

## #BigArtRide from April to June 2016



### Appointments are:

- 21-23 April - Brussels & Amsterdam
- 27-30 April - Wroclaw & Amsterdam
- 06-08 May - Rome & Amsterdam
- 20-22 May - Prague & Amsterdam
- 25-28 May - Brussels & Amsterdam
- 30 May-1 June - Berlin & Amsterdam
- 9-11 June - London & Amsterdam
- 23-25 June - Paris & Amsterdam

and then the event moves to Slovakia!

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.

The event will invite participants to get 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.

Prince Constantijn from the Netherlands cycled at the Campus Party in Utrecht while MEP Mircea Diaconu cycled in Brussels. Attendance for both events were excellent. #BigArtRide gathers more and more momentum as the virtual cycling continues across Europe.

The event series are organised jointly by Europeana.eu, the Dutch design studio DROPSTUFF.nl, the Netherlands Institute for Sound and Vision Nederlands Instituut voor Beeld en Geluid and Embassies of the Kingdom of The Netherlands across Europe.

#BigArtRide brings art and people and innovation together across Europe to explore our shared cultural heritage in a fun way through virtual reality. It has been on a journey connecting people across cities in Europe since May. Thanks to Virtual Reality technology people in different countries can share a virtual bike ride, racing each other through virtual cities filled with artworks from across Europe.

The #BigArtRide tour celebrates the Dutch Presidency of the EU by building virtual bridges between people across Europe and is

part of Europeana's '280' campaign to get people across Europe excited about our shared artistic heritage.

And now #BigArtRide is on the final leg of its journey, it arrives in Bratislava, Pribinova, 17 on 28th June 2016 and finishes on 30th June 2016. And at the same time the #BigArtRide will be in Amsterdam at Kattenburgerplein.

The Bratislava leg of #BigArtRide also celebrates the handover of the presidency of the European Union #EUPresidency from the Netherlands to Slovakia. June 30th is the last day of #BigArtRide and the last day of the Dutch Presidency.

[#BigArtRide - Connecting Europe through Culture and Creativity](#) from [Europeana](#) on [Vimeo](#).