

August 16, 2006

Ars Electronica Center
EK Japan Co., Ltd.

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**Ars Electronica Center and EK Japan will cooperate
in the “ELEKIT for the Kids in the Digital Age Program” workshop.**
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Ars Electronica Center, internationally known as the mecca of digital art, (Linz, Austria) and EK Japan Co., Ltd. (Dazaifu, Fukuoka, Japan) will cooperate in holding a series of robotic workshops, starting this fall.

With its specific orientation and the long-standing continuity it has displayed since 1979, Ars Electronica is an internationally unique platform for digital art and media culture consisting of the following four divisions:

- Ars Electronica – Festival for Art, Technology and Society
- Prix Ars Electronica – International Competition for CyberArts
- Ars Electronica Center – Museum of the Future
- Ars Electronica Futurelab – Laboratory for Future Innovations

EK Japan Co., Ltd. is a pioneer in Japan of edutainmental electronic kits under the ELEKIT brand, and its electronic/programming robotic kit products have been widely accepted in Japan, Europe, USA and Asia.

Ars Electronica Center’s “The Museum of the Future” offers programs designed to mediate users’ encounters with new domains, to experience and learn about them, and to take the next step in establishing the manifold links between these complex and challenging developments and the user’s own life. Particularly, its Cybergeneration Level is dedicated to kids and young people, and showcases work being done by the vibrant scene of up-and-coming digital creators.

“ELEKIT” robots will be presented at Ars Electronica’s Robolab, a multifunctional exhibition space / workshop area as an introduction to visitors to the wonders of the futuristic world of robotics. More specifically, kids eight and up can get hands-on experience with new technologies in workshops conducted by Ars Electronica’s expert instructors. Building and programming their own robots nurtures creative, analytical and problem-oriented thinking on the part of young people. Sensors of all sorts are used to produce an amazing variety of creations — from eminently sensible to serendipitously fantastic. The assembly of “ELEKIT” robot components rounds out the program, a combination of high-quality design and playful encounter with sensor technology.

Aside from the workshops, Ars Electronica will continuously promote a campaign on its website to arouse an awareness of ELEKIT products in a hope that more and more kids will be interested in art, digital and analog technologies, implications of the impact of technological advancement on day-to-day lives and society, and so forth.

The Festival Ars Electronica 2006 "SIMPLICITY - the art of complexity" will take place from August 31 to September 5 in Linz, Austria.

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