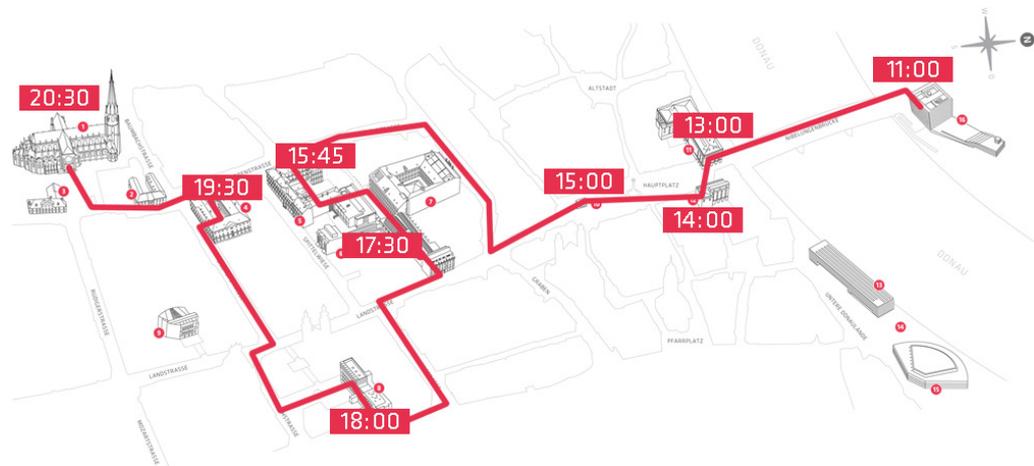


2014 Ars Electronica Festival

## Opening Parcours and Festival Premiere

(Linz, September 2, 2014) Not everything's different, but quite a few changes have been made to Ars Electronica this year. We've taken this year's festival theme—*C ... what it takes to change*—as a cue to launch some innovations of our own and make a more concerted effort than ever to stage events in the public sphere. This will be evident right from the start: the grand Opening Parcours that showcases almost all Festival projects and venues.

On Thursday, September 4, the Festival kicks off with the Opening Parcours



11 AM / DEVICE ART / Ars Electronica Center (1<sup>st</sup> Upper Level)

The day-long Parcours kicks off at 11 AM with the opening of *Device Art*, the new exhibition at the Ars Electronica Center. In conjunction with the premiere, curators Hiroo Iwata and Machiko Kusahara (both JP) will recapitulate 10 years of intensive work at the interface of art and technology. This show features interactive projects by 14 artists from Japan, Europe and the USA.

Additional information about *Device Art*: <http://www.aec.at/c/en/deviceart/>

12 Noon / STORY WEAVER / Ars Electronica Center (Deep Space)

Then it's on to Deep Space for the premiere of *STORY WEAVER*. Pianist Maki Namekawa, composer Chiaki Ishikawa and media artist Emiko Ogawa (all JP) have transformed an ancient Japanese legend into an extraordinary musical and visual experience. This work commissioned by Ars Electronica was conceived especially for Deep Space, the Center's one-of-a-kind immersive environment featuring a 300-m<sup>2</sup> projection surface.

Additional information about *Story Weaver*: <http://www.aec.at/c/en/deepspace-storyweaver/>

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1 PM / ARTS<sup>2</sup> – *Programmer ou être programmé* / Linz Art University (on Hauptplatz)

The Opening Parcours then heads across the Danube for a sojourn on Linz's Main Square where Linz Art University is hosting the Campus exhibition. This year's guest institution is ARTS<sup>2</sup> from Mons, Belgium.

Additional information about ARTS<sup>2</sup>: <http://www.aec.at/c/en/campus-exhibition-arts2/>

2 PM / Interface Cultures / Raumschiff and Strafsachenstelle (on Hauptplatz)

Christa Sommerer (AT) and Laurent Mignonneau (FR) set up Linz Art University's Interface Cultures program 10 years ago. Now, they're celebrating the anniversary in proper style with an especially extensive exhibition featuring 17 works by 40 students from 13 countries.

Additional information about *Interface Cultures*: <http://www.aec.at/c/en/interface-cultures/>

3 PM / Umbrella Radio on Hauptplatz

From Campus, it's just a short stroll to the south end of the square where the ORF – Austrian Broadcasting Company's radio station Ö1 is staging *UMBRELLA RADIO* and showcasing projects, people and places in motion.

Additional information about *Umbrella Radio*: <http://www.aec.at/c/en/umbrella-radio/>

4 PM / u19 – CREATE YOUR WORLD / Akademisches Gymnasium (Courtyard)

Next Stop: *CREATE YOUR WORLD!* The festival within a festival for young people is morphing into a miniature Cinecittà in the Akademisches Gymnasium's courtyard. More than 50 hands-on projects will make the festival grounds a busy production studio for creative ideas, a celebration of doing things in a fun, new way!

Additional information about u19 – CREATE YOUR WORLD: <http://www.aec.at/u19/en/festival-about/programm-2014/>

6 PM / CyberArts / OK Center for Contemporary Art in OÖ Kulturquartier

An annual festival highlight, the *Cyberarts* exhibition opening at 6 PM in the OK will spotlight 2014 Prix Ars Electronica prizewinners. The OK is also the site of a presentation of works by world-famous sound art pioneer and Ars Electronica collaborator of long standing, Bill Fontana.

Additional information about the CyberArts exhibition: <http://www.aec.at/c/en/cyberarts-2014/>

7:30 PM / SONOTOPIA – The Resounding City / Bischofshof

The premiere of *SONOTOPIA*, a music, sound and concert project by Anatol Bogendorfer and Peter Androsch (both AT), will make the city itself resound. Objects and architectural components of the cityscape become musical instruments and resonating bodies. The setting is the courtyard and garden of the Bischofshof.

Additional information about *SONOTOPIA*: <http://www.aec.at/c/en/sonotopia/>

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### 8:30 PM / Festival Opening / Domplatz

After sundown, the plaza in front of St. Mary's Cathedral and the church's neo-Gothic façade will be the setting of an interactive sound & light show. With cleverly deployed technology, Prague-based artists Tomáš Dvořák aka Floex and Dan Gregor aka Initi transform the ecclesiastical architecture into an audiovisual instrument that audience members can play themselves. Plus, festivalgoers can experiment with Antonin Fourneau's *Water Light Graffiti*, illuminate the three-dimensional tetrahedrons of *Constellation* by a Polish crew named panGenerator, and project silhouettes onto the façade of a building across the plaza with the Salzburg University of Applied Sciences' *OscFluctuation*.

Additional information about the *Festival Opening*: <http://www.aec.at/c/en/opening/>

### 9:15 PM / Dom-Exhibit / Mariendom

This is the first time that the Cathedral is serving as a setting for an art exhibition during the Ars Electronica Festival. The projects and installations include Davide Quayola's visualization of the music of György Ligeti, and MIRAGE, an astounding augmented reality performance by the Japanese performance art collective Grinder-Man.

Additional information about the *Dom Exhibit*: <http://www.aec.at/c/en/dom-exhibit/>

## Ars Electronica Festival 2014: C ... what it takes to change

The 2014 Ars Electronica Festival is set for September 4-8. This year's theme is "C ... what it takes to change," an inquiry into the prerequisites and framework conditions necessary to enable social innovation and renewal to emerge and make an impact. The focus will be on art as catalyst. The in-depth elaborations, lively discussions and bold provocations will feature, as usual, artists, scholars and scientists from all over the world—renowned intellectuals confronted by young contrarians, top experts encountering interested laypersons, the pioneers of the Digital Revolution face to face with the shooting stars of today's media art scene.

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Opening Parcours: <http://www.aec.at/c/en/opening-parcours/>

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

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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