

Renaming the City:

## The Way of Encounter Now Traverses Volksgarten

(Linz, September 7, 2015) In conjunction with the 2015 Ars Electronica Festival, South African artist Marcus Neustetter focused on Linz's Volksgarten park. His "Renaming the City" project invited folks living in Linz to name a route on which lots of us love to stroll—the main promenade through Volksgarten from the Goethe intersection to the corner of Volksgarten and Kärtner streets. The aim was to get everybody involved in the naming process—native-born Linzers and immigrants who've only just arrived. Together with Ars Electronica, the artist's mission in "Renaming the City" is to nurture the emergence of a welcoming culture that will play an increasingly important role in a well-functioning urban space.

### Volksgarten Now Has a "*Weg der Begegnung*" [Way of Encounter]

Marcus Neustetter received more than 400 proposals—via SMS and e-mail and verbally. The jury charged with making the decision convened yesterday evening. The jurors—Belmir Zec (Integrationsbüro Linz), Ramiza Pirciu (IBUK—The Association for Intercultural Encounter and Cultural Mediation), Verena Huber-Lindinger (KAMA Linz), Gülcan Ceylan (Arcobaleno – Association Encounter) and Stephanie Abena Twumasi (PANGEA. Workshop of the World's Cultures—considered all proposals and ultimately decided in favor of the name "Way of Encounter." Their statement:

*Weg der Begegnung. This is a simple name, but inherent in it is an attitude that expresses how urban coexistence can function in the future on a societal level. This is a form of coexistence that many people long for and that is already manifested in many ways on a daily basis, above all in Volksgarten. The name of this promenade is a prominent sign of a society positioning itself in a positive way—a way that encourages people's courage to engage in encounter, that nurtures their sense of self-perception and their development as human beings. Encounter as an attitude and an act with great future promise. Encounter as a way."*

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Renaming the City: <http://www.aec.at/postcity/en/renaming-the-city/>

2015 Ars Electronica Festival: <http://www.aec.at/postcity/en/>