



PRESS RELEASE
Brussels, 12 February 2019

“Digital Spring” is coming to Brussels from 22 to 24 March 2019

On the initiative of Brussels’ Minister-President, Brussels’ first ever Digital Spring will be taking place from 22 to 24 March in Brussels. Inspired by a recent royal mission to Canada, the event will be totally free of charge and open to everyone. The goal is to showcase the Brussels-based stakeholders who are committed to developing digital creativity.

It was in March 2018, during the Royal Mission to Canada, that the seed of an idea was sown in the mind of Brussels’s Minister-President. The Belgian delegation was able to attend the 6th Digital Spring in Montreal, which attracted a large number of representatives from Belgium and Brussels. When they returned our capital, the Brussels Government decided they wanted to showcase Brussels’ digital prowess in partnership with the Montreal organisation.

“Brussels has a real buzz when it comes to digital technology. The work our researchers and businesses do enjoys international success, and it is important to encourage and support that. A Digital Spring also gives us the opportunity to ask questions about technological developments. To this end, art is just as fantastic a gateway, and I am delighted to be able to showcase our international relationships to bring this first event of its kind to Brussels,” explains the Minister-President, Rudi Vervoort.

So whether we are talking about academia, business or the arts, we need to make sure high-tech solutions are accessible to the general public. This enterprise has received significant support from Montreal, who are sponsoring Brussels’ project.

“Montreal is now a worldwide capital of digital creativity, the fifth biggest hub for video games and number four for visual effects. Montreal has also become a major centre for research into artificial intelligence. These knowledge-based economies cannot grow in a silo. That’s why it is so important to develop strong relationships with other cities around the world, as we are now doing with the Brussels-Capital Region. Digital Spring is therefore delighted to be able to sponsor the launch of the first ever Brussels Digital Spring. This event is a striking symbol of the relationship built between our communities, in particular when it comes to digital technology,” explains Mehdi Benboubakeur, Executive Director of Montreal’s Digital Spring.



Brussels' first ever Digital Spring will be taking place from 22 to 24 March 2019. It will be launched on a very special evening in the Hôtel de la Poste, on the Tour & Taxi site. No fewer than 40 musicians from the Brussels Philharmonic will be playing a number of pieces generated by artificial intelligence, inspired by the great classical composers.

On 23 and 24 March, Digital Spring will take up residence in the Kanal-Centre Pompidou Museum. A number of unique activities will be put on there: from exhibitions to augmented reality experiments and coding sessions. Visitors will also be able to attend a round table discussion led by a number of experts from the field and find out more about the ethical challenges of these new technologies. A truly immersive experience to help them get to grips with the different technologies and creations.

More information: www.printempsnumerique.brussels (regularly updated)

Press contacts:

Office of the Minister-President of the Brussels-Capital Region, Rudi Vervoort: Lidia Gervasi, spokesperson - +32 483 59 18 31 – lgervasi@gov.brussels
visit.: Noémie Wibail, press support coordinator - +32 490 49 43 84 n.wibail@visit.brussels