



ART ON WHEELS TOUR



Islamabad to Paris



The Concept

A group of individuals have decided to travel from Islamabad to France, in a 1974 Volkswagen Beetle reconditioned by an experienced, self learned Volkswagen mechanic and painted in truck art by one of Rawalpindi's celebrated truck artists. This road trip will entail covering a total distance of approximately 10,000 Km in 200 hours or 25 days. The team will travel all the way from Islamabad in Pakistan to Tehran in Iran, Ankara in Turkey, Athens in Greece, Rome in Italy and finally Paris, France.

By the end of this journey, the team desires to achieve the promotion of:

- The artistic and cultural potential of Pakistan
- Pak - French friendship
- Inter cultural harmony
- The spirit of adventure and determination
- International collaboration and
- Teamwork.

The team comprises the following individuals:

1. **Dr. Haroon Khan** – (Pakistan) is a consultant pathologist working for the Pakistan Institute of Medical Sciences in Islamabad. Haroon wants to promote the use of information technology in health care facilities across the developing world. No better place to start with but home – PIMS is now fully IT enabled because of individuals like Haroon. Haroon lives in Islamabad with his family.
2. **Dr. Vincent loos** – (France) is a consultant in critical care medicine. Vincent is working at the Pakistan Institute of Medical Sciences on deputation. Vincent has been living in Pakistan for the past three years with his family. His love for this country drove him to enlist his children in a Pakistani school where they have learnt to speak fluent Urdu.
3. **Salman Rashid** – (Pakistan) is an information architect associated with a technology company that specializes in developing advanced information and communication technology solutions and providing consulting services to commercial enterprises and governments. Salman is an avid reader and loves listening to music of all types, from the world over. His new found interest in photography may just become the basis of him creating a photo journal of his travels from Asia to Europe.



The Car

In an international poll for the award of the “world’s most influential car of the twentieth century”, the Beetle came fourth following the Ford Model T, the Mini and the Citroen DS. Famously known as an economy car, the Beetle was declared one of Europe’s most comfortable and powerful cars in the 1950s. Ultimately, it became the longest running and the most produced automobile of a single design. For us, the Beetle is simply “a collector’s item”.

Reconditioned from scratch in G8 Islamabad by a mechanic considered a specialist in the art of reconditioning and putting Volkswagen Beetles together, Mr. Kamra worked tirelessly to ensure that this car is made as reliable as possible for the long journey ahead. The car was handed over to the team on the 30th of July 2009 in a stunning shade of cherry red.



For the truck art work on the car, we met several truck artists in Rawalpindi. Finally, we chose Ustaad Habib-Ur-Rahman, whose workshop is located on the Railway Workshop road in Rawalpindi. Out of all the artists that we met, he was the one who truly understood the spirit of our journey. In our opinion, he was able to incorporate that spirit in his work on the car that we have now named “Foxy Shahzadi” (Beetle the Princess).





The Trip



As illustrated, the team will travel from Pakistan through Iran, Turkey, Greece and Italy to France. Different cities in these countries that we will travel across include:

1. **Pakistan:** Islamabad, Lahore, Multan, Bahwalpur, Sukkur, Mohenjodaro, Hyderabad and Karachi.
2. **Iran:** Bandar-e-Abbas, Shiraz, Esfahan, Qum, Eslamshahr, Tehran, Qazvin, Zanjan and Tabriz.
3. **Turkey:** Erzurum, Erzincan, Siras, Sorgun, Yozgat, Ankara, Konya, Antalya, Izmir and Istanbul.
4. **Greece:** Thessaloniki, Athens and Patra.
5. **Italy:** Lecce, Napoli, Latina, Roma, Livomo, Pisa, Genova and Milano.
6. **France:** Monaco, Marseille, Lyon and Paris.

Since we could not get security clearance to travel through Balochistan in Pakistan; we have decided to ship the car from Karachi to Bandar-e-Abbas in Iran. Because there are no passenger services between Karachi and Bandar-e-Abbas by sea, we will fly to Bandar-e-Abbas - to clear Foxy Shahzadi from the Iranian customs at the Bandar-e-Abbas port.



What we can do for you

1. A unique marketing opportunity for your products and services in the countries that we will travel through.
 - Banners on the rack of the car:
 - Height: 7.5 in, Width: 35 in
 - Front & back space for the tour's platinum sponsors (1 on each side)
 - Side space for the tour's golden sponsors (2 on each side)
 - Sponsor logos on tee shirts especially designed for the occasion:
 - Front side to display the image of Foxy Shahzadi, the Faisal Mosque & Eiffel Tower with the official tour caption: Art on Wheels Tour – Islamabad to Paris.
 - Sponsor logos (platinum & gold) to be printed on the back side of the tee shirts.
2. Promotion of your support in projecting a positive image of Pakistan, internationally.
 - Send off ceremony:
 - The tour will start from the Faisal Mosque in Islamabad towards Karachi.
 - Efforts are underway to organize a formal send off ceremony of the tour.
 - The Ambassador of France to Pakistan has agreed to send the tour off from Islamabad.
 - Plans to invite other high profile supporters of the Art on Wheels tour also in progress.
 - Sponsors to be given maximum coverage during the ceremony.
 - Press Conferences in Paris on arrival as well as Islamabad once the Pakistani participants return to Pakistan:
 - Efforts to organize press conferences in Paris as well as Islamabad at the end of journey are in progress. Final decisions regarding these arrangements will be communicated to the sponsors in due course of time.
 - Sponsors to be given maximum coverage during such events.
 - Potential Media Partners for documentaries/coverage of the Art on Wheels tour:
 - We have been contacted by journalists working for BBC Urdu Service, Dawn News TV, Radio France International, Arte TV.
 - Banner for media events / functions
 - Height: 3 ft, Width: 6 ft
 - Logos of platinum as well as gold sponsors will be displayed on this banner.
 - This banner will be displayed on each and every media event/function during the course of the trip.
3. Media coverage and exposure in the diplomatic circles of Pakistan including Pakistani embassies in the countries crossed.



What we would like from you

Your financial contribution for making this idea a reality.

Financial Breakdown in US \$

	Per person	For the team	Days	Total
Food	30	90	30	2700
Accommodation	30	120	30	3600
Petrol	NA	75	25	1875
Ferry (Patra-Lecce)	NA	500	NA	500
Medical insurance	300	900	NA	900
Event management	NA	2500	NA	2500
Air tickets (Paris-Islamabad, Karachi- Bandar-e-Abbas)	1500	4500	NA	4500
Cargo freight (Karachi to Bandar-e- Abbas)	NA	800	NA	800
Custom clearance in Bandar-e- Abbas	NA	300	NA	300
Visa expenses	250	750	NA	750
Car painting	NA	1500	NA	1500
Car maintenance	NA	500	NA	500
Car insurance	NA	300	NA	300
Spare parts	NA	1000	NA	1000
Car repair during the trip	NA	1000	NA	1000
Rent a car for back-up in deserted areas	NA	2000	NA	2000
Communication (international rooming / Thuraya)	NA	1000	NA	1000
Contingencies	NA	2000	NA	2000
				27725



In the press: Dawn / Metropolitan / Thursday October 1st 2009 / Front Page

Foxy Shahzadi running away for good

By Baqir Sajjad Syed

ISLAMABAD, Sept 30: A French doctor, who served for three years in the Pakistan Institute of Medical Sciences' Intensive Care Unit (ICU), is returning home next month, driving a truck art-adorned 1974 Beetle dubbed *Foxy Shahzadi* to celebrate Pakistan's artistic and cultural potential; and promoting Pak-French friendship.

Dr Vincent Ios, who specialises in critical care medicine, will be accompanied in the 10,000km Islamabad-Paris trip by one of his colleagues from Pims, Dr Haroon Khan, as well as Salman Rashid, an IT expert.

The 25-day journey – 'Art on Wheels Tour', which starts from Faisal Mosque on October 31 would take the trio to Iran, Turkey, Greece, Italy before ending up in France.

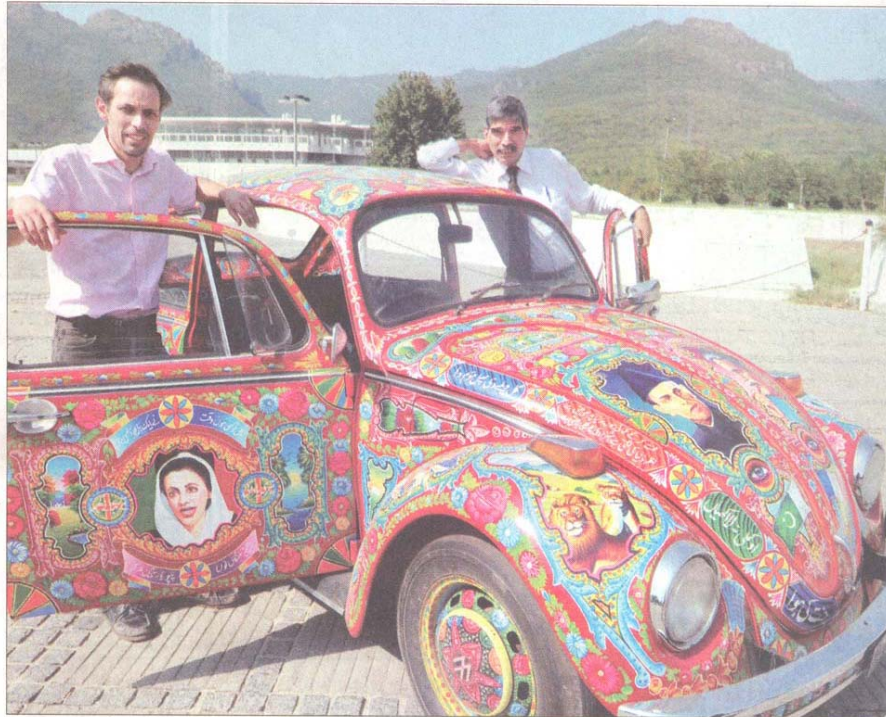
"We want to highlight the huge cultural potential of Pakistan through indigenous truck art and tell the world that Pakistan is not just about terrorism," said Dr Ios, while proudly showing his cherry red *Foxy Shahzadi* decorated with landscapes of mountains, waterfalls, flowers and animals and inscribed with truck poetry.

The car represents the ethnic heritage of all the four provinces of Pakistan.

The front is decked gloriously with floral motifs; pictures of Quaid-i-Azam and Allama Iqbal; flags of Pakistan and France; and a poetic inscription – *Maa Ki Dua Jannaat Ki Hawa*, translating "mother's prayer is breeze from paradise."

The team has got the car especially reconditioned for this trip.

Most of the art designing was done by Ustad Habibur Rehman, a painter who the team claims "understood the



DR Vincent Ios and Dr Haroon Khan along with their 1974 Beetle dubbed *Foxy Shahzadi*. —Photo by Tanveer Shahzad

purpose of the journey and incorporated that spirit in his work."

"It is a popular common man's car and for us it is a collector's item," Dr Haroon said explaining the choice of Beetle for the journey.

It took the team four months to prepare the car. Starting with the reconditioning from a scratch by a local mechanic and later being painted at one of the truck paint shops in down-

town Rawalpindi, it was a moment of great joy and satisfaction for the team when the car was finally handed over to them around Eid time.

"It was a fabulous experience seeing the car ready and the reaction on the way back to Islamabad was tremendous," Dr Haroon recalled.

He still remembers someone exclaiming "*Shahzadi* (princess) is getting out" as the car rolled out of the paint

shop.

"Almost everyone stared at the car in amazement and appreciated it," he said, adding one of the traffic cops in Rawalpindi stopped the traffic to let *Foxy Shahzadi* clear the crossing.

During the Paris trip, the car would be received in Pakistan's embassies in Iran, Turkey, Greece, Italy and France.

All preparations are almost final except for an authorisation for Dr Ios to travel

through restive Balochistan while on the way to Taftan border with Iran.

"We hope to get the permission well in time," Dr Haroon said.

He expects the Pakistani authorities to be considerate enough to help a foreigner, who wants to portray Pakistan positively.

The team is also looking for sponsorships in their effort to project a positive image of Pakistan internationally.



In the press: The Nation / City / Thursday October 1st 2009 / Front Page

Islamabad-Paris Volkswagen tour

Promoting diplomacy through truck art

OUR STAFF REPORTER

ISLAMABAD - A group of art enthusiasts will travel from Islamabad to Paris in a 1974 Volkswagen Beetle that has been reconditioned by an experienced mechanic and painted by a celebrated local truck artist.

According to the organizers, this road trip will entail covering a total distance of approximately 10,000 km in 200 hours.

The team will travel all the way from Islamabad to Tehran in Iran, Ankara in Turkey, Athens in Greece, Rome in Italy and finally Paris, France.

The team consists of focal persons including Dr Haroon Khan, a consultant pathologist in the PIMS, Dr Vincent Loos, another consultant in PIMS on deputation and Salman Rashid an information architect.

This unique journey would help promote the artistic and cultural potential of Pakistan, Pak-French friendship, Inter-cultural harmony, the spirit of adventure and determination and International collaboration and teamwork.

The car reconditioned from scratch in G-8, Islamabad, by Kamra a mechanic considered a Volkswagen Beetle specialist, who had worked tirelessly to ensure that this car is made as reliable as possible for the long journey ahead.

As regards, truck artwork on the car, Ustaad Habib-ur-Rahman from Rawalpindi was selected as the best artist whose workshop is located on the Railway Workshop road in Rawalpindi.

He was the one who truly understood the spirit of the journey and was able to incorporate that spirit in his work on the car that has been now named "Foxy Shazadi" (Beetle the Queen).

The team will travel from various cities of Pakistan through Iran, Turkey, Greece and Italy to France, and offers a unique marketing opportunity for different products and services in the countries that will travel through.

The journey would also provide an opportunity in projecting a positive image of Pakistan internationally. Media coverage and exposure in the diplomatic circles of Pakistan including embassies in the countries crossed will be ensured.

The organizers have proposed advertising support through banners on the rack of the car, logo on tee shirts specially designed for the purpose. Special receptions will be held on the way at Pakistan embassies in Iran, Turkey, Greece, Italy and France.

Those interested to make financial contributions to the tune of 16,500 US dollars through their advertisements or otherwise may contact Haroon Khan 03008566112, Salman Rashid 03008544309, Vincent Loos 03028547848 or e-mail them at artonwheelstour@yahoo.com www.artonwheelstour.Canalblog.com.

-Staff photo by Syed Mahdi



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