92,000 visits at the 2015 Ars Electronica Festival

PostCity Draws a Huge Turnout

(Linz, September 7, 2015) "This is one of the best-attended festivals we've ever staged" are the very enthusiastic terms of a preliminary summary delivered by Festival producers Christine Schöpf and Gerfried Stocker. "Above all, the PostCity venue has been a big hit, attracting huge crowds throughout the weekend." 80.945 visits have been tallied so far; the total through Monday evening will be approximately 92,000. This year's Ars Electronica Festival lineup consisted of 482 individual events featuring 946 artists, scientists and activists from 42 countries. Ars Electronica Linz GmbH's has employed a staff of 180 individuals responsible for planning, organizing and carrying out the festival. "Every year, it's an astounding experience to see how quickly the festival can take shape at the individual locations," Gerfried Stocker and Christine Schöpf exclaimed. "A big 'Thank You' to our crew! Without their tireless commitment and expertise, it would have been impossible to stage this event at a venue as sprawling as PostCity." Equally indispensible to the festival's success is the collaboration of 430 partners and sponsors, including universities, research facilities, companies, museums, initiatives, associations and institutions from all over the world. 433 media outlet representatives from 27 countries were accredited to Ars Electronica 2015.

For Starters: An Attention-Getting Drive around Linz

Ars Electronica was already making folks sit up and take notice two days before the festival even began! On Tuesday, September 1st, the Mercedes-Benz F 015 Luxury in Motion took a spin around downtown Linz. All along its route—in front of the Ars Electronica Center, across the Nibelungen Bridge, onto Hauptplatz and down Herrenstraße—this futuristic concept car was an eye-catcher and popular motif of cell phone-equipped pedestrians. "We'd like to take this opportunity to express our gratitude to the Linz Police Department for their active support that made the F 015's Europe premiere in Linz possible," said Christopher Lindinger of the Ars Electronica Futurelab, which has been working together with Daimler for over two years on research into communication between human beings and self-driving cars.

A City within a City: PostCity

PostCity opened its doors on Thursday, September 3rd. Awaiting festivalgoers were a gigantic Kids' Research Laboratory, a diversified array of exhibitions, an extraordinary conference hall, a walk-through garden & park laid out among, above and beneath several-meter-tall spiral packet chutes, an organic food court and much more. Thus, the spacious halls of the Austrian Postal Service's decommissioned logistics center, following months of complete inactivity, were brought back to vibrant life. Media artists, musicians, photographers, architects, city

planners, engineers, technology experts and scientists from throughout the world filled PostCity with their prototypes, images, pieces, speeches, presentations and performances having to do with the future of our cities. "We were all really curious about how visitors would react to PostCity," admitted Martin Honzik, director of the Ars Electronica Festival. "But then it was really a great feeling to see how enthusiastic people are as they make their way around here and discover one amazing surprise after another—for instance, a flight of stairs constructed out of shipping pallets and leading up to a truly unexpected vista; or our seating cubes made from compacted aluminum cans, positioned amongst trees, bushes and climbing plants and serving as festivalgoers' invitations to take a brief pause from the hustle and bustle before proceeding on to the futuristic Mercedes-Benz F 015 that provides plenty of food for thought about our automotive future; or beholding how the meter-high Big Robot produces looks of amazement on the part of children and brings smiles to the faces of their parents." Audiences also accorded enthusiastic receptions to "Diaspora Maschine" by Peter Androsch and Anatol Bogendorfer, and the music of Maki Namekawa and the Bruckner Orchester conducted by Dennis Russell Davies, the stars of this year's Big Concert Night.

CREATE YOUR WORLD – The Future Festival of the Next Generation

CREATE YOUR WORLD was a family favorite. Especially on the weekend, there was a lot going on along the festival village's highways and byways. Kids were busy tinkering, splashing, playing, drawing and filming. Amidst this action that was as inspiring as it was colorful, the official awards ceremony honoring this year's prizewinners in the Prix's u19 – CREATE YOUR WORLD category was held, and followed up by a whole series of Table Talks with artists and scientists. "I'm especially delighted that young people accorded such an enthusiastic reception to our offerings entailing playful exploration," said Hans-Christian Merten, director of CREATE YOUR WORLD. And, as expected, kids got a big kick out of the spiral-shaped packet chute that the festival crew equipped with a wooden ladder that morphed it into a cool, curvy sliding pond.

Additional Festival Hotspots

In addition to PostCity, other festival hotspots were the OK Center for Contemporary Art and the Ars Electronica Center. The OK hosted Cyberarts, the annual showcase of the year's best works of media art. The AEC's top attractions were the new Deep Space 8K and two new exhibitions: Spaceship Earth and Elements of Art and Science. With nearly 3,000 visits on Saturday alone, the Ars Electronica Center was a hotbed of activity. Audiences gave rave reviews to "Second Body," an impressive dance performance staged in Linz's St. Mary's Cathedral.

POST CITY – Habitats for the 21st Century

The 2015 Ars Electronica Festival took place September 3-7. This year's theme was POST CITY – Habitats for the 21st Century. Hundreds of artists and scientists from around the world joined festivalgoers in an inquiry into how fit for the future our cities are. The focus was on

With queries, please contact | Christopher Sonnleitner
Tel: +43.732.7272-38
christopher.sonnleitner@aec.at
www.aec.at/press

four aspects of urban life: Future Mobility – the city as transportation hub; Future Work – the city as workplace and marketplace; Future Citizens – the city as community; and Future Resilience – the city as bastion.

POST CITY – Photo collection: https://www.flickr.com/photos/arselectronica/collections/72157649067187524/
Additional photo spreads, interviews and background info about Ars Electronica 2015:
http://www.aec.at/postcity/en/
Festival website: http://www.aec.at/postcity/en/
Ars Electronica Linz GmbH: http://www.aec.at/news/en/