

OPENING VAN GOGH-ROOSEGAARDE BICYCLE PATH

The Van Gogh-Roosegaarde cycle path will be opened in Eindhoven on 12 November. The opening of this unique cycle path marks the start of the Van Gogh 2015 international theme year. The cycle path is unique. Inspired by Vincent van Gogh's work, it combines innovation and design with cultural heritage and tourism. The Van Gogh-Roosegaarde cycle path is being constructed by Heijmans from a design by Daan Roosegaarde and forms part of the Van Gogh cycle route in Brabant.

Innovation and design

The Van Gogh-Roosegaarde cycle path will be officially opened in Eindhoven on 12 November 2014. The cycle path will be open to the public from 13 November. After dark visitors will be amazed by a design of light and colour, inspired by the world-famous painting *The Starry Night* by Vincent van Gogh. Together with the artist Daan Roosegaarde, Heijmans developed special innovative technology with which the path will be illuminated by thousands of twinkling stones. This will create a play on light and poetry. Roosegaarde: 'I wanted to create a place that people will experience in a special way, the technical combined with experience, that's what techno-poetry means to me'.

Brabant: Vincent's homeland

The cycle path forms part of the Van Gogh cycle route that connects the Vincent van Gogh heritage locations in Brabant, Vincent's Homeland. The world-famous artists produced his first masterpiece, *The Potato Eaters* in Nuenen, and the Opwettense and Colse watermills featured in his paintings. From November the new cycle path will link the two watermills, bridging the gap between contemporary design, innovation, cultural heritage and tourism in Brabant.

Van Gogh 2015

The opening of the cycle path on 12 November will mark the start of the Van Gogh 2015 international theme year. In 2015, the 125th anniversary of the death of Vincent van Gogh (Zundert, 30 March 1853 – Auvers-sur-Oise, 29 July 1890) will be commemorated with a comprehensive cultural programme on the theme 125 years of inspiration. The programme has been devised by Van Gogh Europe, comprising the Van Gogh Museum, Kröller-Müller Museum, Van Gogh Brabant, Mons 2015 and French partners. Museums, heritage locations and cultural events will pay attention throughout the year to the work, life and inspirational sources of Van Gogh.

Brainport East regional development

With the completion of the Van Gogh-Roosegaarde cycle path, the area of Brainport East will gain the impulse to develop as a country park. The community of Eindhoven has made available not only a financial contribution but also the ground which will serve as a testing site for developing the cycle path. The partners have jointly invested €700,000 in this innovative cycle path. Half of this, a subsidy from the province of Noord-Brabant, forms part of a 19 million euro investment in the area that will function as the green heart of the region.

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