

**STARTS**  
**PRIZE '16**

Innovation at  
the nexus of  
**Science,**  
**Technology,**  
and the  
**ARTS**



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**SCIENCE TECHNOLOGY ARTS**

**STARTS INITIATIVE**

It has long been an established fact that innovation is at the core of a competitive economy. Europe has historically focused its attention in engineering on R&D and standardization. Today, however, focusing only on technology is not sustainable. An increasing number of high tech companies, world-wide, assert that, in addition to scientific and technological skills, the critical skills needed for innovation to happen and to be of value for society are skills such as creativity rooted in artistic practices. In the context, the Arts gain prominence as a **catalyst** of an efficient conversion of science and technology knowledge **into innovative products, services**

**and processes.** In recognition of this development the European Commission has launched the **STARTS** - SGT&ARTS initiative - Innovation at the nexus of **Science, Technology,** and the **ARTS.** The constant appropriation of new technologies by artists allows them to go further in actively participating in innovation in society and business. By using ICT as their medium of expression, artists are able to prototype solutions, create new products and make new economic, social and business models. Additionally, by using traditional mediums of expression and considering the potential of ICT, they propose new approaches to research and education and reflect on the role of innovation in our society.



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*"Innovation has many sources. Some people are surprised that contemporary art is one of these sources. In my work as a futurologist at Daimler, I seek out the motivations inherent in the emergence of social and technical developments before they're dealt with scientifically. Art projects provide such motives with means of articulation as mediated by the artists. Considering the potential of technical development, I am convinced that this "human perspective" will assume much greater significance in the future."*

Alexander Mankowsky, Futures Studies & Ideation Daimler AG

## STARTS Prize 2016 – Grand prize of the European Commission honoring innovation in Technology, Industry and Society stimulated by the Arts

Appointed by the European Commission, Ars Electronica is launching a prize to select the most pioneering collaborations and results in the **field of creativity and innovation at the crossings of science and technology with the arts**. This follows launch of a new European Commission program called STARTS: Innovation at the nexus of **Science, Technology, and the ARTS**.

The “STARTS Prize” aims to showcase and celebrate visions and achievements at the interface between innovation and creation—driven by both science/technology and the arts as well as to honor the inspiring individuals and teams behind these achievements. By opening it to artists, creative professionals, researchers and companies from all over

the world, the STARTS Prize targets to expand everyone’s horizon in order to work on new ideas and showcase best-practice examples. This international prize will highlight Europe’s power as a breeding ground for innovation and creative excellence.

**Two prizes—each with prize money of €20,000—will be awarded:**

- one for **artistic exploration** and art works where appropriation by the arts has a strong potential to influence or alter the use, deployment or perception of technology
- one for **innovative collaborations** between industry or technology and the arts (and the cultural and creative sectors in general) that open new pathways for innovation



Nick Ervinck (BE)



Huang Yi & KUKA (TW)

To honor and showcase the winning projects of the STARTS Prize 2016, their creators will be invited to present their work in exhibitions, conferences and other events in Linz (Austria) and Brussels (Belgium):

### STARTS Prize ceremony, Forum and Exhibition at the Ars Electronica Festival 2016 in Linz

The STARTS Prize is ceremoniously awarded at the Ars Electronica Gala during the annual **Ars Electronica Festival** (September 8 to 12).

In a dedicated STARTS Forum, the prize-winners together with members of the juries and selected experts will present and discuss not only the prize-winning projects and work but also key topics of the STARTS program. The projects will also be featured in the prestigious CyberArts Exhibition at the 2016 Ars Electronica Festival.

### Exhibition of prize winning projects at the BOZAR Electronica Art Festival 2016 in Brussels

The **BOZAR Electronic Arts Festival (BEAF)** (September 23 to 25) has meanwhile become a well-established event for contemporary digital art and culture with a wide range of activities.

It offers an opportunity to explore the very best of digital culture and provides a very attractive environment for the exhibition of the prize-winning projects.



## PRIX ARS ELECTRONICA

Launched in 1987, the Prix Ars Electronica is the acknowledged arbiter of what's happening in the international media art scene and a **renowned showcase of excellence in digital media** at the interface of art, technology and society. The Prix Ars Electronica is one of the world's premier awards **honoring creativity and innovativeness in the use of digital media**.

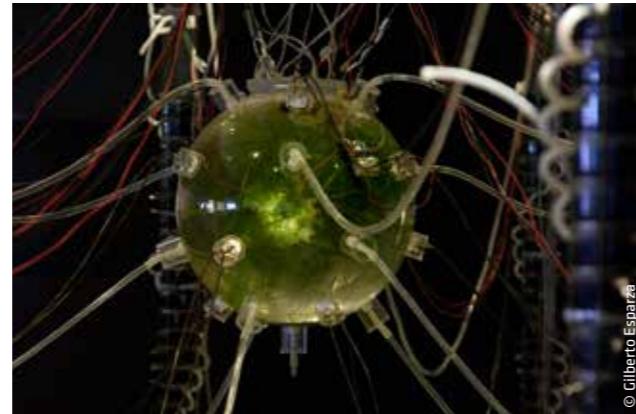
Each year, juries composed of top experts single out outstanding work for recognition and honor their creators with **Golden Nicas**, the "Oscars of media art". The statuettes are presented to each year's winners at the Ars Electronica Festival in early September. The competition's categories celebrate the vibrant diversity of contemporary media art. Two pairs of categories—**Interactive Art +** and **Digital Communities; Hybrid Art** and **Digital Musics & Sound Art**—

alternate on a biennial basis. The **Computer Animation/ Film/VFX** and **u19 – CREATE YOUR WORLD** competitions are staged annually.

Its long-term continuity and international reach, the several thousand entries it attracts each year and, not least of all, the acknowledged expertise of the men and women who serve as jurors have made the Prix Ars Electronica one of the world's most important competitions in the media arts. The Prix's highly diversified dramatis personae has included internationally renowned artists (Karlheinz Stockhausen, Roy Ascott, Lynn Hershman, Toshio Iwai / Ryuichi Sakamoto, Chris Cunningham / Aphex Twin), Oscar winners (John Lasseter, Chris Landreth) and creative young trailblazers (Graffiti Research Lab).



Myconnect by Saša Spačal (SI), Mirjan Švigelj (SI), Anil Podgornik (SI)



Plantas Autofotosintéticas by Gilberto Esparza (MX)

## Ars Electronica

Since 1979, Ars Electronica has sought out interlinkages and congruities, causes and effects at the interface between **art, technology and society**. The ideas circulating here are innovative, radical, eccentric in the best sense of that term. They influence our everyday life—our lifestyle, our way of life, every single day.

The **Festival** as proving ground, the **Prix** as competition honoring excellence, the **Center** as a year-round setting for presentation & interaction, the **Futurelab** as in-house R&D facility and **Solutions** as a business unit serving industry and economy extend their feelers throughout the realms of science and research, art and technology. Ars Electronica's four divisions inspire one another and put futuristic visions to the test in **a unique, creative feedback loop**. It's an integrated organism continuously reinventing itself.

Ars Electronica's process of **artistic reflection on explosive developments**, its ongoing inquiry into alternative future scenarios and the framework circumstances, strategies and protagonists necessary for their emergence, as well as the ways and means inherent in all of these activities to encourage people to get actively involved in configuring our shared future are what make Ars Electronica the **ideal partner of the STARTS program**.

Ars Electronica Linz is an enterprise of the City of Linz.



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**SCIENCE  
TECHNOLOGY  
ARTS**

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