



keep us going

the project

European solidarity outside of bank bailouts – cycling across Europe starting in Vienna, 3,500 kilometers without money, depending on the local population, who will aid me with supplies and accommodation and thus keep me on the road. As many sponsors as possible will donate a freely selectable amount per accomplished kilometer to an account. The entire sum shall be donated to an autonomous Greek self-help project.

initial situation

In these times of turbo capitalism, many can't keep up anymore. They fall behind. Economic success impresses. And it requires one to look out for oneself before everyone else. We have less and less time or energy available to spend on others. The rising pressure to succeed leads to a tendency to focus on one's own, and more and more of it. Thus there must be losers. And they grow in number.

An example of this is the current situation in Greece.

What we need is solidarity!

the intent

I want to demonstrate that a large portion of the European community is ready to act out of solidarity and to help. The important part is to personalize those that require aid – in this case I am representing them generally, and a self-help project in Greece in particular.

the campaign

I will voluntarily put myself in the situation of a person requiring aid, without money or any resources, without any kind of preparation or previous training and will begin my cycling journey in this state.

When I arrive at the question of where I spend my first night, at the very latest, I will be depending on help and the solidarity of strangers in order to receive food and a place to sleep.

My journey will take me upwards along the Danube from Vienna into Bavaria, and onwards towards Berlin and the Baltic Sea. After that I plan to travel across Denmark, the Netherlands, Belgium and France, into Great Britain. If all goes well I will be on the road for 2 months and be cycling roughly 3,500 kilometers.

I view this campaign as an art project, which I will be documenting on a homepage and my videoblog. My mileage will be logged during the entire journey and can be viewed at any point. All helpers will be listed on the homepage and possibly receive individual anecdotes. Sponsors' donations can be followed by viewing the kilometers traversed and the agreed upon amount. The documentation of this campaign may be used by helpers and sponsors for marketing purposes.

a few facts

the greek organization which i am supporting is called „ampariza“. originally it was a cultural organization, which has been turning to solidary social projects as the crisis in greece grew more severe. currently they are engaged in a project for the homeless to produce and sell soap, a market with no distributors that also hands out free food for the desperately poor, as well as a project to gather medical supplies in order to ensure basic provisions.

the journey across the eu will begin in the 28th calendar week, on thursday, the 10th of july 2014, basically in front of my house in the währinger park.

the organizational management of the campaign is being handled by the association art18 – vernetzte kunst währing. documentation can be found on their homepage www.art18.at, where you may also find information concerning the sponsoring/fundraising and the donations account, as well as download the fundraising contract. all content posted there such as texts, photos or videos are freely available to sponsors. furthermore art18 will spread the campaign via facebook.

an appeal

it would be great if ...

... more cyclists, maybe even with additional sponsors, could join the campaign and for us to make an unmistakable statement on the streets of europe.

... all those that cannot support us directly cheer us on along the road and so contribute to create a spectacle

A handwritten signature in black ink, appearing to read 'Rainer Neumüller', with a stylized flourish at the end.

rainer neumüller (konzept und ausführung)