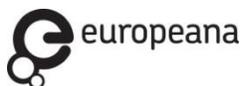


PRESS RELEASE:



Kingdom of the Netherlands



Co-financed by the European Union
Connecting Europe Facility

Join the #BigArtRide in Brussels!

19 April, Brussels - Imagine racing through a city of both past and present, a city which is responsive to your every move, a city filled with amazing art, that is built before your eyes as you ride. A virtual city that reflects Europe's heritage, its culture, its future. A cutting edge experience which allows you to (re)discover Europe's most striking masterpieces alongside its most unique works of art, its fascinating cultural history in a digital world.

People in Brussels will be able to experience this and so much more on 21-23 April when the #BigArtRide tour comes to Brussels right in front of the ING building, on Avenue Marnix 24. The event will kick-off on Thursday with the exclusive participation of Alexander de Croo, Deputy Prime Minister and Minister of Development Cooperation, Digital Agenda, Telecom and Postal Services.

Other participants will be invited to hop on stationary bicycles equipped with virtual reality technology and immerse themselves in a spectacular journey through a city, experiencing centuries of Europe's art which will take the shape of buildings, roads, trees and help build the city. Passers-by, in the meantime, will help or disrupt the cyclists by interacting with giant objects in public spaces.

And that's not all! While cycling through the virtual city, the participants will also be racing against someone doing exactly the same in Amsterdam! The goal? To be the quickest rider crossing Europe by bike! While opponents will appear as virtual avatars during the race, they will meet their European counterpart on the big screen once the race is over.

The event series are organised jointly by Europeana, the Dutch design studio DROPSTUFF.nl, the Netherlands Institute for Sound and Vision and Embassies of the Kingdom of The Netherlands across Europe. The Brussels' edition is also brought to you by ING Belgium. The #BigArtRide tour is a part of the Europeana280 campaign to launch Europeana Art History Collections - and will celebrate the Dutch Presidency of the EU. The event in Brussels.

If you are passionate about art, culture, technology or cycling, don't miss out this opportunity and join us in building bridges between European citizens in an exciting and innovative way!

For further information, visit www.europeana.eu, www.beeldengeluid.nl, www.dropstuff.nl. Don't forget to check us on [Facebook](#) and [Twitter](#). See you at the #BigArtRide!

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About Europeana280: [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 by 150+ cultural institutions and can be discovered during the Europeana 280 campaign and at [Europeana Art History Collections](#) during 2016.

About 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.

Organizers:

Europeana is Europe's digital platform for cultural heritage, collecting and providing online access to tens of millions of digitised 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.

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. DROPSSTUFF.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 DROPSSTUFF.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, digitisation 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.

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