

## **DROOG EVENT 2: URBAN PLAY THE AMSTERDAM ROUTE**

All over the world, individuals are taking it upon themselves to physically alter their cities to render them more interactive, personal and fun, giving rise to an unparalleled level of creative urban intervention. Conceived and curated by Scott Burnham, Droog Event 2: Urban Play looks at this street-level inventiveness, energy and innovation as a window into a new form of creativity and urbanism in the city.

A group of international innovative designers and architects have created 13 new interventions, tools and objects temporarily placed along central IJ-riverfront, encouraging interaction and physical engagement by the public.

### **CYCLE- RECYCLE- CYCLE**

A project by Gunjan Gupta (1974, IN)

#### **PIMP YOUR BIKE INDIAN STYLE!**

Follow the Amsterdam Route and take part in the workshop!  
Create your own contemporary "throne" from an old bicycle.

"Cyclerecyclecycle" offers the Amsterdam public the opportunity to create their own contemporary "throne" from an old bicycle. Common means of transport in the urban landscape of both countries, old and broken bikes are thrown away in the Netherlands, whereas the Indians, known for their innovative approach to recycling, make carts or street furniture out of them. Gupta proposes a bicycle recycle model for creating conceptual street furniture. The project draws from Indian street culture and proposes a visionary approach towards engaging local communities in the recycling of objects while adding an element of playfulness to the process.

For more information on the Amsterdam Route and its interventions,  
visit [www.experimentadesign.nl](http://www.experimentadesign.nl)

*Piet Heinkade/Blauwhoedenveem*  
*Every Saturday, 14.00 - 18.00*  
*Workshop: €10*