

# innovative

ISSUE 1/2009

UPPER AUSTRIA

Softwarepark  
Hagenberg  
Internationalisation

Location  
Production launch  
at Greiner Bio-One

Leading  
companies  
Silhouette  
International

Johannes Kepler University of Linz  
and University of Applied Sciences

High level education  
and research

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The Plastics Cluster celebrates its tenth birthday



## Promoting education and research.

► Upper Austria has put its faith in professional training and research. And this continues to apply in times of economic difficulty. Therefore, more than ever, the further expansion of its educational and research infrastructure is a key element in an offensive location policy. Education in the areas of technology and natural science is of major significance to employment and prosperity and in Upper Austria, this is provided by apprenticeships, higher technical colleges, colleges of applied sciences and universities. As the nation's leading federal province in the industrial and export field, Upper Austria needs a pool of young, qualified engineers and scientists in order to maintain its success in international markets. The Upper Austrian Fachhochschule (College of Applied Sciences) has developed in a particularly dynamic manner. Four campus locations offer 44 courses to over 4,500 students, who receive high-quality, practice-oriented training. Moreover, the further expansion of the educational system in general and that of the technical-natural science faculty at the Johannes Kepler University Linz in particular, constitute an absolute priority.

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**KommR Viktor Sigl**  
Upper Austria  
State Minister  
for Economic affairs

**Mag. Manfred Eder**  
Managing Director,  
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Marketinggesellschaft

### „Time to say goodbye“

In November 1991, Karl Pilstl and I were appointed as TMG's founding CEOs. During this initial phase, the company was minuscule and had just a handful of employees. On June 30, 2009, after 17 ½ years, my management assignment will come to an end. During my time at the helm, TMG has evolved into a group with thirty subsidiaries and sub-subsidiaries.

I would like to thank the TMG Group workforce, the representatives of the owners and all the co-operation partners, who have all contributed to the successful further development of Upper Austria as a business and technology location

Manfred Eder

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## SOFTWAREPARK HAGENBERG

# Brain gain at the Softwarepark Hagenberg

In global competition, Professor Bruno Buchberger, the founder and head of the Softwarepark Hagenberg, places a special emphasis on international brain gain.



The newly completed "Living & Working" building, which offers offices and home accommodation to company founders.

► **International Masters Programme.** The International Masters Programme brings foreign students undertaking a master's degree thesis into direct partnerships with Austrian companies at the Softwarepark Hagenberg. The firms sponsor the students through the assumption of their living expenses and a contribution to their study fees. Only top students are accepted into this programme and at present, they number 27 and originate from eight countries. The experience gathered by the companies with regard to these students has been excellent. Dr. Nikolaus Kawka, CEO, Hagenberg Software GmbH, "With regard to the tasks that we assign to them, the students convince due to their practical training and problem-solving potential." Professor Buchberger is again

looking for new students for the coming semester and is targeting a total of 50 students from all over the world.

**International Incubator Hagenberg.** A second initiative, the International Incubator Hagenberg, is directed towards young IT experts from Austria and countries outside Austria,

wishing to found idea-based companies at the Softwarepark Hagenberg. With the support of the Upper Austrian government, a start-up area has been created within the Park for these young entrepreneurs, who are thus provided with the infrastructure necessary for the start phase. The Incubator furnishes investment capital for the support and marketing of the international companies during the initial years of their existence. This initiative of Professor Buchberger in the Softwarepark is taking place in close conjunction with tech2b and the Raiffeisenlandesbank Oberösterreich.

**Signs of growth.** Since the foundation of the Softwarepark Hagenberg in 1989, over 1,000 jobs and 1,400 study places have been created in the process of rapid growth. With its numerous companies, educational facilities and research institutes, the Softwarepark offers a particularly attractive network for young entrepreneurs.

[www.softwarepark-hagenberg.com](http://www.softwarepark-hagenberg.com)

#### Cross-border technology network

Under the guidance of the Softwarepark Hagenberg, five Upper Austrian Technology Centres and two innovation agencies from Ceske Budejovice (Czech Republic) have joined forces in the Mühlviertel-Southern Bohemia Technology Network (MSB-Tech-Net) project. The technical know-how available in companies, research and educational facilities on both sides of the border is already being collated and the market situation analysed. The aim is to achieve increased co-operation and a joint positioning of both regions within the global innovation market. The EU's European Territorial Cooperation funding programme is sponsoring this two-year project.

## LOCATION UPPER AUSTRIA

## INNOVATIVE UPPER AUSTRIA

### Upper Austria in moving pictures

► The film, „Innovative Upper Austria” is now available in compact form as a DVD, in either German or English and in two-, five- and nine-minute versions. The film shows one of Europe’s most innovative economic regions in all its most interesting aspects. Innovation and education along with an active location policy have turned Upper Austria into the nation’s leading federal province with regard to business, industry and exports. In addition, with its blend of tradition, the latest leisure trends and natural diversity, Upper Austria is one of central Europe’s most attractive holiday areas. The film can be ordered free of charge under [info@tmg.at](mailto:info@tmg.at).

## REVIEW 2008

### TMG with top balance

► During the past year, TMG successfully supported 83 location and expansion projects, involving investments of around EUR 590 million and the securing of more than 1,200 jobs for the next three years. After 2006, in project terms, 2008 was the second best year in TMG history. Since the start of its activities in 1993, TMG has looked after 633 projects, created/secured 15,985 jobs and steered EUR 3,568 million in investment to Upper Austria. The inter-communal company location scheme, INKOBA ([www.inkoba.at](http://www.inkoba.at)) also made further successful progress in 2008. The top location projects of the year, such as Greiner Bio-One in Rainbach, Bachmeier in Altheim and Google in Kronstorf, were all realised on INKOBA real estate.

[www.tmg.at](http://www.tmg.at)



The process band - the key to the revolutionary technology of DeltaSpot.

## DELTASPOT

# The Fronius DeltaSpot captures national honours

In February 2009, Fronius International was awarded the 2008 Austrian National Prize for Innovation for its DeltaSpot development, a revolutionary innovation for the automotive manufacturing industry.

► Until recently, a range of questions relating to the joining of the vehicle bodywork components remained open. However, now the situation has changed. This is because the prize-winning DeltaSpot resistance spot welding process has made possible the automatic joining of aluminium and steel in large-scale serial production. The major, resultant advantage is that cars can be manufactured, which are 200-300 kg lighter and thus offer the environmental advantages derived from reduced CO2 emissions. At the same time, the new process incorporates quality assurance, which further underlines the innovative aspects of the development.

### Five national prizes for Upper Austria.

The National Prize for Innovation, which is organised on behalf of the Federal Ministry of Economic, Family and Youth Affairs by Austria Wirtschaftsservice, in co-operation with the federal provinces, is awarded to Austria’s most enterprising companies. The focus is on performance, which not only lives up to high standards in part-areas, but also meets stringent requirements from a social and environmental policy perspective. With this award to Fronius International, Upper Austria has now received the National Prize on five occasions since 1997.

[www.fronius.com](http://www.fronius.com)  
[www.staatspreis.at](http://www.staatspreis.at)

**Klaus Fronius (Fronius International GmbH) receives the 2008 National Prize for Innovation from Reinhold Mitterlehner, the federal minister of economic, family and youth affairs.**



## GREINER BIO-ONE

# Start in record time

„In March 2008, our new production location in Rainbach im Mühlkreis was not even on our investment agenda. Now we are already about to start production!“ is how a highly satisfied Franz Konrad, the Greiner Bio-One CEO, describes his company's new plant, which has involved an investment of over EUR 35 million.



**Greiner Bio-One has generated an important economic impulse through a major investment in its production plant in Greiner Bio-One.**

► In a process that broke all speed records, just six months elapsed between the announcement of the decision to invest in April 2008 and the topping-out ceremony. In March 2009, only five months later, production of Petri dishes for bacteriological tests in hospitals and the foods and beverages industry commenced with a workforce of 35. Output is now to be gradually expanded with the medium-term aim of employing up to 300 people by the autumn of 2009. The production volume involved is also impressive, up to 100 million Petri dishes already being manufactured annually. In addition, the production of new safety products for Greiner Bio-One blood sampling systems is also on the programme.

### Rapid official approval processes.

As a result of perfect teamwork between the company, the Economics Department of the Upper Austrian government and the responsible authorities, the project was complet-

ed in an impressively short period. According to Upper Austrian State Minister for Economic Affairs, Viktor Sigl, „With the major investment by Greiner Bio-One, we have not created future-oriented employment, but have retained know-how, technology and innovative capacity in Upper Austria.“ Viktor Sigl also underlines that the realisation of the Greiner Bio-One location shows clearly the importance of having the appropriate inter-communal industrial real estate, complete with infrastructure, available on a push button basis.

**Marked increase in sales.** In 2008, Greiner Bio-One has sales of EUR 256 million, which represented an increase of 8 per cent over the preceding year. Diagnosis and technical laboratory products are manufactured for customers in 100 countries. The main product is comprised by blood sampling systems of which 1.5 billion are produced annually.

[www.gbo.at](http://www.gbo.at)

## WEB-TIPP

### The Top 500 at a glance

► Anyone who has needed a presentation of Upper Austria's top companies in the past, is now in luck. For under [www.tmg.at/top500](http://www.tmg.at/top500) one can now find the Top 500 companies in the production area on an inter-branch basis. In addition to address data, the names of contact persons, facts, figures and product programmes can be called up in clearly arranged form in both German and English. The platform, which is operated in conjunction with the „Oberösterreichische Nachrichten“ newspaper, registers over 14,000 hits monthly. Thus corporate decision-makers and numerous other interested parties have access to an important source of information. In addition, there is also a database available via which one can also call up the names of services suppliers.

The range in this area extends from R&D to human resources, legal, IT and advertising services. TMG offers additional information in compact form concerning Upper Austria and its Innovation Network. Economic data, event information and news on the subjects of R&D, education, clusters & networks, location and EU activities can all be quickly accessed. Get further information about the service of TMG: from the business location and location development through tourism projects to strategic marketing programs and innovative facilities.

[www.tmg.at/top500](http://www.tmg.at/top500)

INTERCOMMUNAL COMPANY LOCATION

# Proactive location marketing

The main objective of the inter-communal co-operation scheme (INKOBA) is the location of companies on a cross-district border basis. This idea, which was launched in 1998, has proved extremely successful and today there are 19 INKOBAs at 22 locations. Now this success is to be further expanded through INKOBA ProAktiv.



➤ 165, that means around 37 per cent of 444 Upper Austria's district authorities are working together in INKOBA's. 233 ha of top quality real estate have been provided, which house 49 companies and have either created or secured 938 jobs. The companies involved include leading enterprises such as Greiner Bio-One in Rainbach, Bachmeier in Altheim and Google in Kronstorf. These top 2008 location projects were all realised on INKOBA land.

**Further development and marketing.** In order to continue and expand this success, INKOBA ProAktiv has now been created. This has the aim of further developing locations of importance to the region in a targeted manner and then successfully marketing them. Detailed profiles have been drawn up for every INKOBA location and concrete measures have been prepared for strategic market positioning. In an additional step, market-

ing, organisation and co-operation culture are on the project group's ambitious agenda. The pilot phase involving the three Lengau, Region Freistadt and Pyhrn Priel INKOBAs was concluded at the beginning of February. The results from the location evaluation and two workshops show clearly that these locations possess great potential and are suitable for a wide range of branches. Werner Auer, the head of Business Location at TMG, "The INKOBA ProAktiv project has opened up new, forward-looking approaches to marketing and co-operation."

**More services for companies.**

Mayor Erich Rippl, the head of the INKOBA Lengau, is equally enthusiastic, „In future we intend to take measures that are more precisely targeted on improvements in location quality and will furnish an even greater range of services to the resident companies. This will provide us with a decisive competitive lead!" This opinion is further underlined by Mayor Friedrich Stockinger, the head of INKOBA Region Freistadt and the Upper Austria INKOBA spokesman, „We understand clearly that not just the location is important, but also the surroundings and the regional image. We also wish to step up our efforts in this connection within the framework of „INKOBA ProAktiv“.

[www.proaktiv.inkoba.at](http://www.proaktiv.inkoba.at)

TECHNIKBOX

## 223 Upper Austrian primary schools already have one ...



Upper Austrian governor Josef Pühringer admires the technical knowledge of the children.

► ... and 176 would like one. We are talking about the "Technik-Box", which is of special importance

at present because even, or above all, in difficult economic times, the education of the young must not go short. Upper Austria benefits from its excellently trained labour force and in order to continue to be equipped for the international competition of the future, a start must be made today on the promotion of education in technology and the natural sciences. Young people, who have never experimented with a sense of enthusiasm, are unlikely to apply for a technical apprenticeship or attend a Higher Technical College. A contribution of just EUR 180 helps to ensure that a primary school receives a „TechnikBox". [www.technikbox.at](http://www.technikbox.at)

PROJECT

## The Power Girls project



Upper Austria Minister of Economic Affairs Viktor Sigl with two of the current 550 Power Girls.

► The Power Girls project has been evaluated for the first time, the initial participants having reached the stage of deciding upon their future professional training or type of school.

The figures speak for themselves as a third of the Power Girls from the first year have opted for a technical training, as opposed to only 16.5 per cent in the comparison group. This means that the project is showing the desired effect. In the meantime, there are over 550 Power Girls in Upper Austria and as the Upper Austrian Economics Secretary, Viktor Sigl explains, "In the course of special focal point seminars, workshops and company tours, the Girls have an opportunity to increase their knowledge of technology and enthusiasm for technical matters." The project is being implemented by the education highway. <http://powergirls.eduhi.at>

EXPEDITION

### Science Center for Wels

► From 2011 onwards, every year 300,000 children and young people will be able to discover the fascination of the natural sciences and technology by means of information and then expand their knowledge. The aim is to counteract the frequently referred to shortage of engineers and scientists by making young people aware of the career opportunities in the technical sector. The interactive exhibition centre will focus on renewable energies and energy efficiency, and will offer numerous experimental possibilities. Due to its central position and excellent infrastructure, Wels constitutes an ideal location for the Science Center.


INNOVATIVE UPPER AUSTRIA

### Next steps

► The 43 measures contained in the economic programme are undergoing successful realisation and the follow-up programme for the period from mid-2010 to the end of 2013 is already in preparation. The basis is provided by the guiding principles of the Upper Austrian Research and Technology Committee, which was newly appointed in March 2009. The drawing up of the programme is being co-ordinated by TMG and, in addition to the Research and Technology Committee, involves the nominated thematic area managers from TMG, technology managers, representatives of the Upper Austrian government, the Chamber of Commerce, the Confederation of Austrian Industry and the Chamber of Labour. [www.ooe2010.at](http://www.ooe2010.at)  
[www.rftooe.at](http://www.rftooe.at)

# Upper Austria's know-how society

„Upper Austria places a special reliance on R&D, innovation and technology. Because those undertaking research today, possess modern, future-oriented employment tomorrow.“

- 
- ▶ With this statement, the Upper Austria Minister for Economic Affairs, Viktor Sigl, makes clear that even in difficult times the federal province intends to allocate sufficient funding to corporate research and innovative strength, in order to remain on the pace in regional competition. The essential basis for this scenario for the future is provided by profound knowledge and outstanding professional qualifications. Upper Austria has created the ideal preconditions to achieve these aims through an excellent educational network.

## DID YOU KNOW, THAT ...?

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### Upper Austria is the patent leader

▶ The latest figures from the Austrian Patents Office confirm that as far as patent rights are concerned, Upper Austria is out in front. Of the 2,298 patents registered in Austria during 2008 (1,104 allocations), over

a quarter (588) came from Upper Austria and of these, 322 were approved. As a result, Upper Austria was in first place with regard to patent registrations and allocations with a big lead over Vienna and Sty-

ria. Moreover, the number of patents allocated to Upper Austria in 2008 was the highest since 2004 and this meant that for the fifth time in succession, Upper Austria was top of the national patent league.

The TNF institutes are focused on basic and application-oriented research and guarantee practical, modern training.



## Made by JKU

The Johannes Kepler University of Linz (JKU), which was founded in 1966, constitutes Upper Austria's think tank. It is the source of excellent and creative research results.

► This university recognised the important, international megatrends at any early stage and reacted with a new and up-to-date range of courses. As a result of its international orientation and the successful symbiosis of research and teaching, the JKU provides services at the highest levels. Over 30 differing courses are provided in three faculties comprised by social and economic sciences, legal sciences and technical-natural sciences (TNF). Numerous institutes co-operate successfully with both large industrial companies and SMEs. Approximately a quarter of the JKU's income derives from third financing. The balanced portfolio, from basic to application-oriented research, and the research results, "Made by JKU" are held in high esteem by both private industry and the public sector. Moreover, as a result of the innovative possibilities available, in recent years it has been possible to attract a growing number of young women to TNF studies.

**Impulse centre.** In many areas, TNF courses at the JKU lead the way at national level, as exemplified by

Mechatronics studies, which have a form that is unique in Austria. The course on offer, combines computing, electronic engineering and mechanical engineering and therefore as the "decalathletes" among engineers, graduates are in global demand. The Economic Engineering-Technical Chemistry course is also unique, as it communicates both technical know-how and social and economic science expertise. Computer Electronics constitutes a new and future-oriented area of study. The curriculum incorporates extensive training in the fields of electrical engineering, computing, physics and mathematics and is based on a BSc/MSc structure. Technical Physics places a special emphasis on nanotechnology and bio-physics. The course is organised on a BSc/MSc basis. Studies in Technical Chemistry communicate an extensive range of specialist know-how concerning production processes and the characteristics of new substances and materials such as pharmaceuticals, plastics and biopolymers. The English language bachelor degree course in Biological Chemistry at JKU offers a profound training in the areas of chemistry,

chemicals, biochemistry, biology and biophysics. The bachelor degree course in Computing opens the way to four master's courses in Computing, Networks and Security, Pervasive Computing and Software Engineering. Bio-Computing forms an interface between life sciences and computing and is available as a master's degree course. The Molecular Biology course is provided in conjunction with the University of Salzburg and is ideal for anyone seeking a career in the fields of pharmaceutical and bio-medical research, or in the areas of bio- and environmental analysis. Technical Mathematics studies are application-oriented and structured according to the bachelor/master's principle. Three courses are available, which focus on mathematics in the natural sciences, industrial mathematics and computer mathematics. In addition, the JKU also offers teacher training courses in mathematics, physics, chemistry, computing and computing management.

**A milestone.** October 2009 will see the start of a completely new Plastics Engineering course in Linz. The foundations of this new area of study, ►

## EDUCATION AND DEVELOPMENT IN UPPER AUSTRIA

which will be offered on a bachelor/master's basis, will be formed by the disciplines of plastics engineering, polymer chemistry and mechanical engineering/mechatronics. The course represents a reaction by JKU to the increasing demand of the plastics industry for excellently trained specialists and scientific researchers, who are urgently required for further industrial and economic growth in the branch. Moreover, in order to accommodate internationalisation within plastics engineering segment, in future, master's courses will be provided in English. At the same time, emphasis is being placed on an interdisciplinary approach involving the various specialist directions comprised by mechanical engineering, the material sciences and plastics engineering. Combinations involving economic sciences and technical know-how are also much in demand and therefore the JKU is to offer a course in economic engineering with a focus on plastics technology.

**High-tech network.** The Johannes Kepler University already has interests in a number of well-established Competence Centers and JKU institutes also act as partners to such

centres such as the Software Competence Center Hagenberg, the Industrial Mathematics Competence Center, the Austrian Center of Competence in Mechatronics, Integrated Microsystems Austria, the Industrielles Kompetenznetzwerk für metallurgische und umwelttechnische Verfahrensentwicklung, the Competence Center for Wood Composites and Wood Chemistry and the Polymer Competence Center Leoben. In addition to Competence Centers, especially for young research teams co-operating with industrial enterprises in the area of application-oriented basic research, the Christian Doppler Laboratories offer an outstanding opportunity for the establishment of a scientific reputation. Another milestone was established with the approval of the Austrian Center of Competence in Mechatronics (ACCM), as within the JKU this will allow the concentration of the research activities and capacities of the Mechatronics Institute and thus promote internal university co-operation.

**Transfer platform.** In the years up to 2012, a total of EUR 100 million

is to be invested in the construction of a Science Park. As the Rector of the JKU, Richard Hagelauer, confirms, "When completed, the Johannes Kepler University's Science Park will offer as many as 1,000 high-tech workplaces and will thus emerge as a dynamic centre for R&D in Upper Austria." Once fully built, the Science Park will occupy an area of approximately 48,000 m<sup>2</sup> and bring together on a single site institutes, specialist areas and private research facilities such as Competence Centers, spin-off firms from the JKU's company foundation programme, and R&D enterprises, which were previously located off-campus. In an initial construction phase, the so-called Mechatronics Building, which will house the Mechatronics Institutes that at present reside at the voestalpine metallurgical plant, should be finished in August 2009. A pleased Richard Hagelauer, "With the building of the Science Park, the preconditions will be created for the establishment of the JKU as a university of international repute with major industrial and economic significance."

[www.jku.at](http://www.jku.at)



**The versatility of the technical – natural science faculty (TNF) is underlined by international R&D co-operations and a proximity to both industry and business.**



The University of Applied Sciences offers scientifically well-founded and practical studies that enjoy international recognition. Following graduation, highly qualified specialists and managers are available.

## Out in front

In the latest rankings of the Austrian magazine, “Industrie”, the courses at the Upper Austrian University of Applied Sciences were in a class of their own.

► Put in a nutshell, the key elements in this success story, which is being played out at the Hagenberg, Linz, Wels and Steyr locations, consist of four modern educational centres, innumerable young talents and a vast pool of know-how and innovative strength.

**Studies with a future.** The study courses at the Upper Austrian University of Applied Sciences stand for practical education at academic level. Around 5,000 Upper Austrian graduates, of whom 4,132 received degrees in technical subjects and included 792 women, have excellent career chances. Leading local companies such as FACC, voestalpine, MAN, Fronius, Rübzig, MIBA, Pöttinger or Fill are well aware of the reasons why they offer demanding appointments to such FH

graduates. From this autumn onwards, 1,600 places will be available for starters in 44 bachelor and master’s courses. As a result, the number of students at the Upper Austrian University of Applied Sciences is set to rise to over 4,500. The educational focus lies on absolute future fields in order to offer young people the very best of career opportunities.

**Creating an elite.** In addition to teaching, the FH is home to active research. For the past six years, FH OÖ Forschungs & Entwicklungs GmbH has offered innovative know-how at the research centres at its four faculties in the areas of Computing, Communications & Media, Health & Social Matters, Management and Engineering & Environmental Sciences with the aim of converting research

results into marketable products and processes.

**The Computing, Communications and Media Faculty.** Since 2008, Faculty researchers have been working at the “Heureka!” Josef Ressel Centre in Hagenberg on heuristic optimisation. Together with the voestalpine Stahl, Rosenbauer and Carvatech companies, and Linz General Hospital, a five-year research project with a budget of EUR 2.2 million is under way, which has the aim of improving extremely complex production and processing procedures through intelligent algorithms.

**The Health and Social Faculty.** In the area “Life in Old Age”, researchers from the Linz campus are involved in research into IT developments ►



**The courses of the University of Applied Sciences were prepared in close co-operation with business and industry and in addition to specialist competence in the fields of engineering, IT, economics and social sciences, also offer a wide choice of linguistic, legal, business management and communications subjects.**

related to the social and economic sciences, which have a special focus on older people and their needs. Technologies, such as mobile phones for the elderly are intended to make life easier for the aged within their own four walls and in this area of research there is close co-operation with researchers from the Computing, Communications and Media Faculty in Hagenberg.

**The Management Faculty.** A research team at the Faculty in Steyr is concerned with production planning strategies. For example, together with the University of Vienna, using the example of an automotive subsupplier, production planning employing various strategies were simulated, in order to determine the factors in optimum planning. The project is being supported by the Scientific Research Support Fund (FWF) within the framework of the Transnational Research Programme. .

**The Engineering and Environmental Sciences Faculty.** At the Faculty in Wels, the Upper Austrian FH is active in the field of plastics engineer-

ing and processing. In December 2008, FH OÖ Forschungs & Entwicklungs GmbH took a 13 per cent interest in the Transfercenter für Kunststofftechnik (Plastics Technology Transfer Centre) in Wels. Teamwork is continuing on a diversity of projects such as the development of bio-plastics and the non-destructive testing of synthetic components for the automotive and aerospace industries. .

**Customised solutions .** In particular, co-operation with FH OÖ Forschungs & Entwicklungs GmbH offers SMEs special advantages. With the Upper Austrian University of Applied Sciences as a partner, R&D up to the market maturity of a product becomes a comprehensible and calculable undertaking. Since the beginning of 2008 some 50 SMEs have used the possibilities for federal government funding in the form of an "Innovation Cheque", which is intended to smooth their entry into the field of research and innovation. Accordingly, the Upper Austrian government supports the R&D activities of the Upper Austrian University of

### Competence Centers

## A meteoric rise

► At the Wels campus, FH OÖ Forschungs & Entwicklungs GmbH, the Sensors Department of Upper Austrian Research GmbH (UAR) and the Institute of Materials Science and Technology of the Vienna University of Technology submitted a joint programme for a K-project relating to non-destructive testing and tomography for "COMET", the federal government's Competence Center programme. The "COMET" jury approved the project, which has a total volume of seven million euros, spread over the next five years. The new knowledge thus acquired is primarily intended for use in the aerospace, automotive, mechanical engineering and materials industries. As a result, Upper Austria has another K-project and can continue to make systematic progress on its adopted path for R&D, innovation and the spread of technology. COMET (Competence Centers for Excellent Technologies) is an initiative of the Federal Ministry of Transport, Innovation and Technology (BMVIT) the Federal Ministry of Economic Family and Youth Affairs (BMWFJ).

Applied Sciences with basic finance of EUR 1 million yearly. In 2008, for every governmental euro invested, six euros were generated in research volume. The innovations of today provide the prosperity of tomorrow. The Upper Austrian government is well aware of this fact and therefore designated R&D as an economic factor as one of the focal points of its "Innovative Upper Austria 2010" programme. This is also because victory in international research competition is of decisive importance for the future.

[www.fh-ooe.at](http://www.fh-ooe.at)



TOP RANKING

# Acclaim for pacesetting teaching

Programme standards at the field-leading Upper Austria University of Applied Sciences have won a vote of confidence from the nation's leading personnel officers

► The cutting edge, research-based and practice-oriented programmes at the Upper Austria University of Applied Sciences have again been given top marks by the nation's human resources professionals. In a nationwide poll, 900 personnel managers declared the degrees best in the country for relevance, reputation and teaching quality, and voted UAUAS No. 1 among Austria's 20 universities of applied sciences. Upper Austria's Minister of Economic Affairs and Education, Viktor Sigl, expressed his delight at the verdict. "The accolade underlines the University's position as a field leader. It is further proof that

teamwork with local industry and the UAUAS research centres in the development of a range of studies in Upper Austria represents the correct approach," said Mr Sigl. The University's eclectic choice of programmes is delivered at four separate campuses at Hagenberg, Linz, Steyr and Wels, which cater for some 4,400 students. The focus of studies across the range of technical, economic and social subjects is on tailoring programme outcomes to ensure graduates are best placed to meet the needs of firms, business and the wider economy. From autumn 2009 no fewer than 44 discrete programmes will be available.



On the right wavelength: sharing a moment of top ratings delight are (left) Upper Austria Economic Affairs Minister Viktor Sigl and University President Gerald Reisinger.

FLYING HIGH

# Gateway to the world

The Masters degree in International Marketing Management delivered at the Steyr campus is taught entirely in English, and offers a chance to spread your wings on the global stage.

► Management skills and command of the English language are the prerequisites for making a high-flying career in an increasingly globalised commercial world. Communication and customer focus are at heart of marketing – and that's why our Master's programme is holistically based on linguistic competence in the lingua franca of international discourse as well as awareness of cultural variety between the peoples of the world. Students come from many different countries, including

Estonia, Lithuania, Slovakia, Croatia, Thailand – and of course Austria. Both students and staff profit from

this rich cultural blend which helps promote friendship and understanding. Head of Studies Prof Jörg

Kraigher-Krainer is delighted at the level of international interest in the Master's degree. "We have an excellent blend of students from around the world," says Prof Kraigher-Krainer. "I am also very happy that we can call on highly qualified guest speakers." Applications for the 2009/10 academic year are still being considered up until June.

[www.fh-ooe.com](http://www.fh-ooe.com)



Head of Studies Prof. Jörg Kraigher-Krainer (second right, back) with multinational students from the International Marketing Management programme.

SILHOUETTE INTERNATIONAL

Silhouette™

# An unlimited outlook

“We know our capabilities and are proud of the fact that we are the only genuine, forward-looking Central European eyewear brand with a focus on the wearers of glasses.” This is how the Silhouette board member and partner, Arnold Schmied, describes his company, which at its production centre in Linz manufactures top quality eyewear that can be up to 80 per cent hand-crafted. An export quota of 95 per cent, 13 international subsidiaries and sales partners in over 100 countries clearly underline the international orientation of the company. And 1,630 employees around the world offer a daily commitment to the external communication of the fascination of aesthetic, rimless eyewear.



At just 1.8 g, Silhouette not only produces the lightest glasses in the world, but also the universe.

► Every wearer of glasses is unique and the glasses that they wear should enjoy an equal singularity, in order that they be worn with pleasure. This credo not only applied when the Silhouette brand was launched in 1964, but still determines the creation of each pair of Silhouette glasses produced today. This is because the

human face is totally individual, as are the demands that eyewear must fulfil to the greatest possible extent.

**Visions and perspectives.** 45 years ago, when the Silhouette success story began, the company founders, Anneliese and Arnold Schmied, were possessed of a vision. This envisaged

glasses not only as an optical aid, but also a contribution to the positive appearance of the wearer. With this concept the Schmieds laid the foundations for their life's work and created a milestone in the history of eyewear. As Arnold Schmied, a second generation member of the Silhouette board explains, “The most attractive



**Silhouette eyewear requires up to 80% manual work and is the epitome of quality "Made in Austria".**

frame for glasses is provided by the face of the wearer." Therefore, Silhouette decided to waive any frame designs and instead concentrate fully on the production of rimless glasses. Aesthetics, sensitivity and a love of detail make the design of every pair of Silhouette glasses unique and unmistakable. However success does not automatically become a permanent feature and therefore work continues on new innovations on a daily basis. R&D is a major company priority and constantly succeeds in establishing new benchmarks. Every eyewear model is the product of thousands of working hours, great enthusiasm and numerous patents, inventions and innovations. The latter are typified by screwless hinges, SPX synthetic material, which is the lightest and most flexible in the eyewear industry, and the singular expertise that allows the processing of titanium, the material of the aerospace industry, for eyewear manufacture.

**The NASA glasses.** Ten years ago, Silhouette succeeded in creating a revolution for every wearer of glasses with the Titan Minimal Art series, which represents a rimless eyewear design icon. The Titan Minimal Art models have no hinges or screws and with only around 10 g are virtually weightless. They are now worn by eight million people around the world and were also selected by NASA as



**Titan Minimal Art has already accompanied NASA's astronauts on 26 space missions.**

the standard eyewear for its astronauts without any adaptation requirements. Consequently, since 2000 the glasses have been on board on all 26 NASA space missions, a stellar success that speaks for itself especially in view of the extreme conditions that the astronauts and their equipment have to withstand during space flight. The temples, which are made from a single piece of metal, meet the related demands in full and due to the highly elastic characteristics of the material, are extremely resilient. More-

over, the fact that the glasses have no screws is also a major safety factor, as especially during space walks, a loose screw could have extremely serious consequences. Small parts could be swallowed or inhaled and thus lead to choking. Moreover, they could also penetrate the mechanical systems of the space suit and cause serious damage or tears, which might result in depressurisation.

**A clear view of the future.** Silhouette never stands still and therefore the company also has a great deal planned for 2009. The beginning of the year saw the launch of the implementation of the new Silhouette Partner Programme, Arnold Schmieđ "We decided to immediately complete a comprehensive, international roll-out in order to use potential as quickly as possible and first and foremost, to not rob wearers of glasses of one day of the delights of unlimited vision."  
[www.silhouette.com](http://www.silhouette.com)

**Titan Minimal Art – the glasses without hinges and screws for maximum wearer comfort.**



PLASTICS

**A successful link-up**

► The Transfercenter für Kunststofftechnik (TCKT) was founded in October 2001 as a department of Upper Austrian Research GmbH (UAR) and at the beginning of 2008, was spun off to form a separate company under the ownership of UAR. In the December of the same year, the ownership structure altered as Johannes Kepler University of Linz and Fachhochschule Oberösterreich Forschungs- & Entwicklungs GmbH both took 13 per cent holdings in TCKT GmbH. All three partners have now launched an educational and research offensive in the plastics field. The secret of TCKT's success lies in its optimum orientation towards the need of SMEs for application-oriented, short-term, quick and competitive R&D services. Since the beginning of TCKT's activities, over 1,500 assignments have been completed and more than 60 national and EU research projects have either been concluded, or are in the completion phase. Since TCKT's foundation, over 280 companies have carried out contracts or projects in conjunction with the Transfercenter für Kunststofftechnik. The vast majority of these customers is formed by SMEs, half of which are based in Upper Austria, a quarter in other Austrian regions and the remainder in other countries. In 2001, TCKT was launched with two employees and now has a workforce of more than thirty.

[www.tckt.at](http://www.tckt.at), [www.uar.at](http://www.uar.at)



The aim of the CD photoacoustic and laser ultrasonic laboratory is the development of non-destructive testing methods through the utilisation of excited sound waves.

LABORATORIES

# The research turbo

Upper Austria can proudly point to two new Christian Doppler Laboratories. With the new labs, which are designed for photoacoustic imaging and laser ultrasonics research, as well as the modelling of particle flows, Upper Austria has a total of seven CD facilities, a number that is due to rise still further in the medium-term.

► The Christian Doppler Forschungsgesellschaft (CDG) promotes application-oriented, basic research at the interface between science, business and industry. Christian Doppler (CD) Laboratories receive 50 per cent of their finances from the federal government and are sponsored for a period of up to seven years. According to Upper Austrian Economics Secretary, Viktor Sigl and the TMG CEO, Bruno Lindorfer, "The USP of the CD model is that the labs can work in a sustained manner for seven years on the concrete, research topics allocated to them by their corporate partners and thus generate new knowledge for the economy." By 2010, Upper Austria should have ten CD labs with university management and three with private management, and the intention is that this total number should increase still further.

**Photoacoustic imaging and laser ultrasonics.** The CD laboratory for photoacoustic imaging and laser ultrasonics research has been established for a period of seven years and has a total budget of around EUR 3 million. Since the spring of 2009, the laboratory has been working on methods of

non-destructive testing employing optically excited sound waves. The lab's leading industrial partners are the INPRO Innovationsgesellschaft für fortgeschrittene Produktionssysteme in der Fahrzeugindustrie mbH (Berlin), RÜBIG GmbH & Co KG (Wels) and STEINBICHLER Optotechnik GmbH (Neubeuern bei Rosenheim).

**Particle flows.** The CD lab for the modelling of particle flows will commence its activities at the Institute of Fluid Mechanics and Heat Transmission of the Johannes Kepler University of Linz at the beginning of next year and will have an initial annual budget of EUR 300,000. The laboratory is to work on waste gas scrubbing, solids charging and the recycling of industrial dust emissions in conjunction with three industrial partners (Siemens VAI Metals Technologies, voestalpine Stahl and voestalpine Donawitz) The aim is a reduction in fine dust emissions and increased industrial plant energy efficiency. In addition, the CD Particle Flow Laboratory also sees itself as an open, academic partner for the examination of related, particle flow sequences.

[www.cdg.at](http://www.cdg.at)

CATT INNOVATION MANAGEMENT

# Intellectual property protection

Upper Austrian organisations utilise the specialist consulting available from CATT Innovation Management GmbH in the field of protective rights.

► Protective rights constitute the only international legal basis for the securing of technological leadership. Above all, the increasing opening of global technology markets and the intensification of cross-border co-operation demand the carefully planned handling of this topic. As a consulting company within the TMG Group in the field of national and international innovation management, CATT offers Upper Austrian organisations individual, specialist consulting regarding protective rights and the qualified involvement of patent lawyers and services suppliers during the registration process. CATT also carries

out general research regarding the state-of-the-art for the assessment of inventive ideas and furnishes support during the utilisation of protective rights via licensing and sales. For example, according to Jochum Bierma, the Row&Sail GmbH CEO, "Using CATT's patent research, several inventive ideas for a collapsible, lightweight design catamaran were adjudged to be new and suitable for patenting. In the meantime, registration and the granting of patents have taken place. CATT's assistance secured the decision to take out patents and apart from the newly allocated patents, also provided an excellent overview of existent technical solutions." As a result of a co-operation agreement with Austria Wirtschaftsservice GmbH, in addition to the consulting provided to date, CATT is to supply Upper Austrian companies and research bodies with increased amounts of information relating to protective rights issues, especially with regard to the Chinese economic region.

**Safeguard your intellectual property.**



Upper Austria State Minister for Economic Affairs Viktor Sigl, Peter Burgholzer (RECENDT) and Richard Hagelauer (JKU) at the RECENDT start.

UPPER AUSTRIAN RESEARCH

## The UAR's Sensor Department becomes RECENDT

► The former Upper Austrian Research (UAR) department has been spun off to form Research Center for Non Destructive Testing GmbH. RECENDT GmbH carries out research and development relating to solutions in the areas of material characterisation and non-destructive materials testing. The objective is the creation of new equipment technologies, which can be employed by industry. In addition, special customer development projects are realised, whereby the services portfolio extends from initial laboratory measurements, to the design and production of tailor-made solutions. RECENDT GmbH is especially proud of the research projects approved recently, which include a "Research Studio for Industrial Optical Coherence Tomography", the CD laboratory for "Photoacoustic Imaging and Laser Ultrasonics" and the K-project for "Non-destructive Testing and Tomography."



### WHAT IS THE...

#### European Institute of Technology (EIT)?

► The EIT is a network for the promotion of top performance in the fields of research, education and innovation. So-called "Knowledge and Innovation Communities" (KICs) are created within the EIT framework. These trans-European research co-operation networks are targeted on long-term co-operation between business, industry and sciences. The first call, which should see the selection of two or three KICs, commenced in April 2009. The topics are climate change, renewable energy, IT and communications technology. In Austria, the FFG has assumed the co-ordination for the EIT and the KICs. In Upper Austria, ICT (Information – Communication – Technology) Triangle has been formed under the leadership of Prof. Bruno Buchberger.

### NEWS

#### European Cluster Policy Group

► The TMG CEO, Bruno Lindorfer, has been invited to join the European Cluster Policy Group by Günter Verheugen (vice-president of the European Commission). Twenty experts were selected from 129 applicants, a statistic that indicates the quality of this body. The European Cluster Policy Group assists the European Commission and the member states with cluster and innovation policy at strategic level. The main objective is to bring existing clusters up to the top global level in terms of an international comparison.

### JOINT PROJECT

## EUR 3.6 million for nano-technology



**The NSI project conjuncts the nanocomposite research, the study of surface and interfacial and bio-nanotechnology.**

► The NSI (Nanostructured Surfaces and Interfaces) project cluster of the Johannes Kepler University of Linz, which involves research in the nano-technology field, consists of eight networked individual projects. Universities, research bodies (JKU, UAR (Upper Austrian Research GmbH), Graz University of Technology, Vienna University of Technology, Graz University) and six Austrian companies (including the Upper Austrian enterprises Profactor GmbH, TCKT GmbH and Tiger Coatings GesmbH & Co KG) are involved. A further EUR 3.6 million has been made available for the coming three research years and the cluster project is being supported by the Austrian nano-initiative, which is part of FFG (Forschungsförderungsgesellschaft mbH). The FFG is the national support body for application-oriented and business-related research in Austria. FFG has been assisting

the NSI project since 2005 and an international expert committee and an FFG jury has approved an additional EUR 3.1 million for research work headed by the project co-ordinator Prof. Friedrich Schäffler. The remaining funding, amounting to EUR 0.5 million is being provided by the participating companies. In this third funding period, application-oriented research is to continue until 2012 and nano-technology activities in Upper Austria can be further expanded. Prof. Friedrich Schäffler from the Institute for Semiconductor and Solid State Physics and Dr. Otmar Höglinger point out, „This project cluster networks various areas of competence and is thus creating new synergies. The companies can employ an extensive pool of know-how and technology, while the universities work in tandem with the companies during the realisation of new products and assist their optimisation.“, the coordinators.

## AWARD

## Upper Austrian Innovation Prize

► Upper Austria is looking for the best innovation of the year and will be presenting the related prizes in October 2009. The names of the 2009 prize-winners will be revealed during a festive ceremony and via TMG, companies can still enter their innovative projects for the competition up to the middle of May. An expert jury will evaluate the inventions in line with the degree of innovation involved, the related uses, the economic results and the effects on the market, company profitability and the environment. Suspense is guaranteed...

[www.tmg.at/innovationspreis](http://www.tmg.at/innovationspreis)



### Annual conferences of Clusterland Oberösterreich GmbH

- September 24, 2009: Human Resources Cluster
- November 3, 2009: Plastics Cluster
- November 11 – 12, 2009: Mechatronics Cluster
- November 12, 2009: Design & Media Network
- November 18, 2009: Environmental Technology Network

[www.clusterland.at](http://www.clusterland.at)

## CONFERENCE

## Mechatronics Forum in Linz



**Austria, Germany and Switzerland are jointly organising the International Mechatronics Forum from November 10-11, 2009 in Linz.**

► The dissemination and exchange of current specialist know-how and practical solutions

relating to the development and use of mechatronic systems and components, form the middle-

point of the International Mechatronics Forum. This specialist conference, which is administered by partner networks from Austria, Germany and Switzerland, is to be held for the second time in Upper Austria on November 10-11, 2009. This year the thematic focus will be on computational and experimental process modelling and simulation, mechanics and model-based control, information and control, the mechatronic design of machines and components, sensors and signals and wireless technologies. The Mechatronics Cluster of Clusterland Oberösterreich GmbH is to provide the local organisation.

[www.mechatronik-cluster.at](http://www.mechatronik-cluster.at)

[www.mechatronikforum.net](http://www.mechatronikforum.net)

### Editorial

► After 11 successful years of cluster policy in Upper Austria, we are increasingly shifting our focus to concentrate on international activities and contacts. Three major, strategic projects relating to cluster themes have been initiated at international level and at the Cluster Academy, which involved three days of training in Linz during April, 20 attendees from across Europe gathered information regarding cluster development and management

[www.clusterland.at](http://www.clusterland.at)

### NETWORK HR

## Learning with and from one another

► A great deal can be achieved in the personnel area even without major expense. Therefore, the Human Resources Network organises workshops for SMEs in Upper Austria with the aim of making them fit for the future in the personnel field. Precisely SMEs dispose over considerable potential, as they are capable of implementing exciting ideas with practical tools and simple instruments in a quick and non-bureaucratic manner. This year, companies from the Urfahr-Umgebung and Kirchdorf/Krems & Steyr areas are in the spotlight and will show what is already in successful, common practice in local companies. Further information:

[www.netzwerk-hr.at](http://www.netzwerk-hr.at)



**Werner Pamminer**  
CEO, Clusterland  
Oberösterreich GmbH

## 10 YEARS OF PLASTICS CLUSTER

# Success and perspectives for the future

The birthday celebrations took place at the beginning of April at the Oberbank-Forum in Linz in the presence of numerous interesting guests from the plastics industry and the world of politics. The provincial governor, Dr. Josef Pühringer, presented the Gold Cross for Services to Upper Austria to the long-term Plastics Cluster Advisory Board spokesman, Karl Rametsteiner.



**Fashion show with clothing made from plastics.**

► The foundation of the Clusters (Automotive-Cluster in 1998 and Plastics-Cluster in 1999) marked the begin of an economically successful period in cluster history. In the meantime, in Upper Austria alone there are seven cluster and four network initiatives. With support from both local government and the EU, numerous co-operations have been funded, which have strengthened Upper Austria as a business location. Plastics in particular are a synonym for research and innovation and thus the provision of sustainable employment and sales growth.

### Networks as a recipe for success.

The spokesman of the Plastics Cluster Advisory Board, Karl Rametsteiner, who has been a Cluster partner since the beginning, defines the main advan-

tage of partnership as being the strengthening of SMEs through the amalgamation of their individual strengths. Other benefits include improved company access to the entire branch value added chain, the exchange of experience, especially between large and small companies, co-operations aimed at developing new and innovative processes and products, and special qualification programmes directly linked to plastics.

**Future perspectives.** At present, the tasks are to reinterpret the challenging general conditions and to establish the appropriate guidelines for the future on an internal company basis. Moreover, qualification measures, benchmarking and thus the optimisation of in-house procedures, as well as new trends and chances within the framework of R&D co-operation projects, must be seized upon as innovation. The Cluster celebration was made possible by the support of Oberbank AG, Borealis Polyolefine GmbH, Kunststoffwerk Kremsmünster GmbH, MAM Babypartikel GmbH, COLOP-Stempelerzeugung SKOPEK GmbH & CoKG, Eurofoam GmbH, Fischer Plastik GesmbH, Greiner Bio-One GmbH, Lenzing Plastics GmbH, Starlim Spritzguss GmbH, Teufelberger GmbH, HGBLA Ebensee and HBLA Bad Ischl.

[www.kunststoff-cluster.at](http://www.kunststoff-cluster.at)

MECHATRONICS CLUSTER

# Regional sourcing

Regional responsibility in the sourcing area is not merely a catchphrase, but rather a concrete initiative of ten Upper Austrian companies, which was launched and is being supported by the Mechatronics Cluster.



Suppliers in the areas of metal pressure parts, castings, fabric compensators and surface treatment are being sought and supported.

► The participating companies (Actual, Anger, Fill, KEBA, Peneder, Rosenbauer, Scheuch, STI-WA, Tilo and Wiehag) have also been unable to avoid the increasing pressure exerted by global competition and their international share of purchasing of around 40 per cent is considerable. Nevertheless, their strategic purchasers regard the strengthening of the regional supplier structure as important. The advantages such as speed, the avoidance of linguistic problems, availability in the case of claims and misunderstandings are evident and constitute parameters of at least equal impor-

tance to price equality with international suppliers

**“Hidden champions” sought.**

For these reasons, the search is on for “hidden champions” in (Upper) Austria. These efficient SMEs, which supply individual industrial companies often have far too low a profile. All ten sourcing managers are now looking to exchange the addresses of specialists, particularly in the central area of Upper Austria, but also the remainder of the country and then use this information as part of the development of their regional sourcing responsibilities.

[www.mechatronik-cluster.at](http://www.mechatronik-cluster.at)

NETWORK DESIGN & MEDIA

# Design meets handicrafts

Industrial Design so far remained a domain of larger companies. This is now different!



The furniture from Concreto GmbH in Haslach is a product of the “Creative Crafts” support programme.

► An increasing number of companies are recognising the necessity of employing industrial designers

at an early stage during the process of creating new products. This approach results in the far more frequent exploitation of success factors and the creation of sustained, competitive advantages. The Design & Media Network assists companies with the enhancement of their competitiveness and innovative strengths through the timely initiation of co-operations. Various activities are used for this purpose such as assistance during the finding of a suitable design expert, or with funding applications. In addition, teamwork is fostered during events and then further supported.

[www.netzwerk-design.at](http://www.netzwerk-design.at)

AUTOMOTIVE CLUSTER

## Sponsored courses

► With its tailor-made courses, the Automobile Cluster has its finger on the pulse of the branch and offers attendees, future-oriented schooling and further training. What’s more the courses are now sponsored! On the basis of its extensive experience and branch knowledge, the Automotive Cluster has now combined important, automotive qualifications in tailor-made courses. Efficiently designed training modules in the areas of project, quality, sales and sourcing management furnish course attendees with a knowledge advantage for future and international challenges.

[www.automobil-cluster.at](http://www.automobil-cluster.at)

### MUSEUMS IN UPPER AUSTRIA

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# Above the roofs of Linz

With the opening of its new south wing, the Linz Schlossmuseum will be providing a summer highlight during the city's term as the European Capital of Culture. With the rebuilding of this section, which was destroyed by fire in 1800, a modern museum ensemble has been created on the Linz Schlossberg that represents both an old and new landmark for the city and the whole of Upper Austria.

► Glass elements provide links to the east and west wings, while in tandem with underground passageways, a transparent bridge over the courtyard leading to the central section of the museum, amalgamates the old and new to form a harmonious whole. The modern steel and glass extension offers space for the two permanent exhibitions, "Upper Austrian Nature and Technology", as well as a fantastic view over the roofs of Linz.

**The European Green Band.** The south wing will open at the begin-

ning of July with three days of celebrations. These will be followed immediately by the special exhibition, "The European Green Belt." This will focus on the conservation of valuable natural areas along the former Iron Curtain the fate of their inhabitants.

**Cultural Upper Austria.** Alone the number of exhibitions in Upper Austria provides a clear indication of its cultural diversity. The region's 280 museums offer exciting and instructive exhibitions covering a wealth of topics, from classic and modern art,



**The new south wing offers a great view over the city.**

to historical traditions, handicrafts, local culture, science and technology, and therefore have a programme with something for every taste.

[www.landesmuseum.at](http://www.landesmuseum.at)

### ARS ELECTRONICA CENTER

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# Under a cultural star

Since the beginning of the year, Linz has been Europe's Capital of Culture and simultaneous with the "Linz 09" festival, the city's Ars Electronica Center (AEC) has reopened following extensive expansion. The spectacular new building opens up further possibilities for artistic and social dialogue in relation to new technologies and also offers room for inspiration.



**The focus of the Ars Electronica is on the interface between the arts, technology and society, topics that also form the focus of the Ars Electronica Futurelab.**

► The Ars Electronica Center is unique. Even from the outside. No exterior edge runs parallel to the next, everything appears to twist, move apart and then rejoin. In other words, depending on the angle of vision, the new building continually assumes a different form. The "Museum of the Future" has been enlarged to 6,500 m<sup>2</sup> and with its LED illuminated glass facade ornaments the left bank of the Danube. The Museum offers sufficient space for art, culture and technology with 3,000 m<sup>2</sup> for exhibitions, 1,000 m<sup>2</sup> for research

and 1,000 m<sup>2</sup> for open-air events. Moreover, the heart of the building is formed by the 1,000-m<sup>2</sup> Main Gallery, which represents a place of innovation for experiments, work and play. Finally, there are laboratories with special focal points and interactive installations, which combine to provide new human images.

**Linz09.** Among 220 projects, which include festivals, lectures and exhibitions, art is also on offer in the public domain.

[www.aec.at](http://www.aec.at)

Provincial governor Josef Pühringer, member of government Josef Stockinger, Eurothermen boss Markus Achleitner, Mayor Gerhard Baumgartner und Botanica project manager Karin Pernica at the opening of the horticultural show Botanica with mascot "Grasi".



## EXHIBITION

# Culinary and floral delights

Especially, this year Upper Austria has a great deal to offer. Two absolute highlights, that represent an open invitation to visit the region, are provided by the Upper Austrian provincial exhibition "Bon Appétit" at the monastery of Schlierbach and the Upper Austrian horticultural show, "Botanica", which is being held in Bad Schallerbach.

➤ These two major attractions for a day out are certain to draw in large numbers of guests, who en route between "Bon Appétit" and "Botanica" have an opportunity to sample some of the Upper Austria's regional culinary specialities.

**Botanica 2009.** From April 23 – October 11, 2009, the Upper Austrian horticultural show is to be held in the splendid park of the Eurothermen Resort in Bad Schallerbach with what is certain to be an incomparable, floral and garden celebration. An unmistakable horticultural event based on the three main themes of gardens, health and water will await the visitor in the form of splendid special shows, dreamlike gardens, cultural and musical delights and culinary delicacies. Moreover, the youngsters among the visitors will be offered a wealth of adventure with a massive fun factor. Bad Schallerbach, which is located in the heart of Upper Austria, is one of the region's leading health resorts and has long enjoyed a reputation that extends far beyond Upper Austria's



Near the horticultural show "Botanica" is the Cistercian Abbey Schlierbach venue for the national exhibition "Mahlzeit".

borders. The town has invested greatly in its infrastructure and in recent years has developed from being merely a spa into a modern tourism destination. [www.botanica.at](http://www.botanica.at)

[www.botanica.at](http://www.botanica.at)

**Bon Appétit 2009.** "Bon Appétit!" is the toast in Schlierbach from April 29 – November 2, 2009 in Schlierbach as the topic of "eating and drinking" in all its aspects provides the content of this year's Upper Austrian provincial exhibition. The focus is formed by pleasure in all its variety and observed from differing viewpoints, which not only include the cultural history of food and drink, but also artistic and social connotations. In addition, the manner in which the human body,

spirit and soul and thus everyday culture, are lastingly influenced by personal eating and drinking habits will also be shown. An ideal venue for the exhibition has been found with the Cistercian monastery of Schlierbach, a high-baroque complex enthroned high above the valley of the Krems. The monastery is famous as an Austrian centre of cheesemaking and is therefore firmly embedded in one of the nation's best culinary regions.

[www.landesausstellung.at](http://www.landesausstellung.at)





[www.golfurlaub.at](http://www.golfurlaub.at)

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**LANDSCHAFTEN**  
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