# #BigArtRide

europeana  BEELD EN GELUID  DROPSTUFF.nl

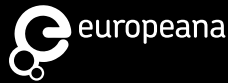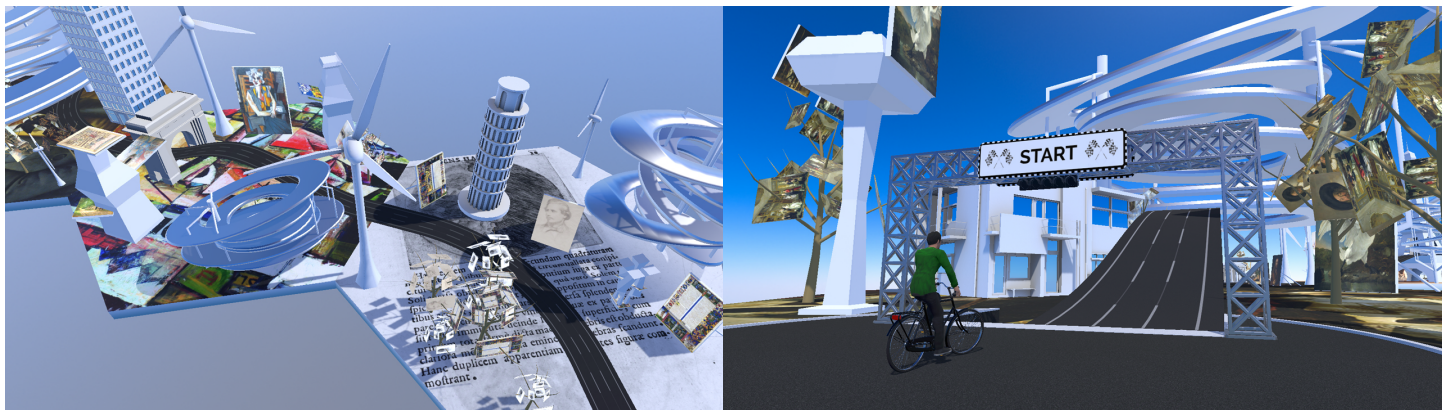## Join us on Europe's #BigArtRide
*Building bridges across Europe with a ground-breaking mix of virtual reality, great art... and cycling!*

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 .*

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

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| 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 |
| 23-25 June | **Paris** | | **Amsterdam** | |
| 28-30 June | **Bratislava** | Handover EU-Presidency | **Amsterdam** | 30 June: EU Heritage-meeting |

The actual locations can be found 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.

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**Project partners:**
Embassies of the Kingdom of The Netherlands in Berlin, Paris, London, Brussels, Rome, Warsaw, Praque 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, Frontwise, Richard Deurwaarder
Noortje van den Eijnde en Tim van Cromvoirt
Improvive, 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.