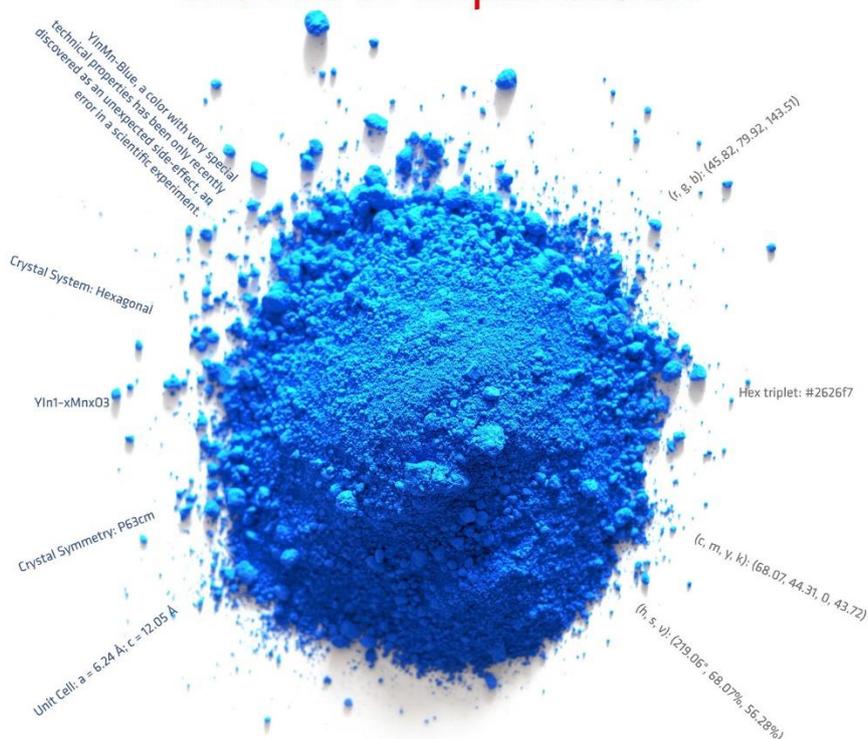


# ERROR

the Art of Imperfection



## ARS ELECTRONICA

Festival für Kunst, Technologie und Gesellschaft

### POSTCITY Linz, 6. – 10.9.2018

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 ARS ELECTRONICA

## Approximately 105,000 visits to ERROR – The Art of Imperfection Ars Electronica 2018 Tops Previous Record Set Last Year

(Linz, September 10, 2018) This evening's concert by Maki Namekawa and Dennis Russell Davies concludes the 2018 Ars Electronica Festival, which sets a new record with 105,000+ visits. "Piano Music Meets Digital Images" is the 614<sup>th</sup> and final event on the program that has been the most extensive in Ars Electronica's history. "1,357 artists, scientists, technologists, entrepreneurs and activists from 54 countries have contributed to this edition of the festival," noted artistic co-directors Gerfried Stocker and Christine Schöpf. "We'd like to thank our 396 partners and associates worldwide for enabling us to present this incredibly diverse array of ideas, visions, works of art, sound projects, concerts, prototypes and products in Linz." 402 accredited media outlet representatives from 40 countries came here to report on the Festival.

### 614 Individual Events Make This the Most Extensive Ars Electronica Ever

Never has an Ars Electronica Festival encompassed so many offerings. A total of 614 individual events have been staged over its five-day run. Several formats have established themselves as a sort of festival-within-the festival—for instance, u19 – CREATE YOUR WORLD with 97 activities for kids and young people, and an Animation program that includes Electronic Theater, the Animation Festival and a two-day Expanded Animation conference. And then there's the lineup of musical events beginning with the Festival Opening, segueing through Ars Electronica Nightline, OK Night, Sonic Saturday, the Big Concert Night, Music Monday and countless sound art projects, and concluding with the final concert starring Maki Namekawa and Dennis Russell Davies. And, of course, in Ars Electronica's classic genre, media art, there have been the CyberArts exhibition, Gallery Spaces and a series of symposia and artists' talks.

### POSTCITY: An Inspiring *Gesamtkunstwerk*

Once again, POSTCITY has served as the festival's primary venue. Everywhere you look in its huge halls and long corridors, underground spaces and bomb shelters, on its ramps and spiral packet chutes, there has been the hustle & bustle of activity and creativity—works of art, installations designed for tinkering and experimentation, performances and presentations, surprises of all shapes and kinds. Framing the trailblazing prototypes of "Science, Technology and Arts," the refreshing/impudent freshness of Campus, u19 – CREATE YOUR WORLD's colorful village, and the aesthetic *mise-en-scène* for the artworks in the theme exhibition—POSTCITY morphed into an inspiring labyrinth in which you could get lost in a truly delightful way! The Himatsubushi Trail even conveyed festivalgoers up to the sprawling roof of the former postal service logistics facility for a 360° look at the comings and goings on the grounds and yards of Linz's main train station.

### A Festival for All

The hub, POSTCITY, and 11 other Festival locations were infused by an atmosphere that is so unique and yet so typical of Ars Electronica. This is extraordinary because the Festival not only presents ideas, visions and projects; it's also a showcase of the

people whose passion is the driving force behind these endeavors. There were 1,357 creative individuals on hand in Linz to present their work and say what's on their mind to those assembled here. Also making a major contribution to this atmosphere is the diversity of the festivalgoers themselves—the artists, curators, gallerists and scholars from throughout the world; darting among them, kids from Linz and Upper Austria—their parents in tow—underway on inspiring forays of discovery. Laypeople and experts, young and old, local and international audiences mix and mingle at the Ars Electronica Festival and amply attest to the fact that this amazing conclave appeals to experts and the general public alike.

#### 174 Guided Tours through POSTCITY

Successfully performing this balancing act has a lot to do with making available a broad spectrum of guided tours customized for a wide range of festivalgoers. The Kids Tours and Spotlight Tours featured the highlights; 18 different Expert Tours focused on selected aspects of the festival theme. 174 guided tours in 13 different languages were conducted in POSTCITY alone.

#### 396 Partners and Associates

Planning and staging such a jam-packed and extraordinarily diverse program is made possible by support provided by our 396 co-producers, collaborators and sponsors—first and foremost, the City of Linz. Our Austrian partners include the Postal Service, Greiner, Rosenbauer, g.tec medical engineering and the WKOÖ—Economic Chamber of the State of Upper Austria. Our key international supporters are Hexagram, Hakuhodo, the European Commission, Chile's Ministry of Culture, Arts and Heritage, and .art. HYUNDAI is the 2018 Ars Electronica Festival's official mobility partner.

#### 402 Accredited Media Outlet Representatives from 40 Countries

More than 400 accredited media outlet representatives and bloggers from 40 countries converged on Linz to report on Ars Electronica 2018—their ranks include journalists from the BBC World Service, Die Zeit, WDR, ARTE, RTV Slovenija, NHK Japan, Deutschlandfunk, KiKA, SRF 2, Stern and C't Magazine.

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PS: The next Ars Electronica Festival is set for September 5-9, 2019. We're already looking forward to it!