



CYCLE UP! Artistic Vision

Introduction

This artistic framework will guide the artists, curators and project managers to design and deliver the artistic programme of CYCLE UP! which will be based in the Czech Republic, Germany, Estonia, Slovakia and Poland. We envision that the project will later expand to other European locations, by sharing successful initiatives to apply to other local contexts. The programme will leverage arts and creativity to spark conversation and action around bicycle culture and infrastructure in the countries where the project is taking place.

We seek to create art-led experiences which revolve around key values which drive our project - **sustainability, learning and sharing, inclusion, connection, and impact and change**. We are committed to sharing these values with all who are engaged with this project.

By intertwining these elements, CYCLE UP! aims to inspire a shift in perceptions and behaviours towards cycling at the same time as fostering a deeper connection between individuals, communities, and the environment.

Artistic Approach

CYCLE UP! will not limit artistic mediums or delivery methods that artists choose to use, they will include visual arts, performance, interactive installations, digital experiences, community events as well as practical skills based workshops related to sustainable living and bike maintenance. We envision that the artistic outputs of this project will help to understand and question the issues holding people or cities back from cycling.

The design and delivery of artistic interventions, programmes, events and residencies will be guided by local contexts (politics, history, environmental, economic and artistic) which will be provided to artists in advance by on-the-ground project partners, local community partners and local decision makers.

Collaboration is key to the success of this project and we will include local artists, decision makers, urban planners, environmentalists, civil society and youth organisations and cycling enthusiasts. They will infuse this project with diverse perspectives and enrich the project narrative.

We envision that CYCLE UP! initiatives emulate the feelings of freedom, ease and joy that bicycles are able to give us.



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SUSTAINABILITY

CYCLE UP! is an approach to understand and respond to the climate emergency we are facing. However, it should also serve as a celebration of sustainable living, and showcase the bicycle as a contributor to greener lifestyle choices, as well as the positive impact bikes can have on physical and mental wellbeing.

Artistic expressions will encourage audiences to consider their relationship with the bicycle and their impact on the environment. Through interactive workshops, we hope to foster a deeper understanding of environmental responsibility, to learn about upcycling and sustainable materials, for example, through eco-friendly art methodologies.

Sustainability must be at the heart of artistic production (in terms of materials used, relationships and networks created and the longevity of the impact) and we will choose projects and artists with a commitment to having a low carbon footprint. The project will also demonstrate how international art projects can go hand-in-hand with sustainable travel.

LEARNING-SHARING

Our aim is to generate learning about sustainable mobility and sustainable artistic production. We want to learn with our artists, communities, decision makers and project partners about how to incite action and promote change in our cities.

Interactive and educational programmes will lead to curiosity about the history, cultural impact and importance and environmental impact of bicycles as well as equipping people with basic maintenance skills for bikes.

We would like to create spaces where audiences can share their bicycle journeys and personal experiences to encourage curiosity amongst our audiences. We want to facilitate unexpected art interventions which encourage the general public to engage in conversations around carbon-neutral travel and motivate people to explore and learn about their environments.

We want to create a culture of sharing knowledge, experience, networks, outcomes and best practice. This will be between our key stakeholders on the topics of sustainable artistic production, sustainable mobility, and engaging with arts and culture as a tool to change existing political and social realities. We also want to share the outcomes of our project further afield so that the learnings that we make can have a larger and lasting impact.



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INCLUSION - CONNECTION

Inclusivity is integral to the CYCLE UP! artistic narrative. The project will emphasise the accessible nature of cycling as a mode of transportation for people of all ages, abilities and backgrounds. Artistic projects will reflect diverse stories and experiences and will actively work to challenge stereotypes. Through highlighting the inclusivity of cycling, we will advocate for equitable urban spaces and transportation.

We invite diverse voices and perspectives to actively shape the project through artistic co-creation. We believe that this will help ensure a representation of experience and needs, but will also foster a sense of ownership amongst the groups who are involved.

Bicycles promote social and spatial interaction, community engagement and a sense of place. We want to harness these connections between individuals, communities and the environment and find strength in collective civic action and promote a shared sense of responsibility to make change.

IMPACT - CHANGE

The art that we create and the interventions should have a two-pronged impact. Firstly, it should ask questions of decision makers and leaders around implementation of bicycle infrastructure in the places that we live. Secondly, we will emphasise the potential impact of individual actions to create change in attitudes and behaviours. Engaging with participatory events and projects will challenge our stakeholders to consider their personal role in impacting positive change for themselves and for the planet.

We want more liveable and healthy cities. This will include better bicycle infrastructure and more coherent cycling policies, so that citizens feel safe to cycle, and so that we can all experience the joy of accessing the places we live, work, study and play, by bicycle.

Conclusion

Through our artistic values, we want to empower those who are involved in the project to see art and creativity as a catalyst for change. We want to bring awareness of the bicycle as an agent of change for people of all ages and abilities, which can bring climate neutral transportation in our cities as a choice and as a commitment to tackling the climate emergency.

More information:

For any questions or queries, please contact the project manager, Adele Newman: adele.newman@goethe.de and visit cycleup.info for more information about the project.

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