



83,976 Festivalgoers Attended Ars Electronica 2011

(Linz, September 9, 2011) The final attendance figure—83,976—makes Ars Electronica 2011 the second most successful festival since 1979 in terms of the number of visitors—topped only by last year’s guest appearance at Linz’s architecturally extraordinary Tabakfabrik tobacco processing plant. The excellent turnout is a tribute to the festival’s outstanding lineup of events, the symposia & exhibitions designed for scientific quality and world-class appeal, and the premiere of a festival within the festival geared to young people and families from Linz and the surrounding region. “Our highest priority has been to assure the success of our new program for youngsters,” said Ars Electronica Artistic Director Gerfried Stocker. “Since CREATE YOUR WORLD is conceived as an ongoing initiative and not just a one-shot deal, we have gone all out to solidly establish this format right from the start.” This festival also marks the beginning of a long-term cooperative effort with the European Organization for Nuclear Research (CERN), the world’s largest research facility in particle physics.

3-Year Collaboration with CERN

Prix Ars Electronica Collide@CERN is the title of a new international competition in the digital arts. The winner is granted an artist-in-residence position and a €10,000 stipend. The residency begins with a two-month stay at CERN, where the artist will be assigned his/her own mentor, and then continues for an additional month at the Ars Electronica Futurelab, where ideas inspired by CERN can be developed further and brought to fruition. The entire process will be accompanied and documented by a blog that will let anyone interested in this project stay updated about its progress and enter into a dialog with those participating in it. The results will then be presented at CERN’s Globe of Science and Innovation as well as at the Ars Electronica Festival in Linz.

Ars Electronica 2011: The Biggest Draws

The biggest draws were the opening event and the nightly entertainment lineup on the Maindeck of the Ars Electronica Center, Sam Auinger’s Night of Sound in St. Mary’s Cathedral, the CyberArts show at the OK, the exhibitions in the Ars Electronica Center, as well as the tents and other structures housing CREATE YOUR WORLD. The festival program consisted of approximately 300 workshops and open labs, guided tours, interactive installations, films, speeches, presentations & discussions, concerts, performances and interventions that were conceived, organized and staged by 837 people.

ORIGIN – How It All Begins

The 2011 Ars Electronica Festival was dedicated to leading-edge research on the fundamentals of the cosmos. CERN was this year’s prominent co-producer. With physicists’ search for the origins of matter as the point of departure, Ars Electronica investigated what might be called the CERN Model and the framework conditions that have to be in place for discovery and innovation to take place. The festival ran from August 31 to September 6.

Ars Electronica Festival 2011: www.aec.at/origin

With queries, please contact

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Ars Electronica Festival 2011 / Facts & Figures

ORIGIN - How It All Begins

278 artists & speakers from 34 countries / 150 events	
Austria	79
Japan	67
Germany	25
USA	21
England	12

CREATE YOUR WORLD

559 protagonists & 49 associated organizations / 159 events

WE GUIDE YOU (In-depth Guided Tours)

74 tours with 1,110 participants

Media Outlet Representatives

480 reporters/correspondents from 30 countries	
Austria	248
Germany	56
Slowenia	31
Italy	26
Poland	19
Japan	15
Great Britain	12

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