Off the Road: The Environmental Aesthetics of Early Automobility

Fact Sheet

Project Information

OffRoad
Grant agreement ID: 101044725

Funded under
European Research Council (ERC)

DOI
10.3030/101044725

Total cost
€ 1,978,350,00

EU contribution
€ 1,978,350,00

Start date
1 January 2023

End date
31 December 2027

Coordinated by
UNIVERSITAT KONSTANZ
Germany

Project description

Early cars can help shape our current understanding of the environment

Early automobiles had no roof and travelled on roads with mud, sand and water. Because of this, drivers were continuously exposed to the elements and had to be aware of environmental conditions. Therefore, automobility was an experience that centred on the environment. This perception of nature and the environment through automobiles has barely been researched. To address this gap, the EU-funded OffRoad project will create an interactive online database to make a broad variety of American road literature from 1890 to 1929 accessible; it was during this period that the concept of the automobile as a means of transport was conceived.
Programme(s)

HORIZON.1.1 - European Research Council (ERC)

Topic(s)

ERC-2021-COG - ERC CONSOLIDATOR GRANTS

Call for proposal

ERC-2021-COG

See other projects for this call

Funding Scheme

HORIZON-AG - HORIZON Action Grant Budget-Based

Coordinator

UNIVERSITAT KONSTANZ

Net EU contribution
€ 1 978 350,00

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