



PRESS RELEASE
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'Am I a European?' 60 artists. 60 answers.

60 artists from all over the European Union will soon be using 60 creations to attempt to answer to the question of what exactly 'European identity' means. The works of art were printed on banners and will be placed on different construction sites in Brussels' European quarter. The project's four partners [visit.brussels](#), URBANA, Beliris and Cofinimmo will give an exclusive *preview* of the printed artworks on 16 May, following the presentation of the MIXITY AWARDS in Brussels' Horta gallery. The full series of works will, along with cultural and tourist information, be posted from August 2017 on two major construction sites in the European neighborhood.

What is 'being European'? Or what does it mean to be European? That question was presented to 60 artists from the EU and gave rise to a wide variety of interpretations. *"The great thing about the project is that the diversity that you will find in Europe, was also translated into the diversity of interpretations by the different artists"*, says Geert Coché, Deputy CEO of [visit.brussels](#). *"Which immediately reflects the diversity in Brussels and the MIXITY. brussels 2017 themed year, which this project is a part of"*.

URBANA, a collective of artists, selected the artists and produced the works of art, while the publicity space was offered for free by Cofinimmo on the building site of the new flagship 'Belliard40' office building, located at 40 rue Belliard and by Beliris on the building site on place Jourdan. [visit.brussels](#) took care of the project's coordination. The financing was made possible thanks to a specific grant from the Brussels-Capital Region, thanks to ministers Guy Vanhengel and Pascal Smet.

Pascal Smet: *"While working on the city of tomorrow, these banners will give the neighbourhood more colour and promote its European character. In the future we will use banners more and more to put these building sites in the spotlight in a positive way"*. Minister Vanhengel adds: *"At the same time banners will be placed at strategic locations in Brussels' European quarter putting the spotlight on the Brussels tourist and cultural offer."*

The works of art will be placed on the site from August to December 2017.



Practical information

- Preview at the MIXITY AWARDS, Horta gallery, Central Station, on 16 May, from 2-10 pm
- Publication on the (Cofinimmo) "Belliard 40" site located 40 rue Belliard and at the (Beliris) place Jourdan site from August 2017

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