

## (HeK) House of Electronic Arts Basel - Outline

The House of Electronic Arts Basel is:

- The new national center of excellence for new media, and digital arts and technologies
- Oriented to an interdisciplinary, crossover approach
- Anchored nationally and regionally yet with a global perspective
- Part of a growing network of likeminded endeavors
- Independently run by a private foundation

The House of Electronic Arts Basel values:

- Dynamic and flexible responses to current issues and events
- Facilitating pioneering perspectives and original forms of expression in contemporary arts

The House of Electronic Arts Basel aims:

- To promote media competence and reflection on the role of today's media
- To stimulate sustained inquiry into issues facing society in the information age
- To be the leading voice in its field

The House of Electronic Arts Basel successfully:

- Addresses all art forms that rely and reflect on new media and digital technologies
- Observes, researches, debates and showcases the latest developments in its field
- Initiates and documents digital culture and collects and conserves works of media art
- Develops unconventional and interdisciplinary event and education formats
- Orients its programs and events to specific target groups

Target Audience

- The House of Electronic Arts Basel strives, in all its ventures, to attract a broad public, new media artists and an international expert audience.

Quality

- The HeK Board bears sole responsibility for the organization and its strategic planning
- The HeK management is responsible for making strategic planning reality
- HeK employees are dedicated professionals who take the initiative and work as a team
- HeK operational tools, controlling, and evaluation attest an expert grasp of business and finance management