

TASTING MENU 2018

2018EINDHOVEN
BRABANTEUROPEAN
CAPITAL
OF CULTURE | *Candidate* |



**ON THE WAY TO 2018.
WELCOME TO EINDHOVEN.
WELCOME TO BRABANT.**

Our mission is to embed art and culture deeply at the heart of society in order to stimulate innovation so the city and its inhabitants can face a hopeful future. The creative power of art can provide inspiration and create fresh insights for Europe. Under the slogan ‘Imagination Designs Europe’ we will mount an exciting and innovative cultural programme with the Proeftuin as a method of renewal.

This Tasting Menu introduces the main events of our proposed European Capital of Culture year in 2018. These projects, plus more than 50 other projects mentioned, form the basis of our programme. They show the level of our ambition and the broad range of possibilities that 2018Eindhoven|Brabant will offer as Capital of Culture. And this is only a beginning. We will be developing many more ideas for projects, some contributed by cultural partners and other stakeholders, others generated by the 2018Eindhoven|Brabant Foundation. Where possible in our projects we will collaborate with other projects, productions and organisations in the Netherlands and throughout Europe.

We are proud to offer you this Tasting Menu of what will be a varied programme with events to suit every taste. We hope it whets your appetite.



Martijn Sanders
Artistic Director of 2018Eindhoven|Brabant



Feel the vibe, come and join us 1

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- We Connect People
- We Make the City

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Visitor number

- Figures refer only to the year 2018

- Figures represent the budget for the entire project, including preparatory period

- **EU funds:**
We have conducted a scan to investigate the funding possibilities for the main events. For each main event, the possible European Union contribution is indicated, based on subsidy percentages established in the current European programme (May 2013). These amounts are averages. The actual subsidy provided will be partly dependent on the eligibility for subsidy of the actual expenditure.
- **2018E|B: 2018Eindhoven|Brabant**

WE EXPLORE THE FUTURE

WE CONNECT PEOPLE

WE MAKE THE CITY

exhibitions and fine art

design, architecture and handicraft

theatre, dance, circus, performance and music

film, animation and media art

literature and literary art

children and youth

The image displays a 10x10 grid of red circles of varying sizes. The circles are arranged in a pattern that suggests a data visualization or a game board. The circles are colored red and vary in size, with some being significantly larger than others. The grid is overlaid on a light gray background with a grid of thin red lines. At the top of the grid, there are four blue icons: a telescope, a group of people, a city skyline, and a camera. On the left side of the grid, there are four blue circles of varying sizes, arranged vertically. The overall layout is clean and modern, with a focus on geometric shapes and color contrast.

FEEL THE VIBE, COME AND JOIN US

Our programme's epicentre will be Eindhoven, but it will fan out over a wide range of locations in Eindhoven|Brabant. Strijp (the former Philips plant) will be 2018 Eindhoven|Brabant's central festival site. The venues for many of our projects will be among its buildings – the newly renovated NatLab, the VOLT building, the Klokgebouw and the Proeftuin Experience Centre. For a full 365 days the site will breathe the atmosphere of the STRP LIVE X LIVE Festival, packed with inspiring and groundbreaking artworks at the interface of art and technology. Over the four seasons you will be able to visit a series of surprising and thought-provoking temporary installations. We will begin in January with the winter installation, URBAN SPA (see box).

STRP LIVE X LIVE WINTER: URBAN SPA

For three months, from January to March 2018, URBAN SPAS will be installed at various locations at Strijp. They will offer a place for visitors to retreat and be revitalised by warmth and light. The concept, developed by Eindhoven designer Harm Rensink, is the most literal 'pause button' of the four seasons. It refers both to hibernation and to a temporary bubble where all the senses are stimulated to counterbalance the cold, grey world outside. To do this you don't need to leave the city, the spa is urban proof. With 18 spas at Strijp, STRP LIVE X LIVE will create an atmosphere of introspection and peace.

The Urban Spas will provide the backdrop against which STRP LIVE X LIVE WINTER will unfold, with concerts of appropriate electronic music (such as Sigur Rós, James Blake, Boards of Canada), a conference, interactive exhibition and workshops on the role of climate and the human senses in architecture, art and technology (the Rain Room by Random International, for example, and the work of Sarah van Sonsbeeck). Or the Your Waste of Time installation by Olafur Eliasson, with ancient fragments of ice from an Icelandic glacier kept artificially as sculptures in a large freezer which the public can walk around. Of course there will also be new commissions from artists and designers to make the theme tangible.

In 2018 the Proeftuin Experience Centre will be the central meeting place for visitors. As the location that ties the programme together, it will be the one place visitors shouldn't miss. At the Proeftuin Experience Centre you will be able to find information on the programme and plan your itinerary, buy tickets, arrange transport and book accommodation. And at the same time you will learn about our Proeftuin method.

This will be where the Proeftuin concept becomes clear and tangible. You will feel the vibe, the power of innovation and the sense of optimism. We want you to experience what happens in a Proeftuin.

At the Proeftuin Experience Centre you will see the Proeftuin process at first hand, with making-ofs, exhibitions, try-outs and live streams from Proeftuin projects at other locations. You will be able to hear inspiring talks by Proeftuin practitioners on their subjects. And if you would like to do more than just watch, you will be welcome to join in. We value our visitors' participation in interviews and surveys and we will tempt you to take part in live experiments. There will also be an opportunity to spend a day with an artist, theatre maker, designer or scientist at work, and experience the power of 2018Eindhoven|Brabant from the inside.

And there's more. The Proeftuin Experience Centre will also house other must-see elements to surprise, speak to the imagination, and perhaps pose dilemmas. One example is the NANO Supermarket Bus developed by the Next Nature Lab at Eindhoven University of Technology. The NANO Supermarket Bus presents speculative nanotech products that may hit the shelves within the next ten years: medicinal sweets, interactive wall paint, a twitter implant, invisible security spray and much more. And by 2018 items will be added that we can't even imagine today.

The Proeftuin Experience Centre will make a great venue for a school trip, with lab routes and a chaos lab where children will be able to set loose their imaginations, creativity and drive to experiment. There will also be special programmes for senior citizens, such as 'upside-down' universities where older people are taught by young artists and researchers.

THE PROEFTUIN METHOD

Part of our programme will be developed through Proeftuin projects. The Proeftuin is a method to generate innovation. In Proeftuin projects the result is not known in advance. The Proeftuin is a form of collaboration in which different cultural producers work together with partners from other disciplines or sectors, such as industry, knowledge institutes or civil organisations. Proeftuin projects will centre on 'exploratory design'. Artists will be involved because their creativity and imagination is vital to the development process. But they will also play an important role in presenting the results in a cultural form.

WHAT

THEMES

The 2018Eindhoven|Brabant programme is built around three central themes in which art and culture will lead to innovation. We invite everyone to participate.



WE EXPLORE THE FUTURE



WE CONNECT PEOPLE



WE MAKE THE CITY

Categories:



exhibitions and fine art



design, architecture and handicraft



theatre, dance, circus, performance and music



film, animation and media art



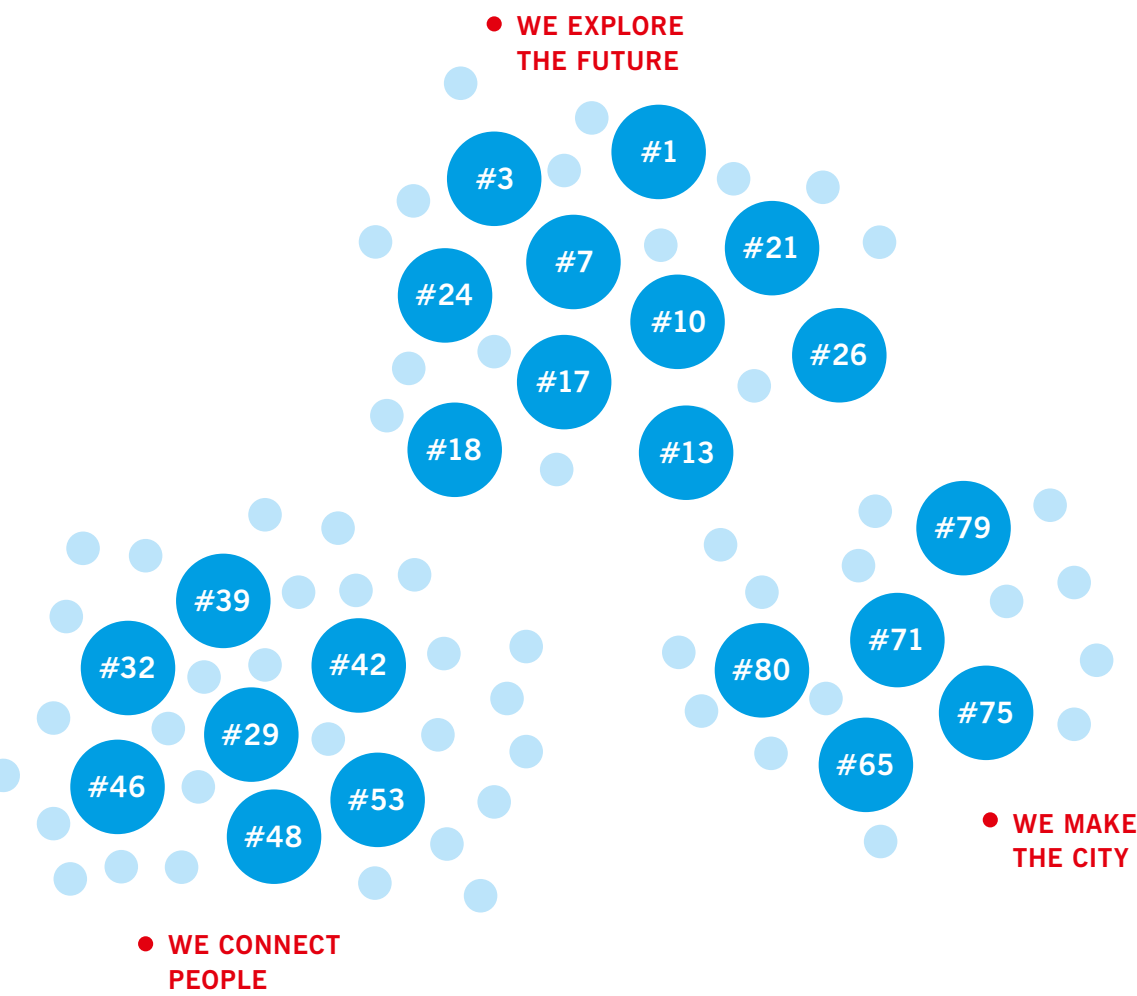
literature and literary art



children and youth



PROJECT OVERVIEW



● MAIN PROJECTS ● FURTHER PROJECTS

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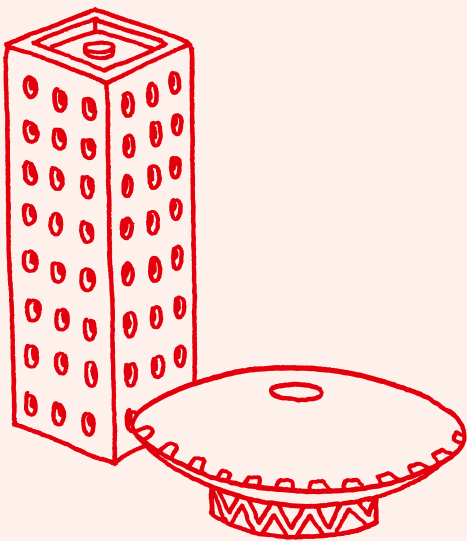
WHAT

We Explore the Future

To explore the future you have to dare to take the lead and head off the beaten track. To pioneer, experiment and take risks. Eindhoven|Brabant is the place where art and culture work together with other disciplines and European cultures to find new solutions. We make the future accessible as a source of inspiration and renewal.

We will focus on developments over time, making connections between past, present and future. New forms for contemporary art and culture will be created, as well as new materials based on traditional knowledge and exciting forms of collaboration.

If you would like to explore the future, visit for example What About Europe (p7), GLOW+ Green Light over Europe (p5) or World Design Expo (p9).



- #1 GLOW+ Green Light over Europe
- #3 STRP
- #7 What?
- #10 Wunde
- #13 World
- #17 Music
- #18 IMAG
- #21 The Ar

#1 GLOW+ Green Light over Europe

GLOW+ Green Light over Europe will be the grand opening marking the start of the European Capital of Culture year. GLOW+ will concentrate on running the festival as sustainably as possible in collaboration with partner Philips (Corporate Sustainability).

This event will link the capital cities of every country in the European Union. In Eindhoven, the Capital of Culture year will open with a vast and technologically state-of-the-art light spectacle – contemporary digital fireworks which will then spread like wildfire across Europe. As Philips once brought light to the world, Eindhoven will light up the Europe of 2018.

The Proeftuin GLOW S will bring together technicians and artists to produce new applications of light that focus on sustainability. The results will be on show throughout 2018 in a light lab. The project will involve industry, Eindhoven University of Technology and artists or designers.

At the GLOW+ festivals in January and December 2018, the new applications will

be integrated into the GLOW+ exhibition throughout the city. To maximise public participation, many of the light creations will be interactive. GLOW+ will principally take place in public space. It will increase the sense of local pride among the residents of Eindhoven.

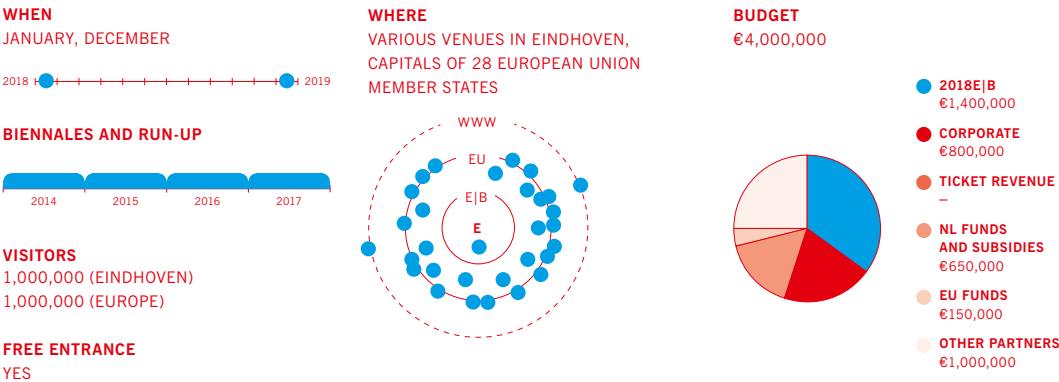
Eindhoven will be the birthplace of new forms of light art, using the latest technology. The results will be exhibited at international festivals from the European network. GLOW+ will continue after 2018 as Europe’s largest and most innovative annual light art festival.

GLOW+ is the hub in a network of light festivals and light artists stretching across Europe. In 2018 the festival will show the differences in cultural approaches to light art across the continent.

The European Capitals will link up in a spectacular climax marking the end of the year in December 2018.

VALLETTA 2018 CONNECTION Opening and closing event with 2018E|B

IN COLLABORATION WITH Van Abbemuseum, MU, OPENLIGHT, Baltan Laboratories and international partners from Winterthur, Ghent, Koblenz, Lisbon, Ludenscheid, Helsinki, Durham, Lyon, Derry/Londonderry, Torun, Edinburgh, Tallinn, Jerusalem, Singapore and Vienna.



#3 STRP LIVE X LIVE

We are living now. If the 20th century was dominated by big ideas about the future, the 21st century is the century of the present tense. Everything is happening now. And thanks to communication technology, you can be almost anywhere at any time. Our sense of time and place has never been so extended; our curiosity has never been so instantly satisfied.

STRP will be a festival of art and technology all about the live experience, playing a key role in 2018Eindhoven|Brabant under the slogan LIVE X LIVE, the future of now. An experience that starts now and ends in 2020.

With its pioneering Proeftuin mentality, STRP will grow to become STRP LIVE X LIVE in 2018: a chain reaction of four series of STRP live experiences linked to the changing seasons to create a natural experience of passing time.

STRP LIVE X LIVE will present a striking temporary hub for 2018Eindhoven|Brabant for each season. These hubs will create an atmosphere of connection and act as spatial pause buttons.

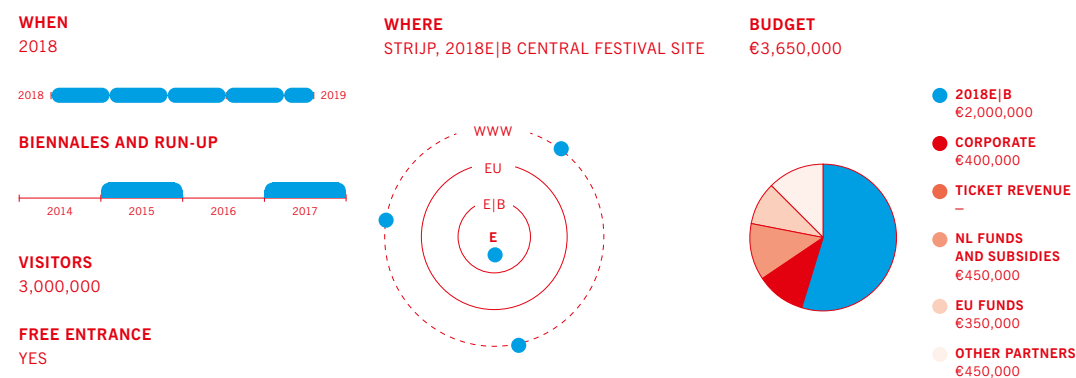
Visitors will be invited to take time to experience the future and meet the cultural makers of tomorrow. The process will be supported by the communication technology of the future.

Each season STRP LIVE X LIVE will zoom in on a specific aspect of the evolution of technology, humanity and nature. Pioneers from culture and science, media and industry will be challenged to work in teams on the future of now. They will search for links between the international European vanguard and regional talent, between makers and thinkers, between entertainment and innovation.

In and around these spatial environments, the creative, thinkers and makers of now and tomorrow will gather, in Proeftuin projects, in interactive exhibitions and multimedia concerts, in conferences, in living laboratories and interactive scenarios in which makers and audience become virtually indistinguishable. STRP LIVE X LIVE, the future of now.

VALLETTA 2018 CONNECTION Virtual Capital

IN COLLABORATION WITH MU, Playgrounds, Mojo, Yksi Ontwerp, Incubate, V2, The New Institute, Design Academy Eindhoven, St. Lucas, AKV|St. Joost, Eindhoven University of Technology, Next Nature, NEMO (Paris), Creators Project (USA), La Gaité Lyrique (Paris), Ars Electronica (Linz), Transmediale (Berlin), AND festival (Manchester), Mapping Festival (Geneva), Reversehead (London), Alphaville (London), Eyebeam (New York), Tomorrow's Thoughts Today (London), OneDotZero (London), We Make Money Not Art (London/Turin), Matadero (Madrid), Holst Centre, Tilburg University, Trudo, TNO, Mercedes, Bright, Motherboard/Vice, Rockstart, High Tech Campus Eindhoven



#7 What About Europe

What About Europe is the title of four high-profile symposiums plus a large public conference on 9 May 2018, with intellectuals, artists, scientists and European political leaders. This long-term process will result in the Treaty of Brabant for Arts and Culture. An educational programme will run in collaboration with secondary schools and universities in Brabant.

The principle partner will be the Nexus Institute, known internationally for its conferences, lectures and journal. Former speakers have included celebrated intellectuals such as Jürgen Habermas, Slavoj Žižek, Mario Vargas Llosa, Daniel Barenboim, Sonia Gandhi and Amartya Sen.

2014: The Wasteland and the European crisis, T.S. Eliot. International thinkers on the outbreak of World War I in 1914, parallels between then and now, the crisis of the European spirit.

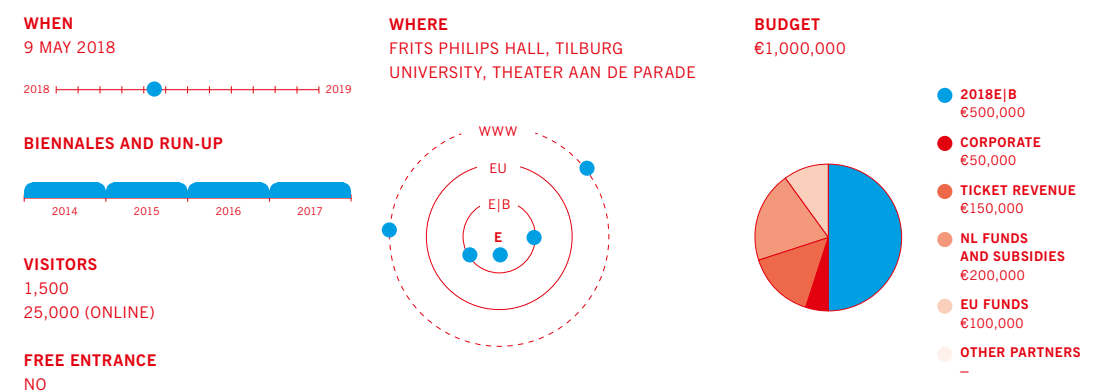
2015: The Magic Mountain and a European education, Thomas Mann. Writers, artists and historians on: What happened to the Europeans? How do you become a European? What is a European upbringing? What education do we need?

2016: Lohengrin and the secret of art and love, Richard Wagner. (The opera Lohengrin is partly set in Brabant.) Major names will discuss the significance of the creative spirit, art and love, and spiritual values. The symposium will culminate in the signing of the Treaty of Brabant by European leaders, an agreement on European investment in art, culture and education, parallel to the Dutch European Union presidency.

2017: The Apology of Socrates and the Revolution of Hope, Plato. A century after the outbreak of the Russian revolution, which began as a revolution of hope, a debate on politics and vested interests versus philosophy and the power of ideas. The derailment of ideologies and the intellectual void today; dark European instincts versus the European ideals of democracy, solidarity and freedom.

2018: The Return of Beethoven, Closing conference in the Frits Philips Hall reflecting on how Europe can experience a renaissance and how Brabant can become a symbol of Europe's future.

VALLETTA 2018 CONNECTION Dignity of Diversity



#10 Wunderkammern

In the European culture of the 16th and 17th centuries, disciplines we now view as quite separate were entirely integrated. Art, science and philosophy went hand in hand.

This was most powerfully expressed in the collections assembled by monarchs and universities throughout most of Europe. The University of Bologna has a fine example. It still has halls dating back four or five centuries where scholars and artists worked together according to principles of order devised at the time, on what we now know as 'cabinets of curiosities', or Wunderkammern.

We want to revive this period of integration, innovation and creativity on the one hand by exhibiting a number of university-based Wunderkammern, and on the other hand by commissioning artists and scientists to construct new Wunderkammern to be shown at venues including Van Abbemuseum and VOLT. The public will be challenged to play an active role in the creation of various Wunderkammern.

We will draw a line from the Enlightenment through the present and into the future. Proeftuin projects have already begun with Jalila Essaïdi and the Green Chemistry Campus for example, where a Wunderkammer may be constructed as early as 2014 in which artists will use the newest materials (see p12). An example of a contemporary Wunderkammer is the NANO Supermarket Bus developed by the Next Nature Lab at Eindhoven University of Technology.

Given that the World Wide Web is a fantastic collection of collections, an international federation of personal Wunderkammern and public museums, we will create a virtual Wunderkammer in wiki form entitled WWW: World Wide Wunderkammer.

This project will give an impulse to a revival of the multidisciplinary thinking we have lost in an age of increasing specialisation.

IN COLLABORATION WITH Teylers Museum Haarlem, Eindhoven University of Technology, High Tech Campus, Next Nature Lab, Van Abbemuseum, VOLT, Baltan Laboratories, STRP LIVE X LIVE

WHEN

2018

2018 2019

BIENNALES AND RUN-UP

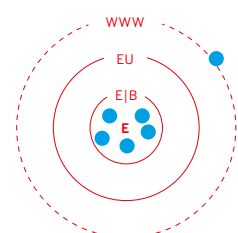
2014 2015 2016 2017

VISITORS
100,000

FREE ENTRANCE
PARTIALLY

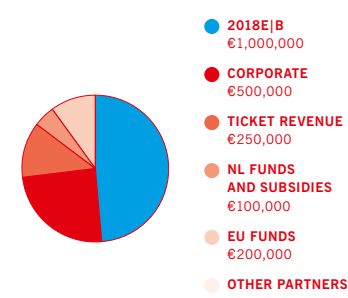
WHERE

INCL. VAN ABBEMUSEUM,
HIGH TECH CAMPUS, STRIJP



BUDGET

€2,050,000



#13 World Design Expo

2018Eindhoven|Brabant will present the first World Design Expo, with 56 pavilions from all over the world, attracting at least a million visitors. Social design will be the central theme.

We will ask every country in the world to design and construct a pavilion in Eindhoven|Brabant, showcasing the best in contemporary social design from their country. The central pavilion (at least 10,000m²) will be designed by New York-based Dutch architect Florian Idenburg and located in Helmond's railside zone.

The route to the 2018 World Design Expo will begin in 2014 with what will become an annual World Design Forum and an accompanying online platform and website. Proeftuin projects will begin with a survey of shared European social issues to which design might have a response. International teams of designers, companies, civil organisations and end users will then work on these themes both physically and virtually. The results of the Proeftuin projects will be on show during the 2018 World Design Expo. Working with European partners

we will also create Proeftuin projects around Europe, where designs will be constructed, tested and evaluated with end users.

From 2014 John Thackara will give seminars in the European Union member states on social design, to give the countries an impulse for their pavilion design. Thackara was the first director of the Netherlands Design Institute (1993-1999). He is the author of In the Bubble (2005) and founder of the Doors of Perception festivals.

Apart from the 28 European Union member states' pavilions we aim to attract at least another 28 countries to take part in the 2018Eindhoven|Brabant programme. Given the success of the current Dutch Design Week, this should be perfectly feasible.

This first edition in 2018 will mark the launch of a World Design Expo Biennale, which after Eindhoven will go on to tour the world.

VALLETTA 2018 CONNECTION Apprenticeships

IN COLLABORATION WITH Design Academy Eindhoven, De Ploeg Bergeijk, Eindhoven University of Technology, Helmond city council, architect's bureau SO-IL New York, Automotive Campus Helmond, John Thackara (Doors of Perception), Helsinki Design Week, London Design Week, Beijing Design Week, Design Indaba (Cape Town, South Africa), Munich Creative Business Week

WHEN

APRIL-OCTOBER

2018 2019

BIENNALES AND RUN-UP

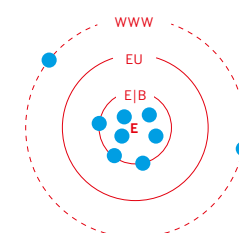
2014 2015 2016 2017

VISITORS
500,000

FREE ENTRANCE
AGES UNDER 21

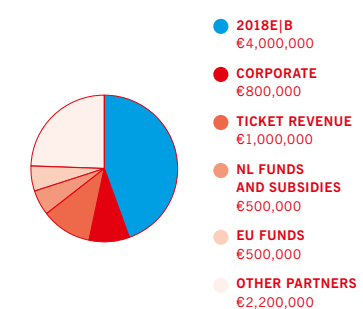
WHERE

INCL. CENTRAL WORLD DESIGN EXPO
PAVILION HELMOND, STRIJP, DE PLOEG



BUDGET

€9,000,000



#17 Music Innovation Campus

The Music Innovation Campus (MIC) will be a platform for product and presentation innovation linking music with other disciplines. Its producer, Muziekgebouw Eindhoven, plays a pioneering role in musical innovation.

Because of the rapid developments in information technology, we are experiencing an unprecedented transition. The youngest crop of artists and cultural consumers have become a kind of 'mutant' generation, according to Alessandro in The Barbarians. As the world speeds up, traditional social categories of religion, political affiliation and artistic disciplines are being replaced by a spectrum of opinions and hybrid art forms. Gone is the romantic and modernist urge to fathom the deepest essence of the world; the focus today is on access to knowledge for temporary use, as a raw material for new combinations, drawing on the best of every available discipline.

MIC aims to bring leading international talent to Eindhoven to work with local

and national makers to create new artistic connections. The results will be presented in Eindhoven in a long-term programme and also in existing forums such as the Cross Linx Festival or the Sharp Thinkers concert series for new music. Certain productions will also tour internationally.

In the 2014-2018 period, Eindhoven's Muziekgebouw will develop a European network in collaboration with international partners such as Cité de la Musique, Sydney Opera House and the Barbican Centre, and local partners such as Muzieklab Brabant and forward-looking festivals in the region. In 2014 MIC will be the kick-off event during Dutch Design Week 2014.

In 2018 a ten-day, city-wide multidisciplinary festival will take place co-curated by philosopher Alain de Botton. It will feature work by leading artistic figures such as Bart Hess, David Lang, Lars von Trier, David Mitchell and Björk in co-creation with the world's most promising talents.

IN COLLABORATION WITH Cité de la Musique (Paris), Barbican Centre (London), AB/Bozar (Brussels), Sydney Opera House, Muzieklab (Eindhoven|Brabant)



#18 IMAGE NOW! Biennale of Visual Culture

The IMAGE NOW! Biennale of Visual Culture will be a festival about European identity and visual culture. It will connect local and European creativity and innovation and give visual culture biennial momentum with international impact. The main exhibition, The Power of the Image, will show the latest movements and trends in visual culture. There will also be themed exhibitions, framed by symposiums, lectures and talk shows; From Dada to Data, on the transformation of text into image, art and economy and from analogue to digital; Not Words but Images, on the way images communicate and make information accessible; The Image of Europe, on the common language that connects European countries; and Hidden Pink (see p20). There will also be an International Conference on Visual Culture: Biggest Visual Power Show.

IMAGE NOW TV: 100 days of talk shows and interviews, daily on the web and weekly on national television. The audience will be involved in ranking and choosing images that are important for the future and will go down in history.

Little Biennale (children's programme) in collaboration with Boekie Boekie and Poem Express: from drawing to gaming – from text to image. A European exchange of the best still and moving images made by children.

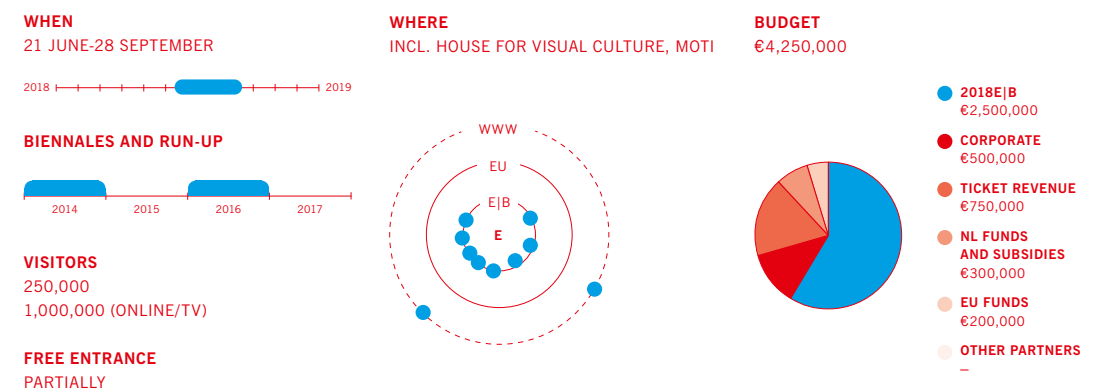
European Visual Culture Student Lab: a network centre for the best European cross-media and multidisciplinary master's students.

Art in the public space of the railside zone: Colour@speed, light projections in railway tunnels; Eye Beam projections on buildings around the station.

Workshops will concentrate on the participation of amateurs as image producers, and on crossovers between visual disciplines: Visual Cooking, Reading Images, The News in Images, Image Crazy, Image Piracy and more.

VALLETTA 2018 CONNECTION Clip Culture, Screening Lives, MicroValletta

IN COLLABORATION WITH BredaPhoto, Graphic Design Festival Breda, IDFX, Electron, AKV|St. Joost, CMD Avans University of Applied Sciences, NHTV Game Academy, Breda's Museum, MU, Playgrounds, Museum De Pont, EKWC Sundaymorning 's-Hertogenbosch, Van Gogh House Zundert, Design Academy Eindhoven, Noordbrabants Museum, Dreamport/Leisure Boulevard, EYE Amsterdam, VOLT, Stedelijk Museum Amsterdam, Museum Plantin Moretus Belgium, Z33 (BE), Go Short Film Festival, Palais de Tokyo (FR), Solent University (UK), Anglia Ruskin University (UK), CPH DOX (DK), VIVID, Rencontres Audiovisuelles (FR), SPK Belgium, Le Fresnoy (FR), Pole Image (FR), Grand Hornu Images Belgium, Design Museum Gent (BE), Contour Mechelen (BE), Estonian Museum of Applied Art and Design, Mudac (CH)



#21 The Art of Nature

In the Bio-Art/Nature Proeftuin, we will develop a new view of nature, art/culture, biotechnology and society. Nature as a source of new raw materials and new insights. Both art and science begin with creativity, nearly all traditional crafts make use of natural materials, and modern biotechnology observes and copies nature. With this in mind, in view of the fact that in the areas around cities a growing number of farms are losing their economic function and being abandoned, we have initiated this Proeftuin project bringing together bio-artists and scientists with farmers and market gardeners. Each will take part from their own perspective, producing crossovers between art, nature, science and society. These diverse approaches will produce unexpected results, lasting cooperation, and fresh awareness, insights and activity.

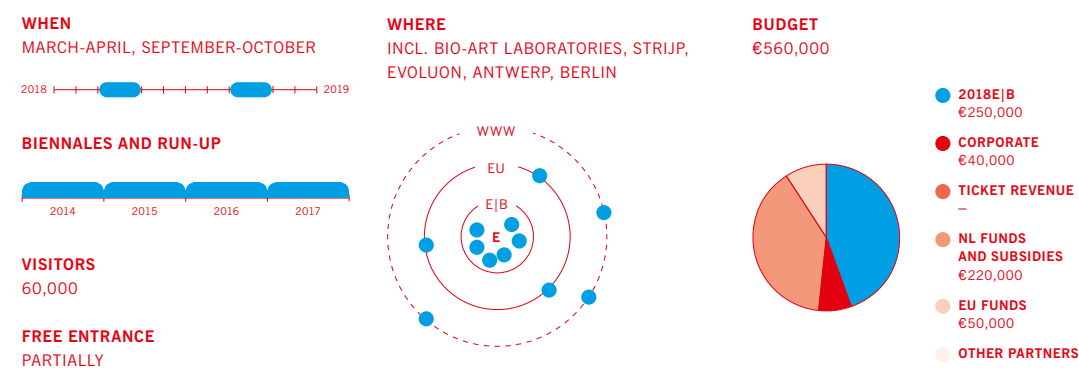
This Proeftuin will run from 2014 till long after 2018. It will be accompanied by exhibitions, Honours Classes, publications, lectures, workshops and an international congress. Most of the activities will involve

co-creation with the public. At the congress on the ethics of bio-art, participants will be invited to contribute to a code of conduct for biological art, and the Umwelt project will enable members of the public to develop their own projects under expert supervision. The Honours Classes (a specialised extracurricular activity at Dutch universities) will work on a Gesamtkunstwerk, a total work of art embracing different art forms. These classes are also aimed at embedding art and culture in the education system and the curriculum.

In 2018, we will mount a new exhibition of European bio-artworks, innovative art created by breathing new life into natural heritage with modern biotechnology. There will also be a new Wunderkammer on the topic (see p8).

In the Bio-Art Proeftuin, boundaries exist only to be explored and crossed. In 2018 we expect to present a wealth of results.

IN COLLABORATION WITH STRP/MU, ZLTO, Brabant Heritage, Fontys University of Applied Sciences, Design Academy Eindhoven, Tilburg University, Radboud University (Netherlands), Organisation for Scientific Research (NWO), Royal Netherlands Academy of Arts and Sciences (KNAW), National Institute for Public Health and the Environment (RIVM), Wageningen University, Verbeke Foundation Belgium, Genspace (USA), La Lapalliasse (France), CIANT (Czech Republic), Postnatural History museum (USA), SynErgene (EU), Be-Basic (EU), Symbiotica (Australia), Harvard (USA), MIT (USA)



#24 NatLab: The Age of Wonder

The Age of Wonder will link past and present; Bizarre scientific experiments of the past will be recreated by ArtScientists of today. Baltan Laboratories will develop this biennial event as a lab of the future. The kick-off (Bizarre Experiments) is planned for 2014, NatLab's 100th anniversary.

NatLab, Philips' former physics laboratory at Strijp, was the cradle of many historic achievements. In this striking building the basis was laid for inventions that changed the world. NatLab used to be the heart of Philips; from 2014 it will be the heart of Strijp. With The Age of Wonder, Baltan Laboratories (Baltan is NatLab spelled backwards) will create an innovative cultural climate in Eindhoven|Brabant founded on the philosophy of the old NatLab. A fertile climate for the 'wonders' of the future.

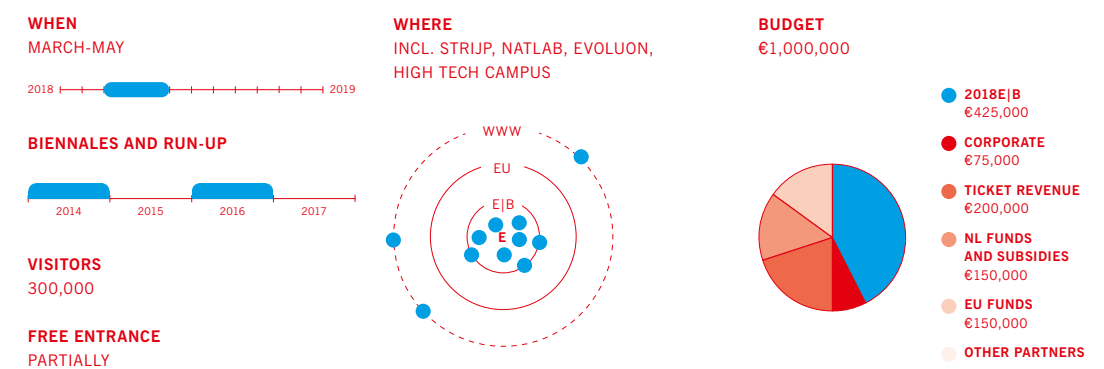
In 2018 we will showcase artworks and prototypes at the interface of art, science and technology, originating from R&D. Old and new experiments that will lead to new insights, dreams and ideas by leading artists/researchers, students and companies.

From 2014, Proeftuin projects will be initiated to make the connection between past, present and future. A select company of thinkers, writers, artists and scientists will be invited to reflect on the topic. And everyone will be asked to contribute their thoughts and dreams on the future of art and science. The public will be invited to experience the scientific experiments in real time. The Proeftuin projects will take place in several locations, and the results will be presented at STRP LIVE X LIVE, both physically and virtually.

All over Europe fresh initiatives are being made in response to the feeling of transformation. European countries share traditions in the development of art and science and the connection they feel between the old and the new. This means the continent is making fertile ground for new answers, dreams, possibilities. Eindhoven is taking the initiative as a creative cultural cluster in the field of innovation, research and knowledge.

VALLETTA 2018 CONNECTION MicroValletta

IN COLLABORATION WITH Holst Centre/TNO, BioArt Lab, Plaza Futura, Eindhoven University of Technology, STRP, Broet, High Tech Campus, Royal Academy of Art The Hague, TodaysArt The Hague, Tegenlicht VPRO, Imagine Filmfestival, EYE Amsterdam, AKV|St.Joost Breda, MadLab (UK), I-Mec Belgium, FOAM Belgium, CERN Switzerland, RIX-C (LV), Eyebeam (USA), MIT (USA), ARC (UK), MOTA (SK)



#26 New Tribal Labyrinth

Behind Tilburg's central railway station, artist Joep van Lieshout will create a park the size of four football pitches using reed, elephant grass and bamboo. A maze cut through this plantation will then house a large number of works by the artist. The labyrinth will be a sculpture park about technology, art and culture, and human history, dealing with European themes of recycling and reproduction, everyday objects and rituals, and the issue of energy and its consequences for social cohesion.

The New Tribal Labyrinth can be seen as the ultimate representation of Van Lieshout's thinking about the future: sometimes apocalyptic, sometimes constructivist and positive. He is critical of the use of natural sources of energy and is convinced that within a matter of decades humanity will have exhausted all the energy available. People will have to fall back on their own physical effort to keep their machines running. "If we continue overexploiting the world in the way we're doing now, it won't be long before everything is used up," Van Lieshout told Dutch art magazine Oog. "And because nobody

wants to do without anything, we will end up smashing each other's brains in. Or will human ingenuity find an alternative? But I don't want to moralise about it. I just make art about it."

The public will be invited to participate, by helping to plant and maintain the park and by thinking about the themes and how they are realised.

In summer 2012 Atelier Van Lieshout gave a foretaste of the project on a 13-hectare site in the Brabant town of Heeswijk, presenting a large number of artworks under the theme of Agricola Novus, the new farmer.

VALLETTA 2018 CONNECTION Posthastist City

WHEN

MAY-SEPTEMBER



BIENNALES AND RUN-UP

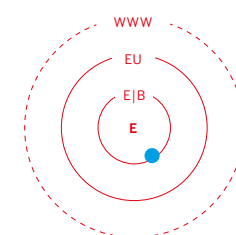


VISITORS
200,000

FREE ENTRANCE
AGES UNDER 21

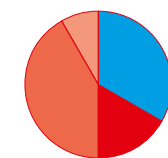
WHERE

TILBURG RAILSIDE ZONE



BUDGET

€3,000,000



2018 B	€1,000,000
CORPORATE	€500,000
TICKET REVENUE	€1,250,000
NL FUNDS AND SUBSIDIES	€250,000
EU FUNDS	-
OTHER PARTNERS	-

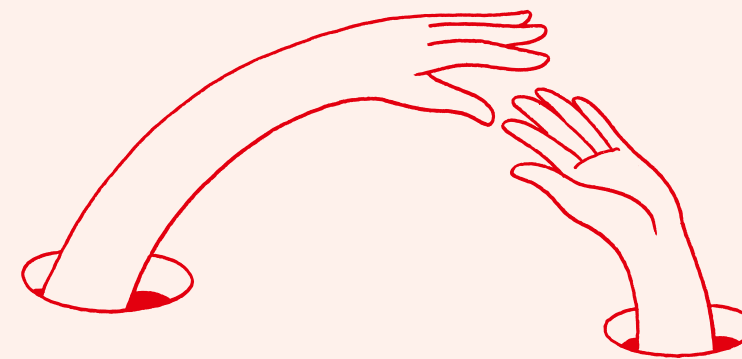
WHAT

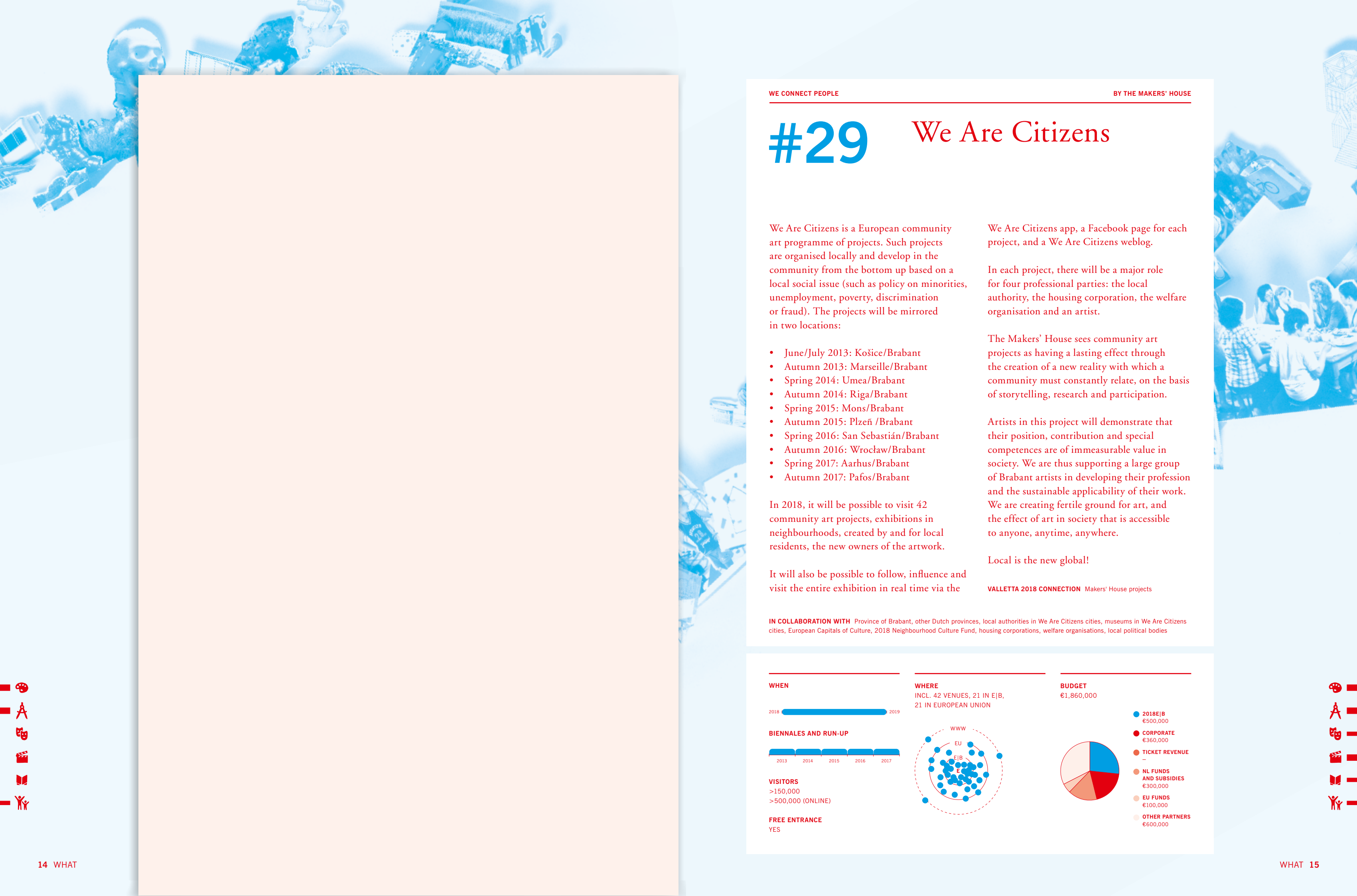
We Connect People

We live in a time of social challenges throughout Europe. The aging population, the relationship between urban and rural, tensions around migration. We don't see these challenges as a burden; we will use them as a source of inspiration. And here art and culture can make a contribution. We will stimulate you to give free rein to your ideas and share your dreams with us.

Art and culture can help you change the image you have of another person and see their unique qualities. They can offer a way for you to actively contribute to the sense of connection between people in your community, your city, and your Europe.

If you would like to connect with us, visit for example We Are Citizens (p15), Celebrating Carnival (p17) or Van Gogh Europe, Arts for Humanity (p16).





#29 We Are Citizens

We Are Citizens is a European community art programme of projects. Such projects are organised locally and develop in the community from the bottom up based on a local social issue (such as policy on minorities, unemployment, poverty, discrimination or fraud). The projects will be mirrored in two locations:

- June/July 2013: Košice/Brabant
- Autumn 2013: Marseille/Brabant
- Spring 2014: Umea/Brabant
- Autumn 2014: Riga/Brabant
- Spring 2015: Mons/Brabant
- Autumn 2015: Plzeň /Brabant
- Spring 2016: San Sebastián/Brabant
- Autumn 2016: Wrocław/Brabant
- Spring 2017: Aarhus/Brabant
- Autumn 2017: Pafos/Brabant

In 2018, it will be possible to visit 42 community art projects, exhibitions in neighbourhoods, created by and for local residents, the new owners of the artwork.

It will also be possible to follow, influence and visit the entire exhibition in real time via the

We Are Citizens app, a Facebook page for each project, and a We Are Citizens weblog.

In each project, there will be a major role for four professional parties: the local authority, the housing corporation, the welfare organisation and an artist.

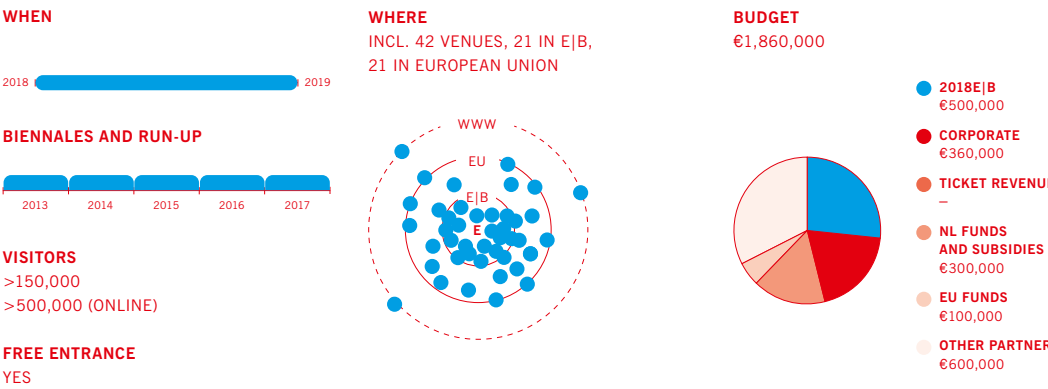
The Makers' House sees community art projects as having a lasting effect through the creation of a new reality with which a community must constantly relate, on the basis of storytelling, research and participation.

Artists in this project will demonstrate that their position, contribution and special competences are of immeasurable value in society. We are thus supporting a large group of Brabant artists in developing their profession and the sustainable applicability of their work. We are creating fertile ground for art, and the effect of art in society that is accessible to anyone, anytime, anywhere.

Local is the new global!

VALLETTA 2018 CONNECTION Makers' House projects

IN COLLABORATION WITH Province of Brabant, other Dutch provinces, local authorities in We Are Citizens cities, museums in We Are Citizens cities, European Capitals of Culture, 2018 Neighbourhood Culture Fund, housing corporations, welfare organisations, local political bodies



#32 Van Gogh Europe, Arts for Humanity

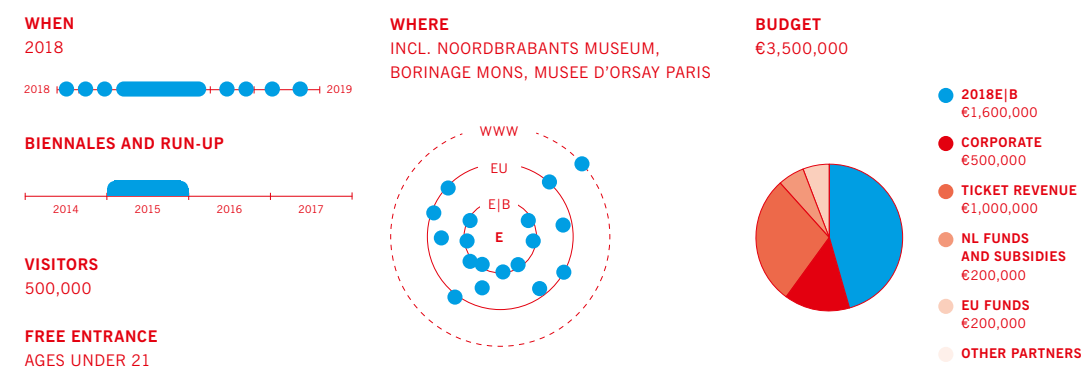
The Van Gogh Europe Digital Route will stretch from Amsterdam, through Brabant and via Belgium to the south of France, visiting all the key places in Europe where Van Gogh lived and worked. On their smartphones or tablets, visitors will be able to see the drawings and paintings associated with a particular location, read quotes from letters, and view historical maps and photos. Where was Van Gogh standing when he painted The Harvest? What farms are shown in the painting, and do they still exist? What quarries did he paint in Saint-Rémy? The digital route will place the paintings in their geographical, cultural and historical context. It will be a lively platform constantly updated with the latest insights, as Van Gogh experts and enthusiasts around the world add new information online. The Van Gogh, Arts for Humanity locations in Brabant are run by more than 500 volunteers.

The collaborating museums and organisations in Europe will mount exhibitions in Europe on the theme of Arts for Humanity. The core exhibition at the Noordbrabants Museum, with

60-70 of Van Gogh's drawings and paintings from all over the world, will explore the artist's urge to address his relationship with his fellow man. Van Gogh's life reflects European unity in diversity: he wanted to live throughout Europe and at the same time he longed for the region he came from.

Van Gogh's painting The Potato Eaters is the source of inspiration for the Potato Festival. Visitors to the digital route and the exhibition will be invited to the festival to celebrate with local residents. Dinners, workshops and exhibitions will make the connection between local produce and the art and traditional crafts of the region. The festival will also feature the results of the Proeftuin project Source of Inspiration, on issues related to food and culture, starting in 2015. The Proeftuin's central theme will be how regional products and circumstances can lead to international cultural innovation.

IN COLLABORATION WITH NBTC, Van Gogh Museum Amsterdam, Van Gogh Brabant, Kröller-Müller Museum, Mons2015, Noordbrabants Museum, Van Gogh House Zundert, Vincentre Nuenen, Vincents Tekenlokaal Tilburg, Van Gogh in Etten.



#39 Celebrating Carnival

Carnival is one of the oldest folk festivals in the world, the ultimate celebration of connection. Tradition and creativity come together in the rituals, the parade floats, the music and the costumes.

In 2018, Eindhoven|Brabant will share the energy of carnival with the rest of Europe. We will link Celebrating Carnival in the cities of Brabant with carnivals in Louvain, Cologne, Nice, Cadiz, Venice and of course Valletta. Valletta 2018 is initiating two Celebrating Carnival projects: the Night-time Sea Carnival Extravaganza Karnival fuq il-Bahar, and the study on the Spontaneous Carnival of Nadur, Gozo, which will shed light on the roots of European Carnival.

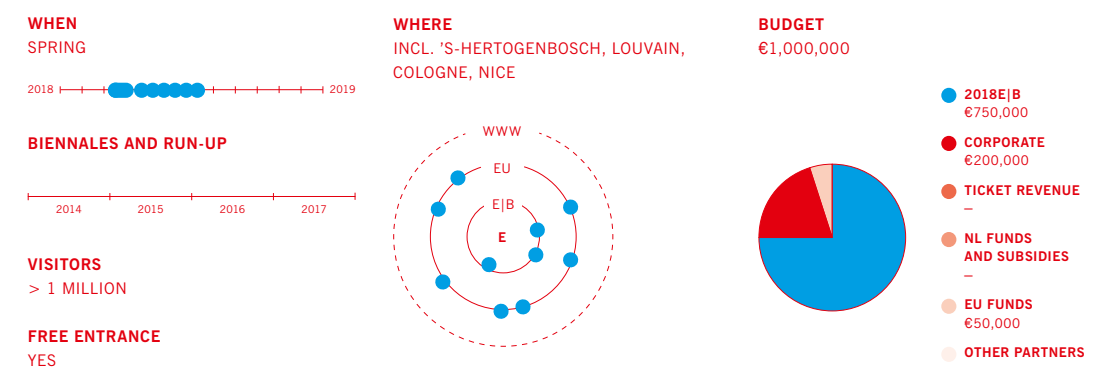
Most European countries celebrate carnival. This folk celebration has many different strands, including the Rhineland Carnival, Burgundian Carnival, the Venice Carnival and the German and Austrian Fasching. In Celebrating Carnival we will highlight this unity in diversity.

Celebrating Carnival represents the social climax of the year for many cities, towns and villages, and each has its own distinctive customs and traditions. So when it comes to celebrating unity in diversity, carnival is ideal.

In 2018 we will bring together art and carnival traditions. We will ask contemporary artists to design carnival floats in Brabant cities, inspired by the different carnival traditions of migrants to the city in question. And there will be exchange with other European countries. In 2018 we will swap designs for floats with Germany, Spain, Belgium, Austria and Malta, and we will exchange costumes, rituals and music. In 2018 we will mount a carnival exhibition, with contributions from different countries. And parallel to the exhibition, we will hold a major international congress on the origins and social function of carnival in different countries.

VALLETTA 2018 CONNECTION Spontaneous Carnival of Nadur, Nighttime Sea Carnival Extravaganza

IN COLLABORATION WITH Brabant Carnival Federation, Kunstbalie, Brabant Heritage, Dutch Centre for Folk Culture, European Cultural Heritage Foundation (ECE), National Carnival Museum 'Oeteldonks Gemintemuseum', European Carnival Union (NEG), Valletta 2018



#42 The Road of the Gipsies

The Road of the Gipsies tells the story of the Roma and Sinti people. It is a story without national borders, about rich culture and traditions, but also about persecution and discrimination. Told through music, dance, song, theatre and poetry by Roma and Sinti people themselves.

This stateless population group has been Europe's largest minority for centuries. Roma and Sinti can be found in virtually every country in Europe and have a strong presence in Brabant. They share elements of culture, yet everywhere their music is slightly different. Roma and Sinti are therefore European citizens *avant la lettre*.

As a prelude, a Gypsy procession of tractors, caravans and trucks will parade through Eindhoven|Brabant. At each stop, a 'Gypsy village' will form, creating a circus-like atmosphere for a long weekend of gypsy music, dance, poetry, art and theatre, performed together with children, students and local artists.

This procession will eventually make its way to the Gypsy Opera, a large-scale spectacle involving

Roma and Sinti performers and musicians from all over Europe. The audience will be taken on a musical tour of Europe as they hear, see and experience the story of the Roma and Sinti people. The opera will go on to be performed in Frankfurt, Berlin, Krakow, Prague, Bucharest, Budapest, Rome, Barcelona, Paris and Brussels. In each location there will be interaction with local people, in connection with regional projects, arts organisations and schools.

The artistic programme will be prepared and performed by local partners and representatives of the European Roma and Sinti communities. The music will be performed in particular by the Frankfurt Roma and Sinti Philharmonic Orchestra, the only classical orchestra in Europe made up of professional Roma and Sinti musicians. The international network built up by the International Gypsy Festival in 2012 around the Requiem for Auschwitz will form the basis for close European collaboration, and a source of new artistic projects in the future.

VALLETTA 2018 CONNECTION Nomads

IN COLLABORATION WITH Roma People Association (Poland), Romedia Foundation (Hungary), Slovo 21 (Czech Republic), Philharmonischer Verein der Sinti und Roma (Germany), National Centre for Roma Culture – Romano Kher (Romania)
Advisor: Pierre Audi (De Nederlandse Opera / Holland Festival)

WHEN
MAY-JUNE, SEPTEMBER-NOVEMBER

2018 2019

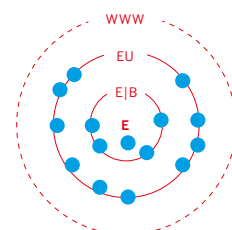
BIENNALES AND RUN-UP

2014 2015 2016 2017

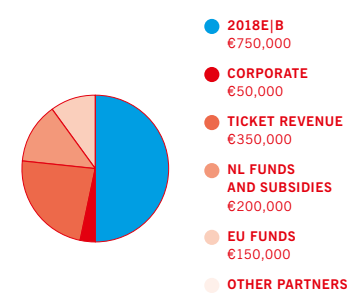
VISITORS
37,500

FREE ENTRANCE
PARTIALLY

WHERE
INCL. RAILSIDE ZONES OF E|B,
10 EUROPEAN UNION CONCERT HALLS



BUDGET
€1,500,000



#46 Best of the Fest: 100FEMMES

Best of the Fest is an annual theatre festival made up of the best performances from theatre festivals in European cities including Avignon, Edinburgh, Prague, Dublin, Brussels, Antwerp, Istanbul and Marseille.

In 100FEMMES, 100 women in seven European cities will come together to create a multidisciplinary performance. The project will explore the similarities and differences between cultures, ages and sexes. In the seven cities, 100 local women will set out their view of the world, their city and the times we live in. This will produce a fascinating portrait of an era, depicting the woman of today in different cultures. Performers and also the audience will be introduced to the similarities and differences between different cultures and ages, and between the sexes, creating a basis for recognition and understanding.

Best of the Fest: 100FEMMES will be a unique project which will bring about meetings and exchange among different groups of Europeans.

A pilot project will be launched in September 2013. From then on the project will spread from Eindhoven to other theatres and festivals in the Netherlands and Europe. From 2014 the project will be joined by the four main theatres in the 2018Eindhoven|Brabant partner cities. From 2016 partners will also be found from other European cities, leading to an exchange project among seven European cities in 2018. This project will then continue beyond 2018 in other European cities, creating an expanding network of women, theatres, cities and countries, with Eindhoven as its central node.

VALLETTA 2018 CONNECTION Malta Theatre

IN COLLABORATION WITH Collectif LYON.05, Grec Festival Barcelona

WHEN
2018

2018 2019

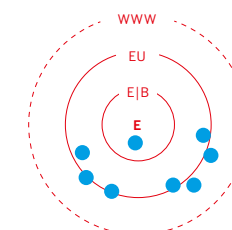
BIENNALES AND RUN-UP

2013 2014 2015 2016 2017

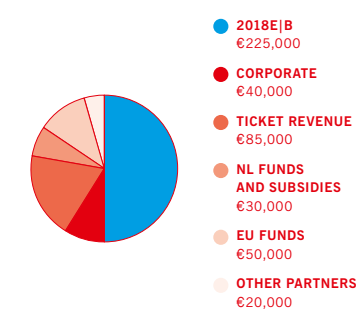
VISITORS
20,000

FREE ENTRANCE
AGES UNDER 21

WHERE
PARKTHEATER, SEVEN THEATRES
IN FUTURE EUROPEAN CAPITALS
OF CULTURE



BUDGET
€450,000



#48 Hidden Pink

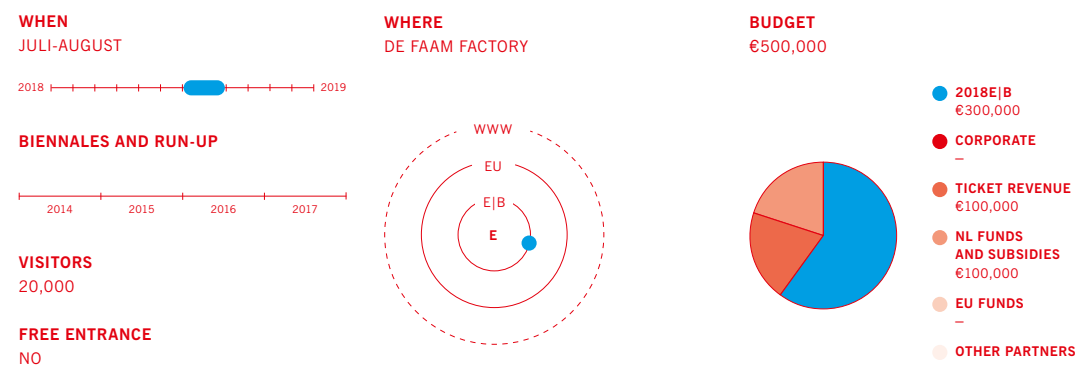
As early as the Renaissance, religious visual culture bore traces of homosexuality. The images of Saint Sebastian in particular speak volumes. From the Middle Ages onward, Sebastian was for Christian artists what Apollo was for the artists of antiquity: the epitome of the male nude. See Botticelli, Raphael and Caravaggio for examples.

In the 20th century, gay culture became an increasingly open aspect of modern art, for example in the work of Luigi Ontani, Gilbert & George, Keith Haring, Andy Warhol, Bruce Weber, Pierre et Gilles, Herb Ritts, Robert Mapplethorpe, Nan Goldin and Erwin Olaf. In Hollywood too, gay culture had a presence from the very earliest days, albeit in a concealed form, through the work of F.W. Murnau, Josef von Sternberg, Erich von Stroheim and later Billy Wilder. Though actor Rock Hudson had a reputation as a womaniser, in fact he led a double life. And more recently there was Brokeback Mountain, Ang Lee's film about two Wyoming cowboys in the 1960s who had to keep their homosexual feelings secret.

In 2018 we will mount an international exhibition on gay and lesbian culture through the ages. The day of the opening will be Pink Saturday, which is the yearly gay-festival in the Netherlands, with a wide range of events. The big museums in the partner cities will be raided by the Pink Guerrillas, focusing attention on gay artists and their work.

This exhibition will be part of the IMAGE NOW! Biennale of Visual Culture in Breda. This project plans to work together with the GayKrant, the leading magazine for the Dutch LGBT community. Currently about to relaunch in print, the magazine has been campaigning for gay and lesbian rights in the Netherlands since it was first set up in Eindhoven and Best in 1979.

IN COLLABORATION WITH IMAGE NOW! Biennale of Visual Culture, MOTI, GayKrant, COC



#53 The Art of Survival

Where violence and oppression make life precarious and rob people of their humanity, art is a refuge. When people are reduced to the barest form of existence, art offers recognition and an experience in the here and now. Art reveals what drives people. Art comforts and inspires. Art captures society's imagination and is a force for social change.

The Art of Survival will show how art balances between political, military and institutional violence and localised everyday life. Augmented reality and video projections will provide the backdrop for artists and local residents to relate to the not-too-distant future.

The project will feature artworks, films and documents, both historical and contemporary. The artists will all come from war zones or countries where human rights are a burning issue.

Susan Hiller will present Die Gedanken sind Frei (Thoughts are free), an interactive soundtrack in various venues bringing together

the world's 100 most popular protest songs. Egyptian street artist Ganzeer will show fragments of his murals portraying martyrs of the Arab Spring. There will be drawings made by Belgian artist Wilchar in the Breendonk concentration camp during World War II, which marked the beginning of his lifelong struggle against injustice. Wael Shawky will show a film in which world history is re-enacted by puppets, juxtaposing horror and hope. Lebanese video and installation artist Mona Hatoum will link her personal experiences with those of others in war zones. And Alfredo Jaar will bring sculptures in memory of victims of the Rwandan genocide.

These are just a few examples of contemporary artists whose work deals with the theme of survival in the face of violence and oppression. Sadly, by 2018 there will inevitably be new, compelling examples.

IN COLLABORATION WITH Amnesty International, Dutch Council for Refugees, Eindhoven University of Technology, Upload Cinema, No Academy, Design Academy, GLOW, Van Abbemuseum, various corporate contributions, Holocaust and Genocide Studies (NIOD), International Institute of Social History, Prins Claus Fonds, UNICEF



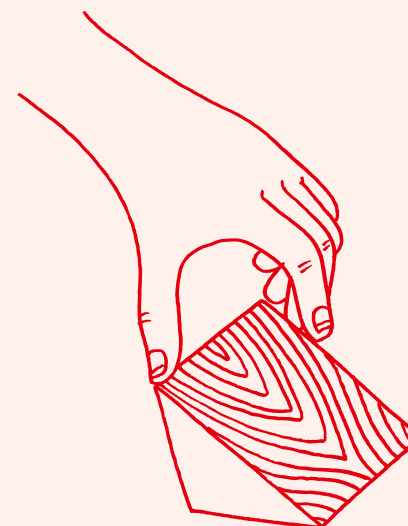
WHAT

We Make the City

The city of the future will be a physical node in a network society. For its users it will offer much more than the sum of its parts. At 2018Eindhoven|Brabant's most exciting locations, this city of the future will be designed.

Eindhoven, Breda, Helmond, 's-Hertogenbosch, Tilburg – all of Brabant's cities have areas of wasteland close to the city centre where urban life can be reinvented. These locations will be given new purpose and meaning, and become valuable to society again.

If you would like to experience making the city, visit for example the Cultural Souk by Piet Hein Eek (p27) or The Future of Heritage (p24).



#65 Urban Culture Festival: E-Moves

Urban Culture Festival: E-Moves is all about b-boying, breakdance, stand-up dance, graffiti, hip-hop, BMX and skateboarding. The world’s leading urban artists will flood into Eindhoven during the annual E-Moves festival. In 2018 this nine-day festival will be an urban culture hothouse and battlefield. Innovative ideas will become reality. An international community will come together to learn, share and play. To challenge and inspire one another. We want to spread this positive vibe through Europe.

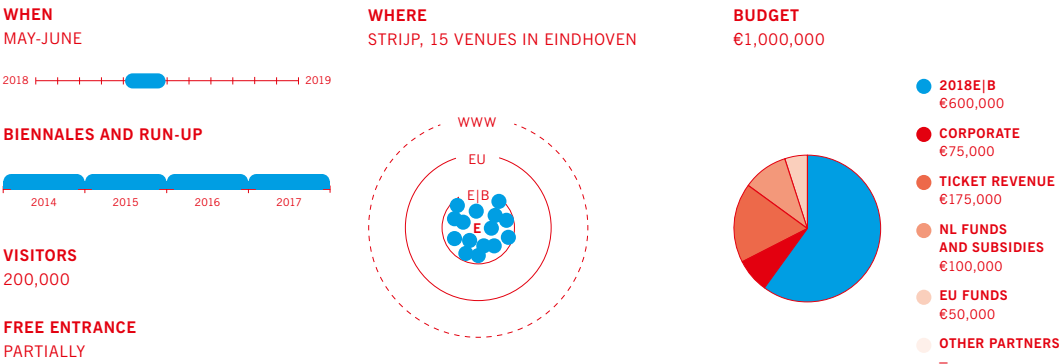
In 2014 we will launch U-lab, which will connect urban culture with Eindhoven’s core qualities of technology and knowledge. These crossovers will keep the culture in its pure form but change the way the world sees it. 2014 will see the launch of Proeftuin projects that will lead to presentations during E-Moves in 2018. The audience will become participants at more than 25 different events at more than 15 venues throughout Eindhoven. And Strijp will become an urban centre buzzing with shows, battles and talks all year round, where you can skate and BMX in the biggest bowl in Europe. Eindhoven has developed into the Dutch

capital of urban culture. This is mainly down to the city’s vision in supporting pioneers, organisations and facilities to help the culture flourish, so today’s heroes can be a role model for tomorrow’s generation. Eindhoven – birthplace of the iconic tape cassette and Boombox – has heavyweights in every discipline. Our graffiti artists, skateboarders, street dancers and b-boys and girls are world class. At E-Moves our city’s heroes will meet the best the world has to offer.

We will be working closely with various European partners, and representatives of more than 20 countries will take part in the festival. They will show how urban culture is shared throughout Europe but always gets a local twist.

After 2018 E-moves will return as an annual urban festival of world standing, showcasing every discipline and generating new crossovers with art and technology.

IN COLLABORATION WITH Area 51, 040 BMX Park, The Ruggeds, World BBoy Classic, Boogiedown, Prodance (UK), Cartel Creative (South Korea), Six-Step (Germany), Eusebio & Rodrigues (Portugal), Red Bull International (Austria), Funkin’ Stylez (Germany), Winterclash (Germany), UK Champs (UK), Just Debout (France), Lifeblood Skateboards (USA)



#71 The Future of Heritage

This project comprises two elements, each engaging with the same topical European question: what should we do with all our industrial and religious heritage buildings that have lost or are soon to lose their original purpose?

The first element of the project will be an exhibition in Eindhoven presenting the basic dilemmas of heritage, the unprecedented expansion of built heritage conservation in the world, and the choices to which this leads. The exhibition will use current practice in Eindhoven|Brabant as a basis to explore recent developments in tourism, technology, economy, identity and culture and their relationship with heritage. Visitors will be able to make proposals for projects that will later be developed with other stakeholders.

Secondly, established artists will develop exhibitions of their own work in collaboration with young European artists, while staying as artists in residence in heritage buildings. To assess whether artists would be genuinely

interested in participating, we approached German painter and sculptor Anselm Kiefer and Belgian video artist David Claerbout. They have both agreed to take part.

The project will comprise a total of ten monuments with artists in residence. An app will guide visitors to each location and provide information on the history of the building.

VALLETTA 2018 CONNECTION Engaged Spaces

IN COLLABORATION WITH UNESCO, Brabant provincial authority, Brabant Heritage, Cultural Heritage Agency of the Netherlands (TBC), Eindhoven University of Technology (TBC), VU University Amsterdam (TBC), David Claerbout, Anselm Kiefer and eight national and international artists

WHEN

2018

2018 2019

BIENNALES AND RUN-UP

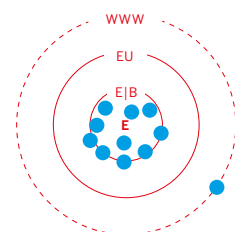
2014 2015 2016 2017

VISITORS
300,000

FREE ENTRANCE
PARTIALLY

WHERE

MAIN EXHIBITION: EINDHOVEN,
10 HERITAGE BUILDINGS
THROUGHOUT E|B



BUDGET EXPO

€250,000

● 2018E|B
€200,000
● NL FUNDS
AND SUBSIDIES
€50,000

BUDGET 10 MONUMENTS

€5,950,000

● 2018E|B
€3,000,000
● CORPORATE
€500,000
● TICKET REVENUE
€950,000
● NL FUNDS
AND SUBSIDIES
€500,000
● EU FUNDS
€500,000
● OTHER PARTNERS
€500,000

#75 Social Circus

In 2018 Social Circus will feature a number of exciting premieres of leading circus companies. There will be performances all over Eindhoven|Brabant in the run-up to the festival. Woodland performances will bring together circus and the experience of nature.

The festival will also include the most successful community performances produced by The Neighbourhood as Circus Ring, a Proeftuin in which local residents, welfare organisations, community schools, neighbourhood organisations, health services, sports workers and anyone who wants to join in will produce performances made by and for the community, and in which young and old, and people with or without disabilities, will work together to improve the liveability of their neighbourhood.

Beyond 2018, Eindhoven|Brabant will maintain its ties with the circus. The festival will continue biennially, and circus will be integrated into the programming of festivals and events such as the Tilburg funfair. The chain of circus education will be strengthened, from primary education via

youth circus activities up to a talent programme for circus postgraduates.

Social Circus will operate internationally and work together with other festivals in Europe. Circus has broad-based appeal and is not language based, making it a cultural form that people from different backgrounds can participate in and enjoy.

One of the most important arts events on Malta's arts calendar is the annual ZiguZajg Arts Festival in Valletta. Run by the St James Cavalier Centre for Creativity, each year the festival attracts the best international and new Maltese artists. We see the ZiguZajg Arts Festival as an ideal platform to present a major circus performance. By contributing one or more international circus performances to the festival we will lay a basis for cooperation and ultimately co-creation. St James Cavalier's project manager, Daniel Azzopardi, has confirmed in a declaration of intention the centre's enthusiasm to work with us.

VALLETTA 2018 CONNECTION ZiguZajg Arts Festival

IN COLLABORATION WITH Circo Circolo collaborates with other festivals and circus organisations via international networks such as Circostrada, Hors les Murs and Circus Next. Circo Circolo already has relations with Dommelhof Neerpelt, Cie Galapiat, Circomundo, Flemish Centre for Circus Arts, Dutch circus training courses and youth circuses. To strengthen regional roots, the festival works closely with many parties in the Green Forest region between Eindhoven, 's-Hertogenbosch and Tilburg.

WHEN

2018

2018 2019

BIENNALES AND RUN-UP

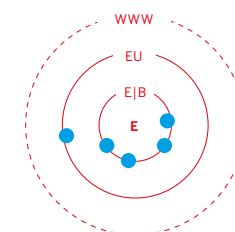
2014 2015 2016 2017

VISITORS
30,000

FREE ENTRANCE
PARTIALLY

WHERE

LIEMPDE, THROUGHOUT BRABANT:
THE NEIGHBOURHOOD AS CIRCUS RING



BUDGET

€1,300,000

● 2018E|B
€450,000
● CORPORATE
€65,000
● TICKET REVENUE
€320,000
● NL FUNDS
AND SUBSIDIES
€275,000
● EU FUNDS
€170,000
● OTHER PARTNERS
€20,000

#79 Pac-ManPONGPlay (in the neighbourhood)

Pong and Pac-Man, the world's first and most popular computer games, are etched into many people's memories. Bulging TV screens, clunky pixels and the tinny sound of approaching doom. The 1980s. Been there, done that? Wait till you see the 2018 version!

In 2018 you'll play real life Pac-Man and Pong, on a massive scale. The city roofs and squares will be the playing area and your smartphone or tablet will be your console as you steer Pac-Man through the neighbourhood in search of points with ghosts at your heels. Or play Pong. Swing your bat over the roof and smash the ball across the square to your opponent. You'll be watching an aerial view in the app. People will be able to play from anywhere in Europe, but in Eindhoven you'll be right in the thick of it.

The first Proeftuin projects will start in 2014. Everyone will be able to follow the development online and contribute ideas and knowledge. What new games can you invent at city scale? The technical solutions already exist – we'll be looking for the most elegant and innovative inventions.

We'll work with European partners from the gaming and light industries. Technicians are ready to get their teeth into the project. Once the system has been developed, games can be played elsewhere in Europe.

Many post-war high-rise neighbourhoods all over Europe have ended up as underprivileged areas. Locating a game there will have a dual benefit: the residents will be proud to be part of it and get to play. At the same time a game development studio will set up in the neighbourhood, embedding creativity and offering opportunities for young residents.

In 2018 we'll hold a European Championship between different countries, transcending borders and connecting people from all over Europe. Let's play!

IN COLLABORATION WITH GLOW, STRP LIVE X LIVE, Intelligent Light Institute (ILI Eindhoven University of Technology)

WHEN
OCTOBER-DECEMBER

2018 2019

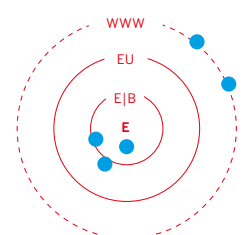
BIENNALES AND RUN-UP

2014 2015 2016 2017

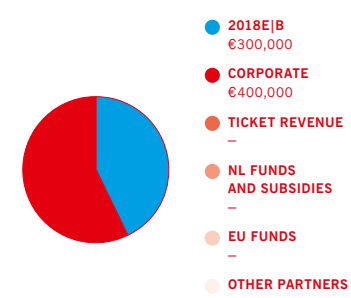
VISITORS
100,000

FREE ENTRANCE
YES

WHERE
VARIOUS NEIGHBOURHOODS
EINDHOVEN|BRABANT



BUDGET
€700,000



#80 Cultural Souk

The Cultural Souk will be an alternative commercial district in the centre of Breda, built using recycled materials, that will focus on new economic and creative dynamics. A shopping area with temporary premises for designers, artists and entrepreneurs. An experiment at micro-level with new economic models suited to the dynamics of a modern network society.

Working with artists and local residents, Eindhoven-based designer Piet Hein Eek will construct a Cultural Souk that will remain in the centre of Breda for a maximum of ten years, constantly adapting to new circumstances. He will use plywood, recycled timber and old lorry sheeting. Not only to explore the possibilities of recycling, but also to keep production cost as low as possible. This will keep premises in the Cultural Souk affordable for artists and starting entrepreneurs, and accessible to anyone.

In 2013 the first Proeftuin project will start, concentrating on design, construction and experimentation within the Cultural Souk.

In developing countries, even in the poorest neighbourhoods you often see strong economic dynamics, simply because nothing is organised. We will generate this economic dynamism in the Netherlands, a rich Western country, by providing premises at the lowest possible cost in a commercial district which is able to develop organically.

Tilburg University will monitor the Cultural Souk's cultural and economic performance from 2016 to 2020. This assessment will be shared via a network of European partners.

The result will attract attention as a model for an alternative city centre district. The Cultural Souk will demonstrate how an urban problem facing countries throughout Europe can be solved organically.

VALLETTA 2018 CONNECTION Creative Capital

IN COLLABORATION WITH BZW (Employers' organisation for Brabant and Zeeland), MKB Brabant (entrepreneurs' organisation), Brabant Chamber of Commerce and Tilburg University

WHEN
2018

2018 2019

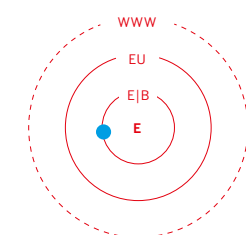
BIENNALES AND RUN-UP

2013 2014 2015 2016 2017

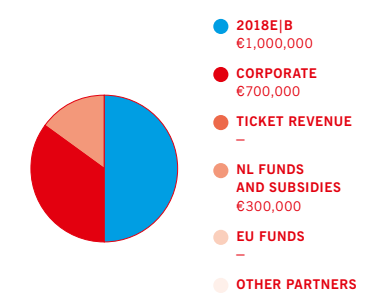
VISITORS
>500,000

FREE ENTRANCE
YES

WHERE
RAILSIDE ZONE BREDA



BUDGET
€2,000,000





WHEN



2014-2020: BIENNALES

With our European Capital of Culture programme we want to initiate genuine change: in our society, in our mentality, in the cultural sector. We want to build a firm foundation and choose to place the 2018 programme in a long-term context. We want to invest in depth with a programme running from 2014, via a biennale in 2016, to a climax in 2018 and onwards to 2020, with effects that will be felt far into the future.

2018 isn't a final destination – many of the Proeftuin projects will continue to develop after the year is over. In 2020 we will evaluate what has been achieved during a major event entitled Remembering the Future (p32).

TIMELINE 2018



● MAIN PROJECTS ● FURTHER PROJECTS
For a complete list of projects see p35

HOW WILL WE REMEMBER 2018?

2020: REMEMBERING THE FUTURE

Over the 2014-2020 period, Remembering the Future will link scientific research on the role of memory with the way memory can be influenced. There will be active public participation in collecting, recording and activating memories.

As a visitor in 2018 you will be invited to construct ‘memory capsules’, taking a playful approach to activating and recording your memories. Working with universities we will develop tools to use visual art, music and performance as a means for activating memories and compiling a fascinating and diverse memory archive.

In 2020 we will connect past, present and future in a major art event. We will ask artists, scientists and makers whom we have met along the way to 2018 to remember the future with us. And the public too. They will tell us how 2018Eindhoven|Brabant has affected their lives and what they will take with them into the future. We will link the event to a major scientific congress on memory.

Remembering the Future will result in a publication or digital reference work at the end of 2020. This will set a new European standard in the field of memory. It will show how you can make the experiences of a major event like a European Capital of Culture available to new generations.

WHERE



Eindhoven



1



MAIN VENUES



#1, #3, #10, #24, #65
Klokgebouw
Eindhoven Strijp
51°44'88.25"N
5°45'78.13"E



#21, #24
Evoluon
Eindhoven
55°44'34.36"N
5°44'68.10"E



#17, #65
Piet Hein Eek
Eindhoven Strijp
51°44'95.74"N
5°44'64.99"E



#7, #17
Muziekgebouw Eindhoven
Eindhoven
51°43'90.32"N
5°47'95.87"E



#10
Van Abbemuseum
Eindhoven
51°43'62.08"N
5°48'39.08"E



#46, #65
Parktheater
Eindhoven
51°42'90.36"N
5°48'51.39"E



#10, #13, #24
High Tech Campus
Eindhoven
51°41'16.81"N
5°45'82.31"E



#46
Kasteel Helmond
Helmond
51°47'70.26"N
5°65'32.81"E



#32, #39
Noordbrabants Museum
's Hertogenbosch
51°68'66'98"N
5°30'54'2"E



#18
MOTI
Breda
51°58'94.01"N
4°78'11.45"E

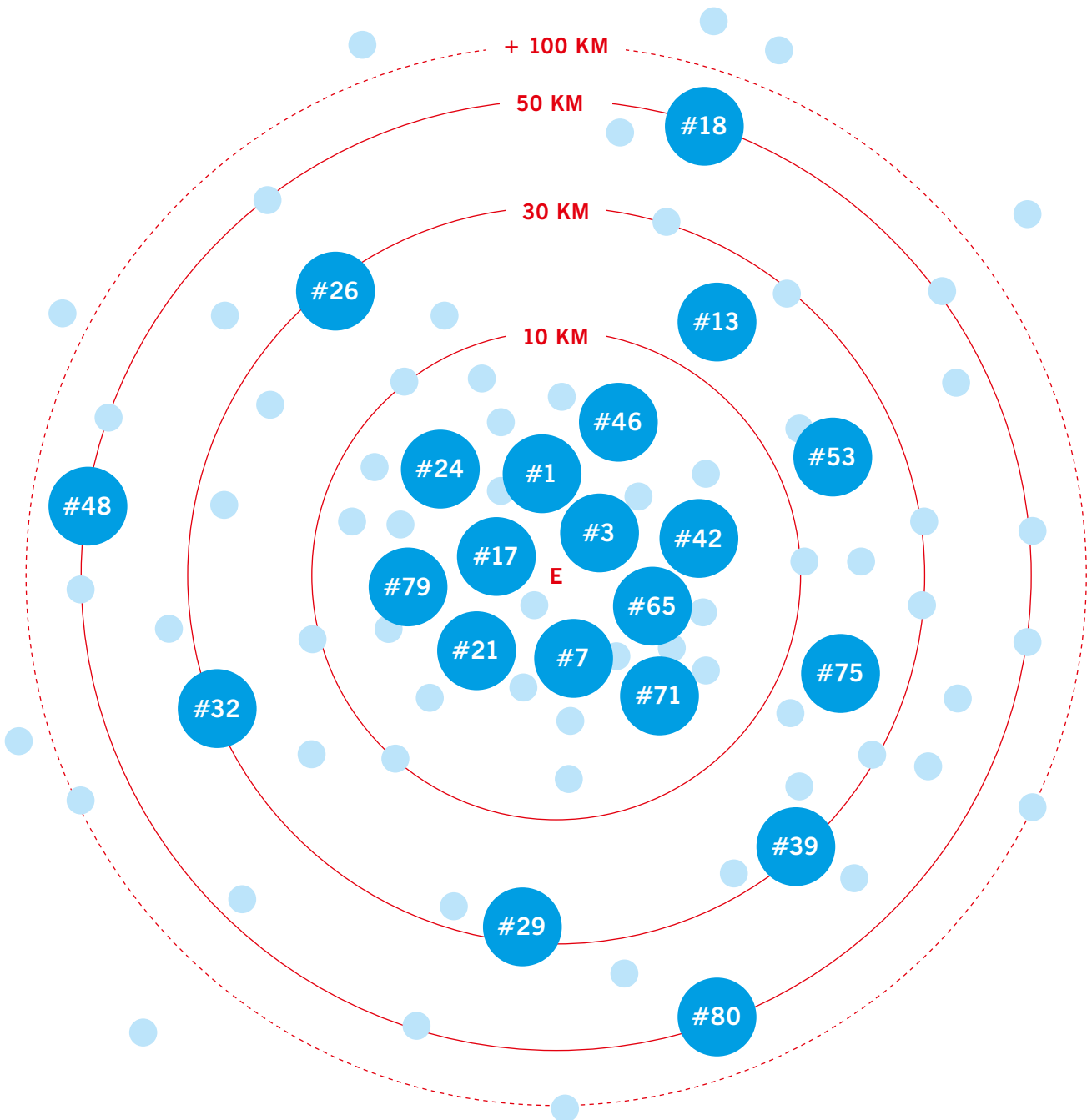


#71
Koepelhal
Tilburg
51°55'95'97"N
5°08'44'81"E



#13, #71
De Ploeg
Bergeijk
51°31'92'41"N
5°35'77'23"E

DISTANCE MAIN VENUES



● MAIN PROJECTS ● FURTHER PROJECTS
For a complete list of projects see p35

COMPLETE LIST OF PROJECTS

- #1 GLOW+
Green Light over Europe p5

#2 Humanoid Robot
Students of Eindhoven University of Technology and international universities all over Europe will cooperate in building a highly advanced robot that will take the leading role in a performance about Frankenstein's monster.

#3 STRP.LIVE X LIVE p6

#4 Sky Art
This will be the first ever art event to take place entirely in the sky. The skies above Strijp will be the stage for art ranging from fireworks and projections to augmented reality and huge inflatables made by artists from all over Europe.

#5 New Vlisco Museum
The New Vlisco museum in Helmond will present the unique link between the trendsetting textile company Vlisco and West Africa. It will explore Vlisco's history and current collection, and show how contemporary artists use its fabrics.

#6 Van Gogh Reality Game
In this exciting reality game, players with a social network will solve a mystery based on the life and work of Vincent van Gogh – online and in real life. The game will start in December 2017 and climax at the opening of 2018Eindhoven|Brabant.

#7 What About Europe p7

#8 Lust for Life/Seasonings
Lust for Life/Seasonings will occupy various parts of Eindhoven and the partner cities with an international live arts festival featuring new theatre makers, dancers, filmmakers, bands and visual artists, with the aim of getting young people involved.

#9 Track View
This railway carriage transformed into a '4D multimedia capsule' will travel from one 2018Eindhoven|Brabant partner city to the other. Passengers will have an immersive experience of the landscapes they pass along the way.

#10 Wunderkammern p8

#11 Florarium Temporum
This international 'chamber-video opera' is inspired by Florarium Temporum, the world chronicle written in 1472 by Brabant historian Nicolaas Clopper the younger, in which he describes the history of the world from creation up to the sacking of Liege in 1468.

#12 Dream Images
A major international theatre festival by Eindhoven|Brabant's main city theatres. The festival will focus on Flemish productions, and engage with the social, philosophical and religious issues facing contemporary Europe.

#13 World Design Expo p9

#14 Playgrounds
Tilburg's innovative audio-visual arts festival Playgrounds will present the latest developments in media technology and creativity, with an inspiring mix of ground-breaking film, animation, graphic design, artist talks, character design and performances.

#15 World Cinema: (Y)Our Europe
A unique cinema bus powered by solar energy, which started touring on Malta in July 2012, will embark on a cinematic quest for the identity of Europe and come to the Netherlands in 2018.

#16 Langstraat Biennial
A shoe and leather experience lab, with presentations by internationally renowned designers, hosted by the town of Waalwijk in the heart of the area that for many centuries was the centre of Dutch leather production and trade.

#17 Music Innovation Campus p10

#18 IMAGE NOW!
Biennale of Visual Culture p11

#19 Harmony Battle
The audience will use smartphones or tablets to influence the music in concerts by Euregio Youth Orchestra (EJO), an international symphony orchestra for young musical talent from Flanders, North Rhine-Westphalia and the southern Netherlands. As the EJO plays, the young target audiences will be able to add rhythms or distort the sound. The performance will include dance and video art.

#20 Underworld Art and Music Festival
In 2018 Tilburg's pop and rock venue 013 will host an international festival of art, electronic music, fashion and multimedia. The British group Underworld, a pioneer of electronic music, will curate this special event on art and music.

#21 The Art of Nature p12

#22 Desert Sessions
A major stoner rock music festival at 013 Tilburg programmed by one of the founders of the genre, Josh Homme (Queens of the Stone Age). Guests will include Chris Goss, Jesse 'The Devil' Hughes, Mark Lanegan and Dean Ween from Ween.

#23 The Cultural Department Store
This mobile store travelling around Brabant will collect, produce, present and sell Brabant-made products of exceptional cultural value – a blend of museum, lab, studio and shop. On its way it will create connections between businesses, designers and artists.

#24 NatLab: The Age of Wonder p13

#25 VOLT
VOLT is a new visual institute for new media artists, high-tech and creative industries, and the educational and cultural sectors. It will open at Strijp at the end of 2017, presenting innovations in media technology and visualising future high-tech developments.

#26 New Tribal Labyrinth p14

#27 The World of Performing Arts
The 2018 edition of Festival Mundial will be titled The World of Performing Arts, presenting world music, world dance, world theatre and world circus, and packed with contemporary global art and culture with a link to tradition.

- #28 [Street ART](#)
Street ART will feature the most innovative and adventurous street theatre from across Europe, with ten international street theatre companies performing in ten streets.
- #29 [We Are Citizens](#) p15
- #30 [Power and visual culture](#)
Breda's Museum of the Image (MOTI) and Antwerp's Museum Plantin-Moretus will present an international exhibition on the power of visual culture and on the visual culture of power in various eras and media.
- #31 [Artimond](#)
A special ten-day edition of Artimond will search out art on the street, find it, make it, and present it as close up to the people as possible. The city of Helmond will be the stage, and the festival will be all about the opportunities and challenges that presents.
- #32 [Van Gogh Europe, Arts for Humanity](#) p16
- #33 [European Children's Choir Festival](#)
Dozens of European children's choirs will be taking workshops and master classes, climaxing in a festival that will bring them all together as a single choir – with a possible mention in the Guinness Book of Records as a result.
- #34 [Brabant Worldwide](#)
A project to collect objects and photos that hold the stories and memories of people who have spread all over the world from Eindhoven|Brabant. All the material will be assembled on a website and projected on large screens in public places.
- #35 [All Souls Day: Remind Me](#)
This multidisciplinary art project will connect different European cultures and beliefs by exploring new rituals for remembering deceased relatives and friends.
- #36 [International Silence Festival](#)
This wordless dance festival for children will focus on visual, expressive performances without dialogue from all over the world. This festival will take children into the world of the imagination.
- #37 [The European Exchange Brigade](#)
In 2018 the Tilburg CowBoys will crisscross Europe on cargo bikes asking people to exchange a precious, personal object for another object in their cargo box. Everything will be

- filmed and posted online, creating a network of personal stories.
- #38 [Brabant Tapestry](#)
Ten young artists and designers from Eindhoven|Brabant will create a 70-metre-long Brabant-themed tapestry. It will hang on the outside wall of the Provincial Hall in 's-Hertogenbosch.
- #39 [Celebrating Carnival](#) p17
- #40 [Comedy Festival](#)
Eindhoven|Brabant is home to many nationally successful stand-up comedians. The Comedy Festival will explore the function and history of comedy from an international perspective, including presentations of academic research and master classes.
- #41 [Brabant Stories](#)
Oral narratives are the 'slow food' of communication. In the run-up to 2018 the libraries of Eindhoven|Brabant will work together on an innovative and wide-ranging joint project focusing on storytelling.
- #42 [The Road of the Gipsies](#) p18
- #43 [Art Service](#)
In 2018 churches, mosques and synagogues will host monthly Art Services featuring live music, theatre, poetry and art. The Art Service is inspired by the Catholic Church, which sets the theatrical character of the liturgy in a homely atmosphere.
- #44 [The Caravan Caravan](#)
A caravan of caravans will travel around Europe in 2018, and people all over Europe can join along the way. Each caravan will be designed by a Dutch designer and have its own theme. And there will be art, film, and performances in all of them.
- #45 [Brabant Discovers Europe](#)
People will be asked to submit a 'duo portrait' photo of themselves and a person they met during their first holiday abroad. A selection by artist Erik Kessels will be hugely enlarged and displayed on typical Brabant buildings.
- #46 [Best of the Fest: 100FEMMES](#) p19
- #47 [D'n Opstoet](#)
This mega-parade will follow in Brabant's long tradition of processions, pilgrimages, carnival and parades. This pageant will travel all across Europe from Malta to Eindhoven, with floats by designers from Malta and Eindhoven|Brabant taking centre stage.

- #48 [Hidden Pink](#) p20
- #49 [Bosch Parade](#)
High art and folk art will flow together in this unorthodox procession of waterborne artworks inspired by the paintings of Hieronymus Bosch. It will journey through the heart of 's-Hertogenbosch, the city with a unique network of subterranean waterways.
- #50 [World Cup Football: Together at the Table](#)
In cities all over Brabant we will build long catwalks of tables stretching all the way from the railway station to the local football stadium to create the biggest social restaurant in the world before the World Cup football matches being played in Russia.
- #51 [Brabant Brass](#)
The best eight amateur brass bands from Brabant – ranging from traditional wind ensembles to Antillean brass bands – will go on a joint tour with the best professionals the Netherlands and Europe has to offer in several European countries.
- #52 [AirPortraits: the Eindhoven-Valletta Connection](#)
Starting in 2014, displays in airport arrivals and departures lounges in Valletta and Eindhoven will depict everyday life in the two cities. Travellers and artists will trace and portray the similarities and differences between the inhabitants on social issues.
- #53 [The Art of Survival](#) p21
- #54 [European Flower Pageant](#)
The annual flower pageant in Zundert is a huge phenomenon that's been going since 1936. In 2018 we'll take that tradition into Europe with a European pageant starting in Malta and arriving in Brabant in September for the Zundert flower pageant.
- #55 [Flying Colours](#)
By hanging thousands of flags from private homes, city halls, restaurants, shops and museums in 2018, this project will highlight Brabant's long tradition in textiles, the work of leading designers and the unique techniques of different cultural minorities.
- #56 [Fairy Tales Come True](#)
Children and teenagers will be invited to write an exciting, modern story for the fairy-tale theme park Efteling. The iconic park in Kaatsheuvel attracts around four million visitors a year from all over

- Europe. The winning story will form the basis for a new fairy-tale attraction.
- #57 [European Youth Orchestra Festival](#)
The European Youth Orchestra Festival will bring together orchestras from various European countries that follow the Venezuelan El Sistema method. The music will be specially developed and composed by young European composers.
- #58 [Fairfest](#)
In 2018 the Tilburg Fair (largest in the Benelux) will be a lab for funfair-related and absurdist forms of theatre and art. Throughout the year, various Fair Labs will experiment with new forms of performing arts, acrobatics, photography, film and more.
- #59 [Celebrating 60 years of the European Union](#)
In 2018 we will celebrate 60 years of European cooperation with a 60-day series of educational and cultural projects for children and adults.
- #60 [Foreign Eyes/Fresh Eyes](#)
An amateur art project that puts everyday things in a fresh perspective: expats will guide Dutch people through the city, explaining what surprises or excites them. The local person will then capture the expat's vision in a work of art.
- #61 [European Star Programme for children](#)
In 2018, children will collect stars by participating in 2018Eindhoven|Brabant events. Those who collect 28 stars (one for each EU member state) will receive Capital of Culture related prizes such as a visit to one of the 2019 European Capitals of Culture.
- #62 [Get to know another European – Signateurope](#)
In 2012 we launched Signateurope, a project that brings artists from all over Europe in contact with art lovers in the Netherlands. The art lover signs his/her name and the artist turns the signature into a work of art. An exhibition will tour Eindhoven and the region.
- #63 [Quadrant](#)
In 2018 video artist Rob Moonende will honour the workers of Helmond and Europe in Quadrant, a major audio-visual urban opera (an overture and four acts) made for and with the city – by professional artists and, especially, amateurs.
- #64 [City Park City](#)
City Park City will bring together music and landscape in two projects.

- In the first, rail passengers will listen to soundtracks that connect with sites their train is passing. In the second, bike trips will encounter small-scale performances along the way.
- #65 [Urban Culture Festival](#) p23
- #66 [Icons in the Landscape](#)
'Read' and experience the origins of Brabant through art and storytelling in seven of the province's precious scenic areas. The stories will place artisan traditions in a contemporary context, magnified by apps and other multimedia tools.
- #67 [Cultural Utopia](#)
Cultural Utopia is inspired by The Garden of Earthly Delights, the triptych by Hieronymus Bosch. In 2016 we will commemorate two 500th anniversaries: Bosch's death, and the first appearance of Thomas More's Utopia. Do we still dare to dream of a new society? In 's-Hertogenbosch's railside zone, scientists, gardeners, artists and local residents will search for answers.
- #68 [Textile in Transition](#)
Three major art and design exhibitions in former factory buildings, exploring the identity of textile city Tilburg over the last 50 years. The exhibitions will include work by Louise Bourgeois, Alicia Framis, Viktor & Rolf, and Vivienne Westwood.
- #69 [Art Training Circuit](#)
Designed by artists, this training circuit for young and old will bring together sport and culture. The circuit will feature wooden springboard sculptures and specially designed horizontal bars.
- #70 [Castles in the Air](#)
Long-lost castles will literally rise into the air from their ruins, creating new landmarks for Eindhoven|Brabant. Nominated for the public award.
- #71 [The Future of Heritage](#) p24
- #72 [Brabant Blend](#)
Six multidisciplinary design studios (architects, urban planners and designers) will work for two years on ideas for the spatial design and identity of Brabant. In 2018 they will present their results at a 48-hour live workshop that will also be available for viewing online.
- #73 [Regional Identity Congress](#)
The importance of regional identity has grown in line with globalisation. Tilburg University will hold a series of congresses on regional

- identity in Europe. Objectives include the development of analysis models, and teaching material for European regions.
- #74 [Big Brabant](#)
In 2018 a major music theatre spectacular at various locations will link the eight historical Dutch and Belgian cities of the former Grand Duchy of Brabant. Water will be the connecting element for this event featuring professionals and amateurs from each city.
- #75 [Social Circus](#) p25
- #76 [Paradise of Silence](#)
An alternative pilgrimage that will pass through 12 peaceful places in the Campine, or Kempen, the region of north-eastern Belgium straddling the border with Brabant. The outdoor events focusing on the theme 'silence' will include theatre, dance, and storytelling.
- #77 [Open City](#)
Eindhoven architect John Körmeling (designer of the Holland Pavilion for Expo 2010 Shanghai) will remove vast sections of the facades of 'unsexy heritage' buildings so light can stream in and the inside world can communicate with the outside.
- #78 [LANDART: International Land Art Triennale](#)
This large-scale three-yearly presentation of land art will bring together land, nature, heritage and cultural history. We will work with farmers, foresters, curators, artists and visitors to bring a variety of art forms to historical and contemporary rural meeting places.
- #79 [Pac-ManPongPlay \(in the neighbourhood\)](#) p26
- #80 [Cultural Souk](#) p27
- #81 [Divine Interventions](#)
This long-term cross-disciplinary project with local museums and venues will bring new interpretations to Eindhoven city centre. With temporary and permanent art and culture interventions we will explore the European city of the future.
- #82 [Pop-up Sculpt-art](#)
Artists like Pablo Picasso, Frank Stella and Roy Lichtenstein constructed sculptures using painted shapes cut from sheets of metal, wood or plastic. In Pop-up Sculpt-art amateur artists will follow their example – guerrilla graffiti at its best.

CREDITS

Artistic Director

Martijn Sanders

Director of Finance and Administration

Heleen Huisjes

Coordination and editing

Jill Lauret, Dorien van Witteveen

With contributions by

Joy Arpots, Heidi Buijtels,
Carolien Croon, Magdalena Piotrowska

Translation and editing

Michael Blass, Steve Green

Art direction

Edhv

Graphic design

KesselsKramer, Edhv

Illustrations

Edhv, James Joyce

2018Eindhoven|Brabant Foundation
Torenallee 28-20 (Apparatenfabriek, Strijp S)
5617 BD Eindhoven
info@2018eindhoven.eu
+31 (0)40 - 787 2018
www.2018eindhoven.eu