UNESCO CREATIVE CITIES NETWORK

MONITORING REPORT 2014 – 2018

Submitted November 28, 2018
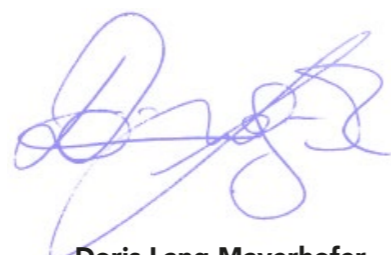
LINZ

UNESCO City of Media Arts

Linz lives Media Art

Linz has been nurturing and trailblazing in the digital art genre for decades. Media art and the digital state-of-the-art are key driving forces of dynamic, future-oriented urban development in Linz since 1979. The founding of Ars Electronica established Linz as one of the media art world's first hubs, and the city has been playing a pioneering role ever since. The launch of the Prix Ars Electronica and the Ars Electronica Futurelab reasserted Linz's status on the international leading edge. Other local network nodes are University of Art and Design Linz with its emphasis on digital artistic strategies and the Tabakfabrik Linz, a one-of-a-kind co-working space that's a hotspot of entrepreneurial creativity. Linz is a global player in digital R&D as well as a major node of Austria's indie art scene and creative economy.

Being part of the UNESCO Creative Cities Network has been facilitating the sharing of experiences and knowledge as well as contributing to strengthen international networks. Being a recipient of the title "UNESCO City of Media Arts" enhanced Linz's image and international visibility as a European hub of media art and fostered awareness for the recognition of creativity as an important strategic factor of sustainable urban development.

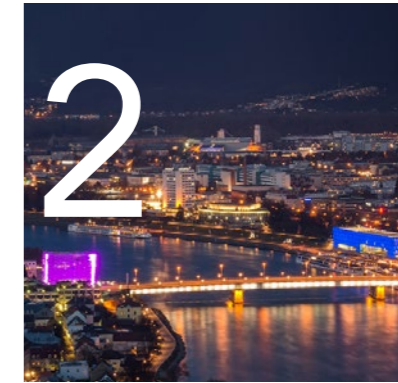**Klaus Luger**
Mayor of the City of Linz

Doris Lang-Mayerhofer
Councillor for Culture, Tourism and Creative Economy
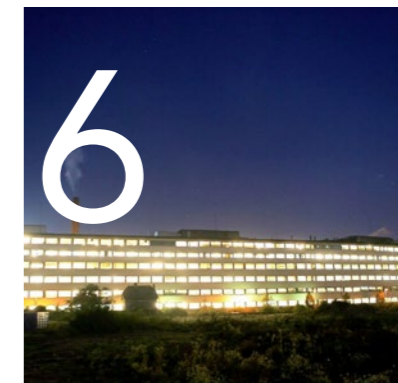
CONTENTS

1. EXECUTIVE SUMMARY

LINZ – From Steel Town to UNESCO City of Media Arts

On 1 December 2014 Linz was incorporated as City of Media Arts in the UNESCO Creative Cities Network (UCCN).

No other Austrian city has undergone such dramatic economic, social, and demographic change in the 20th century as the City of Linz. For decades, the city's image was almost exclusively determined by heavy industry. Linz, Austria's third-largest city, was the heart of the Austrian steel industry and the very embodiment of the "Steel Town."
Characteristic even of early 20th-century Linz was the city's social and spatial opening within the framework of cultural projects and its openness to modern technologies due to its long tradition and experience with industry and technology.

Already in the late 1970s decision makers displayed great perspicacity and openness to social and artistic issues in connection with a device that large segments of the population were still totally unfamiliar with: the computer.

In this phase of urban upheaval and repositioning of the city, Ars Electronica, established in 1979 as a Festival for Art, Technology and Society, supplied not only the central concept for the city's new identity but also played an important role as a catalyst in shaping the city's future.

Symbiosis of art and technology: *Mixed Reality Drone Race @ voestalpine Linz* by Ars Electronica Solutions and MOHIO Sport, October 2018

But how can a Steel City be successfully transformed into a City of Media Arts?

First of all, the City of Linz has fully integrated culture and creativity into its local development strategies. "Culture for All" – these watchwords of European cultural policymaking – were emblazoned right from the start on the banner that had been raised above Linz. Though we're surrounded by technoid images, interactive machines and robots, technology per se never has sole claim to the spotlight: attention was and is always focused primarily on people as social beings, as users and critics, artists and consumers. It is about the empowerment of the individual through creativity and art thinking, assigning people a role in shaping the digital change.

And thus, the democratization of artistic life is still the common thread running through the city's cultural scene, in which **Ars Electronica**, the **Brucknerhaus**, the **LENTOS Art Museum**, the **OK Center for Contemporary Art**, and lots of **indie studios and associations** have recently been joined by two major players: the new **Musiktheater Linz** and the **Tabakfabrik Linz**, former tobacco processing plant, as hub of the local creative economy, which also houses the newly opened **VALIE EXPORT Center Linz** and the non-profit umbrella organization **CREATIVE REGION Linz & Upper Austria**. The **University of Art and Design Linz** with its groundbreaking inter-media programs – Interface Cultures, Time-based Media, Fashion & Technology, and Creative Robotics, for example, and **Anton Bruckner Private University** with its state-of-the-art intermedial **Sonic Lab** also help lay the foundations for the future creative potential of the city.

In accordance with the UCCN mission statement, the City of Linz has always seen art and culture as an important part of urban development. Measured by the size of the city (approx. 200,000 inhabitants), Linz has an exemplary and efficient cultural infrastructure, which is the basis for staging exhibitions, festivals, research programs, and piloting projects and initiatives that include both civil society as well as the public and private sector.
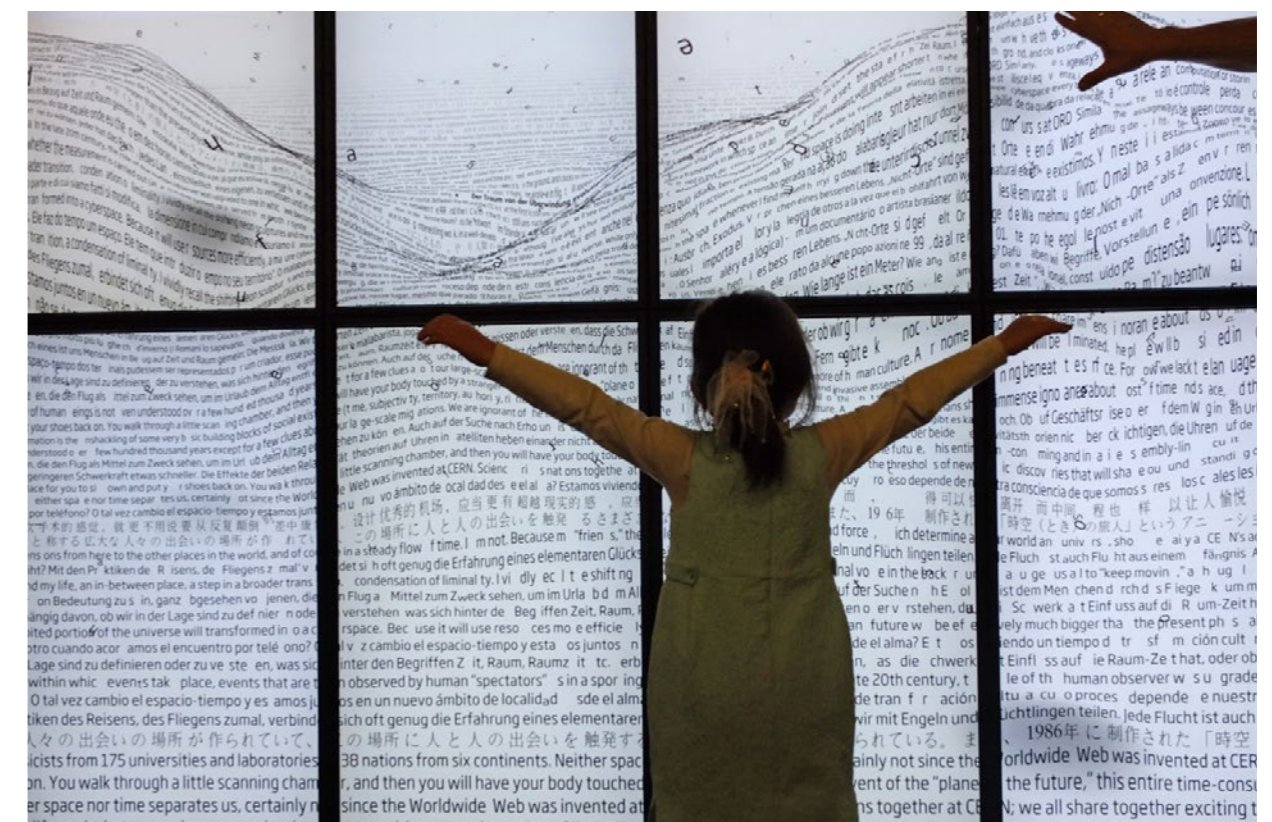
ZeitRaum, interactive installation by Ars Electronica Futurelab

2. GENERAL INFORMATION

Name of the City: **Linz**

Country: **Austria**

Creative field of designation: **Media Arts**

Date of designation: **1 December 2014**

Date of submission of the the current report: **28 November 2018**

Entity responsible for the report: **City of Linz, Department for Culture and Education**

Previous reports submitted and dates: **–**

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3. CONTRIBUTION TO THE NETWORK'S GLOBAL MANAGEMENT

As a node in the UNESCO Creative Cities Network, the City of Linz has actively assumed its role as an international platform for digital arts and culture and for the exchange of creative ideas and concepts. In sharing its experiences accumulated over the years in digital media culture and urban transformation processes, Linz served as a role model for a Second City that focusses on the full integration of culture and creativity into local development strategies and plans.

Number of UCCN annual meetings attended in the last four years

Since the appointment in 2014, an official representative of the city of Linz has attended all annual meetings:

– 9th annual meeting – May 2015, Kanazawa (JP)
– 10th annual meeting – September 2016, Östersund (SE)
– 11th annual meeting – July 2017, Enghien-les-Bains (FR)
– 12th annual meeting – June 2018, Kraków and Katowice (PL)

Hosting of a UCCN annual meeting and dates

Linz has not yet hosted an annual meeting of UNESCO Creative Cities.

Hosting of a working or coordination meeting addressed to one or more specific UCCN creative field representatives
Hosting of an international conference or meeting on specific issues salient to the Creative Cities with a large participation of members of the Network

Linz hosted a working meeting and several city delegations from applicant cities as well as an international conference on specific issues salient to the Creative Cities:

Working meeting
On 03.09.2015, in the framework of the Ars Electronica Festival, representatives from Lyon, Enghien-les-Bains, York, Dakar, Tel Aviv, Sapporo, and Gwangju met in Linz to exchange experiences and discuss the challenges of urban development in the digital age.

Hosting of various city delegations from applicant cities
Linz hosted various official delegations from Guadalajara, Gwangju, and Changsha prior to their applications in the period of 2016 – 2017. Letters of intent for cooperations between Ars Electronica and Guadalajara, Ars Electronica and Gwangju were signed.

International Conference
Small Cities Forum@Ars Electronica 2017,
Linz, 08.09.2017
When it comes to innovations, new technologies and cool gadgets, big cities usually are considered the epicenters of the future. The "Small Cities Forum" focused on promoting the power of small cities and provided a platform for the exchange of experiences and best-practice models. Members of the UCCN were specifically invited to participate; representatives from Guadalajara and Košice (both cities became members of the UCCN later that year) attended the conference.

Financial and/or in-kind support provided to UNESCO's Secretariat in order to ensure the management, communication and visibility of the UCCN (type of contribution, estimated value, main objectives, and dates):

In 2015, Linz launched the branding process to promote the title of UNESCO City of Media Arts and to raise public awareness and acceptance. An overall marketing strategy was developed and a brand manual was published. First steps were to develop a Linz UNESCO City of Media Arts logo and to set up the *www.cityofmediaarts.at* website.

Furthermore a City of Media Arts promotion video was produced, followed by a printed information folder. The overall costs (approx. €45,000) were covered by the City of Linz and its related cultural and tourism institutions.

A member of the municipal Department for Culture and Education has been assigned to coordinate and carry out the tasks relating to the management, communication, and visibility of the UCCN,

and is also responsible for the content management and the regular updating of the Linz City of Media Arts webpage.

Furthermore Linz has established an Executive Board (1 representative/city administration, 1 representative/Ars Electronica, 1 representative/ CREATIVE REGION Linz & Upper Austria) and an Advisory Board (32 members + 2 chairpersons representing the cultural institutions, (art) universities, the educational sector, Linz-based indie media art scene, the creative economy sector, and Linz Tourism Office) who meet on a regular basis to coordinate and facilitate communication between member cities of the UCCN, international and local cultural institutions, to inform about ongoing activities and to develop awareness raising activities at local and international level.

Membership of the Steering Group and period
—

Participation in the evaluation of applications (number of applications evaluated per year)
—

Since its appointment as UNESCO City of Media Arts, Linz has actively supported the expansion of the UCC Network and reviewed the following applications:

2015 – 2 Reviews: Evaluation of applications from Changsha (CN) and Austin (US)
2017 – 2 Reviews: Evaluation of applications from Sharjah (AE) and Toronto (CA)
2018 – Consulting activities for applicant city Karlsruhe

4. MAJOR INITIATIVES IMPLEMENTED AT THE LOCAL LEVEL TO ACHIEVE THE OBJECTIVES OF THE UCCN
—

= **improving awareness-raising about the UCCN and the role of culture and creativity**

| WE ARE SO **UNESCO** | WE ARE SO **CREATIVE** | WE ARE SO **CITY** | WE ARE SO **MEDIA** | WE ARE SO **ARTS** |

LINZ – UNESCO CITY OF MEDIA ARTS

www.cityofmediaarts.at

First steps 2014
– Nomination **Executive Board**
– Nomination **2 Advisory Board Chairpersons, VALIE EXPORT,** media artist; **Christine Schöpf,** artistic co-director Ars Electronica
– Formation **Advisory Board**, its 32 members come from the art and cultural sector, the creative industry, the (art) universities and educational sector, tourism and city marketing
– Formation of the **Linz City of Media Arts Network**

2015 Linz launched a **branding process** to promote the title **UNESCO City of Media Arts** and to raise public awareness and acceptance. An overall strategy was developed and a brand manual was published and distributed among stakeholders, "cultural ambassadors," and opinion leaders. A specific logo was created, which all cooperation partners should use for the promotion of their events, for their publications, papers, websites, etc.

Linz lives Media Art

Period 2016 – 2018
"Media Arts" was launched as the city's **main topic for cultural tourism in 2016**
"Media Arts" was implemented as the city's **main topic for cultural politics in 2018**

In 2016 Linz focussed its annual activities for cultural tourism on Media Arts, proclaiming "the year of Media Arts." Tourism and city marketing focused on this subject, informing and involving the general public. In 2018, continuing the longterm tradition of a holistic and critical approach to the challenges of the digital change, the city government focused its cultural politics on "Media Arts." Not only the cultural institutions and indie studios and associations made art+media the focus of their various programs, the city Department of Culture itself launched a new festival format, **STREAM Festival** (see page 23), which reflected the wide-ranging aspects of digitization in music.

Ongoing With its prizes and scholarships the City of Linz is making another important cultural and political contribution to the promotion of culture and the mobility of artists on an international level.
– **LinzEXPOrt**
– **LinzIMpORT**
– **LINZimPULS**
– **Marianne.von.Willemer Prize for Digital Media** (a financial support of women artists who use digital media as artistic tools and means of expression).

Branding Process / Brand Manual
**Linz UNESCO City of Media Arts**
To promote the title of Linz UNESCO City of Media Arts an overall marketing strategy was developed. The main stakeholders were actively involved in this process. An own brand manual was published and distributed among the cultural and educational institutions and other opinion leaders and cultural ambassadors.

WE ARE SO UNESCO
http://www.cityofmediaarts.at
Set up and regular update of the Linz UNESCO City of Media Arts webpage.
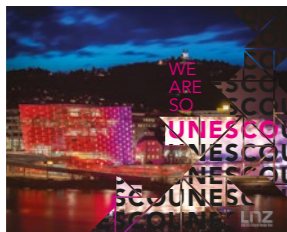
WE ARE SO UNESCO
Folder, published 2017
Students of the Secondary Technical School, specializing in graphics and communication design, created a promotion folder highlighting and mapping all Media Art Locations in Linz, inviting the general public to experience the wide range of cultural activities in the digital fields on offer in the city.

LINZ.CHANGE(D), MEDIA ARTS
2016 – 2018 Linz' tourism office has published several information folders with specific focus on Media Art in Linz.

WE ARE SO UNESCO
Promotion Video
Production of a Linz UNESCO City of Media Arts promotion video, presented at the 11th annual meeting in Enghien-les-Bains.

https://www.youtube.com/watch?v=aFGSEbwMUKY&feature=youtu.be

= making creativity an essential component of urban development – involving the public and private sectors and civil society
= strengthening the creation, production, distribution and enjoyment of cultural goods and services
= improving awareness-raising on the UCCN and the role of culture and creativity in sustainable urban development and supporting research and analysis in this particular field

Ars Electronica
An Innovative Ecosystem for Art, Technology and Society
https://ars.electronica.art

Ars Electronica has created an ecosystem for innovation. This ecosystem not only supports and enables a wide range of artistic developments and achievements, it also allows for pioneering technological developments because it replicates the artistic thinking process from inspiration to experiments through to creation, involving a wide range of disciplines and skills. This ecosystem evolves around the triangle of Art, Technology and Society that was coined for the first Ars Electronica Festival in 1979 and has since developed to encompass a whole spectrum of activities:

– the annual **Ars Electronica Festival** – international platform for the "art-thinking" community
– **Prix Ars Electronica** – international competition for artists working in science and technology
– **Ars Electronica Center** – Museum of the Future / School of the Future
– **Ars Electronica Futurelab** – powerful pillar for research and development
– **Ars Electronica Solutions** – spin-off of the Futurelab; brings creations and prototypes to the market; supports local industry and business in their development of new products and services.
– **u19-CREATE YOUR WORLD** – Ars Electronica's programs for and with young creators under 19
– **Ars Electronica Export** – realizes exhibitions and workshop programs worldwide
– **Ars Electronica Japan** – bundles activities in Tokyo and Osaka
– **Ars Electronica Archive** – unique collection of descriptions and documentations of more than 80,000 projects linked with Ars Electronica since 1979: 150,000 entries with a storage volume of 61 TB and over 4,5 million linked files.
– **Ars Electronica Education** – its goals is the development and practical evaluation of new innovative methods and technologies for education and knowledge transfer with special consideration of new digital media. Applications range from kindergarten and schools to special programs for universities and professional training and qualification services for business and industry.

Ars Electronica – Festival for Art, Technology and Society

Since 1979, the annual Ars Electronica Festival has been bringing together artists and scientists, creators and engineers, activists and economists from all over the globe, inviting them to present their work and their visions of the future. It's a great feast of eclectic, enchanting, intriguing, and captivating creations – a unique environment of intense discussions and inspiring encounters.

PostCity: An 80,000m² Urban Laboratory

POST CITY – Habitats for the 21st Century. 03.09. – 07.09.2015

PostCity, the former Austrian Postal Service logistics facility adjacent to Linz' train station, premiered as a new festival venue in 2015. The thematic focus of the festival was on the rethinking of urban living spaces that can keep up with the changes the coming decades will bring. **92,000 visitors, 482 individual events featuring 946 artists, scientists, activists, and other protagonists from 42 countries.**

RADICAL ATOMS and the Alchemists of our Time. 08.09. – 12.09.2016

The prime venue was, once again, PostCity, the former Austrian Postal Service logistics facility adjacent to the train station. It provided 80,000 m² of exhibition space for conferences and speeches, exhibitions and projects, concerts and performances, animated films and awards ceremonies, guided tours and workshops. **85,000 visitors and 534 events over five days, 842 participating artists and scientists from 50 countries.**

Artificial Intelligence – the Other I. 07.09. – 11.09.2017

The connection between AI and humans was the main topic at the 2017 Ars Electronica Festival, which turned PostCity Linz into a hotspot of media arts for the third time in a row. There were over **100,000 visitors to over 600 different events, conferences and lectures, exhibitions and projects, concerts and performances, animations and award ceremonies, guided tours and workshops. 1,000+ artists** presented their works for five days straight at **12 different festival locations**—a festival filled to the very brim with media arts.

ERROR – The Art of Imperfection. 06.09. – 10.09.2018

At what point does an error become a mistake, a fail, and what makes it the celebrated source of unprecedented ideas and inventions? When is an error an oversight and when is it intentional deception, a fake? With **105,000+ visitors**, the 2018 Festival topped previous records: **1,357 artists, scientists, technologists, entrepreneurs and activists from 54 countries** contributed to this festival. **396 partners and associates worldwide** enabled Ars Electronica to present this incredibly diverse array of ideas, visions, art works, sound projects, concerts, prototypes and products in Linz. **402 accredited media outlet representatives from 40 countries** came to the UNESCO City of Media Arts Linz to report on the Festival.

Prix Ars Electronica & STARTS PRIZE

Prix Ars Electronica Launched for the first time in 1987, the **Prix Ars Electronica** is the most renowned media arts competition and an arbiter of excellence in media arts. Winners are awarded the coveted Golden Nica statuette, **prize money ranging up to €10,000 per category** and the opportunity to showcase their artistic talents at the Ars Electronica Festival in Linz.

2015 **Approx. 3,000 entries from 75 countries** were submitted for prize consideration
2016 **3,159 entries from 84 countries** were submitted for prize consideration
2017 **3,677 entries from 106 countries** were submitted for prize consideration
2018 **3,046 entries from 85 countries** were submitted for prize consideration

STARTS PRIZE Launched for the first time in 2016, the **STARTS PRIZE**, an initiative of the European Commission, spotlights people and projects making a significant, lasting contribution to Europe's social, ecological, and economic future. The aim is to foster innovation for and in Europe. Waag in Amsterdam, Brussels-based BOZAR, and Ars Electronica Linz were commissioned to conduct the STARTS PRIZE proceedings. Two Grand Prizes, each with €20,000 prize money, are offered. Both prizewinning projects as well as a selection of the 10 Honorary Mentions and 18 Nominations go on display at the Ars Electronica Festival in Linz.

2016 **1,861 entries from 54 countries** were submitted for STARTS PRIZE consideration
2017 **2,977 entries from 97 countries** were submitted for STARTS PRIZE consideration
2018 **2,344 entries from 88 countries** were submitted for STARTS PRIZE consideration

Ars Electronica Center – Museum and School of the Future

With its exhibitions and programs the **Museum of the Future** focuses all year long on educating people about how new technologies and sciences are changing their lives as well as engaging them in the process through interactive displays and experiences. Special education programs and workshops have earned the Ars Electronica Center its reputation as a **School of the Future**.

2015 **171,800 visitors**
2016 **172,000 visitors**
2017 **180,654 visitors**
2018 **162,000 visitors until end of November**

Kids' Research Laboratory aged 4 to 8

In 2015 a children's research laboratory for 4- to 8-year-olds was set up. Hands-on encounters with unusual devices and fascinating experimental installations are the young explorers' gateways to discovery across Ars Electronica's entire thematic spectrum: the interplay of the virtual and the real world, the enchantment of light and shadow, what goes on inside high-tech gadgets, construction and programming, and the human-machine relationship.

Deep Space 8K – The Next Generation of Visualization Technology

Ever since the first Ars Electronica Center opened in 1996, Virtual Reality has been a core component of its infrastructure. In 2009 Ars Electronica Futurelab developed Deep Space for the new, expanded Ars Electronica Center: 4K images were projected on 16x9 m projection surfaces on both the wall and floor. As 8K resolution has established itself throughout the professional technology segment, it was time for the next quantum leap: **In 2015 AEC invested €1,2 million to upgrade to 8K, the next visualization technology; supported by the City of Linz with €500,000.**

Ars Electronica Archive + Ars Electronica Publications

Ars Electronica holds one of the world's largest archives of digital media art spanning the last 39 years. It's a unique collection of descriptions and documentation of media art projects related to Ars Electronica since 1979. **150,000 enties, 61 TB storage, 4,5+ million linked files.** With its annual book productions, Ars Electronica has been analyzing and documenting trends and developments in media art since 1979. The Ars Electronica Print Archive covers all publications since 1979 published in conjunction with the AE Festival, the Prix AE, special publications as well as museum brochures and programs. All texts and articles are published online, searchable and readable – a valuable source for the exploration and research of media art.

2015 – 2018 **Ars Electronica Publications (a selection):**
– 4 Ars Electronica Festival Catalogues – the annual documentation of the AE Festival and AE activities around the year
– 4 CyberArts Catalogues – the International Compendium of Prix Ars Electronica / STARTS PRIZE
– 1 Special Publication – "The Practice of Art & Science"

Ars Electronica Festival + Ars Electronica Futurelab

2014 – 2017 **EDSAN – Art-Science-Research-Residencies under the aegis of the European Digital Art and Science Network.**

The EU funded project combined scientific aspects and ideas with the approaches of digital art, interdisciplinarity, and intercultural exchange. Also in focus was the role of art as a catalyst for social innovation processes. By creating images and stories about the opportunities and risks of technological and scientific developments, artists play a decisive role in how our society deals with these innovations. Artists were invited to take part in a competition for a fully funded residency at major international scientific research institutions accompanied by a 1-month residency at the Ars Electronica Futurelab where the artists-in-residence could bring their projects to fruition and present them to a broader public at the Ars Electronica Festival.

Open Call for 1st Residency at ESO (European Southern Observatory, Chile)
Ars Electronica and ESO, October/November 2014

ESO is one of the most important institutions in ground-based astronomy worldwide (and an impressing demonstration of mankind's technological progress). The artist spent several weeks at ESO, accompanied by an academic mentor, and several weeks at AE Futurelab.
200+ applicants from 38 countries responded to this first open call.

Collide@CERN Ars Electronica Award,
Ars Electronica and CERN launched Open Call. April 2015

Artists could apply for a Collide@CERN Ars Electronica Award and thus be the recipient of a fully funded residency for up to 2 months at CERN (Switzerland) and 1 month at Ars Electronica Futurelab. The outcome of this residency was officially presented at the AE Festival 2015.
160 applicants from 52 countries

Open Call for 2nd Residency at ESO (European Southern Observatory, Chile)
Ars Electronica / ESO, October/November 2015

This second open call was part of the successful cooperation between Ars Electronica and ESO. **Residency:** several weeks at ESO, Chile, accompanied by an academic mentor; several weeks at AE Futurelab Linz, where its staff provided support for the project that emerged from the stay at ESO and premiered at AE Festival 2016.
300+ applicants from 47 countries

Open Call for a Residency at ESA (European Space Agency)
Ars Electronica / ESA, April 2016

This residency offered artists the extraordinary opportunity to experience the landing of the Rosetta space probe and the ExoMars Mission live on site at the European Space Research and Technology Centre (ESTEC) in Noordwijk (NL).
Residency: Stay at ESA was followed by a 1-month-stay at the AE Futurelab in Linz, where the artist-in-residence could realize the project and present it at the AE Festival 2016.
200+ applicants from 45 countries

Closed Call for a STEAM Residency at Fraunhofer Institute for Medical Image Computing – MEVIS, April 2017

Bringing together scientists, school kids, and an artist, transcending the boundaries of individual disciplines, discovering flexible forms of learning and collaboration, and imparting skills to work effectively with new technologies were the objectives of this STEAM artist-in-residence project. The outcome of this encounter of art and science was featured at the AE Festival 2017.

Ars Electronica Futurelab

2016 **Drones over Linz**
SPAXELS RESEARCH INITIATIVE @ Ars Electronica Futurelab

How to deal with networks of intelligent, autonomous robots raises many questions that the SPAXELS RESEARCH INITIATIVE of the Ars Electronica Futurelab aims to formulate and pose. Its mission is to make the necessary experience and information available to the general public and to initiate this discourse. SPAXELS = space elements (term derives from the word pixels = picture elements) , describe the space constitutive function of the flying, visual, space elements. The SPAXELS RESEARCH INITIATIVE is dedicated to the use of drones and unmanned aerial vehicles as artistic means of expression and communication of the future.

In the evening of 10 September 2016, **100,000+ people watched the successful European premiere of "DRONE 100 – Spaxels over Linz"** when the 100 drones took off and performed their airborne spectacle in the sky over Linz.

> = making creativity an essential component of urban development – involving the public and private sectors and civil society
> = integrating culture and creativity into local development strategies and plans

Linz' urban planning policy and strategy is illustrated by 2 major infrastructure projects realized in the period 2015 – 2018: The expansion of Linz University of Art and Design and the re-development of Tabakfabrik Linz.

Kunstuniversität Linz – University of Art and Design
https://www.ufg.at

As UNESCO City of Media Arts and Open Commons Region, Linz intensified its focus on innovative, internationally-oriented cultural and economic development. The powerful attraction this exerts on creative, talented, and skilled individuals proved to be the driving force behind progress in cultural life and the economy, tourism, and education.

The city's strategic objectives for urban development are to provide across-the-board cultural, educational, and social welfare infrastructure, implement barrier-free design and gender equality on all levels, and make intercultural existence a reality.
In addition to fostering equal opportunity for all, **Linz's Cultural Development Plan** contains further strategic cultural policy-making objectives:

nurturing the potential of the indie art & culture scene, media art, and interdisciplinary art forms; opening up the city and facilitating access; means more effectively mediating young people's encounters with art and culture; and strengthening collaborative forms of work and networking.

The Art Universities located in Linz are a major source for young people's encounters with art and for nurturing the city's future creative potential. The spectacular new building of **Anton Bruckner Private University for Music, Drama and Dance was successfully put into operation on 1 October 2015** after a construction period of four years.

A further important milestone in urban development was reached with the decision to **centralize Linz University of Art and Design to an inner-city location** thus to successfully set new accents in the city. Once all the reconstruction works are finished, a total of **26,650 m²** will be available **for creative education** in the very center of the city.

Investments in educational infrastructure

Adaptation of former Post Office Building in Domgasse

The relocation of the Post Office Building created a unique opportunity to adapt the entire inner-city building for Linz University of Art and Design. The new premises in down-town Linz are now available for study operations as well as for the university's research agenda. From autumn 2016, the Interface Cultures Master's course, Time-based Media, Media Art and Art Theory could, among others, start their work in the new premises and the Tangible Music Lab could be established.
– **Start of construction phase III: 2015**
– **Opening: Fall 2016**
– **Usable space: 12,800 m²**

Refurbishment of the Brückenkopfgebäude Ost (Bridgehead Building "East")

The design by Austrian architect Krischanitz makes the new creative "occupancy" – from the bureaucratic building of the Nazi dictatorship towards a free and creative university – visible from afar. The former building was extended by offices, seminar rooms, and lecture halls and houses all administrative units as well as the study programs raum&designstrategien, Industrial Design, and Architecture. In October 2018 the Brückenkopfgebäude Ost was ceremoniously opened together with the cafeteria – a new communicative meeting point – and the "transcendence lift," the new landmark that takes visitors beyond the roof of the Art University, offering a completely new perspective on the city.
– **July 2015: Start of construction works – Brückengebäude Ost**
– **April 2017: Completion of the building – Brückengebäude Ost**
– **December of 2017: Completion of roof superstructures**
– **September 2018: Completion of the workshop areas and cafeteria**
– **October 2018: Official Opening**
– **Usable space Brückenkopfgebäude Ost: 10,550 m²**
– **Total construction costs for both historical buildings (Ost+West) €36 million**

Selected study programs with a focus on intermediality

Among Linz's many educational and cultural institutions with specialization and expertise in various fields of digital media, facilities were established simultaneously to or in association with Ars Electronica. **Linz University of Art and Design has focused on "intermediality" since the early 2000s** in the form of professorships and programs of study in Interface Cultures, Media Design, Media Theory, and related fields. Artistic and scientific projects in the fields of image and sound, interactivity, graphic and communication design, analog and digital photography, film/video, performative media, and time-based art are implemented in co-operation with partners inside and outside the University, such as Ars Electronica, AE Futurelab, LENTOS Art Museum, or Medienwerkstatt Wien. The focus is on project- and team-oriented work with a wide variety of formats, materials, and media. At present, **1,420 students from 66 countries** are studying at University of Art and Design Linz; 1 Diploma, 11 Bachelor and 13 Master's programs as well as 1 Doctorate program have been established in 4 institutes, which further strengthen the university's profile, concentrating on the focal points of "intermediality," "spatial strategies" and "artistic-scientific research."

Interface Cultures – Master Program

Acting as creative artists and researchers, students learn how to advance the state of the art of current interface technologies and applications. Through interdisciplinary research and team work, they also develop new aspects of interface design including its cultural and social applications. The themes elaborated under the Master's program in relation to interactive technologies include Interactive Environments, Interactive Art, Ubiquitous Computing, Game Design, VR and MR Environments, Sound Art, Media Art, Web-Art, Software Art, HCI research, and Interaction Design. In cooperation with the Ars Electronica Festvial, the exhibition series "Interface Cultures@ CAMPUS" was developed in 2005 in conjunction with the CAMPUS exhibition (every year an international Art University is invited to curate, produce, and present the exhibition) to **strengthen the exchange of experiences between art students from abroad and students from Linz.**

Time Based Media – Bachelor Program + Master Program

Interdisciplinary methodologies are used to address different ways of working with time-based media, e.g. video (in theory and practice), film (theory) and sound, media installations and productions, interactive systems, designing with digital media, and innovative programming. Students create process- and problem-oriented modules to develop their own artistic, scientific, and transdisciplinary projects and works. In cooperation with Ars Electronica Center the exhibitions series "TIME OUT" was developed, which showcases the students' works in a highly professional exhibition environment. **Student works have also been exhibited in Enghiens-le-Bain and Sapporo.**

Media Design – Bachelor + Master Program

The program comprises several fields of research and practice, such as media art history, new teaching and learning cultures, media education, media and communication theory, creative programming, sound studies, virtuality and immersion, gaming, and interactive art. Through the artistic-practical and scientific-reflexive examination of media, students qualify for professions in school and other educational areas.

Fashion & Technology – Bachelor Program for contemporary fashion design

The Bachelor Program for contemporary fashion design with a focus on innovation and technology started in 2016. Students work with traditional handicraft techniques as well as with new developments from the high-tech sector, including 3D printing, laser cutting, digital printing, and robots. Intelligent textiles and wearables as well as social responsibility and sustainability in the production process are important topics of the study program. Through cooperation with research institutions such as the AE Futurelab or the Linz Center of Mechatronics and partners in industry, students discover the entire production process – from the fiber to the final collection.

Creative Robotics Laboratory / Creative Robotics Exhibition

Creative Robotics is a research unit within the University of Arts and Design Linz, set up in 2017 with the goal of investigating robotics as an interface between the digital and physical world. The laboratory is open to all fields of study within the framework of research-led teaching. **"Creative Robotics" – a new exhibition series in the Ars Electronica Center – came to life in 2017.** CR is a cooperation project with the Ars Electronica Center, KUKA Roboter CEE GmbH, the JKU – Johannes Kepler University Linz, Bernstein Innovation, Grand Garage, and the Association for Robots in Architecture, funded by the infrastructural program of the Federal Ministry of Science, Research and Technology.

= **making creativity an essential component of urban development – involving the public and private sectors and civil society**
= **developing hubs of creativity and innovation and broadening opportunities for creators and professionals in the cultural sector**
= **strengthening the creation, production, distribution and enjoyment of cultural goods and services**
= **fostering the creative economy**

The re-development concept of Tabakfabrik Linz: A 38,148 m² factory complex turns into an urban hub of creativity and innovation

Tabakfabrik Linz – New Hub for the Creative Industries
https://tabakfabrik-linz.at

Linz' former tobacco processing plant with 80,000 m² of usable indoor floor space, is one of Europe's most significant pieces of industrial architecture. Cigarettes were produced until September 2009, and in 2010 the city bought the factory site and declared it an area of urban development. **An entire city district was made available to the public.** With this acquisition Linz' city government set an important impulse for an ongoing urban development, based on social, innovative, creative, and cosmopolitan aspects. Where 8,000 cigarettes were once churned out per minute and machine, creative sparks are now lit. The factory is regarded as best practice for future oriented urban development and enjoys an international reputation as such.

2010   **Linz purchased the premises**
2010   **Handover**
2012   **Start of revitalisation**
2014–2018 **100+ start-ups and**
          Educational institutions and
          Cultural initiatives and
          Media agencies
          500+ people are currently working
          at Tabakfabrik Linz

From "Cigarette Booth" to Universal Factory of the Future
Tabakfabrik Linz defines itself as a universal factory of the future, a compression chamber of art and research, science and creative industry, engineering and handicraft, statement and discourse, education and training, a new urban district with the creativeness of the human being in its center. The type of people explicitly called upon to colonize Tabakfabrik was not just limited to artists, art managers, and creatives – social workers, businesswomen and tradesmen, craftspeople and people working in education and science were also moving in and developing new forms of human coexistence and collaboration. In early 2014, there were 200 applications for about 40,000 m² of rental space in the Tabakfabrik. **Based on the four cornerstones of creativity, social development, employment, and education, Tabakfabrik Linz** has meanwhile established itself as *the* **hotspot of the creative industry.**
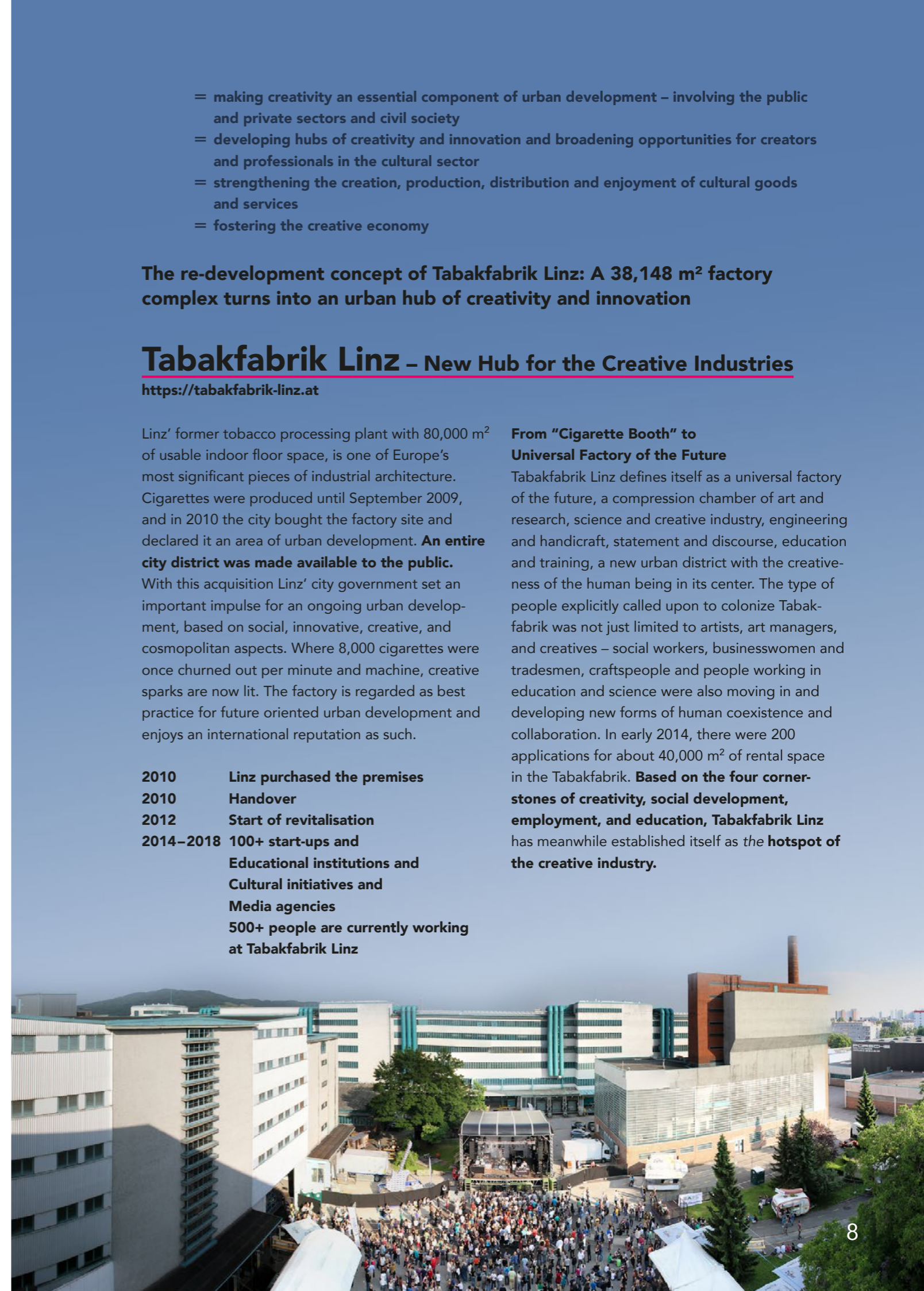
2018: Opening of Strada del Start-up – an own production line for start-ups
—

In collaboration with various public and private tenants of Tabakfabrik who offer various services for the Strada del Start-up, a 230-meter-long indoor promenade has been created under the label "Strada del Start-up" with flexible office and workshop space for young companies.

Tabakfabrik Linz – A multipurpose city district and venue
—

Since its reopening, Tabakfabrik Linz has also established itself as a **venue for events and exhibitions**. The scope ranges from classical to pop to subculture. The intercultural projects and events in fields such as cutting-edge-technologies, creative industries, politics, health, sociology, science or education, recreational culture as well as the commercial field, raise the money needed for the promotion and support of artistic projects. Congresses, lectures, workshops, readings, trade shows, pop-up-stores, markets, product presentations, photo shootings, movie screenings, trainings, performances, festivals, and corporate events cover the needs and categories of urban life according to the overall concept of Tabakfabrik Linz as a multipurpose quarter.

- **2014 – 2018: 1+ million event visitors**
- **2018:** The 2,000 m^2 Lösehalle (separating hall) is undergoing general refurbishment and adaptation in order to be officially opened with the "Forum Creative Industries 2018" event.

CREATIVE REGION Linz & Upper Austria

https://creativeregion.org

The non-profit umbrella organization CREATIVE REGION Linz & Upper Austria took up residence in Tabakfrabrik Linz in an early stage of development. Its mission is to promote and publicize creative products and services emerging in Linz and the region of Upper Austria, to carry out networking and arrange collaboration possibilities, and to make available a wide-ranging program of workshops and coaching, custom-tailored to the needs of the local creative economy. The more attractive the area is for creative businesses, the bigger the Tabakfabrik's financial tolerance to promote cultural initiatives and create open spaces for artists will be.

2014 – 2018 (selected activities)

FORUM CREAT/VE INDUSTR/ES
—

Since 2014, this Festival of the Creative Economy is the annual meeting place for creative people and representatives from the industry. It's a unique platform for exploring, discussing, tracking, and analyzing new systems of work, innovation, and communication and the development of a new culture.

- 27. 11 2014: The Nite of the Swoosh (Nike) + Talks + Innovators Playground
- 25.06.2015: The Nite of the Bricks (Lego) + Talks + Innovators Playground
- 23.06.2016: The Nite of ABC (Google) + Talks + VR Playground
- 28.06. – 30.06.2017: Forum Nite + Keynote (Airbnb) + Interactive Playground + OPEN STUDIOS
- 03.12. – 11.12.2018: The Fabulous Factory + OPEN STUDIOS + Talks + Forum Nite + INNOVAT/ON CIT/ES SYMPOS/UM
  coming up

// WE ARE SO ... talk series.
Kick-off 20.04.2017
—

Linz creates perspectives and innovations in culture, business, and society and reflects them critically. In order to address and introduce the general public to the challenges of the digital change, the Linz City of Media Arts Network created the talk series "WE ARE SO...," inviting the general public to get to know and discuss digital trends in specific fields.

// WE ARE SO … **chatbots**   20.04.2017
// WE ARE SO … **augmented**   22.06.2017
// WE ARE SO … **artificial**   28.09.2017
// WE ARE SO … **visual**   30.11.2017
// WE ARE SO … **influencer**   01.02.2018
// WE ARE SO … **streaming**   02.06.2018
// WE ARE SO … **connected**   14.06.2018
// WE ARE SO … **publishing**   13.09.2018
// WE ARE SO … **growth**   15.11.2018

OPEN STUDIOS
28.06.2017 + 21.06.2018
—

A look behind the scenes of creativity and innovation: Visitors were invited to participate in exciting tours, "The Walks," of five different creative and innovation districts in Linz. OPEN STUDIOS promote public awareness and the visibility of the creative and innovative potential of the city. From design, photo and film studios to software companies, start-ups and advertising agencies, particularly innovative companies from the creative and start-up industries have participated in the 2 editions of OPEN STUDIOS.

VALIE EXPORT Center Linz
Research Center for Media and Performance Art
https://www.valieexportcenter.at

Opening 10.11.2017

VALIE EXPORT (b. 1940 in Linz), a pioneer of avantgarde and experimental film, is one of the most highly regarded media artists worldwide. She works with a wide range of media and caught people's attention with actions in public space that belonged to the field of performance and to media art and were developed from a feminist perspective. The mission of VALIE EXPORT Center Linz is to study and reappraise as well as to mediate and contextualise the renowned artist's premature legacy. International in its focus, this Research Center for Media and Performance Art also strives to promote the artistic and scientific examination of these very areas. The VALIE EXPORT Center Linz is a cooperation of the City of Linz with LENTOS Art Museum and University of Art and Design Linz.

VALIE EXPORT – The Archive

Artists' archives are increasingly becoming a subject of public and academic interest. They provide information about the process from finding ideas all the way to the detailed formulation of a work and also information about the cultural climate of an era. Since her early work, VALIE EXPORT had built a **substantial archive**, which was **bought** for the LENTOS Art Museum collection **by the City of Linz in 2015 (€700,000)**. This premature legacy is now available to science and research at VALIE EXPORT Center Linz, which is located in the Tabakfabrik Linz.

Wilde Archive. Kunst und ihre papiernen Spuren
Symposium, VALIE EXPORT Center, 10.11.2017

International art and media scientists and experts from fields such as archiving, collecting, and exhibiting media art, discussed the extent to which the material and structure of such archives reflect or even continue the creative processes of artistic and curatorial work and how these processes can be made visible.

VALIE EXPORT – The Archive as a Place of Artistic Research
Exhibition, LENTOS Art Museum, 10.11. 2017 – 28.01.2018

The exhibition space on the lower level of LENTOS Art Museum became the temporary VALIE EXPORT Archive, providing insights into the artist's thinking, research, and development of ideas. The exhibition approached the artist's extensive archive using an experimental mode of presentation and conveyed impressions of the scope of VALIE EXPORT's artistic research and processes of production.

Enter the Center_ Exklusiv ins Archiv, VALIE EXPORT Center Linz
Since September 2018: every first Monday of the month

This program is intended to reflect the great public interest in the Center (which is still in the structuring and development phase) and to give a first insight into the work and legacy of VALIE EXPORT. For research purposes, additional access to the reference library is granted every Tuesday. Guided tours have been offered on special occasions throughout 2018.

Archival Glimpses, Take 3, Die Künstlerin als Moderatorin – The Artist as Moderator
VALIE EXPORT Center Linz 03.09. – 30.11.2018

The Archival Glimpses give a brief insight into the archive based on the physical documents from the premature legacy.

= making creativity an essential component of urban development – involving the public and private sectors and civil society
= improving access to and participation in cultural life as well as the enjoyment of cultural goods and services, notably for marginalized or vulnerable groups and individuals, including women and youth

Linz' Art Community
Selected initiatives, projects, programs, measures, and activities

Linz' strategic objectives for urban development are to provide across-the-board cultural, educational, and social welfare infrastructure, implement barrier-free design and gender equality on all levels, make intercultural existence a reality, and foster equal opportunity for all. In order to achieve these goals, numerous cultural and educational institutions and independent artists groups and associations have developed a wide variety of initiatives, projects, programs, and measures. Here is an overview of just some of them:

2018 ### STREAM – The new urban music festival
31.05. – 02.06.2018, http://www.stream-festival.at

In cooperation with its partner cultural institutions and associates in the local indie scene, the City of Linz brought to life a new festival format: STREAM is the new urban music festival staged in downtown Linz, with the thematic focus of digitization in music. This topic was approached on a practical and theoretical level, which was reflected in the diverse lineup of events:

Stream TALK, a series of workshops and talks with experts and artists offered manifold opportunities for practical and theoretical encounters with focus on the ongoing changes in (digital) music production.
Stream STAGE, the musical program, reflected the wide-ranging aspects of digitization. It not only meant electronic music; so-called pre-digital genres also made their presence felt during these three evenings on the big open-air stage set up beside the riverfront promenade along the river Danube.
Stream CLUB was electronic to the max. On two nights, this gathering morphed into a club festival pervading the Stream grounds and flowing out into the city at large, as downtown Linz became a hotspot of club culture!

The Festival attracted more than 17,000 visitors over 3 days. Admission to the entire Stream Festival was free of charge and targeted the general public.

2018 ### Relaunch of Atelierhaus Salzamt – Residency program, artists' studios, educational programs

After a restructuring phase, 2018 meant a new start for the Atelierhaus Salzamt in terms of UNESCO City of Media Arts. Ars Electronica and Linz Art University were suitable partners for this purpose and a new artists-in-residency program was launched this year. During the AE Festival, Atelierhaus Salzamt served as an extension of the "Campus Exhibition," showing media art works from Université de Québec in Montreal. In October 2018 the results of an international exchange project (Linz&Riga) were presented in the intermedia performance "Skana."

2015 – 2018 ## CROSSING EUROPE Filmfestival Linz
www.crossingeurope.at
—

CROSSING EUROPE Filmfestival Linz is an attractive and communicative platform bringing together young filmmakers, cineasts, and representatives of the film industry. Since 2004, the Festival has devoted its program to idiosyncratic, contemporary, and socio-political auteur cinema from Europe. Despite changes in media consumption and reception behavior, film festivals still play an important role: in bringing new positions and developments in film art to a wider public for discussion, curating programs and films that, all too often and despite international festival success, have no place in cinemas for economic reasons, and giving them an audience. This also includes presenting films from a young generation of directors. By presenting a diversity of filmic forms, traditions, and themes, CROSSING EUROPE wants to throw a spotlight on the various nuances of the (film) continent Europe.

– Crossing Europe Film Festival Linz 2015, 23.04 – 28.04.2015
   6 days, 22,000 visitors, 160 films (109 premieres), 45 film countries, 150 film guests present
– Crossing Europe Film Festival Linz 2016, 20.04 – 25.04.2016
   6 days, 22,000 visitors, 162 films (123 premieres), 35 film countries, 140 film guests present
– Crossing Europe Film Festival Linz 2017, 25.04 – 30.04.2017
   6 days, 23,000 visitors, 160 films (107 premieres), 43 film countries, 130 film guests present
– Crossing Europe Film Festival Linz 2018, 25.04 – 30.04.2018,
   6 days, 23,000 visitors, 182 films (123 premieres), 48 film countries, 140 film guests present

2015 ## Sonic Lab & Computer Music Studio @ Anton Bruckner Private University
Official Opening 27.11.2015, https://www.bruckneruni.at/
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As one of the six Austrian universities for music and drama, and one of the four universities in Linz, the Anton Bruckner Private University sees its role both as a training ground for performing, teaching, and academic research, and as an important agent in the development and communication of the arts with a special focus on digital musics.
The new **Sonic Lab** is an intermedial computer music concert hall with a peripheral loudspeaker system, inaugurated with the opening of the new building in fall 2015, in conjunction with the studios and facilities of the **Computer Music Studios**. The aim was to facilitate research and performance of electro accoustic compositions as well as international exchange in teaching and production with other highly developed national and international music studios. **Since 2016 Ars Electronica Festival and Anton Bruckner Private University cooperate on a regular basis, offering a very elaborate program for specific interest groups with the "Sonic Saturday" and "Music Monday" events.**

2018 ## Art Meets Radical Openness.
afo architekturforum oberösterreich, 15.05. – 19.05. 2018
—

Art Meets Radical Openness. was a community festival, an open lab, and a meeting point for artists, developers, hactivists, and idealists involved with the culture of sharing and communal production. Free Open Source Software, open tools in general, and the use of free licenses are the precondition and basis for the digital practice of a community like this, which impels social transformation.

2017/2018 ## Myth of Theuth by qujOchÖ
—

qujOchÖ is an independent artists' group founded in Linz in 2001 that operates at the interface of art, politics, society and science. Most of the artistic works have a strongly experimental and interdisciplinary character. In 2017 qujOchÖ conceived and developed the media-philosophical board game *Myth of Theuth* which has been presented at selected Media Art Festivals and cultural institutions since then:
2017:   Festival Ars Electronica; quitch, Linz
2018:   depot, Wien; digital spring, Salzburg; Münchner Science & Fiction & Art Festival, Munich (DE); **Digital Factory #2 / Bains numériques, Enghien Les Bains** (FR); medien.kunst.tirol / Stellwerk, Innsbruck; **York Mediale, York** (UK)

2017/2018 ## Turnton Docklands by Time's Up
Exhibition, LENTOS, Linz, 07.09. – 22.10. 2017, http://www.timesup.org/TurntonBasics
Medusa Bar particles, Exhibition 24.08.2018 – Bildraum 07 | Vienna
—

The Linz-based artists' collective has gained an international reputation for the creation of experimental situations. In *Turnton Docklands,* Time's Up proposes that humanity responds to the ecological dystopia with sociopolitical utopic changes. Starting with the question of how luxury might be defined and perceived three decades from now, they developed a melding of several emergent positive opposition proposals in order to undermine the ecological slide.

   Turnton Gazette
   A possible future in 2047 examined via newspaper articles which might be of relevance in 2047.

2014–2018 ## Stadtwerkstatt (STWST)
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is an autonomous cultural center founded in 1979 as an artists' collective. Since the 1980s it has shaped media history with significant projects in the context of new media. Today Stadtwerkstatt is a cultural center that houses three initiatives from different periods of time: Stadtwerkstatt, the net culture initiative servus.at, and the free radio Radio FRO. The cultural initiative Stadtwerkstatt itself consists of the four departments New Art Contexts, STWST Media, STWST Club, and Cafe Strom. Stadtwerkstatt also publishes its own information journal, *Versorgerin,* on a quarterly basis. In addition to numerous art projects such as *Infolab, Quasikunst, Mycelium Network Society,* or *STWST48,* several STWST Club music events take place every week. STWST has been practising "art after new media" for several years now and artistic research in this field has been carried out. Media art, art after the new media, new art contexts, and media art criticism have been the basis of the artistic programming of the Stadtwerkstatt collective, which launched the *Prosecco City of Media Arts* campaign in 2018.

   Prosecco City of Media Arts … We are so Prosecco!
   Is drinking Prosecco already media art? In a critical approach STWST collective questions the state of media art today and proclaimed the Prosecco City of Media Arts in 2018, a campaign on event culture and the inflationary use of the term "Media Art."

2014 – 2018 **Servus at.** – net culture initiative

The association Servus.at operates an independent cultural data center and is connected to the worldwide network via the ACOnet (Austrian Science Network). Members of servus.at are artists and cultural workers, alternative educational institutions, independent radio stations, university institutions, and NGOs. With **servus TOOLBOX** they provide their members with free open source software tools and trustworthy basic services. Throughout the year servus.at offers workshops to share their know-how on computers, smartphones, open source software, and above all IT security and data protection. Servus.at has dedicated itself to the mediation of complex and political contexts in dealing with new media – which is still one of the greatest challenges we face today.

2014 – 2018 **Radio FRO** – a free, non-profit Radio

Radio FRO is a medium for people and opinions. Open and critical. Socially political and committed. Informative and varied. Radio FRO is a free radio with an enormous variety of formats, cultures, generations, and languages. As a free hub for information, music, radio art, and experiments in ether, cable, and the World Wide Web, Radio FRO's editorial and studio rooms are open to committed people, initiatives, and organizations: More than 400 radio stations with social, cultural, and artistic commitment, under professional guidance and supervision, provide for the programmatic and content-related diversity of over **150 different programs** on Radio FRO through programs they have created and produced themselves.

2014 – 2018 **dorf tv.** – **D**er **O**ffene **R**und**F**unk (the open broadcasting) – user-generated television

dorf tv. is Austria's first 24/7 community TV channel broadcasting terrestrially via DVB, covering an area of about 400,000 households in the province of Upper Austria. Comparable to "Open Access TV" and "Community radios" but also inspired by the idea of **TV as an instrument of art**, dorf tv. is an open and independent platform for individuals, organizations, and culture, film and media activists to go on air with their videos and programs. dorf tv. offers a platform for alternative content that is often not shown on private or public TV stations. **For several years now, dorf tv. has also broadcast the Ars Electronica Festival conferences live on television.**

2014 – 2018 **Backlab Collective**

The art and culture initiative Backlab is a network of more than 70 artists, founded in 1997. For 21 years now, Backlab has been **promoting artistic development and educational work in rural areas and supports young artists** by providing them with access to events, equipment, and know-how of the collective and its members.

2014 – 2018 **Open Commons Linz** – the city's own cloud for every citizen registered in Linz

The term "Open Commons," unique in Europe, covers all types and aspects of intangible commons which are freely and openly accessible to "us" – the citizens. The Open Commons Linz platform has the task of making such digital content (e.g. geo- and city-related data as well as data on politics, leisure, and tourism) responsibly accessible to the general public. Since 2014 the Open Commons Linz initiative was considerably extended with 202 free WIFI hotspots as well as the "Public Server," the city's own cloud for every citizen registered in Linz. Due to the big demand, a new workshop-format for youngsters between ages 8 and 16 was created in cooperation with the Stadtbibliothek/Wissensturm Linz and Jugend hackt Österreich: "Hello World" offers young people the chance to learn more about the technical aspects of their favourite online worlds.

2016/2018 **Marianne.von.Willemer Prize for Digital Media**
Award Ceremony 03.11.2016 / 15.11.2018

The city of Linz donates the Marianne.von.Willemer Prize for Digital Media honoring women artists using digital media as an artistic tool and means of expression and providing financial support directly to women artists.

2016–2018 **Women in Media Arts**
http://archive.aec.at/womeninmediaarts

WMA aims to catalog information about women artists and their works, especially the ones who use digital media as their artistic tools and means of expression. The project makes this information available to the public to improve career opportunities and the public perception of women in media arts. The project is open to the public – users are called upon to contribute entries about women media artists.

2014 – 2018 **We guide you / Community Parcours @ Ars Electronica Festival**

To facilitate visitor orientation at the Ars Electronica Festivals, a specially trained team offers a wide array of guided tours through every AE Festival. **Community Parcours** tours are offered free of charge and are held in the foreign languages most commonly spoken in Linz, so that people who aren't fluent in German or English can experience the festival too. The Community Parcours connected local and international communities with each other and were offered in Arabic, Bulgarian, Italian, Sign Language, Persian, Polish, Romanian, Russian, Bosnian/Croatian/Serbian, and Turkish as well as an inclusive parcours.

2015 – 2018 **Zukunftswerkstatt ('Future_providing_Workshop') @ AEC**

Unemployment among young people has far-reaching negative consequences. Among the many educational programs that specifically address marginalized or vulnerable groups, the "Zukunftswerkstatt" program stands out: disadvantaged young people can acquire skills and experience, get to know their own previously undiscovered talents, and gain experience in teamwork. The Zukunftswerkstatt contains numerous different programs to acquire media skills. In the various laboratories of the Ars Electronica Center, participants learn about new, promising fields of work and what the individual laboratories have to do with which jobs.

2014 – 2018 **u19–CREATE YOUR WORLD**

This initiative expressly addresses youngsters: to inspire them, to get them interconnected, and simply to encourage them to give some thought to the digital world of tomorrow, to come up with new ways of configuring life on this part of the planet, and to experimentally implement their innovations. This initiative is based on the three pillars:
   u19-CREATE YOUR WORLD – The Competition: Prize Winners receive €3,600 and the Golden Nica statuette.
   u19-CREATE YOUR WORLD – The Future Festival of the Next Generation: The "Festival within the AE Festival" is an invitation to experiment and try out new things.
   u19-CREATE YOUR WORLD on Tour: A special selection of workshops resulting from the u19 – CREATE YOUR WORLD Festival is offered in Austrian schools throughout the year.

5. MAJOR INITIATIVES IMPLEMENTED THROUGH INTER-CITY COOPERATION TO ACHIEVE THE OBJECTIVES OF THE UCCN

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= summarize main initiatives, partnerships, projects, exchange programmes, measures and/or studies implemented in collaboration with one or more UNESCO Creative Cities to fulfil the objectives of the UCCN, as detailed in its Mission Statement, during the last four years.

2014 – 2016

DLD Tel Aviv Innovation Festival
Tel Aviv, IL, 06.09. – 11.09 2015

TEL AVIV ↑ LINZ DLD attracts entrepreneurs from around the globe, mayors, CEOs in various industries, and global media and is "the" meeting point for all influential participants who care about urbanism, technology, and innovation. Patrick Bartos, CEO CREATIVE REGION Linz & Upper Austria presented the City of Linz as new member of the UCCN and gave some insight in the research project "Spaxels" carried out by Ars Electronica Futurelab.

European Digital Art and Science Network – EDASN

In cooperation with seven artistic and cultural institutions and the 4 major international scientific research institutions (European Space Agency-ESA, CERN, the European Southern Observatory-ESO, and Fraunhofer MEVIS), Ars Electronica launched the EU-founded European Digital Art and Science Network, an international initiative offering artists the chance to spend several weeks at the international research institutions followed by a research residency at Ars Electronica Futurelab. The network aimed to link up scientific aspects and ideas with approaches used in digital art. Fostering interdisciplinary work and intercultural exchange as well as gaining access to new target audiences were among its declared goals. In the framework of the EDASN, **several cooperative projects with the city of Košice** (namely DIG Gallery) came to life:

From Art – Through Science – To Creative Industry (and back)
Košice, SK, DIG Gallery, Technical University Košice, 24.11.2016, EDASN

KOŠICE ↑ LINZ The main goal of this international conference (within the EDASN) was to create an open discussion platform focusing on contemporary issues of the Creative Industries. Martin Honzik, Ars Electronica, presented as representative of Linz non-traditional approaches of artists, scientists, and creative teams in generating also products of global importance.

Art & Science / vol. 1 – 3
Touring exhibition with selected artworks from the Art&Science Exhibition at the Ars Electronica Center

Vol. 1: 01.10 – 31.10.2016
Vol. 2: 01.11. – 30.11.2016
Vol 3: 01.12. – 31.01.2017

PLACE! 2016 – International Conference on Creative Industry and City Image

KOŠICE ↑ LINZ Košice, SK, 05.06 – 06.06.2016

Culture, creativity and their potential for urban, economic, and social development were topics discussed from different perspectives during this Conference. As representative of the City of Linz, Christopher Lindinger, Ars Electronica Futurelab, took part in the conference to gain insight into current trends and developments, sharing the knowledge and experiences of Linz as a member city of the UCCN.

2017

SXSW Festival – South by Southwest® Festival
Austin, US, 10.03. -19.03 2017

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AUSTIN ↑ LINZ SXSW is best known for its conferences and festivals that celebrate the convergence of the interactive, film, and music industries. The event features sessions, showcases, screenings, exhibitions, and a variety of networking opportunities.
Participation and Showcase of (Upper) Austrian Start-ups
Under the general topic of THE NEW SOUND OF MUSIC – EXPLORING THE FUTURE OF AUDIO INTELLIGENCE, Austria showcased a selection of its most innovative and promising Start-ups and institutions from the music and interactive scene. 8 of the 10 Austrian Start-ups presented were part of the CREATIVE MEDIA ENTREPRENEUR Program of CREATIVE REGION Linz & Upper Austria, represented by CEO Patrick Bartos. As a measure for professional and artistic exchange, a special "Austrian Day" was organized that offered a great opportunity to demonstrate the high innovative power of the Upper Austrian creative industries and Start-up scene to a broader public.

Data City – A Creative Cities of Media Arts Exhibition
Enghien-les-Bains, FR, 21.04. – 13.07.2017

ENGHIEN-LES-BAINS ↑ LINZ Collective exhibition of the 9 Media Arts Creative Cities, Austin (US), Dakar (Senegal), Enghien-les-Bains (France), Gwangju (KR), Linz (AT), Lyon (FR), Sapporo (JP), Tel-Aviv Jaffa (IS), and York (UK). This collective exhibition revealed the artistic effervescence in the field of media arts, with the city as a common denominator.
Linz nominated and participated with the project: *DRAW:ER,* Verena Mayerhofer, Linz (AT)

White Night Tel Aviv
29.06.2017, Performance Europe @ Rotshild Plaza, Tel Aviv, IL

—

TEL AVIV ↑ LINZ Ever since the historic center of Tel Aviv, the White City, was named a UNESCO World Cultural Heritage site in 2003, the White Night Festival has been celebrated annually in late June.
Linz was represented within the program "Performance Europe," with two installations developed by Ars Electronica Solutions: *Gigapixel Viewer* and *Brain Ranking.*

DLD Tel Aviv Innovation Festival
Tel Aviv, IL, 03.09. – 07.09 2017

—

TEL AVIV ↑ LINZ DLD attracts around 4,000 entrepreneurs from around the globe, mayors, CEOs in various industries, and global media. It is "the" meeting point for all influential participants who care about urbanism, technology, and innovation. Representatives of the CREATIVE REGION Linz & Upper Austria attended the DLD Innovation Festival and used the opportunity for a **presentation of various Linz-based Start-Ups**.

Media Arts City Sapporo x No Maps Media Arts Meet-up
Sapporo, JP, 06.10.2017

2017
SAPPORO
↑
LINZ

Linz participated with the presentation of "The Ecosystem of Ars Electronica," a presentation by Hideaki Ogawa, researcher, Ars Electronica Center. Linz and Ars Electronica were presented as best practice for how art and creativity can provide an important impulse for urban development.

Global Innovation and Entrepreneurship Fair
Chengdu, CN, 10.05. – 12.05.2017

CHENGDU
↑
LINZ

From industrial society to knowledge economy – the century of creativity has dawned. On the global markets igniting ideas or innovative concepts are traded today as raw materials of the future. The re-development of the former tobacco factory, Tabakfabrik Linz, as a creative hub, is regarded internationally as a role model. A delegation of the Linz city government travelled to Chengdu to visit the innovation fair, which attracted leading exhibitors and visitors from almost 60 different cities from all over the world. **Tabakfabrik's Director Chris Müller presented the re-development concept of Tabakfabrik Linz as a best practice example.**

Small Cities Forum @ Ars Electronica 2017
Linz, AT, 08.09.2017

KOŠICE,
GUADALAJARA
↓
LINZ

When we talk about innovations, new technologies, and cool gadgets we usually think of the big cities as the epicenters of the future. The Small Cities Forum @ Ars Electronica Linz focused on promoting the power of small cities and providing a place for the exchange of experiences and best-practice models. Members of the UCCN were specifically invited to participate. **Representatives from Guadalajara and Košice attended the conference** – both cities joined the UNESCO Creative Cities Network later that year.

Ciudad Creativa Digital Guadalajara @ Ars Electronica Festival 2017
Linz, AT, 10.09.2017

GUADALAJARA
↓
LINZ

Working meeting and exchange of experience with the governmental delegation from Guadalajara, Jalisco. As a result of this meeting a MoU between Ars Electronica and Ciudad Creativa Digital Guadalajara, which became member of the UCCN in October 2017, was signed.

Beijing Design Week 2017
Beijing, CN, 21.09.2017 – 24.09.2017

BEIJING
↑
LINZ

Beijing Design Week (BJDW) is the leading international platform for design in China and is held annually in fall. As representative of the City of Linz Patrick Bartos, member of the executive board and CEO CREATIVE REGION Linz & Upper Austria, attended the conference and gave a presentation.

Gwangju Media Arts Festival, Human x Machine Systems
Gwangju, KR, 01.12. – 03.12.2017

GWANGJU
↑
LINZ

UCCN – Artist Interchange Exhibition. **Linz nominated and participated with the project:**
Exhy – a curation service, Rosi Grillmair, Linz (AT), a real-time exhibition generator, installation with projectors, printer, and texts on paper.

UCCN Policy Forum 2017
The 4th Industrial Revolution, Media Arts and Future City
Gwangju, KR, 02.12.2017

GWANGJU
↑
LINZ

Curator Kristina Maurer from Ars Electronica made her appearance presenting Linz and Ars Electronica as best pratice of how art and creativity can provide an important impulse for urban development.

Hosting of several delegations from applicant cities
@ Ars Electronica Center Linz

GUADALAJARA
CHANGHSA
BEIJING
↓
LINZ

– Official delegation from Guadalajara in Linz, September 2016, September 2017
– Official delegation from Changhsa Development Center of Media Arts in Linz, March 2017
– Representatives of Beijing Industrial Design Center in Linz, May 2017

Draft for a European Residency Program, 2017

ENGHIEN-
LES-BAINS
↕
YORK
↕
LINZ

The initiative for setting up a European Residency Programm in order to intensify the bilateral exchange was taken by Enghien-les-Bains, Linz, and York. It was a first try to develop a European collaboration project with European partners in order to access further fundings. Unfortunately, the first try of this inititative failed.

Support and Signature of MoU on cultural cooperation between the member cities' festivals from the Media Arts category of UCCN

ENGHIEN-
LES-BAINS
↕
ALL CREATIVE
CITIES OF
MEDIA ARTS
↕
LINZ

During the UNESCO Creative Cities XIth Annual Meeting in Enghien-les-Bains in July 2017 and through mutual consultations the member cities have agreed to establish a Memorandum of Cooperation between festivals for the period 2018 – 2020. This Memorandum is in accordance with the UCCN Mission statement. All Creative Cities from the Media Arts' field acknowledged their commitment to reinforce the creation, production, distribution, and dissemination of cultural activities, goods and services, to develop hubs of creativity and innovation, and to broaden opportunities for creators and professionals of the cultural sector. **Linz has designated Ars Electronica as representative and partner festival.** In 2018 first projects were realized to reinforce the creative partnerships between festivals, foster the mobility of media artists and artworks, and give the media arts cities higher visibility through concrete activities such as "Punctual invitations to artists and experts," "Co-commissioning of exhibitions," and "Co-production of residencies."

2018

Yukiterrace 2018
Sapporo, JP, 02.02. – 11.02.2018

SAPPORO
↑
LINZ

Sapporo has developed an artistic synergy with the City of Linz and Ars Electronica to foster the link between creativity, media arts, and public space through international cooperation in the framework of UCCN. **Linz nominated and participated with the projects:**
Coming home, Interactive Audiovisual Installation, Lisa Bickel, Linz (AT)
Wachstropf, Installation, Thomas Schwarz, Linz (AT)

SXSW Festival – South by Southwest® Festival
Austin, US, 09.03. – 18.03.2018

AUSTIN
↑
LINZ

The SXSW Festival is the hotbed for creative and digital media technology. The event brings together the film, music, and digital gaming communities around the shared issues of emerging technologies, culture, and urban development. Representatives of Linz/Upper Austrian Start-up and founder scene made an appearance (Florian Lettner, Wolfgang Damm/Fretello, Philipp Baldauf/Butleroy, and Patricia Stark gave a workshop on Design Thinking).
A **special UNESCO Media Arts Showcase** was presented, including an exhibition of media art installations, and a companion panel discussion **featuring representatives** of the Creative Cities of Media Arts **of Austin, Linz, and Sapporo**.The main goal of the event was to foster knowledge sharing and creative exchange within and beyond the Network, and to assure the integration of culture into local and international urban projects. Patrick Bartos, CEO CREATIVE REGION Linz & Upper Austria participated in the panel "Art and Technology" and presented Linz as best practice for a successful transformation into a city of creativity and innovation.

Les Bains Numériques 2018 – Digital Factory #2; 10 Year Anniversary
Enghien-les-Bains, FR, 13.06. – 17.06.2018

ENGHIEN-LES-BAINS
↑
LINZ

MYTH OF THEUTH, a media-philosophical board game conceived and developed by the Linz art collective qujOchÖ was presented and further developed at Digital Factory #2.

Lola Marsh @ STREAM Festival
Linz, AT, 02.06.2018

TEL AVIV
↓
LINZ

The Israeli indie pop band from Tel Aviv was invited to participate in the first edition of the digitial music festival STREAM in Linz and made its live appearance in the UNESCO City of Media Arts.

VALIE EXPORT. Research – Archive – Oeuvre
Berlin, Neuer Berliner Kunstverein, DE, 10.06 – 12.08.2018

BERLIN
↑
LINZ

VALIE EXPORT is considered one of the most important artists working in the fields of conceptual media art, performance art and film. She continues to have an ongoing influence on generations of up-and-coming artists with her feminist and media-critical works. Neuer Berliner Kunstverein (n.b.k.) presented VALIE EXPORT in a first representative exhibition of works and archival materials at a German institution in 15 years. The exhibition was curated by Sabine Folie.

DLD Tel Aviv Innovation Festival
Tel Aviv, IL, 03.09. – 06.09 2018

TEL AVIV
↑
LINZ

DLD attracts around 4,000 entrepreneurs from around the globe, mayors, CEOs in various industries, and global media. All influential participants who care about urbanism, technology and innovation are there. Representatives of the CREATIVE REGION Linz & Upper Autria attended the DLD Innovation Festival and used the opportunity for a presentation of various Linz-based Start-ups.

York Mediale – the brand new, digital art festival in York
York, UK, 27. 09 – 06.10.2018

YORK
↑
LINZ

Linz applied and participated with the project: *MYTH OF THEUTH,* a media-philosophical board game conceived and developed by the Linz art collective qujOchÖ.

Ars Electronica Festival – Campus Exhibition 2018: Taking Care
Linz, AT, 06.09. – 10.09.2018

MONTREAL
↓
LINZ

In cooperation with Linz Art University, Ars Electronica annually invites an outstanding international university to curate and stage its own exhibition at the Festival in order to foster the exchange of experience between students in Linz and from abroad. This year, the guest institution was Hexagram, a Canadian research network known for its research-creation approach that combines science and art. The network consists of over eighty members working from University of Quebec in Montreal and Concordia University, with additional researchers from University of Montreal, University of Quebec in Chicoutimi, École de technologie supérieure and McGill University. The network collaborates with organizations in Quebec, across Canada, and around the world. The exhibition "Taking Care" showed what forms research-creation can take in media art and digital culture.

Ars Electronica Festival – Asia Culture Center: Curatorial Residency in Linz
Linz, AT, mid August – mid September, 2018

GWANGJU
↓
LINZ

The Asia Culture Center (ACC) in Gwangju approached Ars Electronica to consider a curator-in-residency programme. From mid August till mid September, 4 young Korean curators stayed in Linz to gain insight and experience in the work of a curator. The residency in Linz helped to expand their curatorial practice through the many exhibitions and presentations at the Ars Electronica Festival. A MoU for further collaborations between AEC/Linz and ACC/Gwangju was signed during the Festival.

Hosting of Delegation from Changsha
Linz, AT, 06.09. – 10.09.2018

CHANGSHA
↓
LINZ

A delegation from Changsha visited Linz and met with a representative of the City of Linz and the director of Brucknerhaus Linz for an exchange of experiences between the two UNESCO Cities of Media Art.

Sister City Silk Road
On the new silk road of creativity from Chengdu to Linz – from partner city to partner city
Linz, AT, 19.10.2018

CHENGDU
↓
LINZ

On the occasion of the 35th anniversary of the town twinning between Linz UCCN Creative City of Media Arts and Chengdu UCCN Creative City of Gastronomy, a unique project has been launched: the old Silk Road is to be extended to Linz as a new trade route for creativity. As part of an anniversary event at Tabakfabrik Linz, with guests of honour from Chengdu and Linz, the extension of the Silk Road was ceremoniously opened under the title "Sister City Silk Road."

NOVA Prize
Beijing, CN, Application Period 15.05. – 30.07.2018; Exhibition Opening 27.10.2018

BEIJING
↑
LINZ

The Beijing Contemporary Art Foundation and the Big House Contemporary Art Center in Wuhan, China, have created a new $16,000 prize that celebrates emerging artists who work in new media. The recipients were also able to stage an exhibition at the Ars Electronica Festival in Linz that later traveled to the Big House Contemporary Art Center in Wuhan. "We are initiating this prize to support emerging talents and to offer contemporary art experiences and education for the public," said Cui Qiao, President of the Beijing Art Foundation. "The NOVA Prize aims to inspire and encourage emerging artists to explore the intersection of art and technology and redefine the two disciplines." Martin Honzik, Ars Electronica, as representative of Linz City of Media Arts and President of the jury travelled to Beijing in October for the opening of the exhibition, which also included some of the interactive art projects that were awarded at Prix Ars Electronica 2018.

FUTURE HUMANITY – Our Shaped Planet

Ars Electronica Exhibition in three cities – at the same time

BEIJING • SEOUL • MOSCOW

Hyundai Motorstudios Beijing • Seoul • Moscow
07.11.2018 – 28.02.2019; Lecture 08.11.2018

**BEIJING
SEOUL
MOSCOW**
↑
LINZ

In this ambitious project, Ars Electronica as representative of Linz UCCN City of Media Arts, is the institution where the threads come together: In collaboration with Hyundai Motor Group (HMG), Ars Electronica opened 3 exhibitions for the duration of 4 months – in 3 cities at the same time: Beijing and Seoul (both UCCN Cities of Design) and in Moscow. The exhibitions were located in the Hyundai Motorstudios in Seoul, Moscow, and Beijing. The curation of the exhibition in Beijing was a curatorial collaboration between HMG, the Central Academy of Fine Arts, and Ars Electronica. Three internationally renowned curators joined forces and shared their experience: Daeyung Lee (curator of the South Korean Pavillion, Venice Biennale 2017); Qiu Zhijie (curator of the Chinese Pavillion, Venice Biennale 2017); and Martin Honzik (senior director Ars Electronica Festival and Prix Ars Electronica).

Ars Electronica four decades: the essentials

Ars Electronica at STEAM CENTER, Beijing, CN, 19.11.2018 – 03.12.2018

BEIJING
↑
LINZ

On the initiative of Qiu Zhijie / CAFA, a multidisciplinary center for innovative technologies for media artists, scientists, and business people is being built on the campus of the famous Central Academy of Fine Arts (CAFA). On the occasion of Ars Electronica's 40th birthday, an exhibition of items from Ars Electronica's extensive archive was staged. A translation of Ars Electronica's 30-year catalog into Chinese should be completed by May 2019. To share and spread the history of media art collected in the enormous archive of Ars Electronica over the last 40 years is an important step towards raising awareness about the origins and the multiple facets of media art.

Blue Prize – Award Ceremony for Chinese Curators

Beijing, CN, 07.11.2018

BEIJING
↑
LINZ

The curatorial role is evolving and Hyundai Motorgroup has created an award for young curators. The 2 recipients of the award will be endowed with a budget to curate the next 2 exhibitions at Hyundai Motorstudio Beijing. Their proposals will be reviewed by a jury. Martin Honzik from Ars Electronica as representative of Linz City of Media Arts was invited to participate in the jury meeting as senior juror and mentor.

EAST Conference

Central Academy of Fine Arts, Beijing, CN, 17. – 18.11.2018

BEIJING
↑
LINZ

Curator Christl Baur from Ars Electronica presented the results of this year's STARTS Prize competition and gave further insights into the Ars Electronica Festival and Prix Ars Electronica 2018. Professor Christa Sommerer from the University of Art and Design Linz, presented Linz as UNESCO City of Media Arts from the educational point of view.

UNESCO Media Arts Creative Cities Network Policy Forum

International Conference Hall, Asia Culture Center, Gwangju, KR, 28.11. – 01.12.2018

GWANGJU
↑
LINZ

In this policy forum, media arts representatives from all walks of life, including city experts of UCCN Media Arts field, gathered in one place to discuss the Connected city & Algorithmic society. Martin Honzik from Ars Electronica gave a speech at the Forum.

6. PROPOSED ACTION PLAN FOR THE FORTHCOMING MID-TERM PERIOD OF FOUR YEARS

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= **Main initiatives the city commits to undertake, within the framework of its designation, to achieve the Network's objectives: using creativity as a driver for sustainable urban development. Projects and programs aimed at achieving the objectives of the Network locally**

The city's strategic objectives for urban development are to provide across-the-board cultural, educational, and social welfare infrastructure, implement barrier-free design and gender equality on all levels, and make intercultural existence a reality. The city sets creative thinking at the center stage of urban planning and community building and aims to sustain the development of the cultural and creative industries. With the continuous support of Ars Electronica since 1979, the city is actively encouraging public participation in media arts activities. But media art is more than just another artistic format – in Linz it is closely linked to social development and has triggered positive developments in the past and will continue to do so in the future.

2018 – 2022 Investments in cultural and educational infrastructure

Ars Electronica Center

Museum of the Future – School of the Future

Complete Redesign and Expansion of the Permanent Exhibition

—

Ars Electronica Center with its exhibitions and programs focuses all year long on educating people about how new technologies and sciences are changing their lives as well as engaging them in the process through interactive displays and experiences. In 2009 – the year Linz was European Capital of Culture – an enhanced and updated version of the AEC (originally built in 1996) opened its doors. In 2019, the next step will be taken to position the Ars Electronica Center as an active and future-oriented place of learning. In many of the currently relevant future scenarios, know-how, competence acquisition, creativity, and innovation are decisive success factors. Not only information but education has become a central task. The permanent exhibition will therefore be completely redesigned and the technical infrastructure expanded and updated.

– **Redesign permanent exhibition: 1,500 m² exhibition space (third and first basement level)**
– **2018: Development of new concept**
– **2019: January – May: Implementation**
– **2019: June: Opening**
– **Total Investment: €3 million**

Kunstuniversität Linz – University of Art and Design Linz

Refurbishment Brückenkopfgebäude "West" (bridgehead building "West")

—

An important milestone in urban development was reached with the decision to centralize Linz University of Art and Design to an inner city location thus to successfully set new accents in the city. The refurbishment works of Brückenkopfgebäude Ost (bridgehead building East) were completed in 2018. Now, the 2nd building – Brückenkopfgebäude West – is undergoing complete reconstruction and renewal. The entire workshop area will be renovated and adapted to the new premises and the basic equipment for lecture halls and seminar rooms will be renewed. The profile focus on intermediality (time based media programs, visual communication programs etc.) requires extensive reinvestment in media technology. 3D printing processes are becoming more and more important for all university studies and require the establishment of a supervised 3D printing studio accessible throughout the university. Like building "East," the bridgehead building "West" will also have two single-story glass superstructures for additional seminar rooms.

- **March 2017: Start of basic construction and refurbishment works**
- **2019: Completion of construction works and implementation of new media technology**
- **2019/2020: Opening**
- **Total investment for both historical buildings (East and West): €36 million**
- **Total area both buildings: 26,650 m²**

Tabakfabrik Linz

NeuBau 3 (Building 3)
—

The repurposing of the former Linz tobacco factory is being described internationally as a prime example of the successful rehabilitation of a disused industrial site and its transformation into a hub of the creative economy. After the international call for design proposals for NeuBau 3 (Building 3), Tabakfabrik Linz will reach a further milestone in its development and will get a spectacular new landmark in the most prominent area of the complex, its western front. An architectural landmark pivotally located between the city center and the Danube port precinct that will provide the entire infrastructure for Tabakfabrik tenants both current and future, and serve as an important stimulus for urban development. The construction plans for the new building must fit the zoning and structure of the entire site, and generate strong architectural incentives for the entire district. Key requirements include the inclusion of the new tram line 4, the interplay with the heritage-listed Tabakfabrik building ensemble, and the creation of inviting entryways that will entice visitors into the interior courtyard and other inner areas.

The City of Linz will create an ensemble of buildings by 2023 which, with a diverse mix of work, residential and training facilities, shops, restaurants, and a hotel, will become an architectural landmark in Linz. For Chris Müller, Director of Development, Design and Artistic Development at Tabakfabrik Linz, this hub of creativity requires an architectural counterpart, a newly built enclosure that embodies and reinforces its function and, in combination with the historical Behrens Building, becomes internationally visible.

- **Site area: 10,800 m²**
- **Start of the 2-stage EU-wide bidding procedure: January 2017**
- **Decision of the Jury: January 2018**
- **Start construction works: 2018**
- **Completion construction works: 2023**
- **Total investment until 2023: €110 million**

= Presentation of a maximum of three initiatives, programs or projects aimed at achieving the objectives of the Network on an international level, particularly those involving other member cities in the Network

2018 – 2022   Selected Programs and Projects

Ars Electronica

Ars Electronica, Festival for Art, Technology and Society, 2019 – 2022
Since 1979 Ars Electronica has been discussing the impact of new technologies on the future of human beings and urban development. The AE Festival not only attracts the community of media artists and scientists, but also the general public: 80,000 – 105,000 international visitors, +500 media representatives, and several hundred artists every year. In 2019 the AE Festival is celebrating its 40th anniversary with special events and international exchange programs.

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Open Calls: Prix Ars Electronica 2019–2022 / STARTS Prize 2019–2022
In the **Prix Ars Electronica** competition media art projects can be submitted in the categories: Computer Animation; Hybrid Art and Digital Musics & Sound Art; Interactive Art and Digital Communities (alternating in a biennial rhythm) and Visionary Pioneers of Media Art and u19-CREATE YOUR WORLD (addressed specifically to the pioneers of media art and young creative people under 19 from Austria.) The open call for entries to the **STARTS Prize** expressly encourages innovative projects at the interface of science, technology and art.

—

Ars Electronica Export
works with partners in art and culture, science and education, commerce and industry to produce a diverse array of projects all over the world. The spectrum includes exhibitions and presentations, conferences and workshops, performances and interventions. Ars Electronica Export aims to support the nomination of locally established, emerging artists for exhibitions in other UCCN Media Arts cities and promoting artists from other UCCN Media Arts cities.

Expected outcome: Increase the media artists' visibility at national and international level; promote the international circulation of art works and artists; support of the mobility of media artists and media arts professionals in order to enhance their skills and know-how; strengthen international visibility of applied media arts and technology; strengthen international cooperation and media art production; encourage the public participation in media arts activities and a mindset that sets creative thinking at the center stage of community building.

Kunstuniversität Linz – University of Art and Design

New Master Programs
Fashion & Technology – Master Program for contemporary fashion design
Due to the great demand and success of this innovative field of study, a Master's program is now being created. Start: March 2019

—

Cultural Studies – Master Program
Linz Art University is planning to extend the Bachelor program and is going to offer a Master Program for Cultural Studies in October 2019

Expected outcome: To foster education and research at the intersection of art, technology and science on an international level.

2018 – 2022 Tabakfabrik Linz

Grand Garage
is a brand-new innovation workspace and platform for people, knowledge and technology.
The name GRAND GARAGE takes up the garage myth: the garage as the birthplace of ideas, as a
place of pleasurable experimentation, as a pilgrimage site for technology and innovation freaks.
GRAND GARAGE is designed as an innovation workspace open to the general public.
Opening planned: February 2019

2018 – 2022 VALIE EXPORT Center Linz

Digitization and the systematization of materials will have priority in the next few years. Research
will focus on the relationship between art and science in the work of VALIE EXPORT as well as art
and language in the artistic practice of VALIE EXPORT. International research fellowships for media
and performance art will be awarded for this purpose.

**Expected outcome: To foster research at the intersection of art, technology and science on an
international level.**

2018 – 2022 Further new formats and initiatives in and by the City of Linz

LINZ FMR 2019 – Biennale für Kunst in digitalen Kontexten und öffentlichem Raum
is a new biennial exhibition format for art in digital contexts and public spaces. 15 positions by
local and international artists who deal with digital art in public and open spaces will be presented.
Curated and organized by the two independent art and culture initiatives qujOchÖ and servus.at,
together with Atelierhaus Salzamt, an artist residency space run by the City of Linz, University of Art
and Design Linz, and STURM UND DRANG GALERIE. Launch: March 2019

STREAM Festival 2020. The international urban music festival focussing on digitazion and launched
by the City of Linz in 2018 will continue on a biennial basis with a budget of €190,000.

LINZ_sounds. A special funding program (€20,000) will be created by the City of Linz in order
to support local music projects in the context of digitization, their production and distribution.
Additionally a special artist in residency program will be installed in order to foster international
activities and exchange.

**Expected outcome: encourage public participation in media arts activities; strengthen international
cooperation and media art production; support the mobility of artists and creators.**

Estimated annual budget for implementing the proposed action plan

€36,5 million per year

Plan for communication and awareness

– Continuation of WE ARE SO… talk series
– Promotion of UCCN membership at each presentation and event related to Media Arts,
  Creative Industries, etc. by municipality or stakeholders
– In its marketing strategies, Linz Tourism is focusing almost exclusively on the topic of
  Linz UNESCO City of Media Arts. Special merchandising products will be designed.
– All cultural partners will use the Logo/Label Linz UNESCO City of Media Arts for the promotion of
  their activities and initiatives to raise awareness and visibility

7. APPENDIX

Spaxels over Linz, Ars Electronica Futurelab
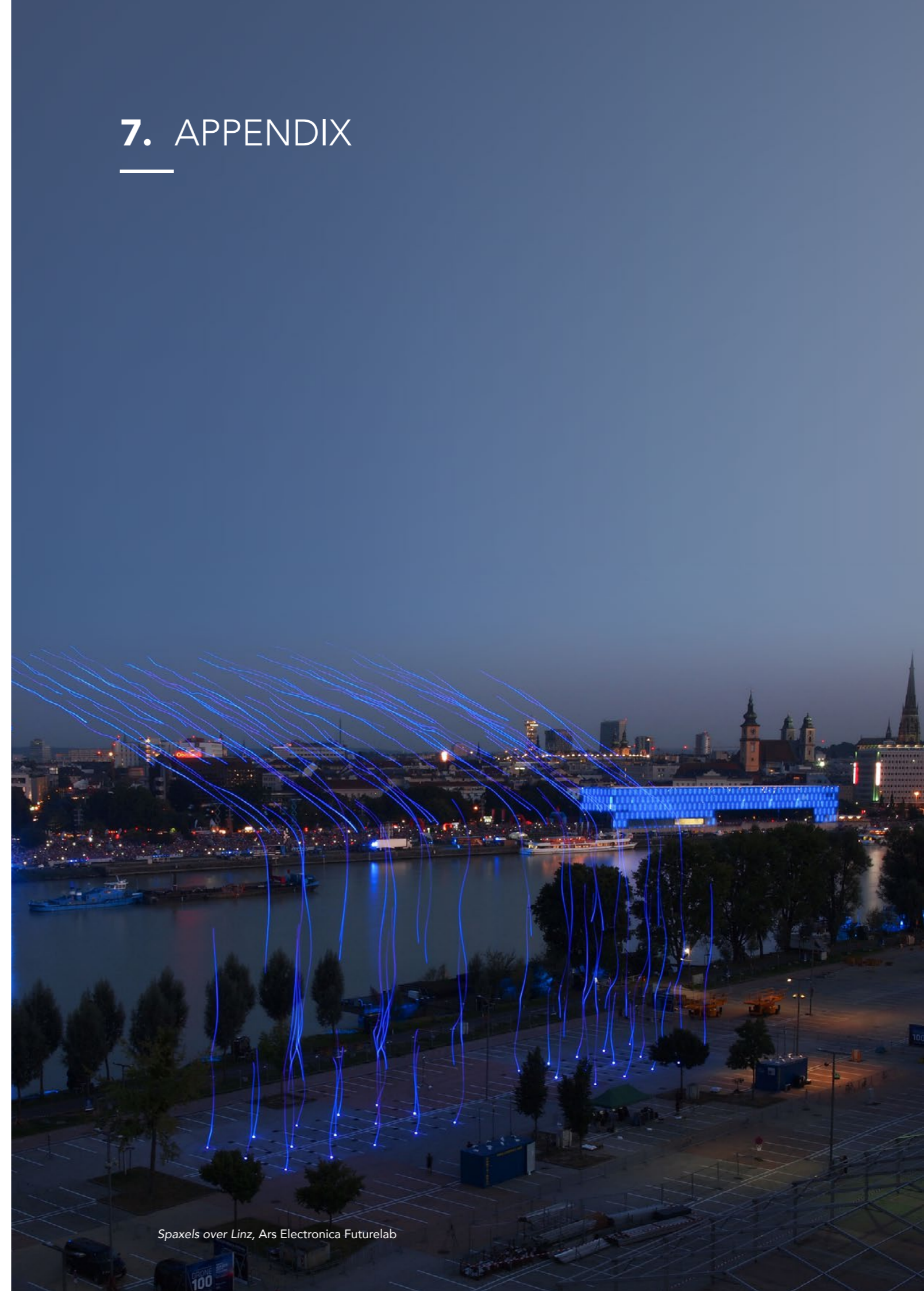
Ars Electronica

The winners of Prix Ars Electronica 2018, u-19 CREATE YOUR WORLD, for young creators under 19.

Maki Namekawa performing Philip Glass with real-time vizualisations in Deep Space 8K.

Orbits by Quadrature (recipients of the European Digital Art and Science Network residency) at Ars Electronica Center's Deep Space 8K.

Wolke im Netz, voestalpine Klangwolke by Ars Electronica

University of Art and Design Linz

University of Art and Design Linz, the new premises in Brückenkopfgebäude Ost (bridgehead building East) with its new landmark, the Transzendenzlift.

Opening Campus Exhibition 2018: The Hexagram team from Montreal meets the team of University of Art and Design Linz.

University of Art and Design Linz: the new premises in Domgasse 1, with "Nike von Samothrake" on the roof, the eight-metre-high metal sculpture by the artist group Haus-Rucker-Co, floating freely on a steel frame.

Tabakfabrik Linz

Stadt Linz

ARCHIPICTURE

Tabakfabrik Linz. The entire factory premises.

Visualization: Sonaar

Strada del Start-up

a_kep

Open air event in the large courtyard

expressiv.at

Tabakfabrik Linz, NeuBau 3 (Building 3), a new architectural landmark in Linz

CREATIVE REGION Linz & Upper Austria

Florian Voggeneder

Karin Hackl

Team CREATIVE REGION Linz & Upper Austria

Florian Voggeneder

Ella Kronberger

Ella Kronberger

Florian Voggeneder

FORUM CREAT/VE INDUSTR/ES @ Tabakfabrik Linz

VALIE EXPORT Center Linz

VALIE EXPORT Center Linz, Dagmar Schink

VALIE EXPORT Center Linz

Herta Hurnaus

Linz born media artist VALIE EXPORT

Philipp Greindl

VALIE EXPORT – The Archive as a Place of Artistic Research Exhibition, LENTOS Art Museum, 10.11. 2017 – 28.01.2018

OK Center for Contemporary Art @ OÖ Kulturquartier

Otto Saxinger

OK Center for Contemporary Art @ OÖ Kulturquartier

Christoph Thorwartl

CROSSING EUROPE Filmfestival Linz

Christoph Thorwartl

CROSSING EUROPE Filmfestival Linz

Tom Mesic

Opening CyberArts 2018, Prix Ars Electronica Exhibition

Musiktheater Linz

Musiktheater Linz

Peter Philipp
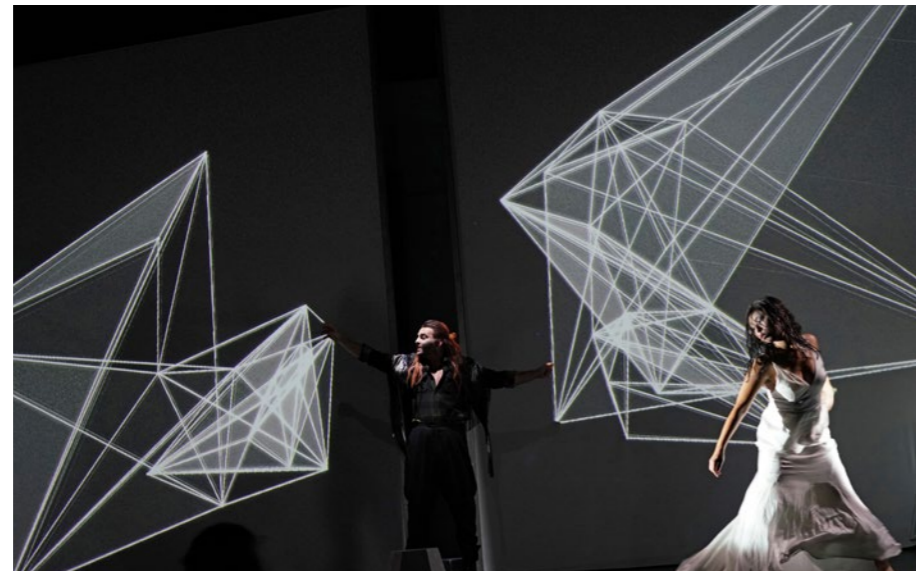
Reinhard Winkler

Reinhard Winkler

LAZARUS, music and lyrics by David Bowie; book by Enda Walsh after *The Man Who Fell to Earth* by Walter Tevis; German dialogs by Peter Torberg. This musical was produced in a collaboration between Musiktheater Linz and Ars Electronica.

STREAM Festival 2018
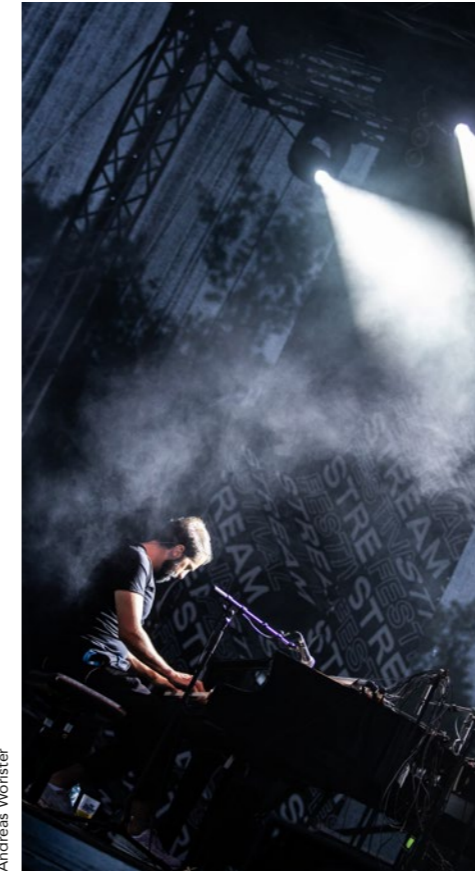
Andreas Wörister

Grandbrothers @ STREAM Festival 2018

Lolo Marsh @ STREAM Festival 2018

Lisa Leeb

5K HD @ STREAM Festival 2018

Christoph Thorwartl

Impressions of the 1st STREAM Festival, the new urban digital music festival in Linz

Andreas Wörister

Corporate Design by Linz Tourism for the promotion of Linz UNESCO City of Media Arts

International Activities

Myth of Theuth, qujOchÖ,
Bains Numeriques, Enghien-les-Bains

Myth of Theuth, qujOchÖ,
York Mediale 2018

Patrick Bartos, CEO CREATIVE REGION Linz & Upper Austria @ SXSW Festival in Austin 2018

Open ceremony "Sister City Silk Road" at Tabakfabrik Linz

Patrizia Stark @ SXSW Festival
in Austin 2018

Austrian Start-up and founder scene @ SXSW Festival in Austin 2018
Fretello (left), Butleroy (right)

International Activities

AEC, Christopher Sonnleitner

Signing MoU between AEC and
Ciudad Creativa Digital Guadalajara
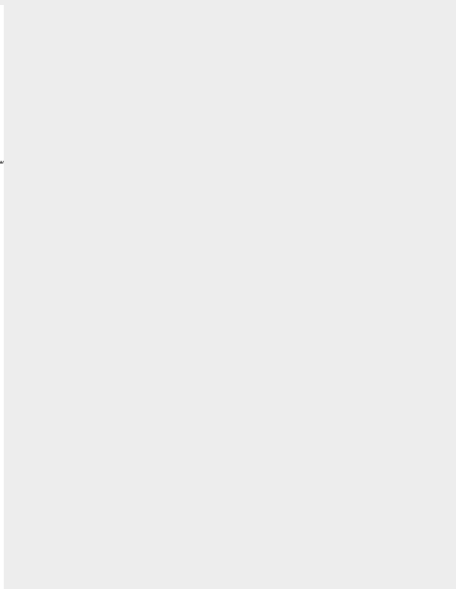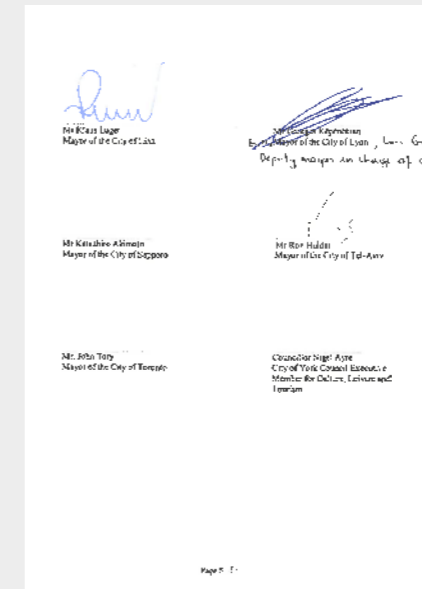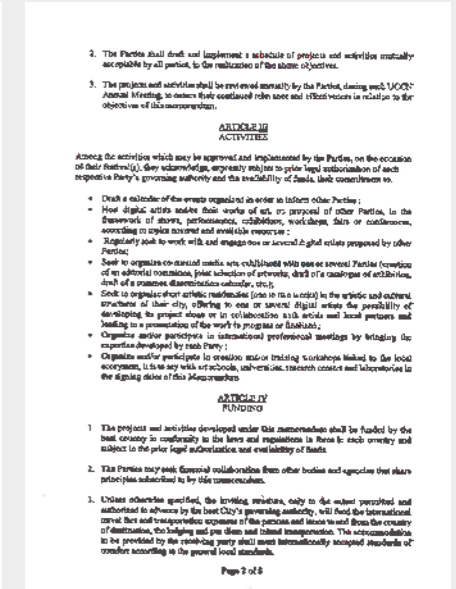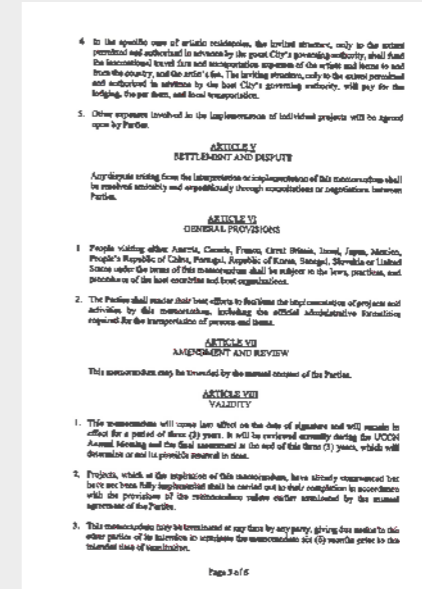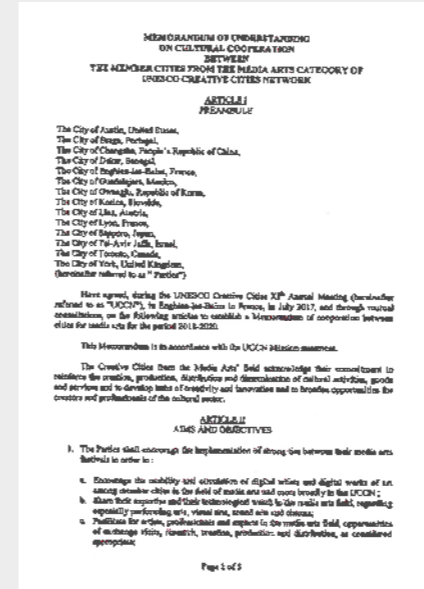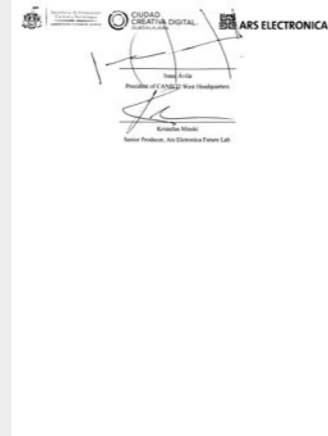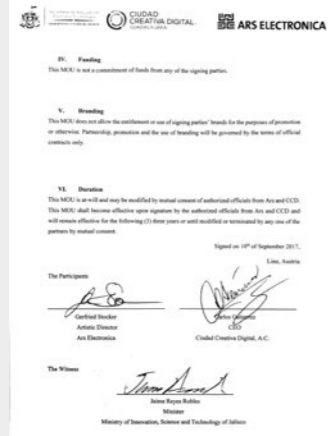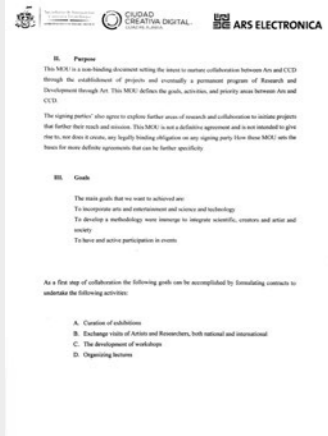
Ars Electronica

Signing MoU between AEC and Asia Culture
Institute Gwangju

Memorandum of Understanding
on cultural cooperation between
the member cities from the media arts
category of UNESCO creative cities network

Linz UNESCO City of Media Arts

Linz – among Europe's top 5 cultural & creative cities

In 2017, Linz was ranked among Europe's top 5 cultural and creative cities in the EU's *Cultural and Creative Cities Monitor* (together with Paris, Eindhoven, Copenhagen, and Amsterdam).

Linz – 2019 European Smart Tourism Award in Cultural Heritage and Creativity

The European Capital of Smart Tourism is an EU initiative based on a proposal from the European Parliament. 38 Cities from 19 EU Member States had applied to compete for the title – both Helsinki and Lyon stood out for their innovative tourism measures in all 4 categories of the competition. Four further cities were announced as the winners in the specific categories: Accessibility (Málaga), Sustainability (Ljubljana), Digitalisation (Copenhagen) and Cultural Heritage & Creativity (Linz).