

Prix Ars Electronica

About Prix Ars Electronica

Launched in 1987, the Prix Ars Electronica is the acknowledged arbiter of what's happening in the international media art scene. Each year, juries composed of top experts single out outstanding work for recognition and honor their creators with Golden Nicas, the "Oscars of media art."

A Mix of Annual and Biennial Categories

The competition's eight categories celebrate the vibrant diversity of contemporary media art. Two pairs of categories—Interactive Art and Digital Communities; Hybrid Art and Digital Musics & Sound Art—alternate on a biennial basis. The Computer Animation /Film /VFX, u19 - CREATE YOUR WORLD and [the next Idea] voestalpine Art and Technology Grant competitions are staged annually. The Prix Ars Electronica's newest category spotlights those personalities whose artistic creativity and bold experimentation have played a key role in the exciting emergence of media culture. These men and women are the visionaries who have not only laid the foundation for media art as we know it today but also made a major impact on our current social reality with all its forms of communication and cultural techniques. Every year now, one of these Visionary Pioneers of Media Art will be honored with a Golden Nica. And the responsibility for nominating and selecting these outstanding individuals has been turned over to a very special jury made up of all those artists who have themselves been Golden Nica recipients since 1987.

The World's First and Foremost Competition in Media Art

The Prix Ars Electronica is the most important showcase of excellence in digital media at the interface of art, technology and society. The lineup of participants each year is highly diversified, ranging from internationally famous artists (Karlheinz Stockhausen, Lynn Hershman, Toshio Iwai / Ryuichi Sakamoto, Chris Cunningham / Aphex Twin) to Oscar prizewinners (John Lasseter, Chris Landreth) to creative young pathfinders (Graffiti Research Lab). And because the competition is held annually, has international reach, and attracts so many entries, the Prix Archive can today offer detailed insights into the development of media art, into its openness and diversity, and its trends.

Producers and Sponsors

The Prix Ars Electronica is staged by Ars Electronica Center Linz and the ORF – Austrian Broadcasting Company's Upper Austria Regional Studio in collaboration with Brucknerhaus Linz and the OK Center for Contemporary Art. The Prix Ars Electronica receives support from

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the City of Linz and the Province of Upper Austria. The lead sponsors are voestalpine, the donor of [the next Idea] voestalpine Art and Technology Grant, and LIWEST Kabelmedien GmbH. Additional sponsors are BFI, KulturKontakt Austria, Casinos Austria, Sony DADC and LINZ AG.

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