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Ars Electronica is in charge of planning and producing the Ars Electronica Festival and the Prix Ars Electronica, and responsible for the operation of the Ars Electronica Center and the Ars Electronica Futurelab.

Ars Electronica has been analysing and commenting on the Digital Revolution since 1979. Since 1996, they have been developing **projects, strategies and competencies for the Digital Transformation**. Together with **artists, scientists, technologists, designers, developers, entrepreneurs and activists** from all over the world, they address the central questions of the future. The focus is on new technologies and how they change the way we live and work together.

The nodes of this network are: the ARS ELECTRONICA FESTIVAL, a set of yearly encounters on the leading edge; the PRIX ARS ELECTRONICA, the trend barometer of contemporary media art; the ARS ELECTRONICA FUTURELAB, a prototype lab-atelier constantly releasing bursts of innovation; and the ARS ELECTRONICA CENTER, where the emphasis is on

juxtaposing art and science in both the selection of content and how it’s presented. This specific orientation and the long-term continuity this institution has displayed make Ars Electronica an internationally unique platform for digital art and media culture.

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