

## Ars Electronica (Linz, 1.-6.9.2001)

Oliver Grau

Ars Electronica 2001

TAKEOVER - who's doing the art of tomorrow

September 1 - 6, 2001

Linz, Austria

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

---

Ars Electronica 2001 - 9th Announcement

### CONTENTS

#### 1. Ars Electronica 2001 - Conferences

September 2 - 6, 2001

##### 1.1. TAKEOVER Symposium

##### 1.2. Creativity versus Marketing: Oliviero Toscani

##### 1.3. Conference - Engineers of Experience

##### 1.4. Conference - From Document to Event

##### 1.5. Conference - The Undertakings of Art

##### 1.6. Pixel Spaces

##### 1.7. Prix Ars Electronica Forum

#### 2. Tickets & Information

You are reading the 9th issue of the Ars Electronica newsletter, focusing on the participants of Ars Electronica's conferences and symposium 2001.

You will find a German version of this announcement and the detailed festival program at [www.aec.at/takeover](http://www.aec.at/takeover)

---

#### 1. Ars Electronica 2001 - Conferences

---

Which constellations, what factors are determining the art of tomorrow, where it will happen, who will be doing it and with whom? These questions are at the focal point of Ars Electronica 2001: Let's take a look at the thing formerly known as art!

The theoretical encounter with the Festival theme will be presented in a new format this year: A symposium, conferences, panels on virtual reality and the Prix Ars Electronica Forum make up a full calendar of events, an overarching theory-network spanning the entire festival week.

.....  
1.1. TAKEOVER Symposium  
.....

The aim of the theoretical reflections undertaken in conjunction with TAKEOVER is to sound the depths of the constellations and framework conditions of the art of tomorrow and to initiate and further an open discourse.

TAKEOVER Symposium part I

September 2, 10.30-13.30, Brucknerhaus

About the paradigm shift, new role definitions, working models and the creativity burst.

With:

Jon Ippolito/USA, Dietmar Bruckmayr/A, Ahmad Rafi Mohamed Eshaq/MAL, Wolfgang Maass/A, Tobias O. Meissner/D, Gerfried Stocker/A

TAKEOVER Symposium part II

September 2, 15.00-17.30, Brucknerhaus

Digital culture & lifestyle in action

Feat: Kerb, Moccu, Sulake Labs, Team cHmAn, Everything, and all the other electrolobby residents

Moderation: TNC Network's Sabine Wahrmann/D, Sound: DJ Swo

Concept/Line-up: Tina Cassani, Bruno Beusch/F (TNC Network)

TAKEOVER Symposium part III

September 3, 10.30-13.30, Brucknerhaus

Content development and skin design for the broadband future. New technologies, new tools, new concepts.

With:

Ruedi Bauer/F/CH, Tanja Diezmann/D, Tatsuya Matsui/J, Ole Luetjens, Nico Palermo/D/USA, Nora Barry/USA, Jerome Rota/F/USA, Stuart Maschwitz/USA

TAKEOVER Symposium part IV

September 3, 15.00-18.00, Brucknerhaus

Creators of Life: The methods and processes of biotechnology and bio-informatics as artistic tools.

With:

Eduardo Kac/USA, SymbioticA Research Group/AUS, Stuart Bunt/AUS, Natalie Jeremijenko/USA, Hiroaki Kitano/J, Joe Davies/USA

.....  
1.2. Creativity versus Marketing: Oliviero Toscani  
.....

## TAKEOVER Symposium Lecture

September 4, 18.30 - 20.00, Kunstuniversitaet Linz

Oliviero Toscani

Creativity versus Marketing

Oliviero Toscani/I

photographer, artist, studied photography at the Kunstgewerbeschule Zuerich.

Since his collaboration with Benetton in 1982, a series of path-breaking public awareness ads won him several prestigious accolades, including the Grand Prix d’Affichage, the Unesco Grand Prix and Art Director’s Club of New York’s Award for Excellence; Currently art director for the US based magazine "talk".

### 1.3. Conference - Engineers of Experience

September 4, 10.30-14.00, Brucknerhaus

The discussion will focus on new strategies to integrate interactive media into exhibitions and museums, as well as new concepts for their design, staging and architecture in light of the ongoing boom in edutainment and infotainment.

With:

Michael Shamiyeh/A, Peter Higgins/UK, Hiroshi Ishii/USA, Rafael Lozano-Hemmer/MEX/CDN, Gustav Pomberger/A, Horst Hoertner/A, Joachim Sauter/D,  
Joe Paradiso/USA

### 1.4. Conference - From Document to Event

September 5, 10.30-12.30, Brucknerhaus

Whether-and how-digital art can be preserved for the future is not only a question of the technical competence of museums and archives, but is also inherent in a fundamentally new conception of self emerging among artists.

With:

Benjamin Weil/USA, Masaki Fujihata/J, Johannes Deutsch/A, Elmar Schmidinger/A,  
Alain Depocas/CDN

### 1.5. Conference - The Undertakings of Art

September 6, 10.30-12.30, Brucknerhaus

Representatives of a variety of institutions confront the question of how they have prepared for the future, for the globalization of the art market, for the new digital forms of distribution, and, above all, for the demands

of artists.

With:

Andreas Hirsch/A, Birgit Richard/D, Peter Noever/A, Ruediger Wischenbart/A,  
Karel Dudesek/A

---

## 1.6. Pixel Spaces

---

Is a takeover underway in the virtual reality scene too? Pixelspaces discusses and presents new ideas and potential application to save conventional VR systems from the fate of the dinosaurs. How does the future of VR look as far as its use in exhibitions and museums is concerned? How and in what form are the game industry's VR systems becoming available for application development?

Science from the Garage

September 2, 18.00-20.30, Ars Electronica Center

With: David Nahon/F, Paul Rajlich/USA, Dietmar Offenhuber/A, Dan Sandin/USA

Behind the Scenes

September 3, 18.00-20.30, Ars Electronica Center

With: Dan Sandin/USA, Maurice Benayoun/F, Michyaël Shamiyeh/A

Open Lab - FutureLab Production Space

September 5, 18.00-20.30, Ars Electronica FutureLab

Ars Electronica FutureLab showcases recent years' works using a PC-based CAVE variant.

---

## 1.7. Prix Ars Electronica Forum

---

Speeches, presentations, and discussions by and with Prix Ars Electronica 2001 prize winners and jurors. Highly concentrated information and direct access to the projects and the artists, to the ideas of this year's Prix Ars Electronica prizewinners and the ways in which they go about their work. A unique chance to get a glimpse behind the scenes of digital art today.

Running Pixels & Computer Animation/Visual Effects 2001

September 4, 14.30 - 18.15

ORF Landesstudio Oberösterreich

Digital Musics, Interactive Art 2001

September 5, 14.30 - 18.30

ORF Landesstudio Oberösterreich

Net Vision/Net Excellence 2001 & electrolobby Wrap-up

September 6, 14.30 - 18.30

ORF Landesstudio Oberösterreich

---

## 2. Tickets & Information

---

At our online service page, you'll find answers to your questions concerning:

**ticket prices and booking information,**

hotel reservation service (including moderately-priced youth hostel accommodations), and

\* contact addresses.

Go to [www.aec.at/takeover](http://www.aec.at/takeover)

---

Ars Electronica 2001

Organization:

Ars Electronica Center Linz and ORF, Upper Austria Regional Studio

Co-organizers:

Brucknerhaus Linz, O.K Centre for Contemporary Art, Universitaet fuer  
kuenstlerische und industrielle Gestaltung Linz

Reference:

CONF: Ars Electronica (Linz, 1.-6.9.2001). In: Arthist.net, Aug 24, 2001 (accessed Jan 24, 2026),  
<<https://arthist.net/archive/24597>>.