closer and closer together.

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