Press Announcement: 30 June 2014

Illustrations by Beth Walrond

Hop on a bike – see more of cultural Cambridge with a new free map

With the Tour de France departing from Cambridge on 7 July, a new free map showing the cultural treasures of Cambridge and the cycle routes between them has been developed by Cambridge City Council and the University of Cambridge Museums, with support from Arts Council England.

The publication is a map and guide to 20 cultural venues across the city and includes information on key annual festivals as well as the locations for the Cycle of Songs commission. As Cambridge is the capital of cycling the emphasis is on making your way between venues by bike, and exploring the cultural jewels the city has to offer in a safe and environmentally-friendly way.

The map will be launched at the Big Weekend on Parker’s Piece on 5 July and will then be available across the city at the 20 participating venues and the Tourist Information Centre. It can also be downloaded from the University of Cambridge Museums website from 4 July: www.cam.ac.uk/hoponabike

The map is one of the first initiatives from the recently formed Cambridge Arts and Cultural Leaders group which is a group of organisations working together to embed the arts and culture in the development of the city, for the benefit of Cambridge residents, workers and visitors.

Dr Liz Hide, University of Cambridge Museums Officer and a member of Cambridge Arts and Cultural Leaders group says of the project, “Cambridge will be in the spotlight when Le Tour comes here in July, and this map is a great opportunity to show residents, as well as visitors to the city, how many cultural treasures we have to offer and how easy it is to get between them by bike. We are grateful for the support of local cycle groups and the City Council in ensuring this map represents the best routes between the best cultural venues at a time when excitement for ‘all things bicycle’ will engulf the city.”

For more information please contact Verity Sanderson, Marketing and Press Coordinator, University of Cambridge Museums, on vcs25@cam.ac.uk or 07872 410663.
Notes to Editors

The map is one of the first initiatives from the recently formed Cambridge Arts and Cultural Leaders group www.cam.ac.uk/inspiringcambridge and develops their support for the Cycle of Songs project www.cycleofsongs.com

The production of this map was made possible with help from Cambridge City Council’s Cycling and Walking Officer, Cambridge Cycling Campaign, Cambridge Cyclists’ Touring Club and Sustrans, who all provided advice and specialist knowledge of the city and its cycle routes.

Designed by The District.

Participating venues:

ADC Theatre
Cambridge Arts Picture House
Cambridge Arts Theatre
Cambridge Corn Exchange
Cambridge Junction
Cambridge Museum of Technology
Cambridge Science Centre
Cambridge University Botanic Garden
Centre for Computing History
The Fitzwilliam Museum
Kettle’s Yard
Mumford Theatre and Ruskin Gallery
Museum of Archaeology and Anthropology
Museum of Cambridge
Museum of Classical Archaeology
Museum of Zoology
The Polar Museum
Sedgwick Museum of Earth Sciences
West Road Concert Hall
Whipple Museum of the History of Science