

BICYCLE URBANISM BY DESIGN



CHANGE THE QUESTION

7000 YEARS

“the fact is”

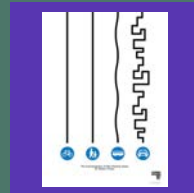
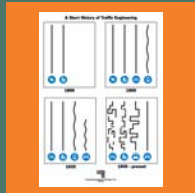
Design as a place-making solution



the new standard for cities

SMART FUTURE MOBILITY?
OVERCOMPLICATION?

stats for modern cities



“Cities are built on spiritual columns”

marketing & messages



DESIGN & OBSERVATION

zeros to heroes



desire lines

BEST PRACTICE

SQUEEZING bicycles into The Matrix

the greatest minds



Mikael

the LIFE-SIZED CITY

SAVE MONEY

micro design DEMOCRACY

MONUMENTAL MOTION

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CEO - Copenhagenize Design Co.
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the new standard for cities

“Cities are built on spiritual columns”

The Bicycle Urbanism People

Planning, infrastructure, policy, strategy, communications, master classes

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

www.copenhagenize.eu



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THE
QUESTION

7000 YEARS

the
fact
is

Design as a place-
making solution



For 7000 years, streets were the most democratic spaces in the history of homo sapiens.

The car changed our perception of what streets are for. As well as traffic “engineering”.

It happened overnight. Out of desperation.

It was massive.

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FRANK YOUNG '16
**DO YOU PLAY
IN THE STREET?**



The Automobile Industry Wakes Up

- Marketing and spin - inventing "jaywalking"
- Removing obstacles - crosswalks and playgrounds
- Name calling - "old fashioned"
- It took 2 decades

This change in our perception of streets is the greatest paradigm shift in the history of homo sapiens in cities.

We're still paying the price.

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

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Bicycle Choreography
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doors to homes

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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 2002-2014

“Cities are built on spiritual columns”

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ideas to heroes

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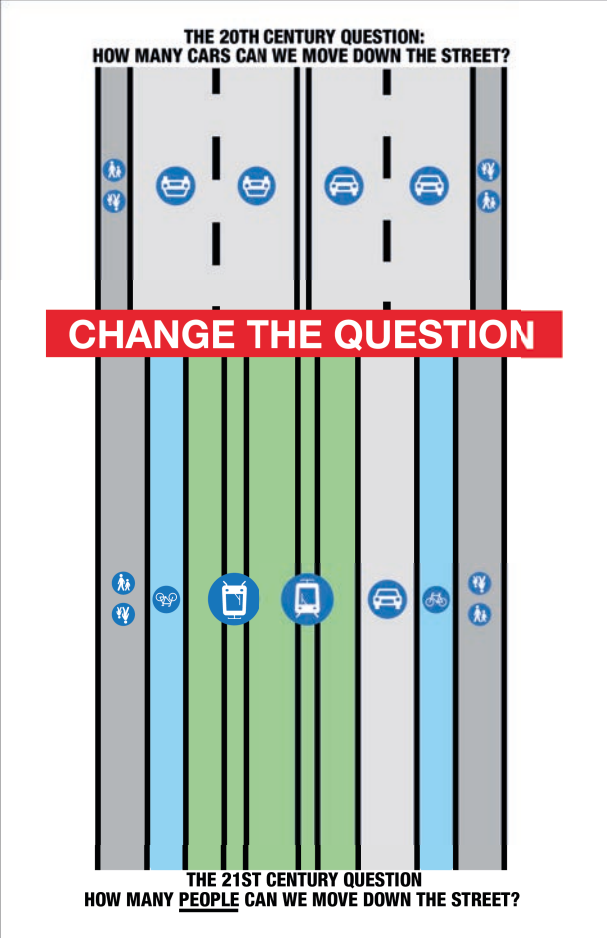
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urban
to
homes

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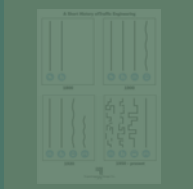
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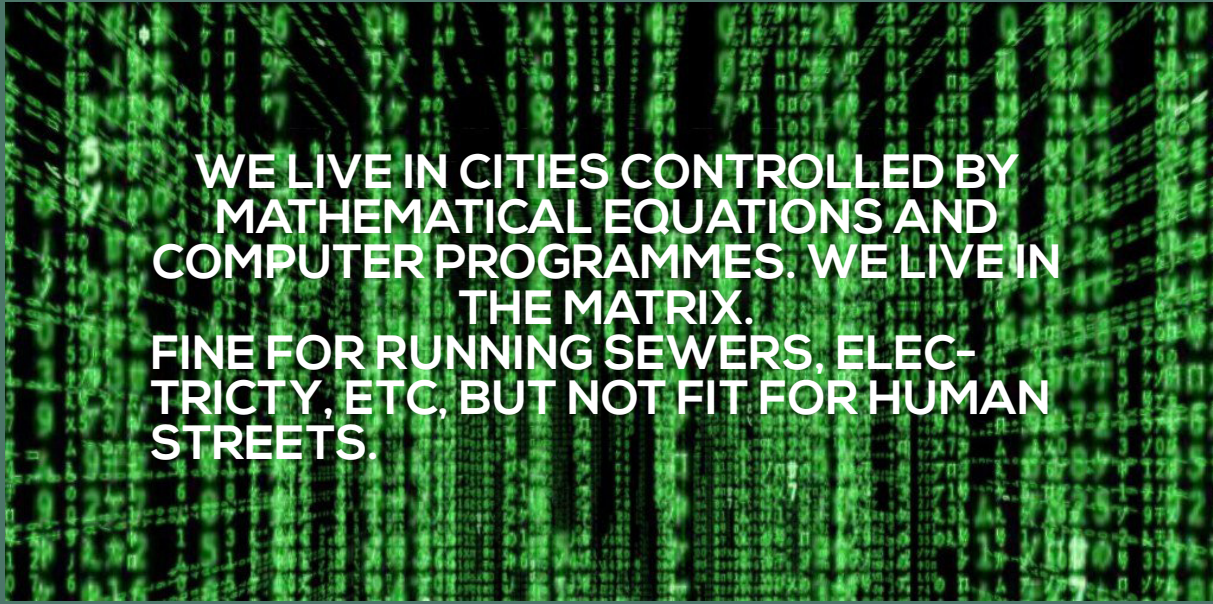
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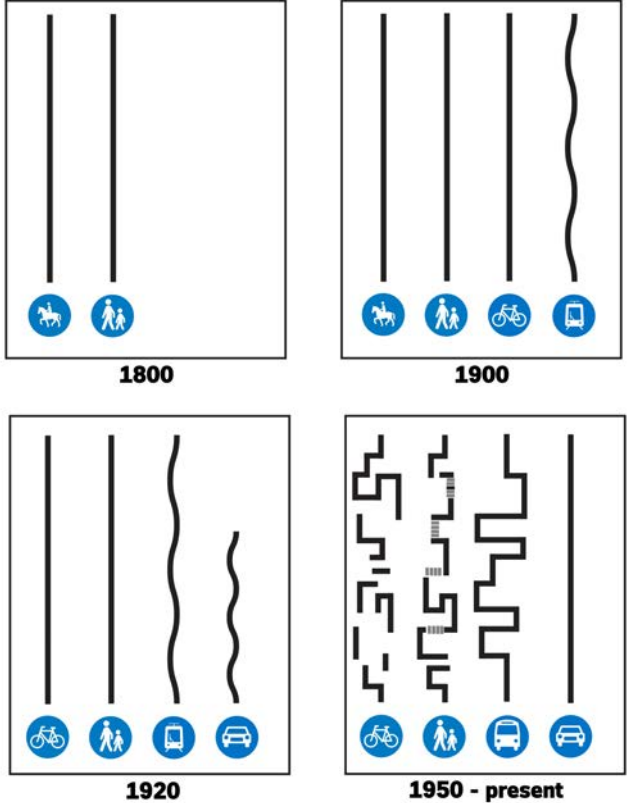


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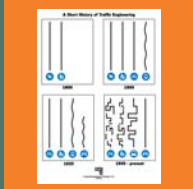
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A Short History of Traffic Engineering



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2013

“the fact is”



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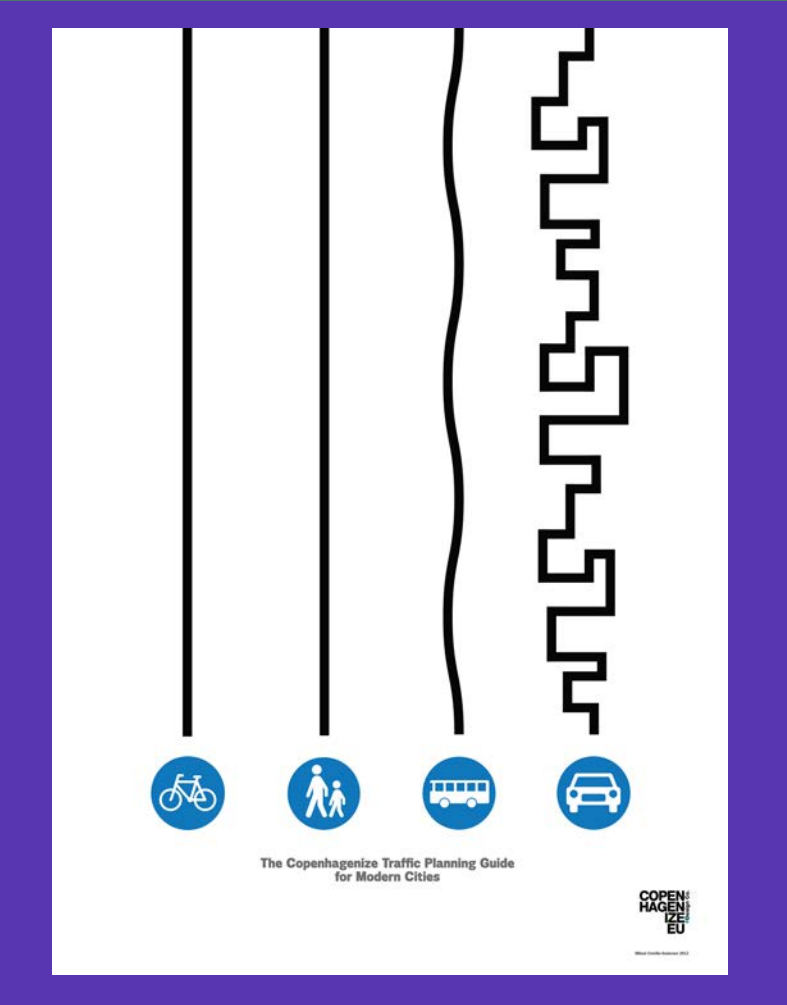
“Cities are built on spiritual columns”

2006
by
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design to homes

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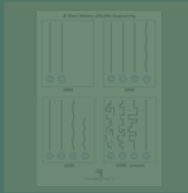
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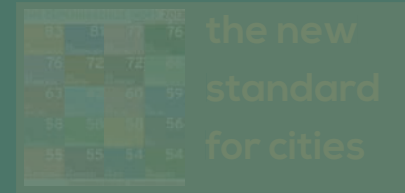
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“Cities are built
on spiritual
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2006
to
homes



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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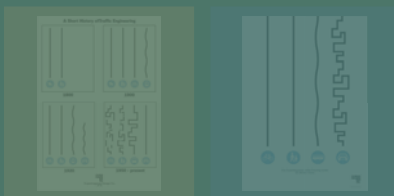
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Desire Lines

Gaston Bachelard - Philosopher
Poetics of Space - 1958

Modern cities listen and watch and act

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OVERCOMPLICATED?

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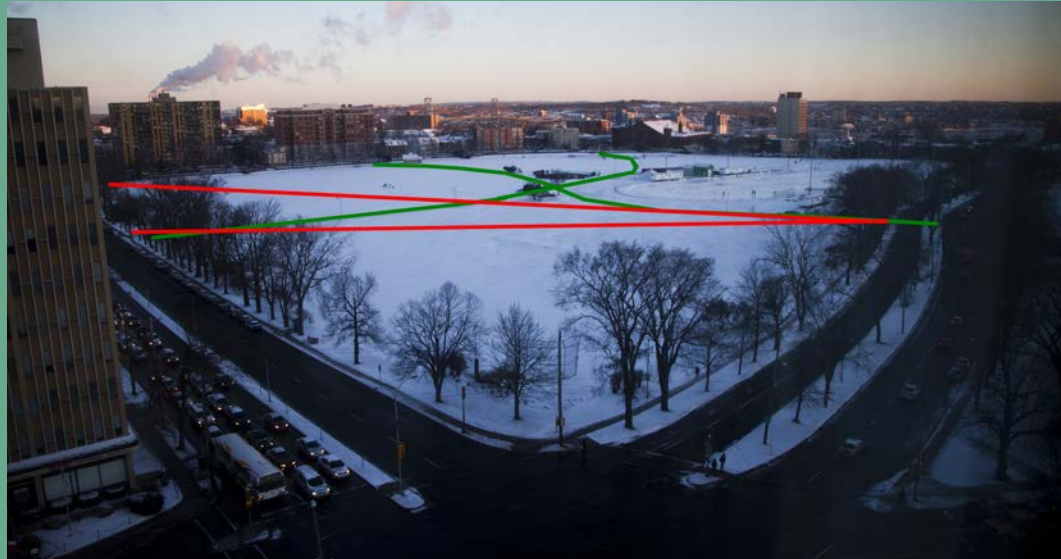
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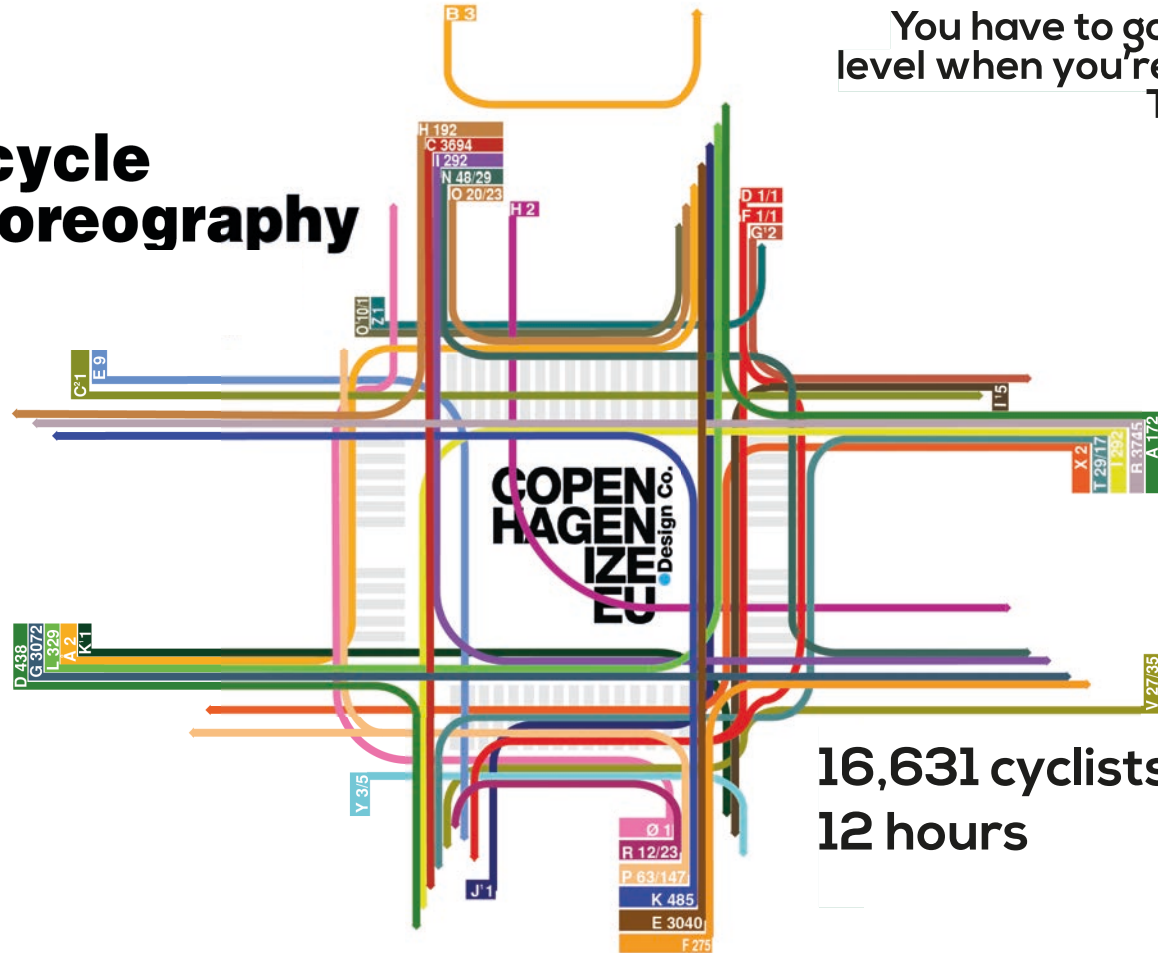
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Design as a place-making solution

Bicycle Choreography

You have to go to the next level when you're up against The Matrix...



16,631 cyclists
12 hours

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THE
QUESTION

7000
YEARS

“the
fact
is”

83	81	77	76
76	72	72	68
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the new
standard
for cities

SMART
FUTURE
MOBILITY?
OVERCOMPLICATION?

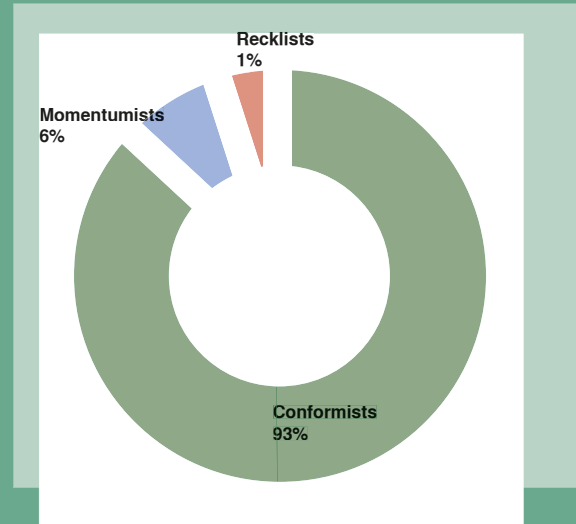
stats for
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cities

Bending the rules is one thing.
But HOW do they do it?
Data can't watch human beings.

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& messages



THE
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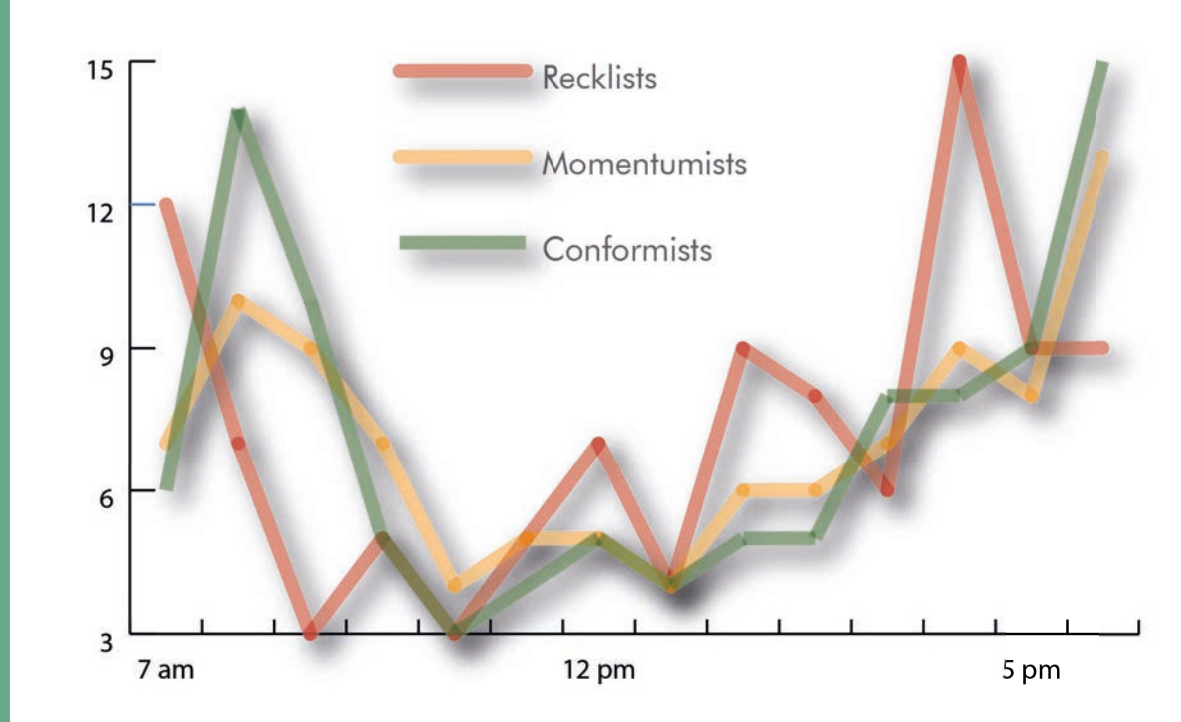
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OVERCOMPLICATING?

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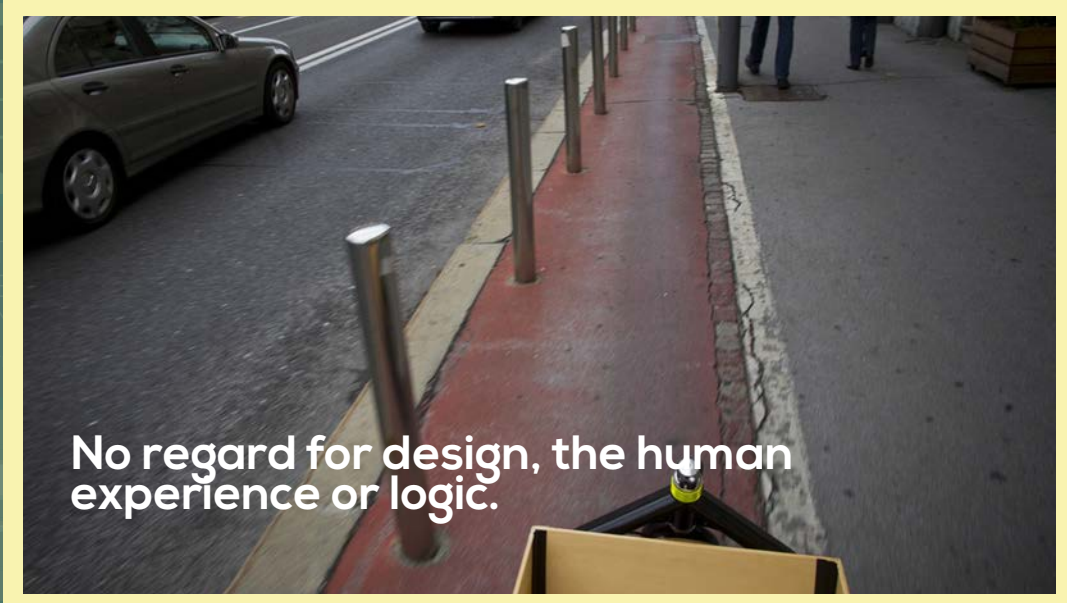
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THE
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CITY



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No regard for design, the human experience or logic.

Design as a place-making solution



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“ Cities are built on spiritual columns ”

Bicycle Choreography
desire lines

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Seriously?



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Basic Design Principles

What if we used them to plan our cities, instead of engineering?

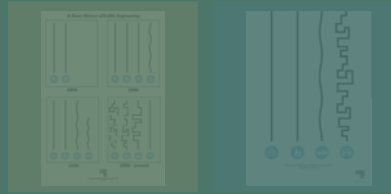
What if we designed bicycle infrastructure like we designed smartphones, chairs, toothbrushes?

Imagine infrastructure designed using the Four Types of Pleasure: Physio, Psycho, Socio, Ideo. Wouldn't that be nice?

Designers think about the end user of the product. The human at the other end.



“the fact is”

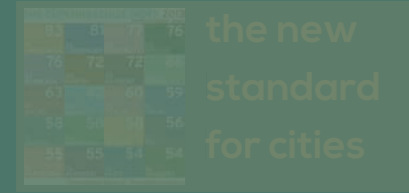


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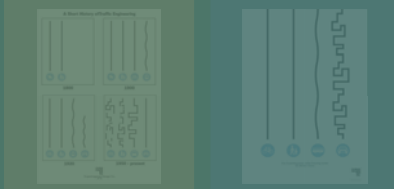
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What if we designed bicycle infrastructure like we design chairs?



“the fact is”

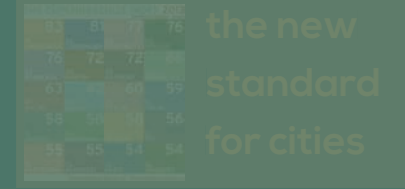


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2006 to 2008

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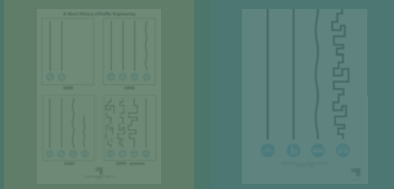
7000 YEARS

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Design as a place-making solution



Would you buy six of these chairs for your dining room table?



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to horses

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PRACTICE The Matrix

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Design as a place-making solution

All people want is a chair.



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2006 to heroes

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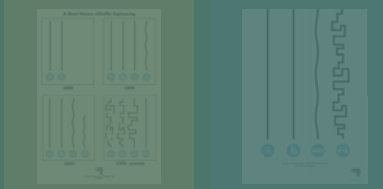
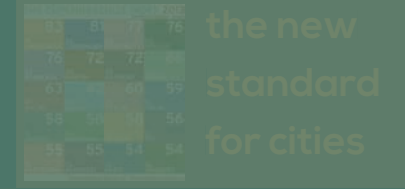
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The seductive power of objects can transcend other important issues - like price or performance.

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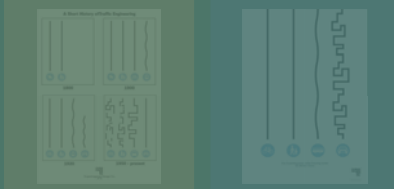
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Design as a place-making solution



The seductive power of objects can transcend other important issues - like the weather.



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2006 to horses

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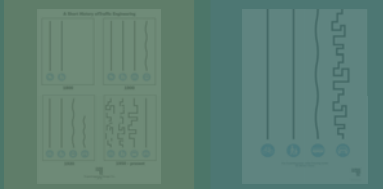
“the fact is”

Design as a place-making solution



Good design improves behaviour. Citizens react to infrastructure design with their behaviour.

Positively or negatively. Listen to them.



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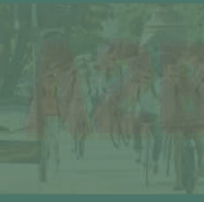
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OVERCOMPLICATION

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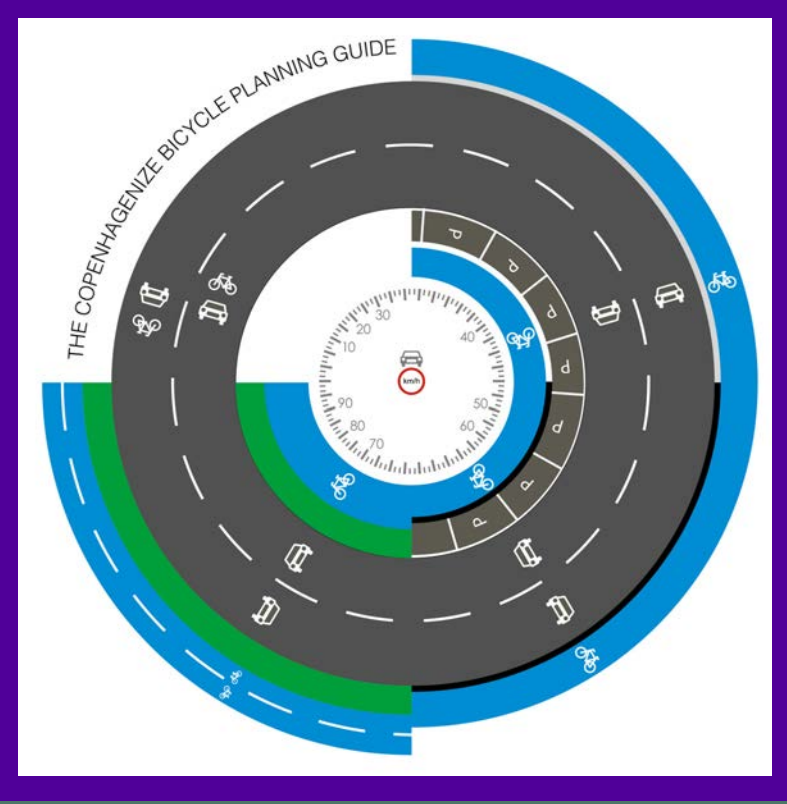
THE M

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Absolutely everything we need for designing for bicycles - and all aspects of liveable cities - was invented at least 100 years ago. Everything.

BEST PRACTICE
SAVE MONEY



ities are built
spiritual
columns ”



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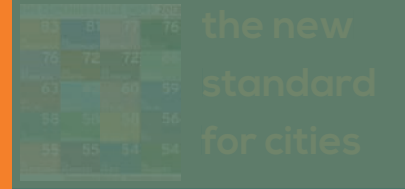
Desire Line ramp



Manhole used as access ramp



Anonymous user-generated design



“ Cities are built on spiritual columns ”

2006
by
hansen

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Copenhagenize
Love Handles

Micro-design by the
people - for the people



Railing/
Footrest -
Copenhagen



Copenhagenize
Cyclist Bin

the
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“Cities are built



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Lulu-Sophia

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the greatest minds

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MOBILITY
OVERCOMPLICATED

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Bicycle
Choreography
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the LIFE CITY

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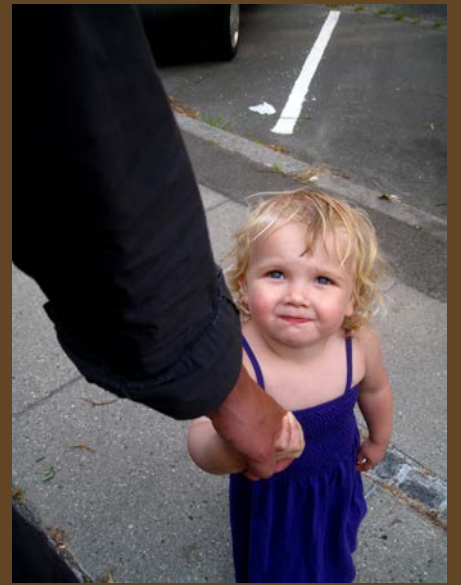
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MOTION

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stats for modern cities

THE MATRIX



the life-sized city

the LIFE-SIZED CITY

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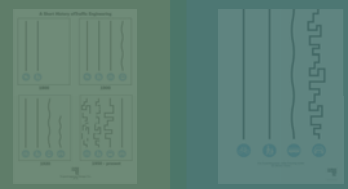
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Felix

the fact is



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MONUMENTAL MOTION



BICYCLE URBANISM BY DESIGN

Logic

- "just make cars uglier so nobody wants to buy them or drive them"

- Max 15 km/h

- Fence to separate cycle track and road

- Light signals

- One-way streets for cars

- Speed bumps

- Glass roofs to cover all the cycle tracks in the entire city...

Design as a place-making solution



the
greatest
minds

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Design as a place-making solution

83	81	77	76
76	72	72	88
63	60	60	59
58	58	54	56
55	55	54	54

the new standard for cities

“ Cities are built on spiritual columns ”

2006 to heroes

Free our minds with logic and rationality.

“Glass roofs” already exist.

the greatest minds

MONUMENTAL MOTION

COPENHAGENIZE EU Design Co.

Mikael Colville-Andersen

COPENHAGENIZE

@copenhagenize

BICYCLE URBANISM BY DESIGN

Design as a place-making solution



William of Ockham

1287-1347

Occam's Razor

"Simpler explanations are generally better than more complex ones"

Choose the simplest, most rational solution.

the
greatest
minds



the new
standard
for cities

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Colville-Andersen

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BICYCLE URBANISM BY DESIGN

Design as a place-making solution

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CHANGE THE QUESTION

7000 YEARS

“the fact is”

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76	72	72	88
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58	58	54	56
55	55	54	54

the new standard for cities

What would our streets look like if our main consultants were five year-olds, 3rd graders, teams of young design students and a 13th century religious dude?

Bicycle Choreography

desire lines

BEST PRACTICE

SQUEEZING bicycles into The Matrix

the greatest minds

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the LIFE-SIZED CITY

SAVE MONEY

micro design DEMOCRACY

MONUMENTAL MOTION

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BICYCLE URBANISM BY DESIGN

Design as a place-making solution

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CHANGE THE QUESTION

7000 YEARS

“the fact is”

83	81	77	76
76	72	72	88
63	80	60	59
58	58	54	56
55	55	54	54

the new standard for cities

They would be beautiful.
They would work.
They would be safer than at any point in the last century.

Bicycle Choreography

desire lines

BEST PRACTICE

SQUEEZING bicycles into The Matrix

the greatest minds

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the LIFE-SIZED CITY

SAVE MONEY

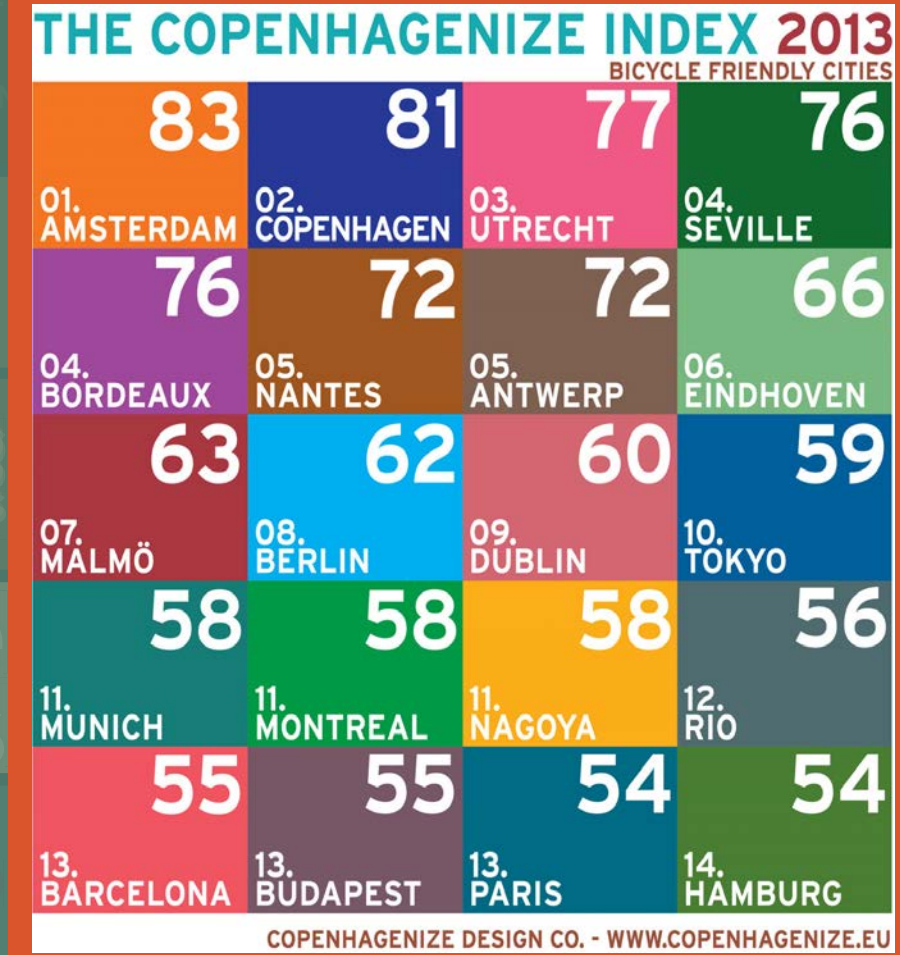
micro design DEMOCRACY

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BICYCLE URBANISM BY DESIGN

Design as a place-making solution



the new standard for cities

“Cities are built on spiritual columns”

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CHANGE THE QUESTION

7000 YEARS

“the fact is”

Design as a place-making solution



SMART FUTURE MOBILITY?
OVERCOMPLICATION



mark & me

Bicycle Choreography

“Cities are built on spiritual columns”

2006
for
horses

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SAVE MONEY
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BICYCLE URBANISM BY DESIGN

Design as a place-making solution

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CHANGE THE QUESTION

7000 YEARS

“the fact is”



SMART FUTURE MOBILITY OVERCOMPLICATED

ma & m

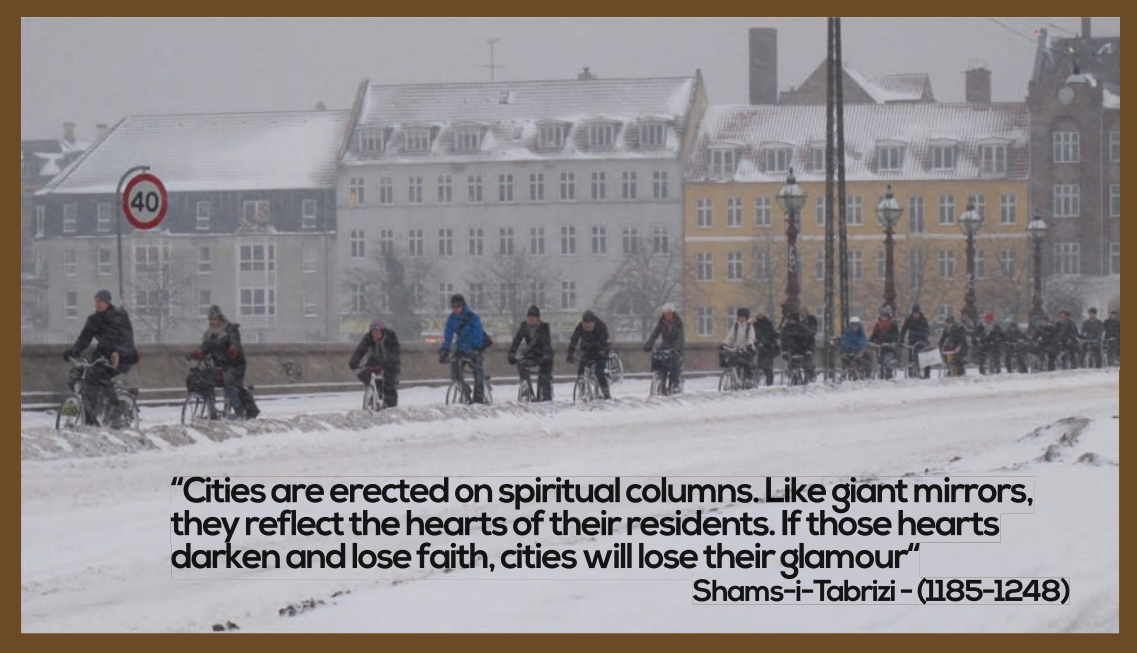
Bicycle Choreography

the LIFE-SIZED CITY

SAVE MONEY

design DEMOCRACY

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)

“ Cities are built on spiritual columns ”

to horses

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BICYCLE URBANISM BY DESIGN

Design as a place-making solution



The Oil Connection

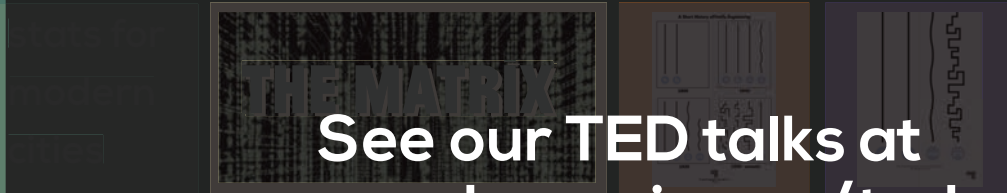
7000 YEARS

“the fact is”



the new standard for cities

SMART FUTURE MOBILITY?
OVERCOMPLICATION?



See our TED talks at copenhagenize.eu/ted

“Cities are built on spiritual columns”

“Cities are built on spiritual columns”

marketing & messages



Bicycle Choreography
desire lines

desire lines

BEST PRACTICE

SQUEEZING bicycles into The Matrix

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the LIFE-SIZED CITY

SAVE MONEY

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MONUMENTAL MOTION

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