

## 2010 Attendance at the Ars Electronica Center: 111,111 and Climbing!

(Linz, October 13, 2010) The Ars Electronica Center has confirmed its status as a major attraction once again in 2010. On Tuesday, Johann Freudenthaler, a 66-year-old retiree from Linz, became the 111,111th visitor to the Ars Electronica Center this year.

### Ars Electronica Center drawing big crowds

The Ars Electronica Center has continued to draw big crowds in the year following Linz's stint as European Capital of Culture. Year-to-date attendance has already far surpassed the totals for 2007 (56,469 visitors) and 2008 (41,766 visitors)—though, of course, the new and expanded Museum of the Future is now a substantially bigger facility. "The current attendance figures clearly indicate that the expansion of the Ars Electronica Center was the right way to go," said Deputy Mayor Erich Watzl, commissioner of cultural affairs of the City of Linz. "We're very pleased with the way things have worked out. Thanks to our specially targeted marketing activities, we also succeeded in attracting about 800 elementary school pupils from neighboring parts of Bavaria to the Ars Electronica Center for the first time during the 2009-10 school year," added Diethard Schwarzmaier, business manager of Ars Electronica Linz GmbH.

### Events especially for Seniors

But the Ars Electronica Center isn't just for youngsters. Seniors are welcome too. "Once people get over their hesitancy and pay us a visit, they usually react with unbridled enthusiasm. This autumn and next spring, the Ars Electronica Center is featuring special offers developed in cooperation with associations of retired people," Diethard Schwarzmaier noted. The next event designed especially with seniors in mind is set for November 12th: a guided tour of the Ars Electronica Center's new "Codes & Clowns" exhibition focusing on Claude Shannon, who, in addition to his work as a scientist, also invented juggling dolls and robot mice.

By the way—66-year-old Johann Freudenthaler is a regular visitor to the Ars Electronica Center. "I'm particularly interested in the Deep Space LIVE series of speeches on Thursday evenings. I've hardly missed any of them so far," he said. Johann Freudenthaler was equally delighted with the gifts presented to him by Deputy Mayor Erich Watzl and Ars Electronica's Diethard Schwarzmaier.

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Ars Electronica Center: [http://www.aec.at/index\\_en.php](http://www.aec.at/index_en.php)

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