

Ars Electronica Solutions

4 ACES: A Modern Scavenger Hunt in Imperial Vienna

(Linz, December 16, 2014) 4 ACES is the title of an urban art project that's being staged on the grounds of Vienna's Imperial Palace until the end of February 2015. It's a fun, playful linkup of art, technology and historical public spaces, a key part of which is a virtual scavenger hunt based on an app developed by Ars Electronica Solutions. The admission ticket to this parcours can be downloaded free-of-charge to any smartphone. The app guides participants on an approximately one-hour round-trip tour of spectacular architectural ensemble and poses questions along the way. Correct answers provide access to a code that opens a door to reveal a spectacular work of art.

App by Ars Electronica Solutions

The app custom-developed by Ars Electronica Solutions can be downloaded free of charge from the internet to a smartphone. At the start of the game, each player has to select an ace, whereby the choice of the card's suit determines the sequence of questions that follows. Once the questions are answered correctly, participants can compute codes to open doors at various stops along the way. 4 ACES thus playfully interweaves some of Vienna's tourism highlights with artistic and technological features.

Impressive Backdrop

The extraordinary architectural ensemble of the Imperial Palace grounds in historic Vienna is the breathtaking backdrop for this interactive, public art experience designed by a team of international artists under the direction of Pérola Bonfanti. The virtual scavenger hunt takes participants along a series of fascinating installations set up at key locations throughout the premises.

Ars Electronica Solutions

Ars Electronica's newest division was established in 2012. Its mission is to effectively market inventions made throughout the organization and to develop custom-tailored solutions in the interactive segment. Diverse projects developed and implemented in recent years include many exhibitions and work in the fields of brandlands, urban development and event & show design. A driving conceptual force behind the creativity is Ars Electronica's wide-ranging international competence network. For Ars Electronica as an artistic institution, these market-oriented activities provide a key link in the processual chain that begins in the form of a creative vision, is perfected at the in-house R&D lab and the Festival, and culminates in the ability to deliver interactive installations customized to client specifications.

With queries, please contact

Christopher Sonnleitner
Tel: +43.732.7272-38
christopher.sonnleitner@aec.at
www.aec.at/press

Prestigious Partners

The point of departure at each individual stop along the scavenger hunt is directly related to an essential aspect of the particular facility: the Albertina and the Kunsthistorisches museums, Spanische Hofreitschule (Spanish Riding School), Kaiserliche Schatzkammer (Imperial Treasury) and the Burghauptmannschaft (historical sites administrator). Additional partners are Ars Electronica Solutions and Fokus-media House. CC Real is the coordinator.

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

Burghauptmannschaft Österreich: <http://www.burghauptmannschaft.at/php/portal.php>

Kunsthistorisches Museum Wien: <http://www.khm.at/en/>

Spanische Hofreitschule: <http://www.srs.at/en/>

Kaiserliche Schatzkammer Wien: <http://www.kaiserliche-schatzkammer.at/en/>

CC Real: <http://www.cc-real.com/en/>

Albertina: <http://www.albertina.at/en>

Fokus-media House (in German): <http://www.fokus-media-house.at/12.html>

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

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