

A Box-Office Hit

4,083 Visitors at the Ars Electronica Center Yesterday

(Linz, April 8, 2011) The Ars Electronica Center welcomed 4,083 visitors yesterday, Thursday, April 7, 2011. This was the largest daily attendance figure since the new and enlarged facility opened in January 2009. The big draws were Experimentale 2011, a Deep Space LIVE event with Dietmar Hager and the new RoboLab that debuted in early March.

Experimentale 2011

Human beings as electricity conductors, vitamins viewed with a petrographic microscope, unusual plays of light—a total of 37 experimental installations set up both inside and in front of the Museum of the Future in conjunction with yesterday's opening of the Experimentale delivered astounding insights into the world of science. This initiative was staged at venues throughout the Province of Upper Austria. The aim: to get, above all, young people interested in science and enthusiastic about performing scientific research. Attendees included Doris Humer (province government Councilor on Education), Erich Watzl (Linz Deputy Mayor and Commissioner of Cultural Affairs), Susanne Wegscheider (city government Councilor on Economic Affairs), Fritz Enzenhofer (President of the Province School Board) and Herwig Siegl of the Province Chamber of Commerce's Department of Educational Policymaking.

Deep Space LIVE at the European Southern Observatory

The ESO located in Chile's Atacama Desert is sponsored by 14 European countries and Brazil. Several of the world's largest and most advanced telescopes are in operation here, continually providing researchers with sensational views of and insights into our universe. At the most recent Deep Space LIVE event, astrophotographer Dietmar Hager offered a behind-the-scenes look at the ESO's activities. A Fellow of the Royal Astronomical Society, he has been doing astrophotography for more than 20 years and has published his images in textbooks and scholarly journals worldwide. Dietmar Hager regularly hosts Deep Space LIVE evenings devoted to various aspects of astronomy.

New RoboLab

The RoboLab's new exhibition is entitled "ROBOTINITY," a portmanteau word that tersely brings out humanity's increasing degree of coexistence with robots. Exemplary manifestations from the worlds of art, design and science illustrate how intensively people and machines are already living and working together. RoboLab's featured attractions are the Telenoid telecommunications android and Paro, a robot that resembles a baby seal.

Ars Electronica Center / Deep Space: <http://new.aec.at/center/ausstellungen/deep-space/>

Ars Electronica Center / RoboLab: <http://new.aec.at/center/ausstellungen/new-views-of-humankind/?selectTag=robolab>

Ars Electronica Center: <http://new.aec.at/center/about/>

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