



**EUROVELO AND CYCLE TOURISM
CONFERENCE 2018**
LIMBURG BELGIUM, 26 - 28 SEPTEMBER
EXPERIENCE THE UNIQUE



Paul Cheese



Paul Cheese is a musician, sound artist, producer, singer, songwriter *and cyclist*. He's not what you might think of as your 'typical' cyclist, but in the last 5 years he's cycled over 18,000 km.

His solo albums have been written and recorded on epic cycle trips. The first on a 4000 km cycle tour to the four furthest points of mainland Britain.

The most recent album was captured on a 6000 km cycle through the Netherlands (Gouda), Belgium, Germany, Switzerland, Italy (Gorgonzola), Andorra and France (Camembert).

In April this year, he cycled 2650 km (carrying 45kg of gear) along Eurovelo routes 11, 8, 5, 7 through Greece and Italy capturing the sound of fantastic locations along the way – and creating the first song for his new album.

He will demonstrate a unique approach to cycling and how he uses it as inspiration to write and record music. 'Cycling in different countries creates a fantastic escape, an adventure within a journey, a sound escape'

Using examples of sounds recorded on his trips, and showing how they have then been used to create soundtracks and songs, Paul will creatively show how a cross platform approach - cycling, music, adventure, history, comedy and geography may be beneficial to target new audiences and look at new approaches to marketing campaigns.

Paul Cheese's journeys have inspired people to get on their bikes, pick up a guitar and have created unique soundtracks to cycle tourism destinations.

Paul has gigged extensively throughout the UK and Europe and has appeared on Channel 4, BBC and ITV as well as featuring on BBC World Service and radio in all regions of the UK. He has also been a guest speaker for TEDx and has been commissioned by the BBC to create many pieces of music, one of which was for the Turner Contemporary Gallery.

Paul will give a presentation titled "Rock and Roll: An Innovative Approach to Reach a New Cycle Tourist Audience" in parallel session A - Blazing a Trail: Innovation in Cycle Tourism (11:15-12:45).

