

The Starts Prize supports innovative projects at the interface of science, technology and art

The constant appropriation of new technologies by artists allows them to go further in actively participating in society. 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. The Starts Prize aims to honour projects that boost synergies between art, science and technological innovation.



Scientific and technological skills are not the only forces driving innovation. Creativity and the involvement of society play a major role in the innovation process and its endorsement by all. In this context, the Arts serve as catalysts in an efficient conversion of Science and Technology knowledge into novel products, services, and processes. In the digital world, the boundaries between art and engineering are being removed and creativity is becoming a really crucial factor.

In search of a partner for its newly launched STARTS Prize, the European Commission looked to Linz and entrusted Ars Electronica with the task of bestowing two €20,000 awards honoring innovative projects at the interface of science, technology and art.

Entries for prize consideration may be submitted by March 13, 2016.

Details are online at starts-prize.aec.at. The recipients will be selected by a jury of international experts. At the next Ars Electronica Festival in September 2016 in Linz, the prizewinning works will be showcased and those who created them will have their say at a special STARTS Forum.

Interview of Ralph Dum from the European Commission on the STARTS Prize.

Interview of Alexander Mankowsky of Daimler AG on the trailblazing role of art and the framework conditions for an innovative Europe.

More information on the STARTS programme.

"We believe that, in the 21st century, innovation will happen at the crossroads linking different modes of thinking. With STARTS, we promote, in particular, synergies between the arts and innovation for technology and society" Ralph Dum, European Commission.

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