

Ars Electronica Wins a Caesar

(Linz, October 21, 2011) At this year's Caesar Award gala in the Linzer Tabakfabrik, Ars Electronica Linz GmbH's LINZ CHANGES exhibition tent was honored with the Upper Austrian advertising prize in the Event category. The innovative exhibition presenting fascinating and unusual insights into Linz as a place to live and work was commissioned by Unternehmensgruppe Stadt Linz and has been a featured attraction at the spring and autumn 2011 fairs held in the Urfahr neighborhood. During a total of only 18 days, the tent attracted no fewer than 122,503 visitors and garnered rave reviews!

LINZ CHANGES Exhibition Tent

LINZ CHANGES is an innovative exhibition presenting fascinating and unusual insights into the City of Linz as a place to live and work. It was commissioned by Unternehmensgruppe Stadt Linz. The floor of the 700-m² space features a gigantic, high-definition bird's-eye view of Linz. The exhibition consists of interactive installations conceived and produced by the Ars Electronica Futurelab—for instance, historical images of Linz, a panorama wall providing a virtual city tour, and the "Future Linz – Shadowgram" that invites visitors to post their fondest hopes and desires in the form of speech balloons and shadow pictures added to their own silhouette.

A Joint Project of the City of Linz Municipal Enterprises

The LINZ CHANGES exhibition is being produced jointly by the City of Linz and its municipal services & enterprises: local government agencies, the utilities, the general hospital, the senior center, the concert hall, Ars Electronica, the real estate development corporation, the information & communications technology provider, the Tobacco Processing Plant development corporation, the security patrol, the municipal housing authority, the Design Center management company, the local light railway and the airport. The exhibition's interactive installations were created by the Ars Electronica Futurelab; the exhibition architecture is the work of ANY:TIME, a Linz firm; Messemanagement Linz GmbH set up the exhibition tent.

The Caesar

Caesar Awards, Upper Austria's most coveted prize for excellence in advertising, were bestowed for the 26th time this year. This competition in 11 categories is conducted by the Upper Austrian Chamber of Commerce's Advertising & Marketing Division. A jury made up of top experts in the field assesses the entrants. About 1,000 guests—people active in the ad business and the media sector—attended this year's awards ceremony.

Linz Changes exhibition tent: <http://www.aec.at/futurelab/en/referenzen/kategorie/interactive-exhibition/austellungszelt-linz-verandert/>

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