

Ars Electronica Center at this year's Vacation Trade Show in Linz

Friday, January 27-Sunday, January 29, 2012 / Design Center Linz

(Linz, January 25, 2012) Linz's 2012 Vacation Trade Show is running January 27-29 at the Design Center. The Ars Electronica Center is putting its best foot forward as a rewarding destination for family outings. SimLinz, an urban & geographic information system, enables visitors to the AEC's installation to enjoy interesting and unusual views of Upper Austria's capital; Linz Sights presents historic images of the city; and Shadowgram gives guests an opportunity to express their dreams and ideas having to do with travel.

SimLinz

Examine a map of Linz drawn up in 1824, analyze visualizations of the city's current electricity usage, and find out how many operations have been performed today at Linz hospitals ... SimLinz is a futuristic 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 database that utilizes new means of communication to get across complex, interrelated information in an intuitive way.

Linz Sights

See the predecessor of the Nibelungen Bridge, the old Linzer Graben or how Landstraße looked prior to construction of Mozartstraße. This installation takes visitors on a fascinating excursion into Linz's past. Postcards featuring pictures of Linz in bygone days are arrayed on an interactive table that also displays the contemporary view corresponding to each historical image. Old and new perspectives create interesting contrasts and bring out the city's tremendously dynamic development.

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