

BICYCLE URBANISM BY DESIGN



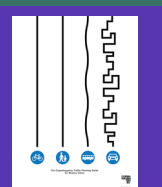
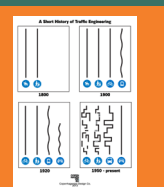
CHANGE
THE
QUESTION

7000
YEARS

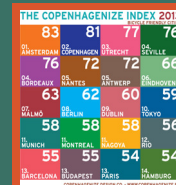
“the
fact
is”

SMART
FUTURE
MOBILITY?
OVERCOMPLICATION?

stats for
modern
cities



Design as a place-
making solution



the new
standard
for cities

“Cities are built
on spiritual
columns”

marketing
& messages



DESIGN
& OBSERVATION

zeros
to
heroes



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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BICYCLE URBANISM BY DESIGN



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

Design as a place-making solution

the new standard for cities

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zeros to heroes

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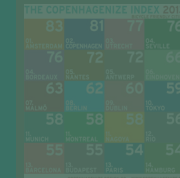
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CHANGE
THE
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7000
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“the
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Design as a place-
making solution



the new
standard
for cities



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

“Cities are built
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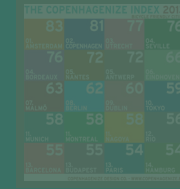
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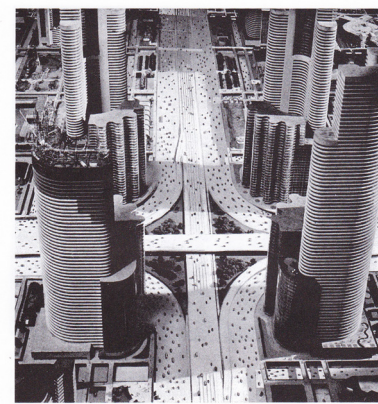
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the new
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Right of might



The Automobile Industry Wakes Up

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

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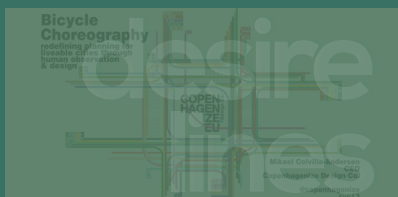
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“The fact is that automobiles
no longer have a place in the
big cities of our time”

marketing
& messages



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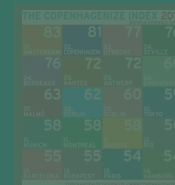
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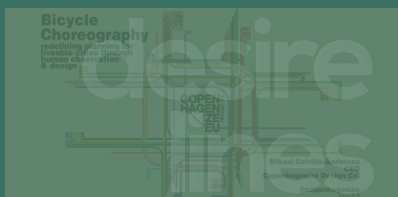
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“The fact is that automobiles
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Bertrand Delanöe
Mayor of Paris

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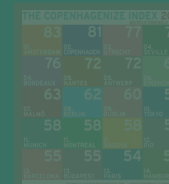
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CHANGE THE QUESTION

SMART FUTURE MOBILITY?
OVERCOMPLICATION?

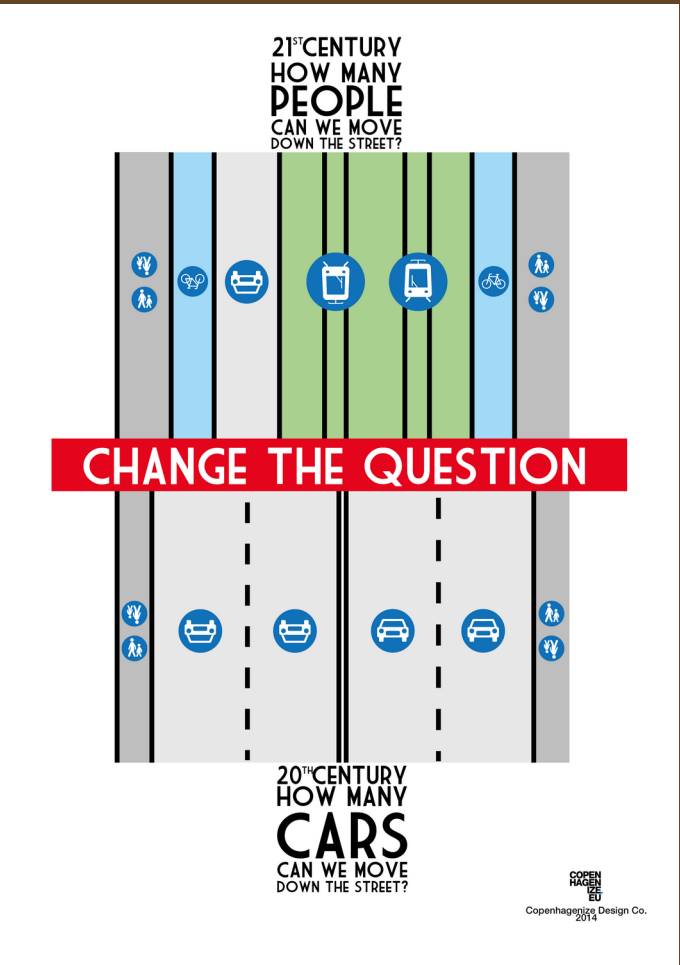
stats for modern cities

marketing & messages

Bicycle Choreography
redefining of cities for
livable cities through
human scale urban
design

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the LIFE-SIZED CITY



Design as a place-making solution



“ Cities are built on spiritual columns ”

zeros to heroes

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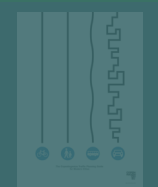
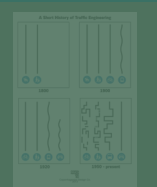
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MOBILITY?
OVERCOMPLICATION

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

Design as a place-
making solution

A table titled "THE COPENHAGEN INDEX 2015" showing various statistics for Copenhagen. The table has multiple columns and rows of data, including percentages and numerical values.

the new
standard
for cities

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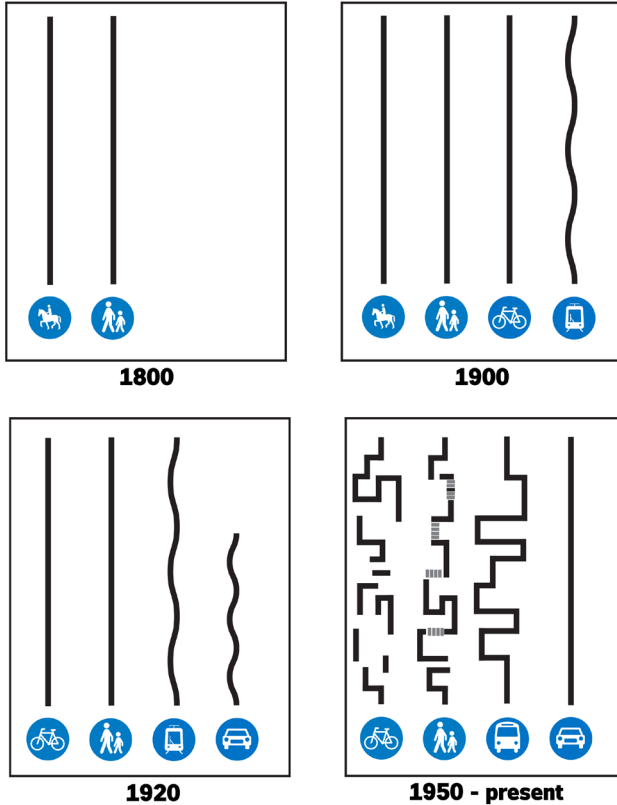
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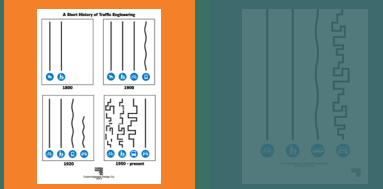
BICYCLE URBANISM BY DESIGN

A Short History of Traffic Engineering



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2013

“the fact is”



DESIGN & OBSERVATION

the greatest minds

MONUMENTAL MOTION

Design as a place-making solution



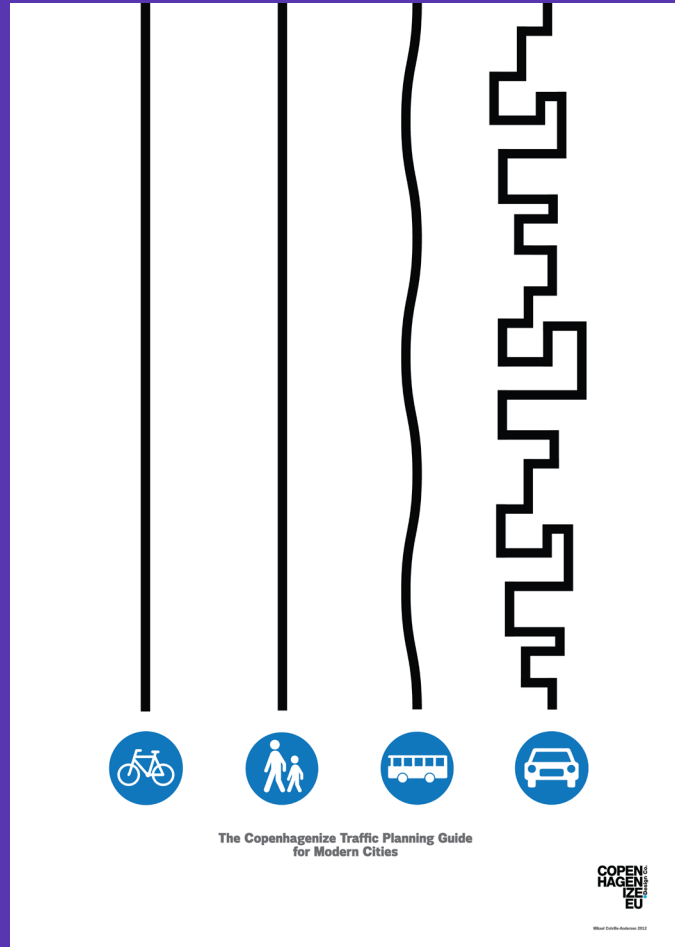
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zeros to heroes

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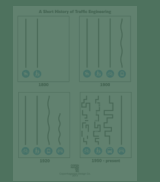
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marketing
& messages



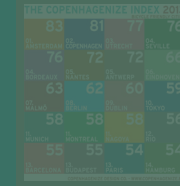
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A2Bism

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

Design as a place-
making solution



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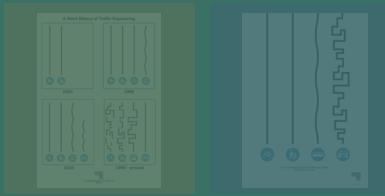


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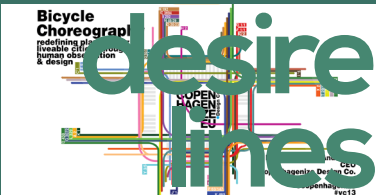
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QUESTION

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stats for
modern
cities

marketing
& messages



the
LIFE-SIZED
CITY

Desire Lines

Gaston Bachelard - Philosopher
Poetics of Space - 1958

Modern cities listen and watch and act



SAVE
MONEY

micro
design
DEMOCRACY

MONUMENTAL
MOTION

Design as a place-
making solution

THE COPENHAGENIZE INDEX 2015

83	81	77	76
76	72	72	66
63	62	60	59
58	58	58	56
55	55	54	54

the new
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BICYCLE URBANISM BY DESIGN

Design as a place-making solution

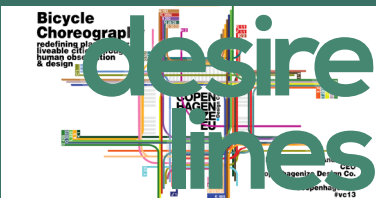
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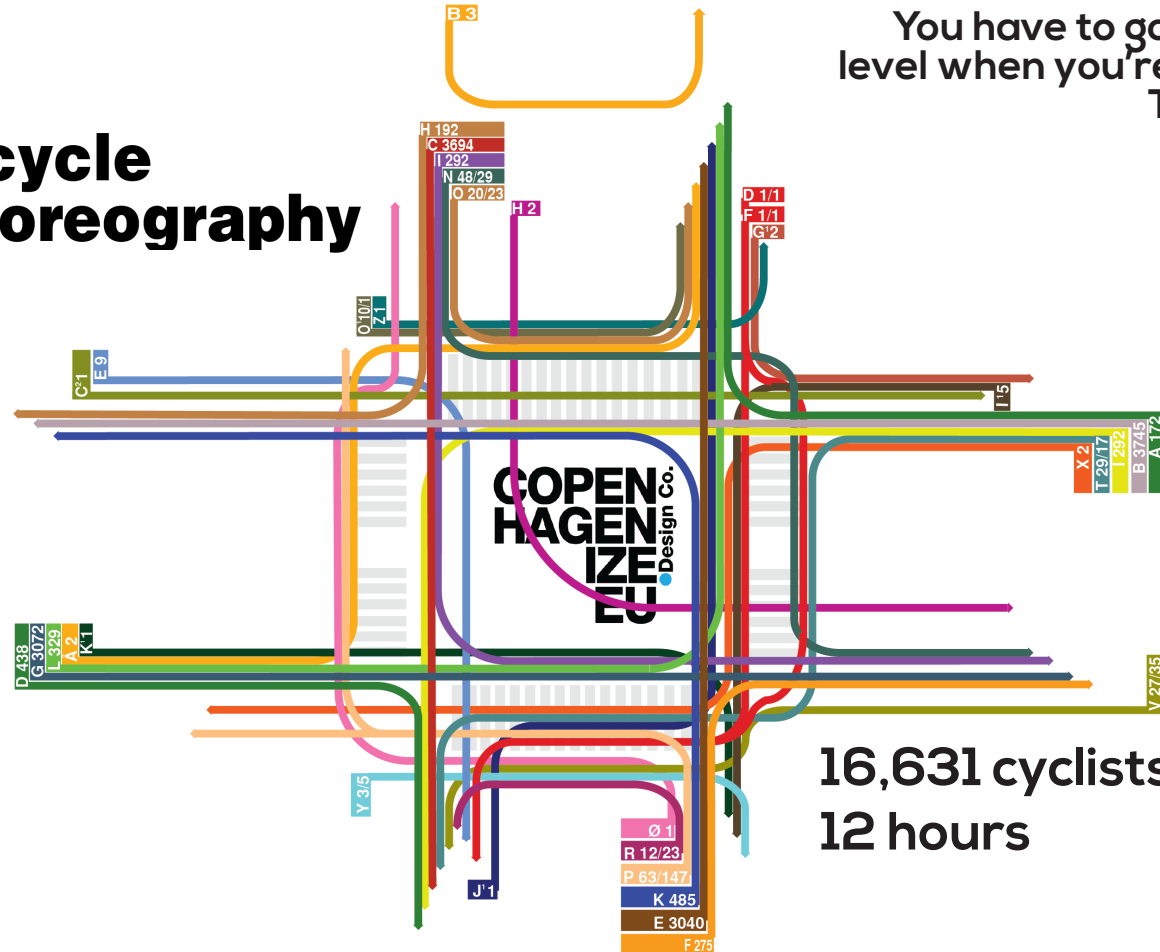
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BICYCLE URBANISM BY DESIGN

Design as a place-making solution

Bicycle Choreography

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



BICYCLE URBANISM BY DESIGN

Design as a place-making solution

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HAGEN
IZE
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CHANGE
THE
QUESTION

7000
YEARS

“the
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THE COPENHAGEN INDEX 2013

83	81	77	76
Denmark	Sweden	Netherlands	France
76	72	72	66
Spain	Italy	Germany	Austria
63	62	60	59
Poland	Belgium	Switzerland	Portugal
58	58	58	56
Sweden	Sweden	Sweden	Sweden
55	55	54	54
Belgium	Sweden	Italy	Sweden

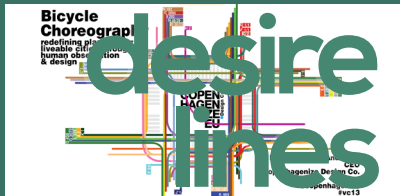
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SMART
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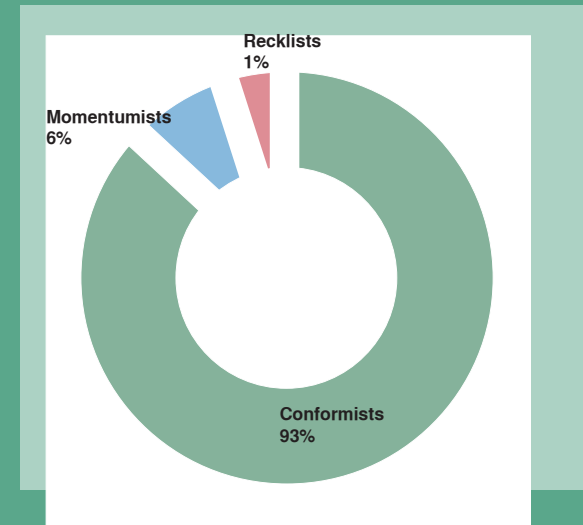
stats for
modern
cities

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

marketing
& messages



the
LIFE-SIZED
CITY



BICYCLE URBANISM BY DESIGN



No regard for design, the human experience or logic.

Design as a place-making solution

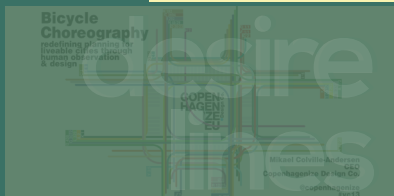
THE COPENHAGENIZE INDEX 2015

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the new
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“ Cities are built
on spiritual
columns ”

zeros
to
heroes



BEST
PRACTICE

SQUEEZING
bicycles
into
The Matrix

the
greatest
minds

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LIFE-SIZED
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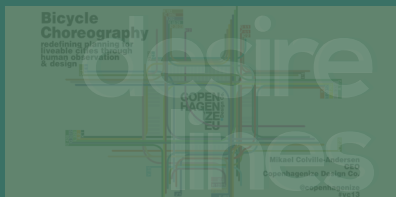
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BICYCLE URBANISM BY DESIGN

Design as a place-making solution



Seriously?



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BICYCLE URBANISM BY DESIGN

Basic Design Principles

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

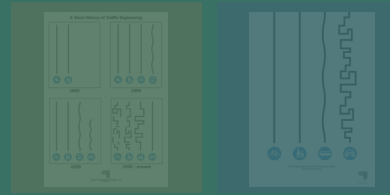
What if we designed bicycle infrastructure like we designed smartphones, chairs, toothbrushes?

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”

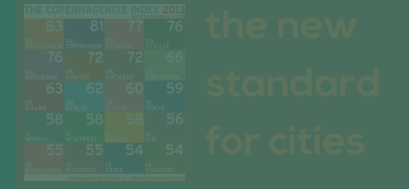


DESIGN
& OBSERVATION

the greatest minds

MONUMENTAL MOTION

Design as a place-making solution



“Cities are built on spiritual columns”

zeros to heroes

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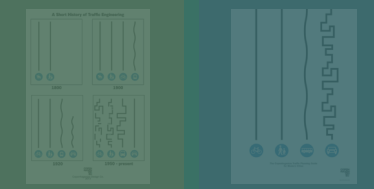
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What if we designed bicycle infrastructure like we design chairs?



“the fact is”



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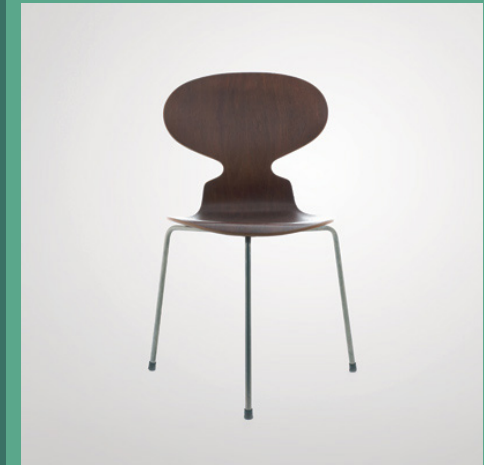
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THE COPENHAGEN INDEX FOR 2016				
83	81	77	76	
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the new standard for cities

“Cities are built on spiritual columns”

All people want is a chair.



the LIFE-SIZED CITY

PRACTICE

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DEMOCRACY

The Matrix

micro design

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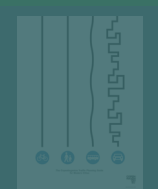
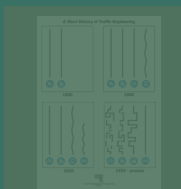
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Australia	Canada	USA	UK

the new
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DESIGN
& OBSERVATION

“Cities are built
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zeros
to
heroes



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

the
greatest
minds

MONUMENTAL
MOTION

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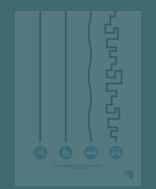
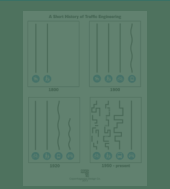
CHANGE
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The seductive power of
objects can transcend other
important issues - like the weather.



DESIGN
& OBSERVATION

the
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Amsterdam	Stockholm	Paris	London

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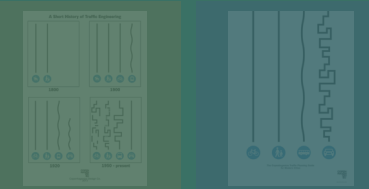
7000
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Good design improves behaviour.
Citizens react to infrastructure
design with their behaviour.

Positively or negatively.
Listen to them.



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CHANGE THE QUESTION

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THE COPENHAGENIZE INDEX 2016				the new standard for cities
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SMART FUTURE MOBILITY?
OVERCOMPLICATION

stats for modern cities

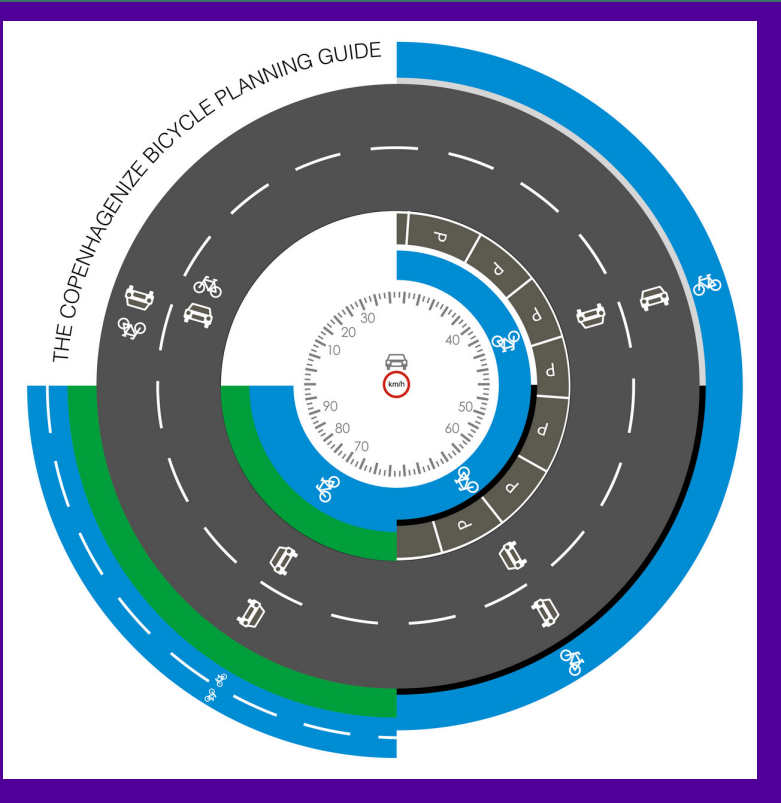
THE M

marketing & messages



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



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n spiritual
columns ”

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penhagenize

the greatest minds

BICYCLE URBANISM BY DESIGN

Design as a place-making solution



Lulu-Sophia



Cities are built



BEST PRACTICE

SQUEEZING bicycles into The Matrix

the greatest minds

the LIFE-SIZED CITY

SAVE MONEY

micro design DEMOCRACY

MONUMENTAL MOTION

BICYCLE URBANISM BY DESIGN

COPENHAGEN
HAGEN
IZE
EU

SMART
FUTURE
MOBILITY
OVERCOMPLICATED

mar
& m



the
LIFE-SIZED
CITY

BEST
PRACTICE

SAVE
MONEY

SQUEEZING
bicycles
into
The Matrix

micro
design
DEMOCRACY

the
greatest
minds

MONUMENTAL
MOTION

Design as a place-
making solution



“ Cities are built
on spiritual
columns ”



BICYCLE URBANISM BY DESIGN

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EU

SMART
FUTURE
MOBILITY
OVERCOMPLICATED

mar
& m



“When will
my city fit
me, Daddy?”



BEST
PRACTICE

SQUEEZING
bicycles
into
The Matrix

the
greatest
minds

the
LIFE-SIZED
CITY

SAVE
MONEY

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Design as a place-
making solution

THE COPENHAGEN INDEX 2015

83	81	77	76
76	72	72	66
63	62	60	59
58	58	58	56
55	55	54	54

the new
standard
for cities

“Cities are built
on spiritual
columns”



BICYCLE URBANISM BY DESIGN

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EU
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CHANGE
THE
QUESTION

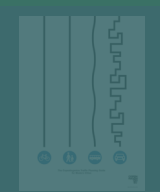
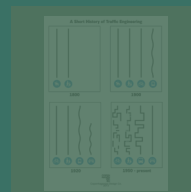
7000
YEARS

“the
fact
is”

SMART
FUTURE
MOBILITY?
OVERCOMPLICATION?

stats for
modern
cities

THE MATRIX



Design as a place-
making solution

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the life-sized city

the
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SAVE
MONEY

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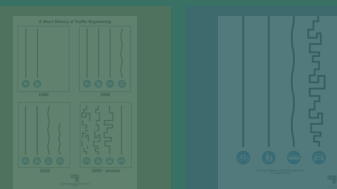
BICYCLE URBANISM BY DESIGN

Design as a place-making solution



Felix

the fact is



DESIGN
& OBSERVATION

the
greatest
minds

MONUMENTAL
MOTION



BICYCLE URBANISM BY DESIGN

Design as a place-making solution

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

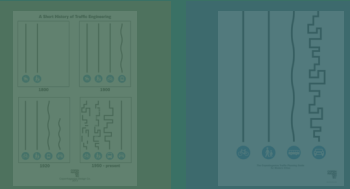
- Light signals

- One-way streets for cars

- Speed bumps

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

“the fact is”



DESIGN
& OBSERVATION

the
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MONUMENTAL
MOTION



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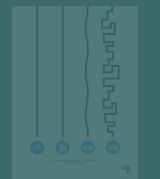
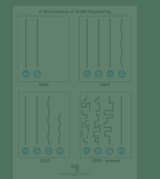
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modern
cities

THE MATRIX



marketing
& messages



DESIGN
& OBSERVATION

Bicycle
Choreogra
phing of
movable
urban
space
& design

Free our minds with logic
and rationality.

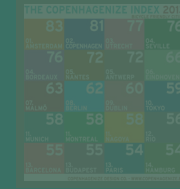
“Glass roofs” already exist.

the
LIFE
CITY

the
greatest
minds

MONUMENTAL
MOTION

Design as a place-
making solution



the new
standard
for cities

“Cities are built
on spiritual
columns”

zeros
to
heroes

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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 COPENHAGENIZE INDEX 2016

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Bicycle	76	72	72	66
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Urban	55	55	54	54

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BICYCLE URBANISM BY DESIGN

Design as a place-making solution



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 URBANISM BY DESIGN

Design as a place-making solution



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



BICYCLE URBANISM BY DESIGN

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CHANGE
THE
QUESTION

7000
YEARS

“the
fact
is”

SMART
FUTURE
MOBILITY?
OVERCOMPLICATION

mark
& me

Bicycle
Choreography
redefining urban space by
reusable cities through
human-centered urban
& design



the
LIFE-SIZED
CITY

SAVE
MONEY

micro
design
DEMOCRACY

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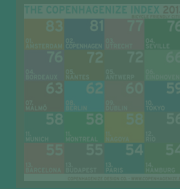
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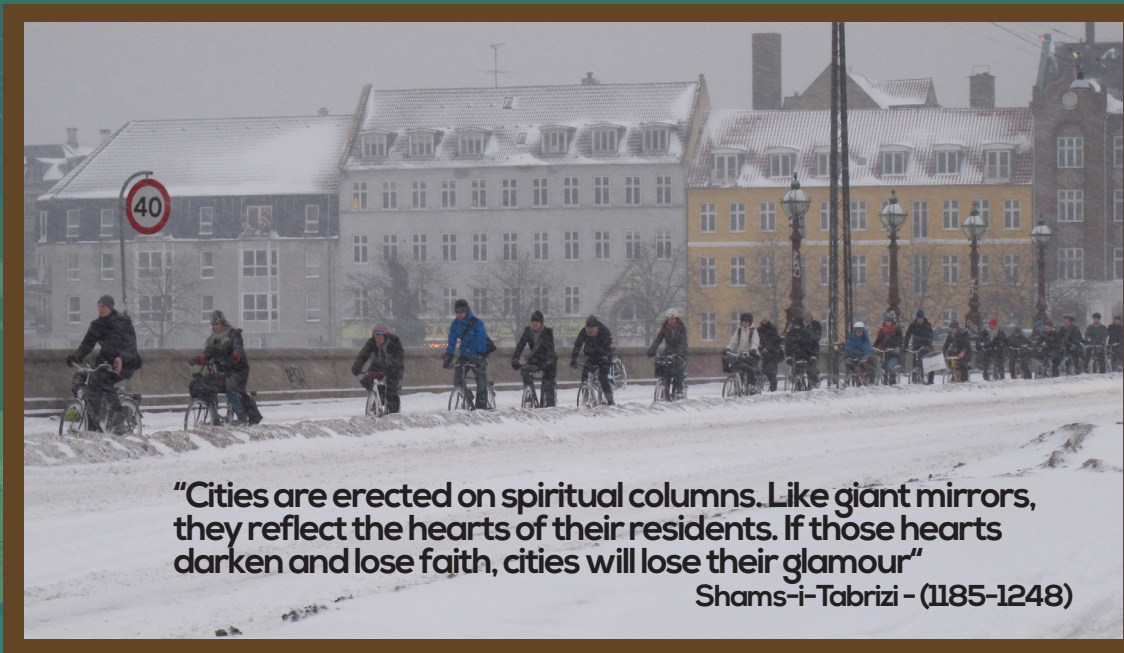


the new
standard
for cities

SMART
FUTURE
MOBILITY
OVERCOMPLICATED

ma
& m

Bicycle
Choreography
redefining public space for
livable cities through
urban design & design



“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”

zeros
to
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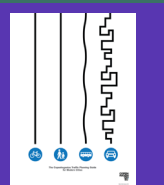
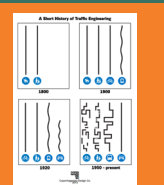
The
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redefining
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urban
space
& design
**desire
lines**

**BEST
PRACTICE**

SQUEEZING
bicycles
into
The Matrix

the
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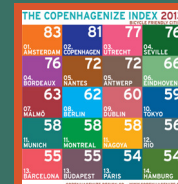
the
LIFE-SIZED
CITY

**SAVE
MONEY**

micro
design
DEMOCRACY

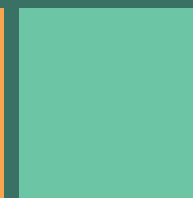
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