

2014 Ars Electronica Festival

## 74,860 Visits to Ars Electronica Festival Events So Far

(Linz, September 8, 2014) Almost 75,000 visits to Ars Electronica Festival events have been tallied since last Thursday. The final figure at this evening's conclusion of the five-day festival is projected to hit 85,000. "Staging most of the festival in Linz's inner city has proven to be a complete success," was the enthusiastic reaction of co-producers Christine Schöpf and Gerfried Stocker. "And, after all the rain we've had in recent weeks, the fact that we were blessed with sunny skies and warm temperatures was a real godsend!" Another big contribution to the success of this year's concept was made by the many and varied tours offered by the WE GUIDE YOU program. "Of course, when the festival venues include an array of prominent as well as obscure downtown locations—classrooms and a gymnasium, streets and squares, an underground garage, a shopping mall and the lobby of a bank—it's to be expected that some visitors are going to have difficulties finding their way around," said Martin Honzik, director of the Ars Electronica Festival. "Our response was to develop a wide assortment of guided tours, and the acceptance has been tremendous. To date, we've conducted 114 tours for approximately 1,300 festivalgoers." The broad spectrum of formats on this year's festival lineup made it possible to reach very varied target audiences. "The sessions of the premiere Future Innovators Summit with its A-list participants were tightly focused and very productive," stated Gerfried Stocker. "Photos and videos of u19 – CREATE YOUR WORLD and the LipDup attest to their very high level of acceptance by people here in the region."

### 579 Artists & Scientists from 59 Countries; 427 Events

579 artists and scientists, tech-heads, musicians and sound art aficionados, entrepreneurs and inventors from 59 countries were actively involved in this year's Ars Electronica. They collectively staged and starred in a total of 427 individual productions.

### 160 Partners and Associates

Collaboration with universities and colleges, R&D labs, companies, associations and initiatives was more extensive than ever before. The festival was produced in cooperation with 61 partners and associates from Austria and abroad. An additional 99 co-producers were involved in u19 – CREATE YOUR WORLD.

### 363 Media Outlet Representatives from 30 Countries

A total of 363 journalists and bloggers from 30 countries were accredited to this year's Ars Electronica. The list of media outlets they represent includes Financial Times, New Scientist, Wired UK, Wired Germany, Süddeutsche Zeitung, Bayerischer Rundfunk, Deutsche Welle, Art & Design Magazine from China, Kobe Magazine, Croatian National TV, Le Soir, GoTV, Delo, Slovak Radio and Science Friday Radio.

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STATEMENTS

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Klaus Luger, Mayor of the City of Linz:

“Anyone who’s walked through downtown Linz over the last few days could hardly have failed to interface with Ars Electronica. Wherever you went, you saw and heard unaccustomed sights and sounds. Some might have come across as funny; others, perhaps, unsettling. But isn’t that exactly what an art festival ought to do? Get into our heads, get our attention, provoke our thoughts and motivate us in some new way. The decision to stage this year’s festival in the heart of the inner city was right on target and very well received. And in my capacity as mayor, I’m particularly pleased that across-the-board cooperation contributed mightily to the success of this endeavor. You could call this a quintessentially Linzer quality—working together to make things happen that would be utterly unfeasible elsewhere.”

Bernhard Baier, Chairman of the Board of Ars Electronica Linz GmbH, Deputy Mayor of the City of Linz:

“Ars Electronica turned 35 this year and the Linz Art University’s Interface Cultures program is celebrating its 10<sup>th</sup> anniversary. Both underscore the importance that Linz has attained in the international media art scene. Anyone who doubts this is hereby advised to drop in on the festival and check out how many people from all over the world have made their way to Linz to behold what’s happening on the cutting edge of media art. This is the first time I’ve experienced this up-close-and-personal as Ars Electronica chairman of the board, and I’d like to take this opportunity to express my thanks to the entire staff! It’s truly impressive how many events the production crew organized and staged, and the complex challenges they had to deal with in impromptu fashion to get the job done. So, above all, I’m really happy for our staff—that the results of so much hard work got rave reviews from festivalgoers!”

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C ... What it takes to change: <http://www.aec.at/c/en/>

Photos (Best of Ars Electronica 2014): <https://www.flickr.com/photos/arselectronica/sets/72157646269582353/>

Festival Blog: <http://www.aec.at/c/en/blog/>

About the Ars Electronica Festival: <http://www.aec.at/festival/en/>

Ars Electronica: <http://www.aec.at/news/en/>

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