Venice, Island of San Giorgio Maggiore

Longhena Library

6 September 2024

**Focus| *The Ars Electronica Festival***

**Universal Everything returns to Linz with *Chameleon.* The tenth anniversary of the prize celebrated at the Fondazione Giorgio Cini.**

In 2014, the Ars Electronica Festival awarded Universal Everything the Prix Ars Electronica Golden Nica for their work *Walking City*. To celebrate, a decade later, **the collective returns to Linz for the 2024 edition with *Chameleon*, a work created in collaboration with the Fondazione Giorgio Cini.**   
Universal Everything's artistic research continues to explore human movement, emotional design, architecture, and sound. Inspired by the sensation of walking through a city, it examines how absorbing the surrounding environment alters feeling and emotions and how one becomes part of the city's fabric, a man-made ecosystem.

**The festival**

**Since 1979, Ars Electronica, a festival of art, technology, and society, has provided a platform for eclectic, fascinating, and surprising creative works, and a unique context for intense discussions and inspiring encounters.**   
This year, it will again **take place in** **Linz, Austria, from September 4 to 8**, **focusing more than ever** on artists, researchers, developers, activists, and entrepreneurs from around the world.

The festival includes projects awarded by the Prix Ars Electronica, the themed exhibition, the S+T+ARTS exhibition, the Ars Electronica Gardens exhibition, and the ‘Next Generation Future Festival: Create Your World’. In addition to the exhibitions, there will be a themed symposium and the Big Concert Night**.**

**Hope, the theme of the 2024 Edition**

Optimism is not the belief that things will somehow be fine, but rather the confidence in our ability to influence and make improvements. Perhaps this better describes the essence of the principle of hope, not as a passive stance but as an active force that motivates us to continue despite adversity.   
‘Hope’, the festival's theme, is not a resigned statement that all we can do is wish for someone or something to solve our problems, but rather expresses the belief that there are many reasons to expect the best. It does not claim to know how the turning point can be achieved, but focuses on who the driving forces behind this change are.   
The goal of the festival is to highlight as many people as possible who have already embarked on their journey and whose activities—big or small—are a very concrete reason to have hope.

**Focus: Digital Cultural Heritage at the Ars Electronica Center**

During the festival, **the magnificent Deep Space 8K** at the Ars Electronica Centerwill be dedicated to Digital Cultural Heritage.

The Deep Space 8K offers visually extraordinary three-dimensional experiences, a resolution of 33 million pixels, and a high-performance laser tracking system, making it **one of the most interesting digital experiences in the world.**It offers a completely new dimension of virtual reality with its 16 x 9-metre wall projection and equally large floor projection.

Visitors can experience, for example, a giant 3D model of Notre Dame Cathedral, which caught fire in 2019, gigapixel images of the painting *Young Knight in a Landscape* (1510) by Vittore Carpaccio, or works by the Dutch master and famous still life painter Pieter Claesz.

**Partners of the Festival**

This year's partners include the startup, Iconem from Paris, the Museo Nacional Thyssen-Bornemisza from Madrid, and the Kaiserschild Foundation, together with the Alte Galerie in Eggenberg Castle in Graz and other museums presenting digitalized art and cultural treasures in the Deep Space 8K of the Ars Electronica Center.

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