

# 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

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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**

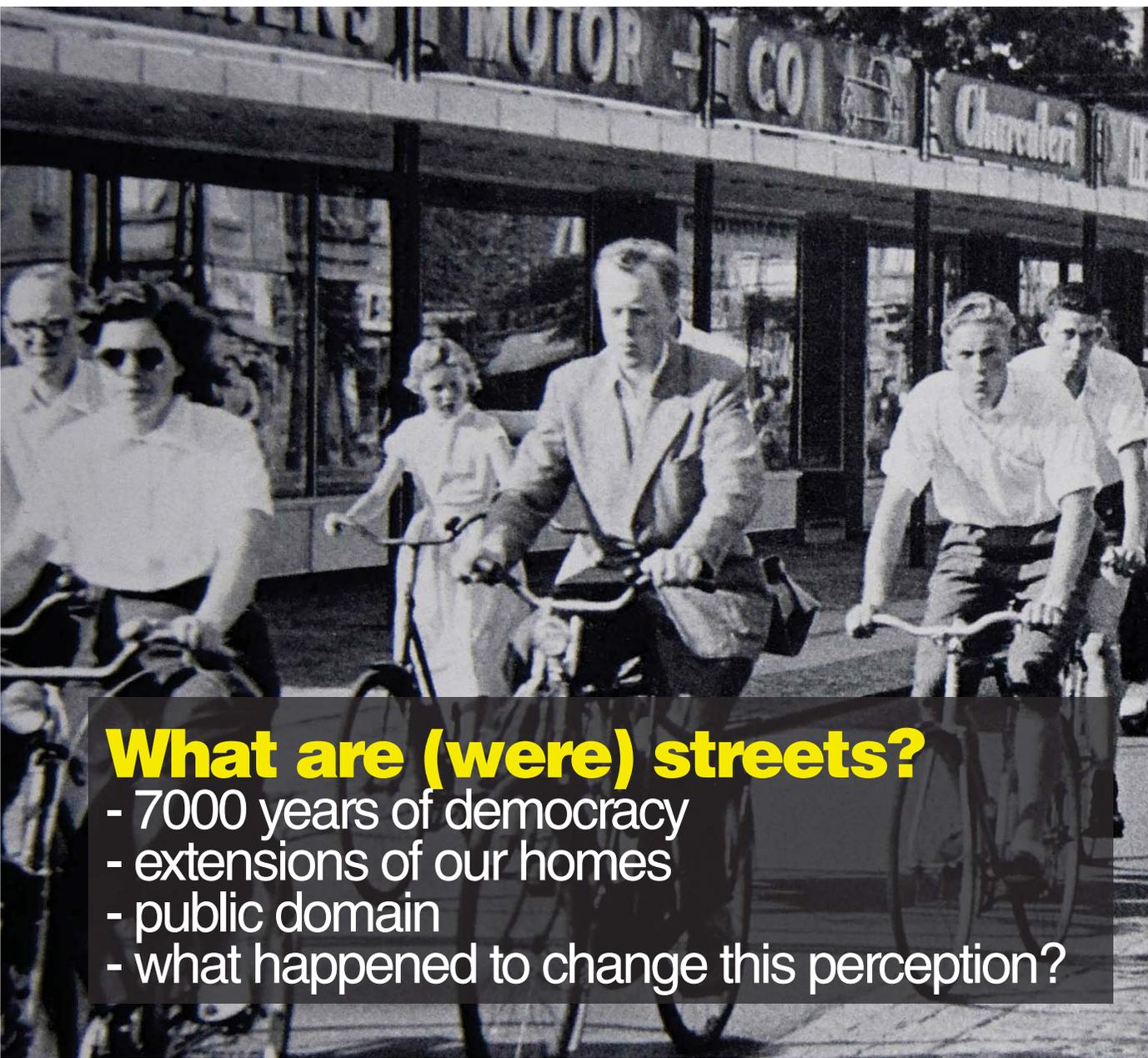


**50,000,000 injured**  
**1.2 million dead**  
**2.2 minute**

**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"

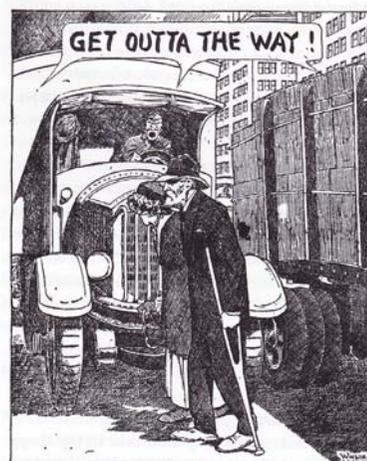
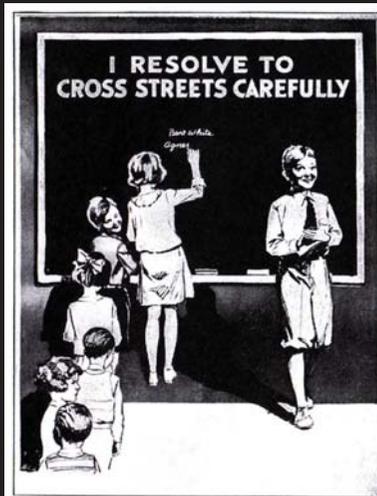
- rapid urbanisation
- traffic safety problems with no solution
- engineers took over - almost in desperation
- puzzles to be solved - a paradigm shift



CONFINED  
SPACE

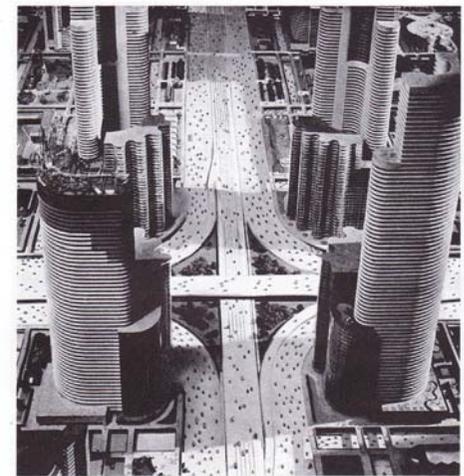
## 2. The Automobile Industry Wakes Up

- 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.

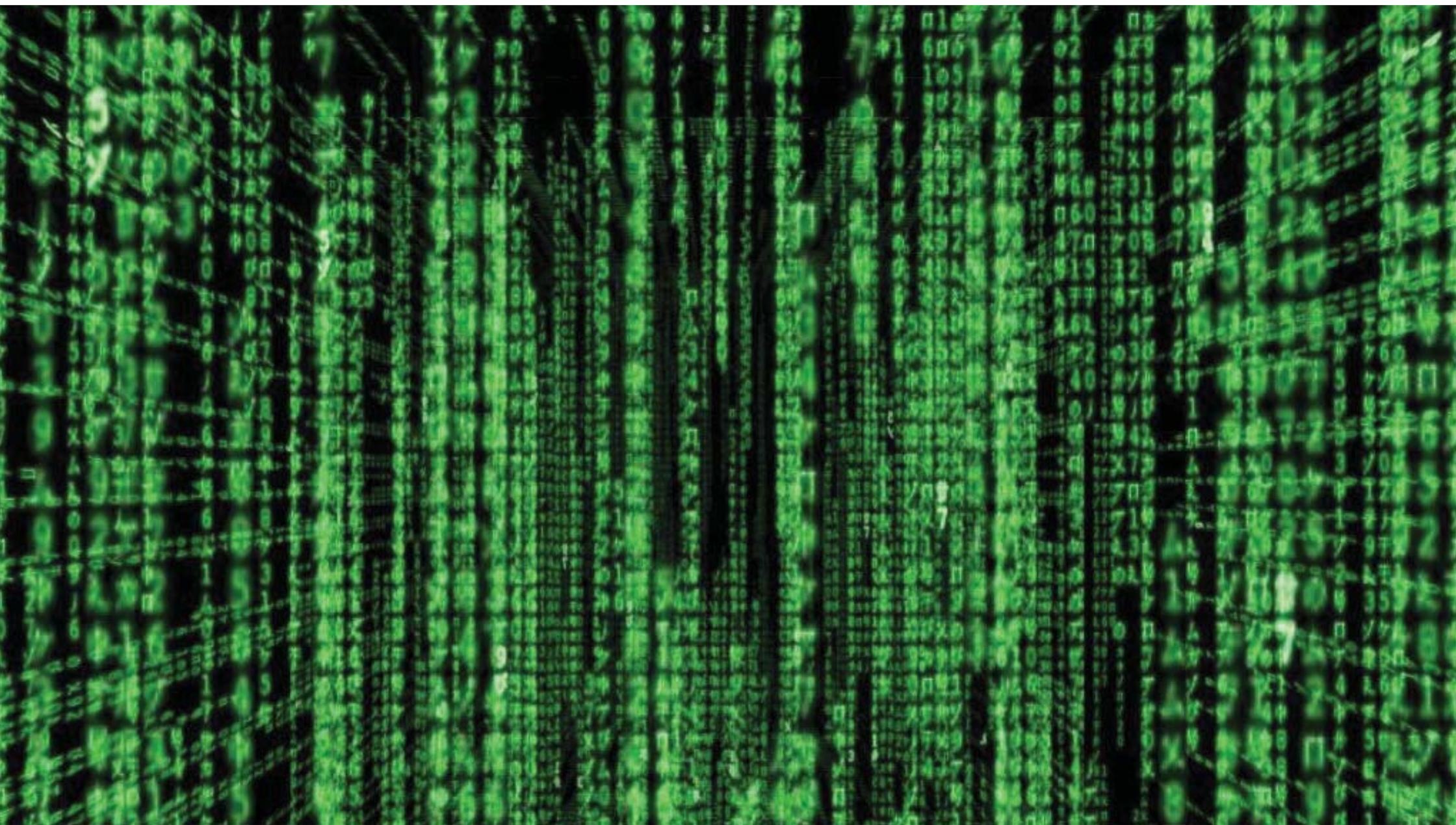
Right of might



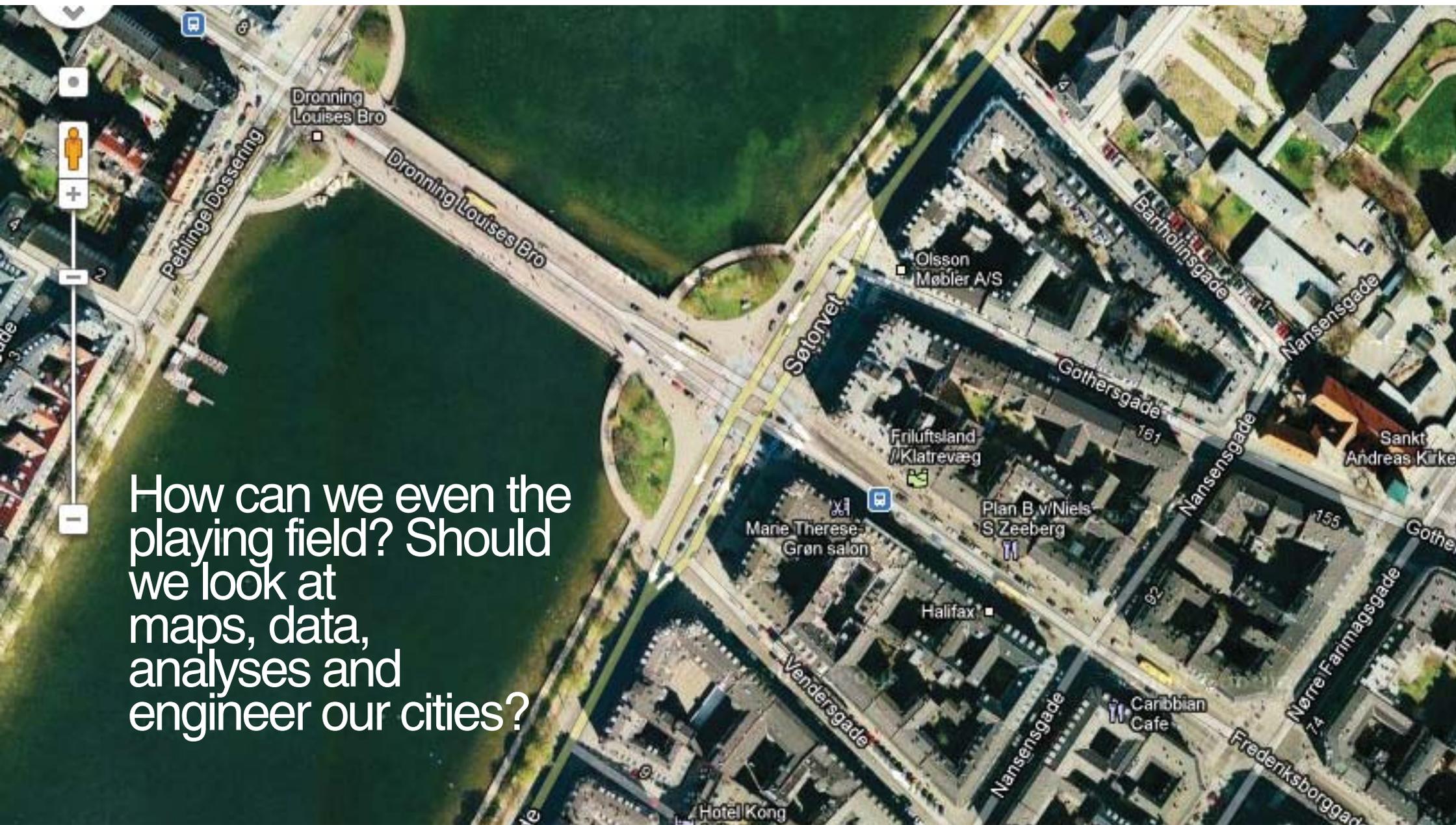
The greatest paradigm shift in the history of our cities

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

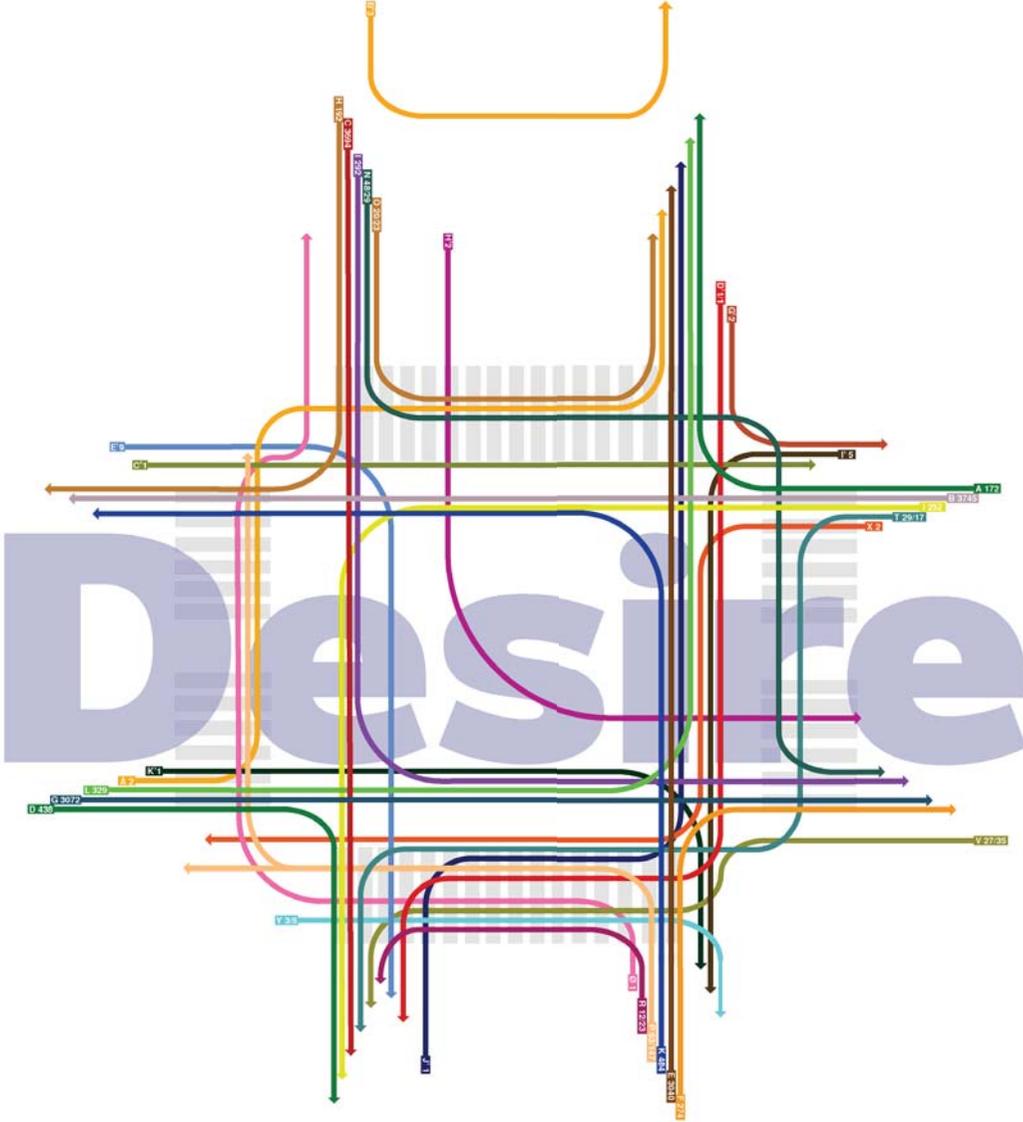
Modern cities listen and  
watch and act

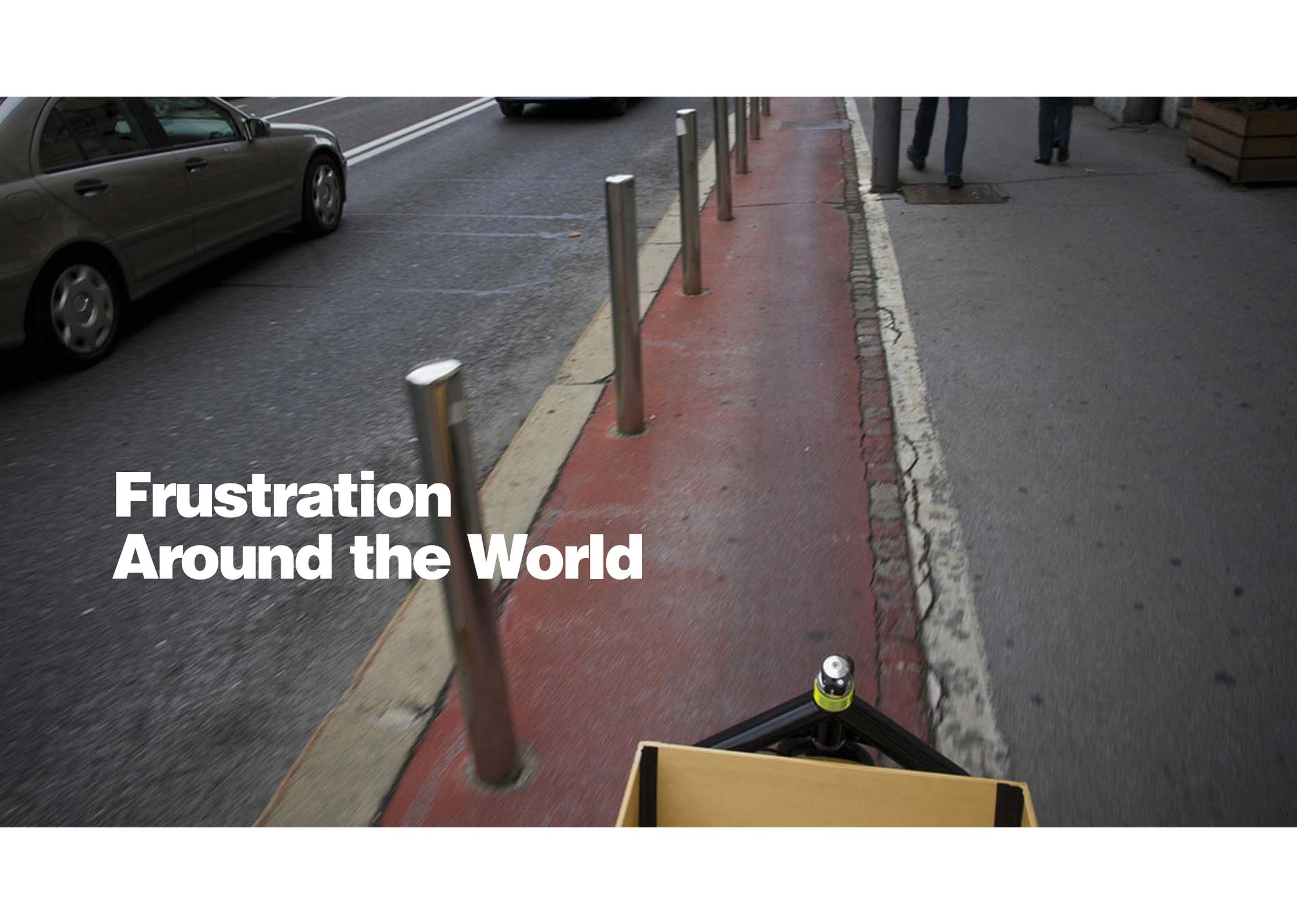


# Desire Lines



# 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 one in the foreground is riding a bicycle with a large front basket. The background shows other cyclists and the blurred outlines of city buildings and streetlights.

**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**



**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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