

BICYCLE CULTURE BY DESIGN

CONTEMPLATING DESIGN AS A PLACEMAKING SOLUTION FOR LIVEABLE CITIES

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Danish Design

COPEN
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BICYCLE PLANNING
POLICY
STRATEGY
COMMUNICATION

COPENHAGEN BORDEAUX
ROTTERDAM SAO PAULO
DUBLIN NORWAY ROSARIO
RIO ITALY FRANCE SPAIN

COPENHAGENIZE.COM
KICKSTANDSESSIONS.COM
CYCLE CHIC REPUBLIC
SLOW BICYCLE MOVEMENT

defining**bicycle**

back*tothe***future**



STEVEN SPIELBERG Presents

BACK TO THE FUTURE

A ROBERT ZEMECKIS Film



Marty McFly age 47



Michael J. Fox age 49

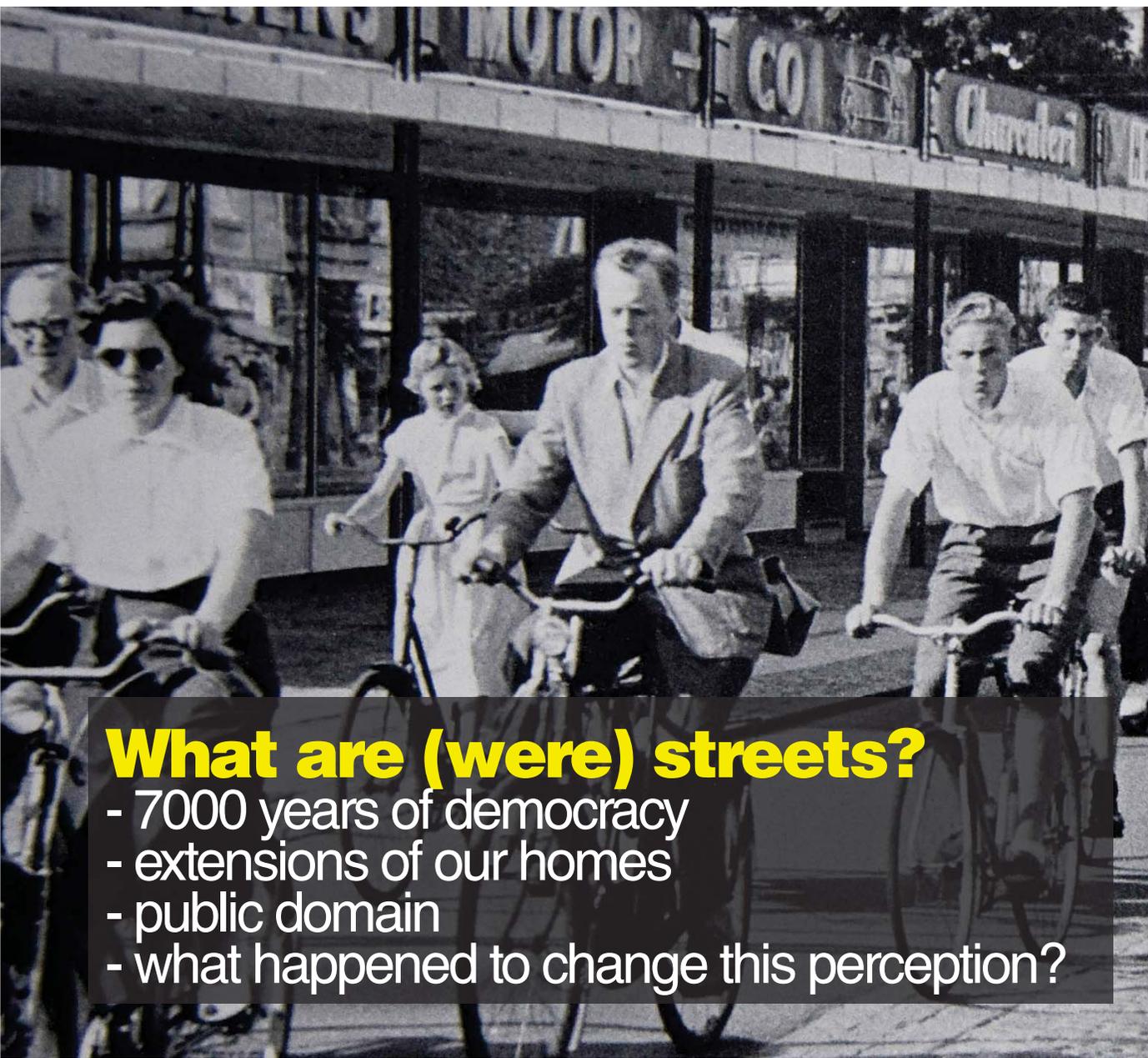


50,000,000 injured
1.2 million dead
2.2 minute

35,000 european union
35,000 usa

9/11 every month
for the past 60 years.

can this be different?



What are (were) streets?

- 7000 years of democracy
- extensions of our homes
- public domain
- what happened to change this perception?



1. "Public Utilities"

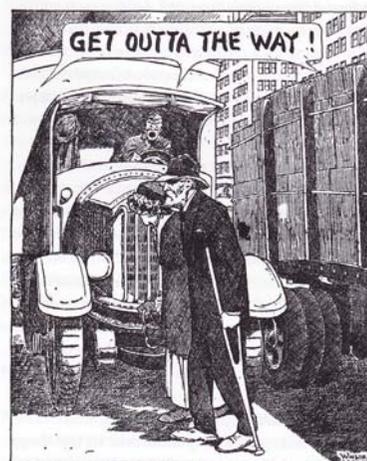
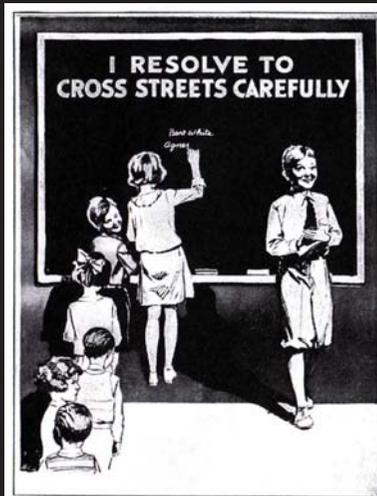
- rapid urbanisation
- traffic safety problems with no solution
- engineers took over - almost in desperation
- puzzles to be solved - a paradigm shift



CONFINED
SPACE

2. The Automobile Industry Wakes Up

- marketing and spin - “jaywalking”
- removing obstacles - crosswalks and playgrounds
- don't be “old fashioned” and stand in the way of progress
- two decades and the perception was changed



Copyright, 1925, New York Tribune Inc.

Right of might



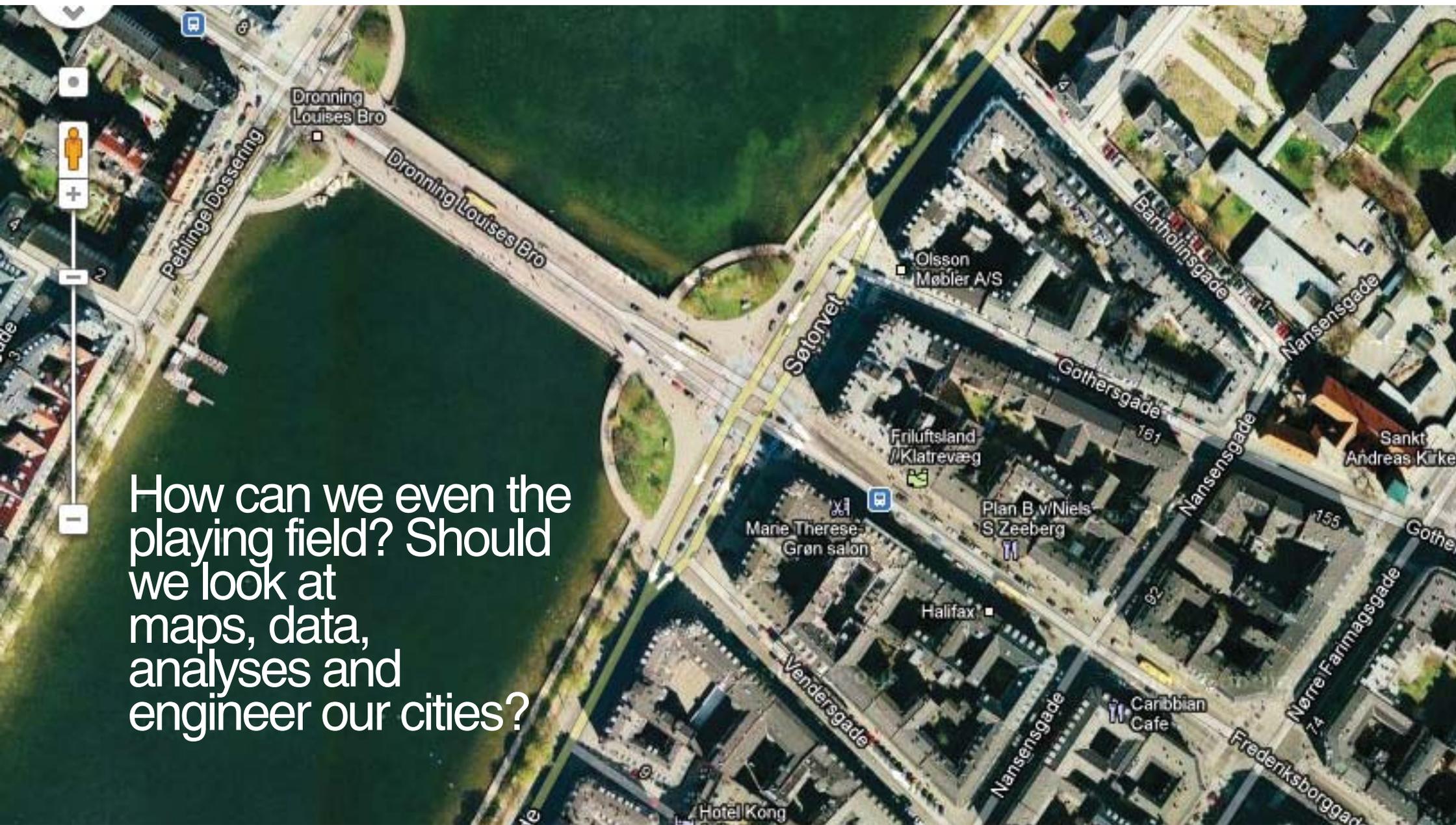
The greatest paradigm shift in the history of our cities

Look at us now.

We live in cities controlled by mathematical models
- often bizarre and outdated - cost-benefit analyses,
feasibility studies, statistics, numbers ...



twothings



How can we even the playing field? Should we look at maps, data, analyses and engineer our cities?



Or should we study people, patterns, movement to understand our cities?



Desire Lines

Gaston Bachelard - *Philosopher*
Poetics of Space - 1958

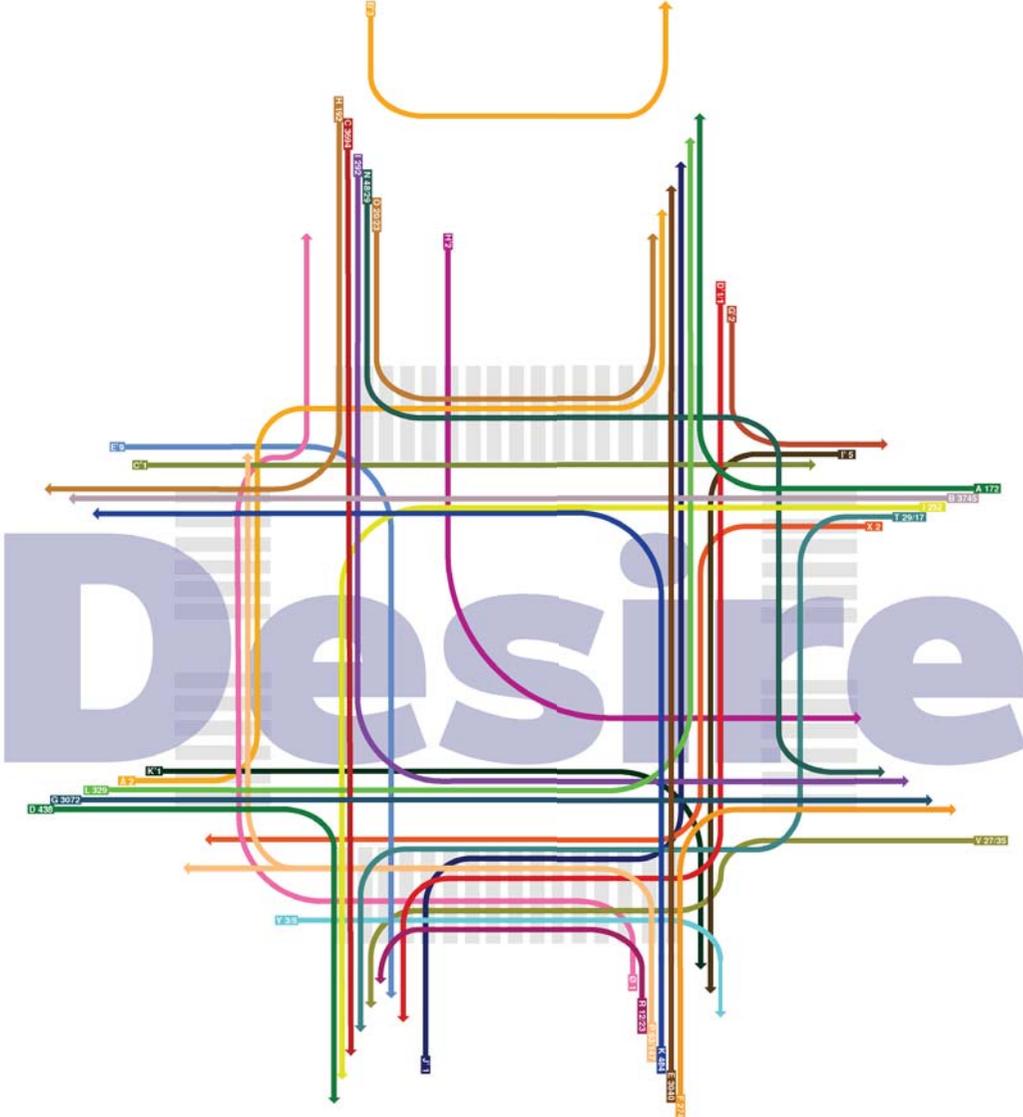
Modern cities listen and
watch and act

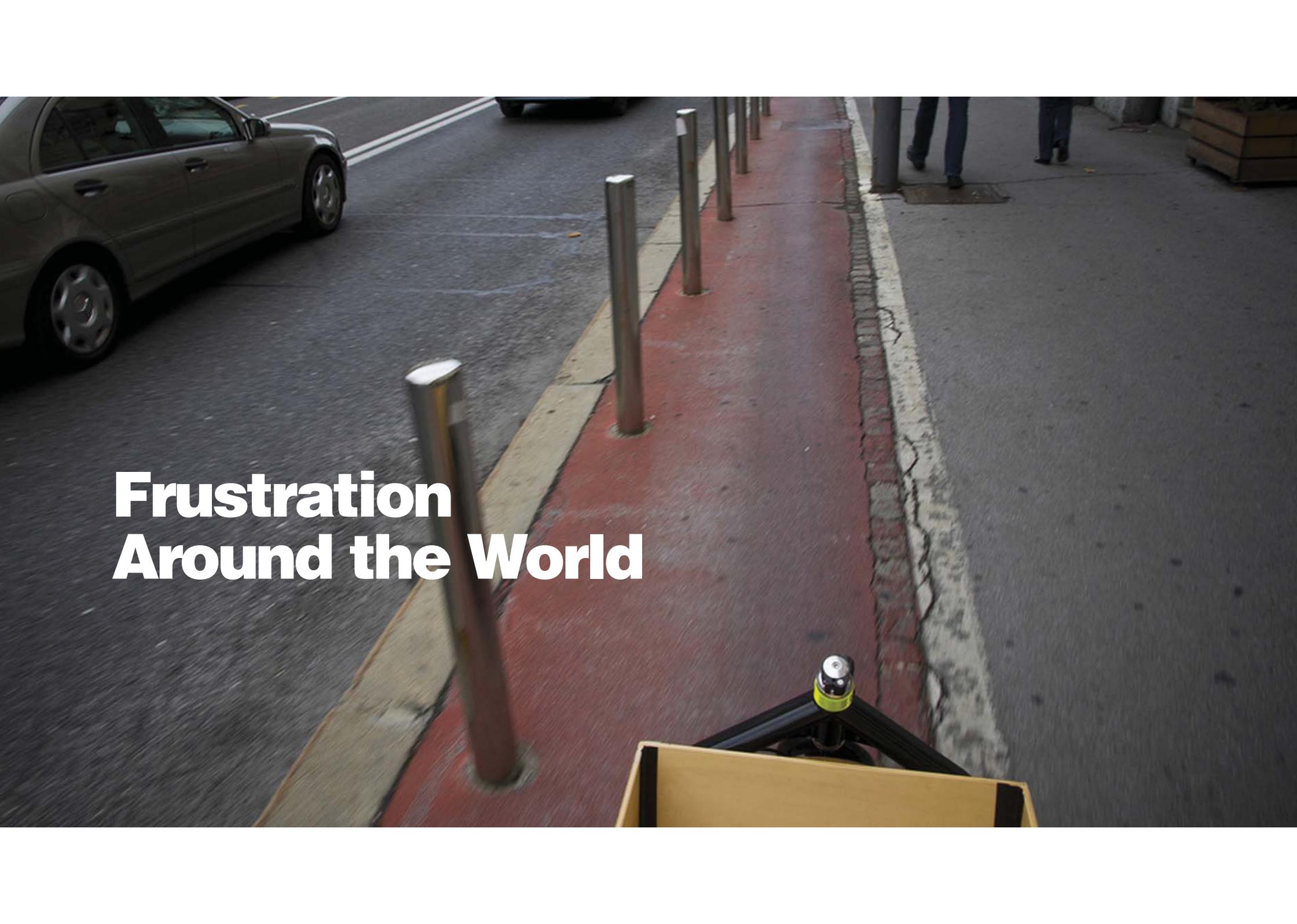


Desire Lines



The Bicycle Choreography of an Urban Intersection





Frustration Around the World



Design.

One language. Different dialects.

A woman with a colorful scarf and a black jacket is riding a bicycle on a red-paved city street. She is smiling and looking to her right. The background shows a city street with buildings, trees, and a white car. The text is overlaid on the image.

**Designers put themselves in the mind
of the user of the product.**

Designers work with the Four Types of Pleasure
Physio-pleasure
Body, senses.

Socio-pleasure
Social pleasures derived from interaction with others

Psycho-pleasure
Peoples reactions and psychological state during using the product

Ideo-pleasure
Appreciation of aesthetics, quality and whether the product enhances life

**Designing for bicycles and pedestrians is like
designing any other product.**

Toothbrushes, toasters, smartphones...

or chairs....



YOUR CITY'S CYCLE MAP







The seductive power of objects can transcend other important issues like price or performance.





The seductive power of objects can transcend other important issues like price or performance or... weather.

A group of cyclists is riding on a city street at dusk. The scene is illuminated by the warm, low light of the setting sun, creating long shadows and a golden glow. In the foreground, a utility pole stands prominently, with a small globe sticker and some graffiti on it. The cyclists are dressed in winter attire, including jackets, scarves, and hats. Some are riding standard bicycles, while others have baskets or panniers. The background shows a blurred city street with other cyclists and buildings.

**Good design improves
behaviour.
Citizens react to
infrastructure design
with their behaviour.
Positively or negatively.**



**Desire Line
ramp**

**Micro-design
by the people - for the people**



Manhole used as ramp



**Anonymous
user-generated
design**



**Railing/
Footrest
City of
Copenhagen**



**Copenhagen-
ize Cyclist Bin**



**Copenhagen-
ize Love
Handles**



lulu-sophia

felix



3.d at LaCour Vej School

logic&**rationality**
free**our**minds

Why design for bicycle traffic?

1.7 billion DKK in health care savings
+ 0.23 cents per km cycled
- 0.16 cents per km driven



It's not just Copenhagen & Amsterdam

Paris, Barcelona, Dublin, Budapest, Seville,
Bordeaux

(Chicago, New York, Vancouver)

“The fact is that automobiles no longer have
a place in the big cities of our time.”

Bertrand Delanoë - Mayor of Paris. Yes, THAT Paris



Monumental Motion

“Cities are erected on spiritual columns. Like giant mirrors, they reflect the hearts of their residents. If those hearts darken and lose faith, cities will lose their glamour”

Shams-i-Tabrizi - (1185-1248)

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