PIXEL installation opens at the new Ars Electronica Center in Linz

Waidhofen an der Ybbs, 28 May 2019: The redesigned Ars Electronica Center in Linz opened to the public once again on 27 May 2019 following extensive renovation work. With a creative installation made up of more than 500 Bene PIXEL boxes, the exhibition organisers have designed an innovative Lab using the flexible modules from Bene’s PIXEL furniture range.

The themes in the redesigned exhibition areas of this globally unique platform for art, technology and society relate to the far-reaching global changes of our time. The main focus is on the rapid developments of international networks and how they connect with technological progress. Global changes, networks, digitalisation and mobility are also the topics that Bene is most concerned with, searching for and quickly developing innovative solutions for the new working environments that are arising based on these trends. This is also how PIXEL came into being: a flexible module that provides new options for interior design, and thereby creates an environment where original ideas and innovations can emerge and grow.

The exhibition organisers at the Ars Electronica Center made the most of the creative force of Bene’s building blocks and have, by incorporating the PIXEL boxes in their interior design, raised it to a new and higher level. The result is a redesigned Lab with an installation consisting of 500 PIXEL boxes supplied by Bene. This provides a large and impressive space where visitors can find a new and creative environment to let their ideas flow freely.

“PIXEL enables flexible designs for a wide range of spaces and requirements. It’s great to see here in Linz how we are able to inspire others with our innovative product, so they can create inspiring spaces for everyone,” says Michael Fried, Executive Board Member for Sales, Marketing and Innovation at Bene, excited by the fact that PIXEL has now reached a new dimension, moving from the working environment to the world of exhibitions.

About PIXEL
PIXEL is a flexible module that opens doors to a new type of interior design. Innovations emerge when you have the freedom to think playfully. We need to create room for this once again in our day-to-day business, both from a cultural as well as a spatial perspective. PIXEL opens up new dimensions for collaborations in teams. It is becoming elementary to be able to create zones in that promote energetic group dynamics and provide creative leeway. The furnishings need to be able to handle this and be as flexible and unpretentious as the team itself. This can be done with PIXEL. PIXEL is not just furniture, although it can be used to make tables, shelves and benches. PIXEL can do even more.

PIXEL – Build Your Ideas

About Bene
The international office expert is a specialist in the design and furnishing of modern office and working environments. Bene defines the office as a living space, and its concepts, products and services turn this philosophy into a reality. The Bene Group is a globally active company with its head office and production facilities in Waidhofen an der Ybbs, Austria. Development, design, and production, along with consulting and sales, are thereby united under one Austrian roof. As a significant market player in Europe, Bene stands for innovative concepts, inspiring offices, and high-quality design. Bene develops and produces customised solutions for all company sizes – from one-person companies to SMEs and global corporations.

www.bene.com
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