

PRESSEINFORMATION

WE LISTEN TO VINYL- THE BEAUTY OF THE BLACK DISC

An audible exhibition with an audioguide to go

As part of our special exhibition series TO BE HEARD AND SEEN we look at different aspects of cover art between music and visual design.



WHEN? The exhibition can be seen from October 8th, 2020 until July 2021.

WHERE? AUDIOVERSUM | Science Center
Wilhelm-Greil-Straße 23
6020 Innsbruck

Today, music is available anywhere and at any time with a simple tap on your smartphone. But because digitalized playback is invisible, records and their artfully designed covers have survived to this day. Record covers are more than just simple protective covers; they give every piece of music an individual face, they are a visual mirror of a time period. Like the music on a record, the covers tell stories of love and life, of fashion and design, of grief and rebellion. Some were designed by visual artists, others were created by the musicians themselves. Reduced typographic characters are as much a stylistic device as the colorful and lavish details. Each cover is different, and yet some are strikingly similar. Together with the music expert **Manfred Lackmaier**, **AUDIOVERSUM** has put together a selection of the best covers and has divided them into thematic chapters. Even an original **jukebox from 1964** is on display.

Until mid-November, a **VINYLOGRAPH**, which was developed by the Viennese artists Natascha Muhic and Christoph Freidhöfer, will be installed. It is a record cutting machine that cuts sounds in real time. Therefore, every record that is created at **AUDIOVERSUM** is a one-of-a-kind-vinyl. Even one's own digital files, such as Mp3 or Wav files, can be used.

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AUDIOGUIDE TO GO

In the future, exhibitions at **AUDIOOVERSUM** will also be acoustically conveyed: Every visitor will receive a card with a QR code in addition to his or her admission ticket. By scanning the code with their own smartphone, visitors can "listen" to the exhibition. Please bring Airpods or similar devices with you, otherwise headphones can also be lent at the ticket office. Each vinyl chapter is underlaid with soundtracks that make the most beautiful record covers from around 70 years "audible".

About AUDIOOVERSUM

AUDIOOVERSUM is an interactive museum in Innsbruck all about the fascinating worlds of listening and wondering. As a Science Center it fascinates visitors from across Austria and beyond with its combination of medicine, technology, education and art. Multimedia installations developed in cooperation with the renowned Ars Electronica Center Linz invite guests to have a go themselves and learn more about the senses.

Special exhibitions under the headings "TO BE HEARD AND KNOWN" and "TO BE HEARD AND SEEN" focus on targeted knowledge transfer and contemporary formats. The Science Center was initiated by MED-EL, the world's leading company for implantable hearing systems. AUDIOOVERSUM was designed and realized by Dr. Eckhard Schulz (formerly Managing Director of MED-EL Germany), who is still a Senior Advisor for the team.

www.audioversum.at

CORONA PREVENTION:

- Disinfection of hands in the entrance area
- Compliance with general hygiene regulations such as washing hands, sneezing into a handkerchief or crook of the arm
- The maximum number of people in a room depends on its size - our staff will point out
- The distance rule of 1,5 m can be kept
- Admission to the opening on October 8th is only possible after a notification or registration in advance

Credit: G.Berger/AUDIOOVERSUM

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