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PRESS RELEASE

Prince Claus Fund for  
Culture and Development

21 June 2018  
Amsterdam

### **Culture Arcade – Experience cultural heritage in games and sci-fi digital art**

A playful way to explore and connect

On 30 August, Culture Arcade opens at the Prince Claus Fund Gallery in Amsterdam. Video games have become a worldwide phenomenon, and you can come play in our interactive exhibition and game room. Culture Arcade features games with cultural themes that offer creative insights into the value of cultural heritage around the world.

### **Digital Sci-Fi by Omar Gilani**

Also at Culture Arcade, lose yourself in the works by Omar Gilani, a young digital artist from Pakistan, whose imagination takes his country into a fantasy future.

“I wanted to explore Pakistan in an alternate reality, within genres I was personally interested in, which are science fiction and fantasy. I wanted to show how things remain the same no matter how much they may appear to change. And, of course, I just wanted to make trucks fly.” – Omar Gilani <https://www.youtube.com/watch?v=fnMTvnPkUBQ>

### **Students (re)building lost cultural heritage**

During a unique educational programme, students come together in the Culture Arcade to reconstruct destroyed heritage using Minecraft. The reconstructions are inspired by the Prince Claus Fund's previous rescue operations of heritage threatened by natural disasters or conflict situations.

### **About Omar Gilani**

Omar is a digital artist, illustrator and designer from Peshawar, Pakistan. He was trained as an engineer, with an MSc in Mechanical Design and an MPhil in Robotics. He decided to build a career that is more in line with his interests and started working as a visual designer and consultant in various fields including corporate design, mobile games and apps, animated TV series and product marketing campaigns. Gilani was supported by the Prince Claus Fund in 2017.

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The Prince Claus Fund is supported by the Dutch Ministry of Foreign Affairs, the Dutch Postcode Lottery, private companies, organisations and individuals.



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### **Background**

The Prince Claus Fund together with the VALUE Foundation have opened Culture Arcade to draw attention to games as a creative means to understanding other cultures. Through video games and narratives, players can enter the reality of people they may know little about, particularly in the countries where the Fund is active, in Africa, Asia and Latin America.

### **YCreate & Next Generation programme**

Culture Arcade is part of YCreate, a storytelling platform that shares stories of young creatives worldwide.

Culture Arcade and YCreate are initiatives of the Prince Claus Fund's Next Generation Programme. The Next Generation programme works with and for young people (ages 15 - 30). The aims of the Next Generation programme are to facilitate their exploration of alternative narratives and to promote learning through exchange in safe spaces. In this way, the programme aims to contribute to an inclusive society in which young people are motivated and inspired to explore their own identity and their relationship with the world around them.

### **Information**

Culture Arcade at the Prince Claus Fund Gallery

30 August - 12 October 2018

Prince Claus Fund Gallery

Herengracht 603, Amsterdam

Opening hours: Wednesday and Thursday 13:00 - 17:00, Saturday 10:00 - 17:00

Admission is free

For groups, please contact Dilara Jaring, [d.jaring@princeclausfund.nl](mailto:d.jaring@princeclausfund.nl)

[www.princeclausfund.org](http://www.princeclausfund.org)

### **About the Prince Claus Fund**

The Prince Claus Fund supports, connects and celebrates artists and cultural practitioners where cultural expression is under pressure.

### **About VALUE**

VALUE is a Dutch Foundation that works internationally to design, facilitate, and conduct research, development, and outreach on the crossroads of gaming and academia.

<http://www.princeclausfund.org>

<http://www.value-foundation.org>

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### **NOTE FOR THE EDITORS**

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