

# Ars Electronica

Ars Electronica has been analyzing and commenting on the Digital Revolution since 1979. Our focus is always on current developments and possible future scenarios at the nexus of art, technology and society. The visions, ideas and projects that Ars Electronica advances in collaboration with artists, scientists, technologists, engineers, entrepreneurs and social activists from all over the world are innovative, radical and offbeat in the best sense of these terms. Ever since its inception, Ars Electronica has continually broadened the spectrum of its activities and thereby developed a comprehensive approach to dealing with techno-cultural phenomena that is unique in the world today. Ars Electronica is a culture venue, educational institution and research facility. It is based in Linz, Austria and has earned an international reputation.

[www.aec.at](http://www.aec.at)

## Ars Electronica Center

### Museum of the Future, School of the Future

Blending art, science and technology is the Ars Electronica Center's approach to its role as a Museum of the Future and School of the Future. Here, biotechnology and genetic engineering, the neurosciences, robotics, prosthetics and media art constitute interactive experimental arrays that convey an impression of how our world and our everyday life could be in the near future. All of our exhibitions and presentations are oriented on this question, open up manifold perspectives on our nature and how we see ourselves, and show their potential future manifestations in tangible forms to effectively convey them to the general public. As a School of the Future, we also blaze new trails in science education and offer an extensive curriculum of pedagogical programs for all types of schools and grade levels. This museum premiered in 1996 and was expanded and enhanced in conjunction with Linz's stint as European Capital of Culture in 2009. 170,000 to 185,000 visitors tour the Ars Electronica Center each year.

## Ars Electronica Festival

### Test Site at the Confluence of Art, Technology and Society

Every September, hundreds of creative individuals from around the world active in art, science, technology and business convene in Linz for the Ars Electronica Festival to jointly explore a specific theme. The topic under consideration changes from year to year; the festival format is customized accordingly. This is a setting for hands-on experience, evaluation, dismissal and reinvention. By no means least of all, the festival puts itself to the test in the pursuit of its mission to identify what advances us as a society striving towards a livable future. In terms of facts & figures: for the first time in 2017, more than 1,000 artists, scientists, activists and entrepreneurs took part in Ars Electronica, and the number of visits broke through the 100,000 mark. More than 400 accredited media outlet representatives from 35+ countries annually cover Linz's festival of art, technology and society.

## Prix Ars Electronica

### Competition & Trend Barometer

The Prix Ars Electronica is one of the world's most coveted prizes honoring excellence in media art. This competition, which has been staged annually since 1987, singles out for recognition ideas and projects that have the potential to change our lives. The Prix Ars Electronica spotlights the latest developments and supports innovation. The categories are broadly defined, going far beyond the media art genre to encompass futuristic ideas in other tech-related disciplines. The Golden Nica statuette is considered the Oscar of media art. Each year, 3,500+ entries from over 100 countries are submitted for Prix Ars Electronica prize consideration.

## Ars Electronica Futurelab

### Research & Development

The Futurelab was launched in 1996 to serve as both an atelier and laboratory in equal measure. Ever since, this facility has been Ars Electronica's artistic-scientific think tank and the driving force behind our R&D work. The staff develops innovative prototypes and future scenarios that are meant as both points of departure for discussions and invitations to take part in a wide-ranging discourse on topics of great future relevance. The Ars Electronica Futurelab works with partners worldwide—firms in industrial sectors and the creative economy, individuals and organizations in the art world, and academic & educational institutions.

## Ars Electronica Solutions

### Interactive Products & Services

Ars Electronica Solutions develops interactive products and services in the fields of event & show design, brandlands & exhibitions, and urban media development. All of our products and services are custom-tailored to the specific needs of our clients, and are available for either purchase or lease.

## Ars Electronica Export

### Exhibitions & Workshops Worldwide

New York, Tokyo, Peking, Mexico City, London, Berlin, Brussels, Singapore, Shanghai, Bilbao, Bangkok, Buenos Aires, Doha, Athens—since 2004, Ars Electronica EXPORT has conceived and staged exhibitions, workshops and educational programs throughout the world. Our associates and commissioning clients are active in art and culture, science and education, business and industry.

## Ars Electronica Archive

### History of Media Art

Our archive contains one of the world's largest collections of materials documenting the evolution of digital art and culture. An online portal makes this archive accessible by scholars and the general public.