

BICYCLE URBANISM BY DESIGN

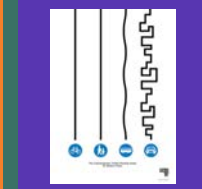
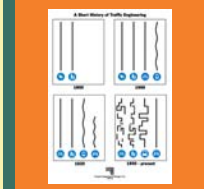
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16
MINUTES

7000 YEARS

“the fact is”

SMART FUTURE MOBILITY?
OVERCOMPLICATION?



Design as a place-making solution



the new standard for cities

“Cities are built on spiritual columns”

marketing & messages



DESIGN & OBSERVATION

Bicycle Choreography
desire lines

BEST PRACTICE

SQUEEZING bicycles into The Matrix

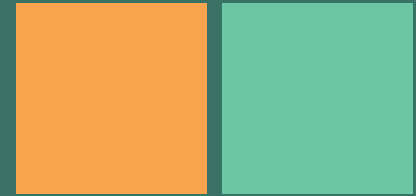
the greatest minds

the LIFE-SIZED CITY

SAVE MONEY

micro design
DEMOCRACY

MONUMENTAL MOTION



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16 7000 YEARS (the is)

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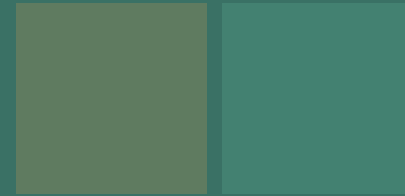


Copenhagen, Sao Paulo, Winnipeg, Dublin, Rotterdam, Norwegian Transport Ministry, etc

The Bicycle Urbanism People

- Planning
 - Design
 - Communications
 - Policy
 - Strategy
 - Master classes
- www.copenhagenize.eu

“ Cities are built on spiritual columns ”



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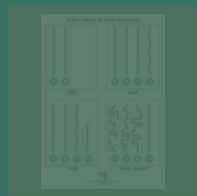
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Design as a place-making solution



For 7000 years, streets were the most democratic spaces in the history of homo sapiens. The car changed that. And traffic "engineering".

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16 MINUTES

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SMART FUTURE MOBILITY?
OVERCOMPLICATING?

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

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SMART FUTURE MOBILITY?
OVERCOMPLICATION?

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“The fact is that automobiles no longer have a place in the big cities of our time”
Bertrand Delanöe
Mayor of Paris

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Design as a place-making solution

SMART FUTURE MOBILITY? OVERCOMPLICATION?

What is “smart mobility”? Absolutely everything we need to put the bikes back in our cities was invented 100 years ago. As well as the recipe for liveable cities.

Use all of it. That’s smart.

the new standard for cities

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SMART FUTURE MOBILITY? OVERCOMPLICATION



THE MATRIX



WE LIVE IN CITIES CONTROLLED BY MATHEMATICAL EQUATIONS AND COMPUTER PROGRAMMES. WE LIVE IN THE MATRIX. FINE FOR RUNNING SEWERS, ELECTRICITY, ETC, BUT NOT FIT FOR HUMAN STREETS.

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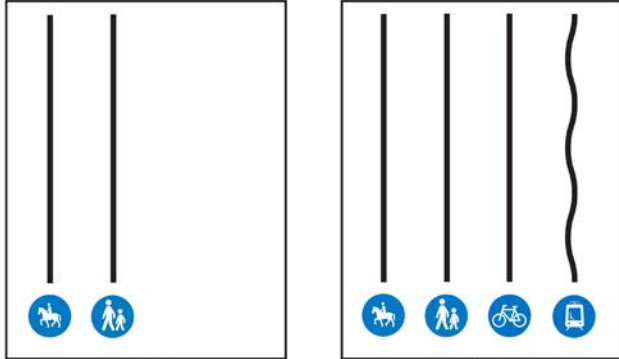


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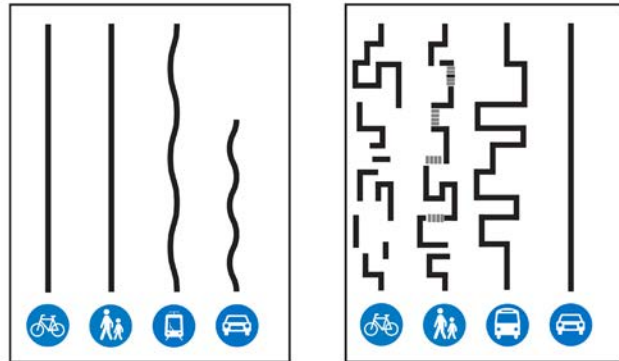
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A Short History of Traffic Engineering



1800

1900

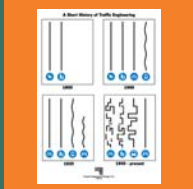


1920

1950 - present

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2013

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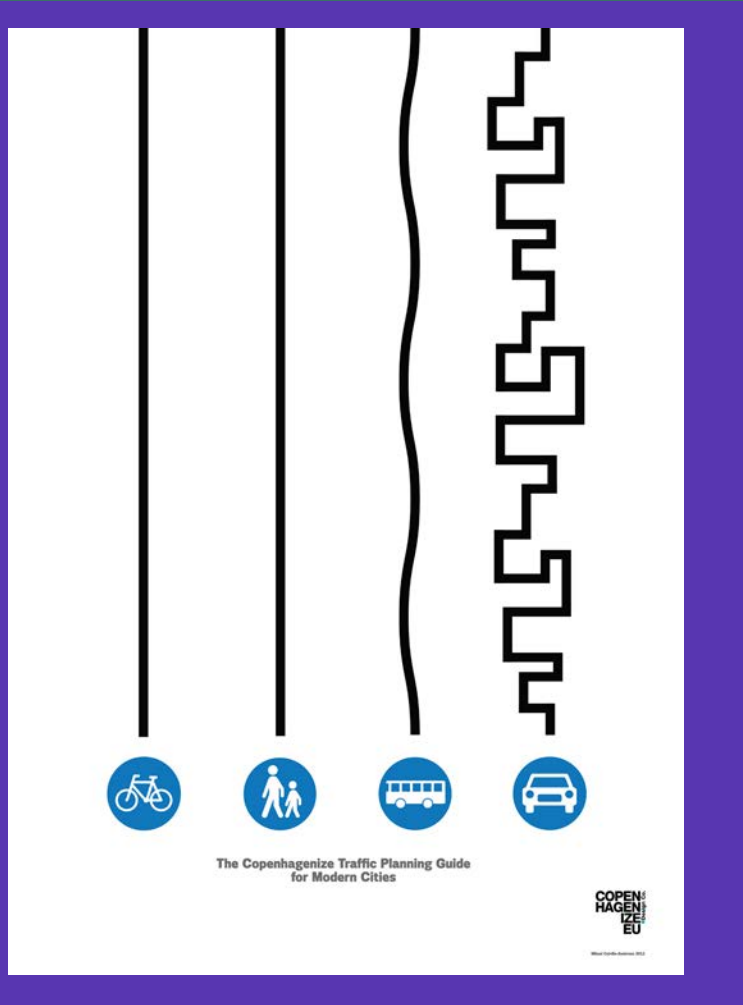
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DESIGN PRESERVATION

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marketing
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A2Bism

Make the bicycle the fastest way from A to B and you're on your way. Take the bicycle seriously as transport.

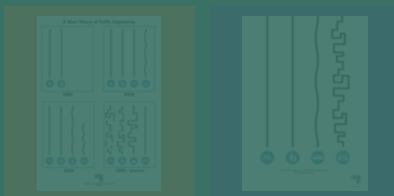
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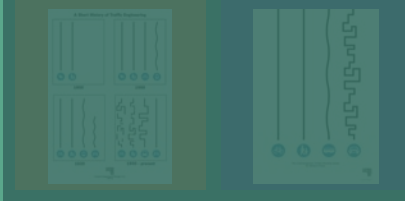
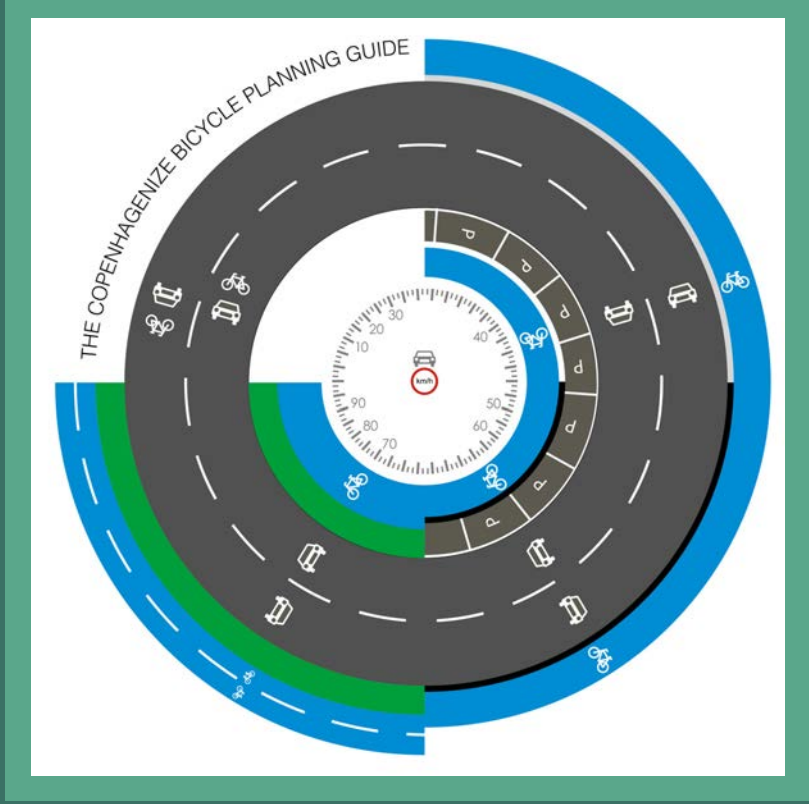
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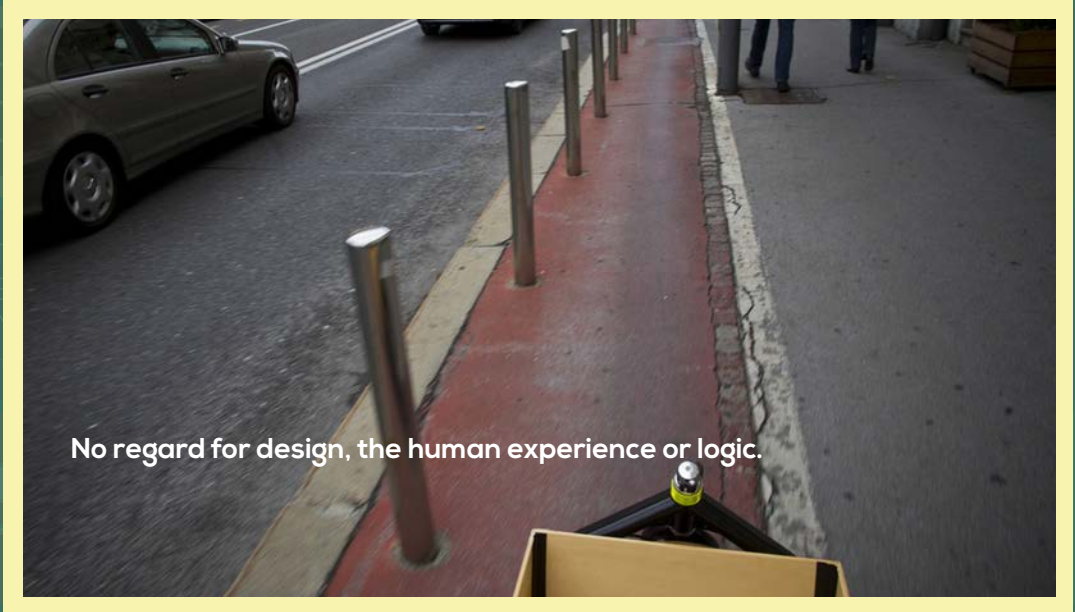
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BICYCLE URBANISM BY DESIGN



No regard for design, the human experience or logic.

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“ Cities are built on spiritual columns ”

Bicycle Choreography
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BEST PRACTICE

SQUEEZING bicycles into The Matrix

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DEMOCRACY

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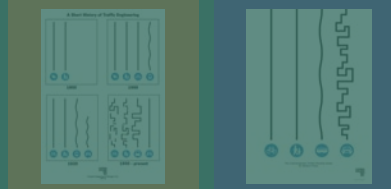
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ZURICH AIRPORT

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ARE YOU ZÜRICH IN DISGUISE?



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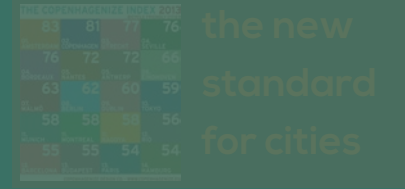
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"We have hills."

Ever heard of San Francisco?

Or Trondheim, Tokyo, Barcelona, Aarhus, etc?

"People ride because it's green/healthy/lifestyle/etc."

Copenhagen:
56% - quick
19% - exercise
6% - cheap
1% - save the world



“Cities are built on spiritual columns”

THE USUAL EXCUSES

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“We have winter.”

80% of Copenhageners ride all winter. Then there is Oulu, etc.



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“We have winter.”

If you design something beautiful, you take care of it.



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“We have trams.”

Lots of cities have trams. All the best cycling cities are some of the best public transportation cities.



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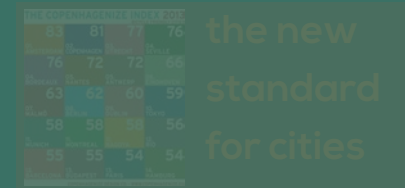
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“We don’t have space.”
Every city has space. They had it 100 years ago, they have it now. How about narrowing car lanes if you’re too scared to remove them? Increase safety, too.



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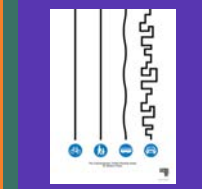
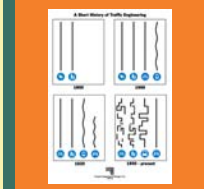
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