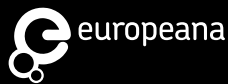


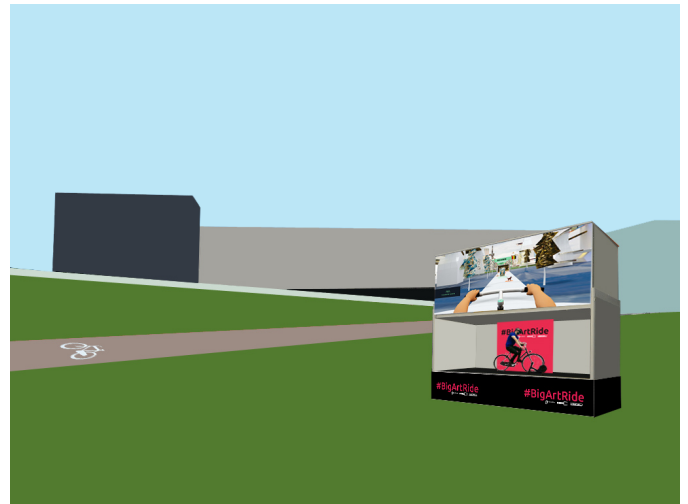
#BigArtRide



Join us on Europe's #BigArtRide

Building bridges across Europe with a ground-breaking mix of virtual reality, great art... and cycling!

Brought to the public by Dutch design studio DROPSTUFF.nl in collaboration with Europeana, the Netherlands Institute for Sound and Vision and Embassies of the Kingdom of The Netherlands across Europe, **#BigArtRide - the European Tour 2016**, is a new cultural media project - a virtual cycle race through a common cultural heritage, helping build bridges between European citizens in an exciting, innovative way.



Previews of the cycling game through a city in virtual reality (left) and the mobile bike-installations with giant LED_screens that will travel through Europe.

The **#BigArtRide** will visit ten European cities over twelve weeks from April to June 2016 to celebrate the Dutch Presidency of the EU and as part of the *Europeana 280* campaign (see next page *) giving people across Europe the chance to take a virtual journey together. It will bring together two participants in different cities (one in Amsterdam, one elsewhere), invite them to get on their (stationary) bikes, put on virtual reality 'Oculus Rift' headsets, and navigate through a virtual city experiencing centuries of Europe's art along the way.

Passers-by can help the cyclists by interacting with giant objects in the public space. The goal? To be the quickest rider crossing Europe by bike! While opponents appear as virtual avatars during the race, they meet on the big screen once the race is over.

Future city

The architecture of the virtual city is inspired by the concepts of CoBrA artist and architect Constant Nieuwenhuijs' project *New Babylon* and reflects all EU member states plus Norway. Nieuwenhuijs envisaged a future city that is multi-layered and flexible, adapting to the creativity of the people living in it.

In the virtual city in **#BigArtRide**, all EU members states are represented by the valuable artworks from their national institutions nominated as part of *Europeana 280* *, a cross-border campaign to get people excited about Europe's shared art heritage, finding innovative ways to share and celebrate the diverse and magnificent artworks that are a part of it.

#BigArtRide is being supported by:



Kingdom of the Netherlands

#BigArtRide

Tour route and schedule

14-16 April	Paris	14 April: EU Cycling Day	Amsterdam	14 April: Innovation Expo (EYE)
21-23 April	Brussels	Art Brussels / ING Belgium	Amsterdam	
27-30 April	Wroclaw	EU Cultural Capital	Amsterdam	27 April: Kingsday
06-08 May	Rome	Bici Roma	Apeldoorn/Nijmegen	start Giro d'Italia Gelderland
13-15 May	Vienna		Amsterdam	
20-22 May	Prague		Amsterdam	(under reservation)
25/28 May	Brussels	EU-Parliament Brussels	Amsterdam	
30 May-1 June	Berlin	Metropolitan Solutions	Amsterdam	
9-11 June	London		Hilversum/Amsterdam	9 June: CLICKNL conference
28-30 June	Bratislava	Handover EU-Presidency	Amsterdam	30 June: EU Heritage-meeting

The actual locations can be find at www.europeana.eu / www.beeldengeluid.nl / www.dropstuff.nl

DROPSTUFF MEDIA is a media design office for digital and interactive experiences. In addition they are the editorial office for art and culture related digital content on public screens in different Dutch cities. DROPSTUFF.nl started a series of interactive projects in which two cities are connected by new media experiments. *#BigArtRide* is the newest concept and initiative that DROPSTUFF.nl has developed related to this series

The Netherlands Institute for Sound and Vision collects, preserves and opens the Dutch audiovisual heritage for as many users as possible: media professionals, education, science and the general public. In addition, the institute develops and disseminates knowledge in the area of audiovisual archiving, digitization and media history. Within *#BigArtRide*, Sound and Vision is partner in research and development for the Virtual Reality application. They are interested in finding out how they can use cultural heritage in VR experiences.

Europeana is Europe's digital platform for cultural heritage, collecting and providing online access to tens of millions of digitized items from over 3,500 libraries, archives, audiovisual collections and museums across Europe, ranging from books, photos and paintings to television broadcasts and 3D objects. Europeana encourages and promotes the creative re-use of these vast cultural heritage collections in education, research, tourism and the creative industries.

* *Europeana 280* is a cross-border campaign running in 2016 to get people excited about Europe's shared art heritage, finding innovative ways to share and celebrate the diverse and magnificent artworks that are a part of it. Ministries of Culture and cultural heritage institutions from all 28 EU Member States plus Norway were invited to submit 10 works of art held in their country that have contributed to a major European art movement that they wanted to celebrate and share across Europe. More than 300 wonderful works have been submitted and can be discovered during the Europeana 280 campaign during 2016.

Project partners:

Embassies of the Kingdom of The Netherlands in Berlin, Paris, London, Brussels, Rome, Warsaw, Prague and Vienna
The Netherlands Ministry of Education, Culture and Sciences
ING Bank Belgium
VANMOOF bicycles

The project has been realised with the help of:

The Virtual Dutchmen / Archivision
100% FAT, Peter de Man, Uwe Dobberstein
Noralie van den Eijnde en Tim van Cromvoirt
Improve, RoboDodo Games

The Netherlands Presidency of the European Union

From 1st January to 30th June 2016. The Netherlands will hold the Presidency of the European Union. It is important for citizens and civil society organisations to feel connected to Europe. As EU Presidency holder, the Netherlands' guiding principles are a Union that focuses on the essentials, a Union that focuses on growth and jobs through innovation, and a Union that connects with civil society.