

SAVE THE DATE

THE TREND JOURNEY

@ **ARS ELECTRONICA, LINZ**

BY TRENDONE & KLUBHAUS & REALMAKERS



A

Artificial Intelligence

THU 7<sup>TH</sup> + FR 8<sup>TH</sup> SEPTEMBER

# Artificial Intelligence: "The Other I" changes the principles of our entire economy and world

- **No stone remains unturned** and also no chip: AI not only transforms our economies but also the entire human race. Leading companies such as Amazon, Apple, Google, Facebook and Microsoft claim: "At the core we are AI companies."
- **Even Elon Musk is investing massively** and wants to connect the computer

directly to the brain. VCs pump billions into AI, being extensively made use of in medicine, mobility and ICT. Every single industry is affected. AI systems now even act as authorized bosses in Asia.

- **Does artificial intelligence solve** the largest of society's problems? Or is it a problem itself? "It is the greatest challenge of humanity," says futurist

Stephen Hawking. And Ray Kurzweil has predicted: "AI will move into our bodies and brains and make us smarter and healthier."

- **The chances are really gigantic** but so are the challenges. It is therefore high time we place AI under the magnifying glass and use it positively for the benefit of all.

## TheTrendJourney @ Ars Electronica: The very best of future Join our specially curated program that is business-focused and includes highly relevant impulses

- Our tour's main focus is to give participants the opportunity to **experience the latest trends closely and personally**. Anyone who aims to transform the market with innovations definitely needs this kind of inspiration including new and revolutionary ideas.

- **This is our second TrendJourney \*** to the world's biggest future festival.
- **90,000 people** from all over the world come together at the Ars Electronica, especially from Asia and the USA.
- Around **900 experts hold more than 500 individual events** in dozens of locations

- This festival for digital culture, technology and society exists in Austria **since 1979**.
- We will gain exclusive and unique **"behind the-scenes" insights**, hold discussions with experts and experience the "Prix Ars Electronica" **gala evening as VIPs**.

\* **Video of the TrendJourney 2016 with the theme "Radical Atoms":** <https://youtu.be/7FAILZuuyBU>



## PROGRAM:

Our curated program is a "call to action" to encourage companies to best apply AI profitably in their daily business

### THURSDAY, 7th September 2017

- 11h00 Kick-off in the "Tabakfabrik", a Creative-Industry-Location extending over 80.000 m2. Introduction Workshop
- Ars Electronica Center (Museum of the Future) incl. the world's largest 3D-Deep-Space, AI-Exhibition, Bio-Lab and 3D-Print-Lab
- Cyber-Arts-Exhibition at the OK-Center featuring prize winners
- Visit the "Open Space" of VOEST Alpine
- Expert Discussion Session I on the topic AI
- Festival Opening with international performances
- Future-Dinner

### FRIDAY, 8th September 2017

- Start at 09h00 in the "Tabakfabrik" with a Refresh Session
- Curated tour to the Exhibition Grounds
- Participation in the highlights of the Symposium
- Expert Discussion Session II on the topic AI
- TrendJourney Workshop
- Evening: VIP Pass to the " Prix Ars Electronica" Gala followed by "Behind-the-Scenes" Dinner
- Ende of TheTrendJourney

**Early-Bird-Price: 1.598,40 € incl. 8% VAT** (as of 1.7.2017: 2.030,40 € incl. 8% VAT)

Including: VIP-Ticket with admission to Gala and all Events plus Transfers within Linz, 2 x Lunche, 2 x Dinner, Snacks and Drinks during the day, all Workshop Documents and official 400 page Festival Catalogue.

Not included: individual hotel accommodation and travel arrangements to Linz.

Hotels have been reserved with special conditions – please contact us!

**BOOK YOUR TICKET  
HERE!**

## CONTACT:

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Photos:  Ars Electronica

