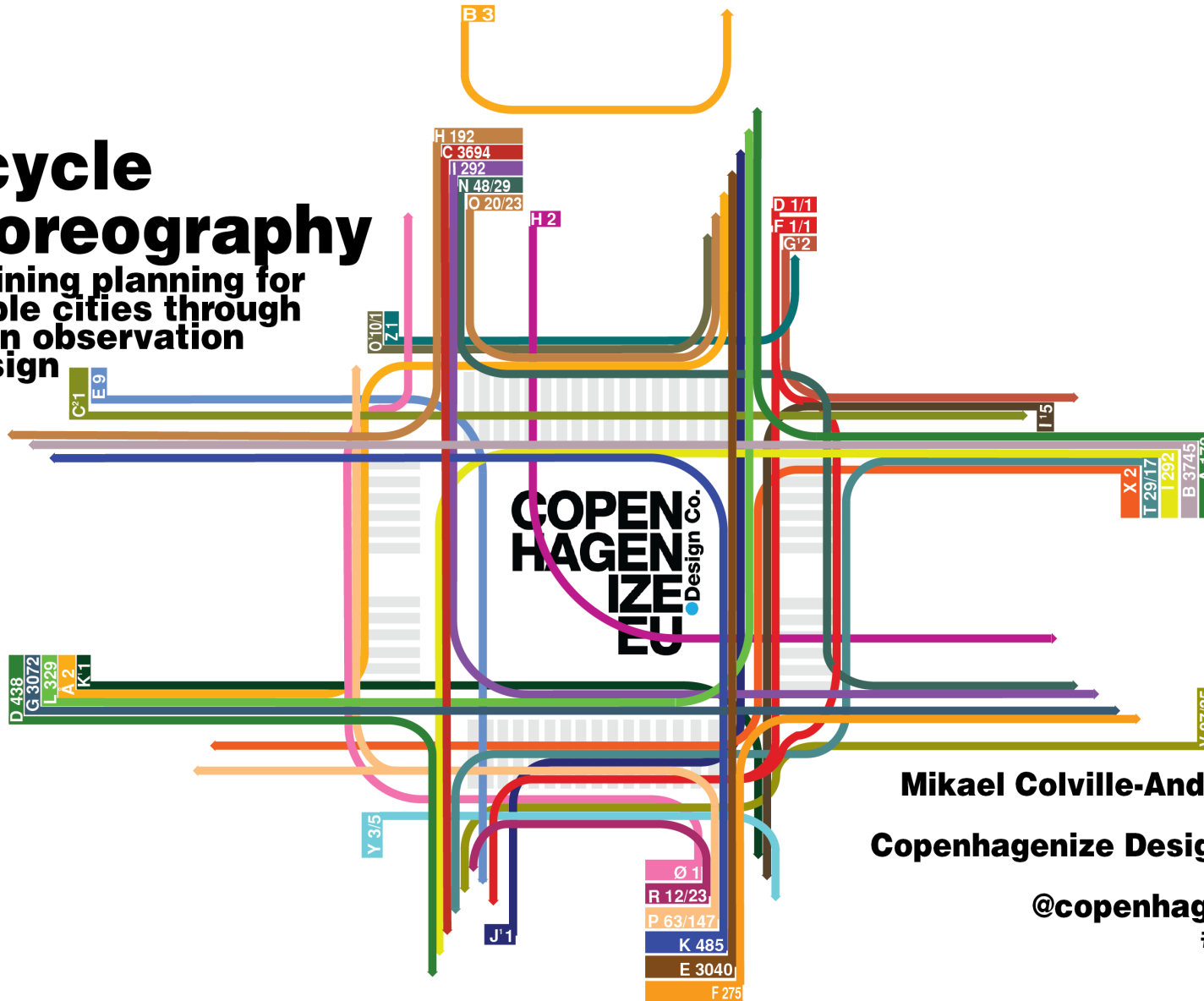


Bicycle Choreography

redefining planning for
liveable cities through
human observation
& design



Mikael Colville-Andersen
CEO
Copenhagenize Design Co.

@copenhagenize
#vc13

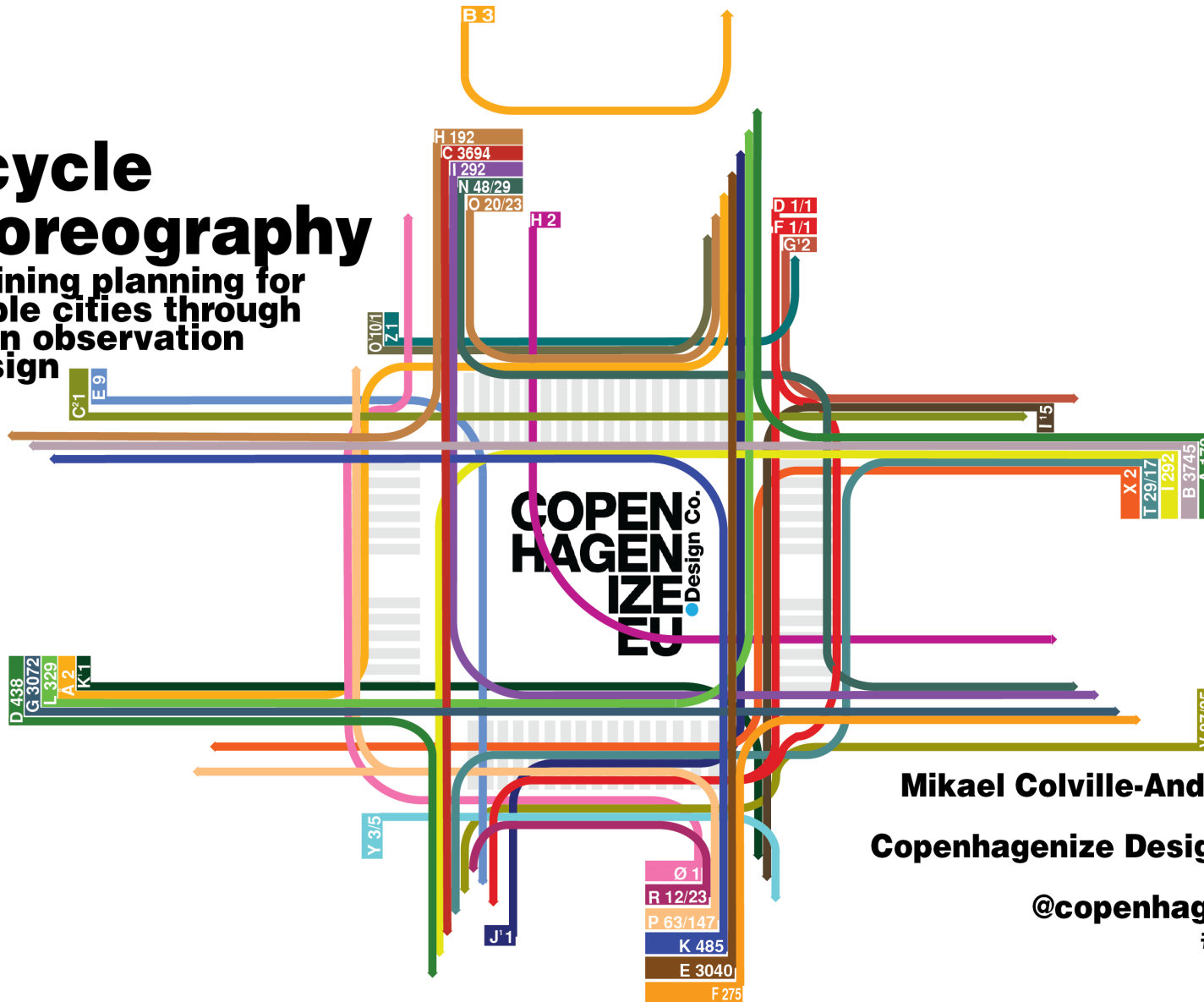






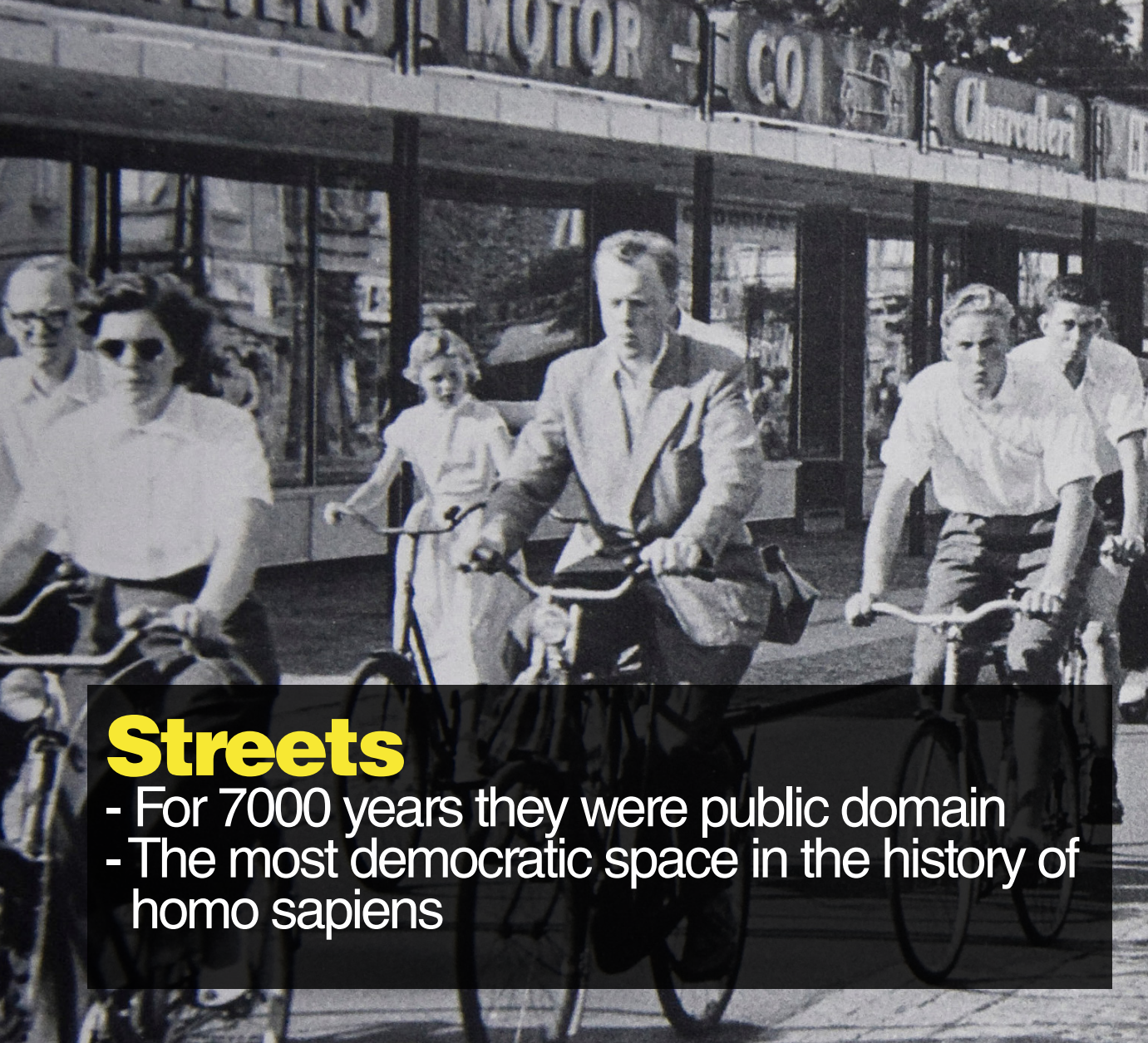
Bicycle Choreography

redefining planning for
liveable cities through
human observation
& design



Mikael Colville-Andersen
CEO
Copenhagenize Design Co.

@copenhagenize
#vc13



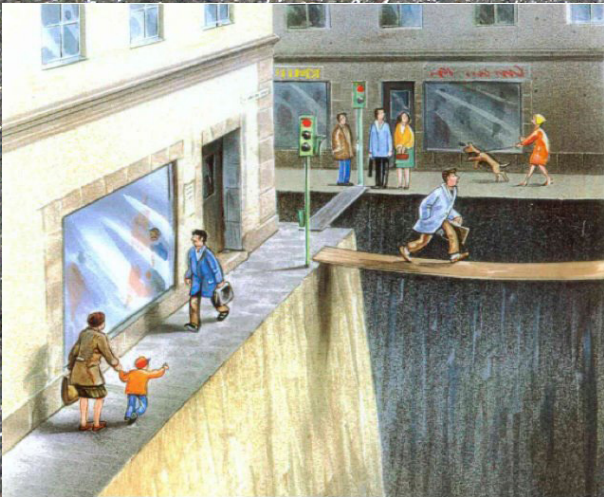
Streets

- For 7000 years they were public domain
- The most democratic space in the history of homo sapiens



“Public Utilities”

- Thanks to traffic engineering they are now regarded as public utilities
- After a century of traffic “engineering” people are still dying.
- All we know is that if you create more space for cars... more cars come. Period.



**CONFINED
SPACE**



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outdated - cost-benefit analyses,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

thinkdifferently



Human Observation





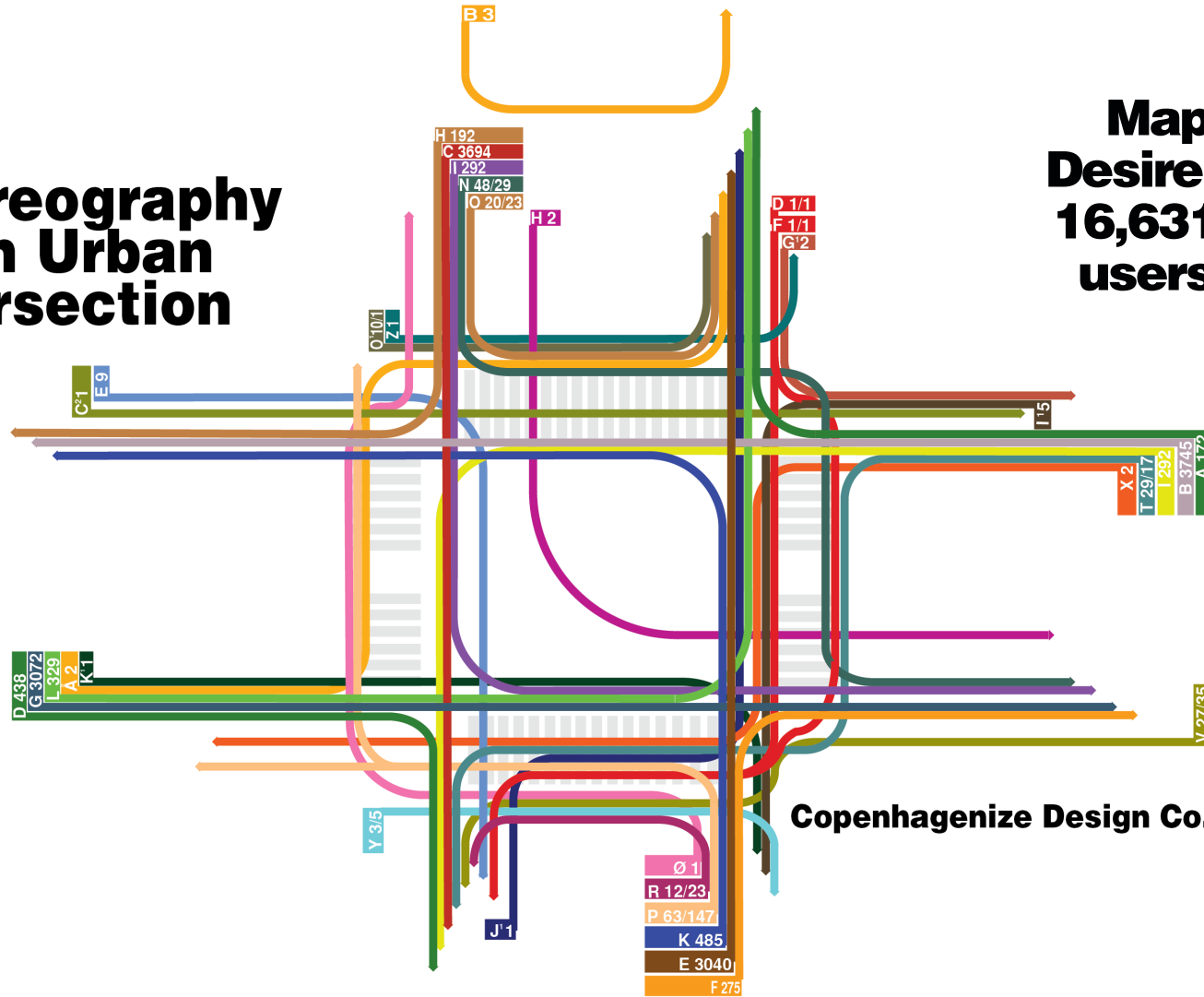
Desire Lines

**Gaston Bachelard - Philosopher
Poetics of Space - 1958**

**Modern cities listen and
watch and act**

The Choreography of an Urban Intersection

Mapping the
Desire Lines of
16,631 bicycle
users over 12
hours.



Copenhagize Design Co.



**No regard for design,
the human experience
or logic.**



Trying to fit bicycles into The Matrix

FRB ELSKER **BILER** MERE END DIG

← **KRYDS VED KRYDS** →

A city advertising their inability (or unwillingness) to be able to break out of The Matrix.

Design Principles.

Functional. Practical. Elegant.



A woman with dark hair, wearing a black long-sleeved shirt, blue jeans, and a colorful patterned scarf, is riding a black bicycle on a red-paved city street. She is smiling and looking to her right. The street has white crosswalk lines and a white bicycle symbol painted on the red pavement. In the background, there are trees, a stone building with graffiti, and a road with cars and a white triangular traffic sign.

**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....**



Design is Seductive

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

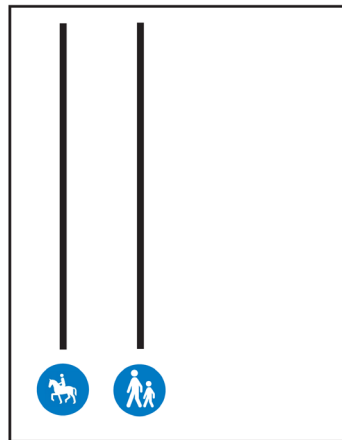


A group of people are riding bicycles on a city street at dusk. In the foreground, a woman is pushing a stroller. A utility pole is in the center. The background shows other cyclists and city lights.

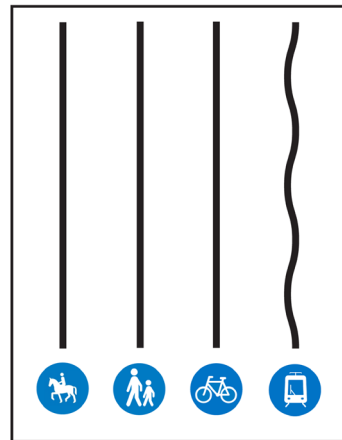
**Good design improves
behaviour.
Citizens react to
infrastructure design
with their behaviour.
Positively or negatively.**

Design changes behaviour

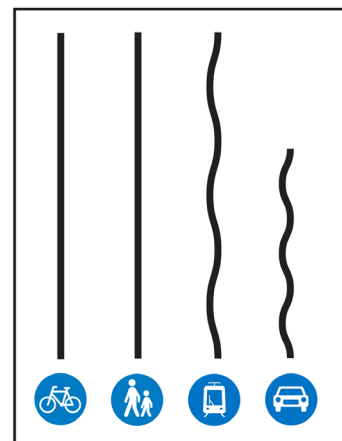
A Short History of Traffic Engineering



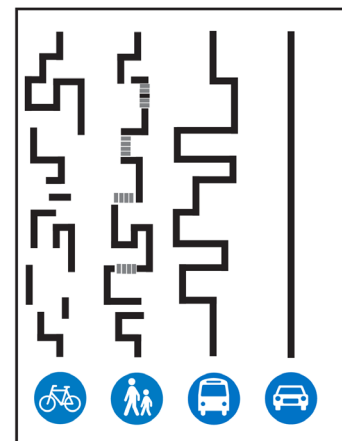
1800



1900



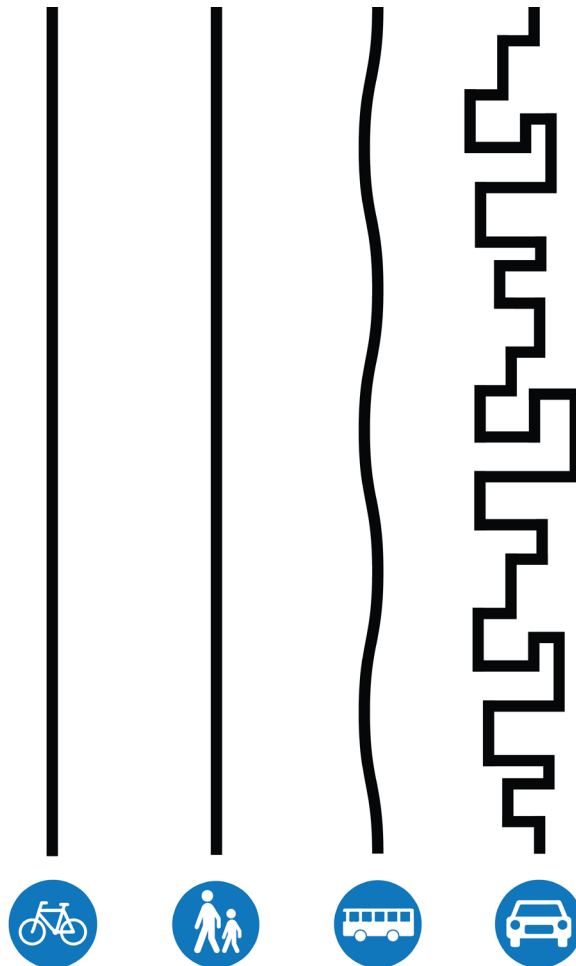
1920



1950 - present

**Design
as a tool
for
simplification.**

**The only way
to change
motorist
behaviour.**

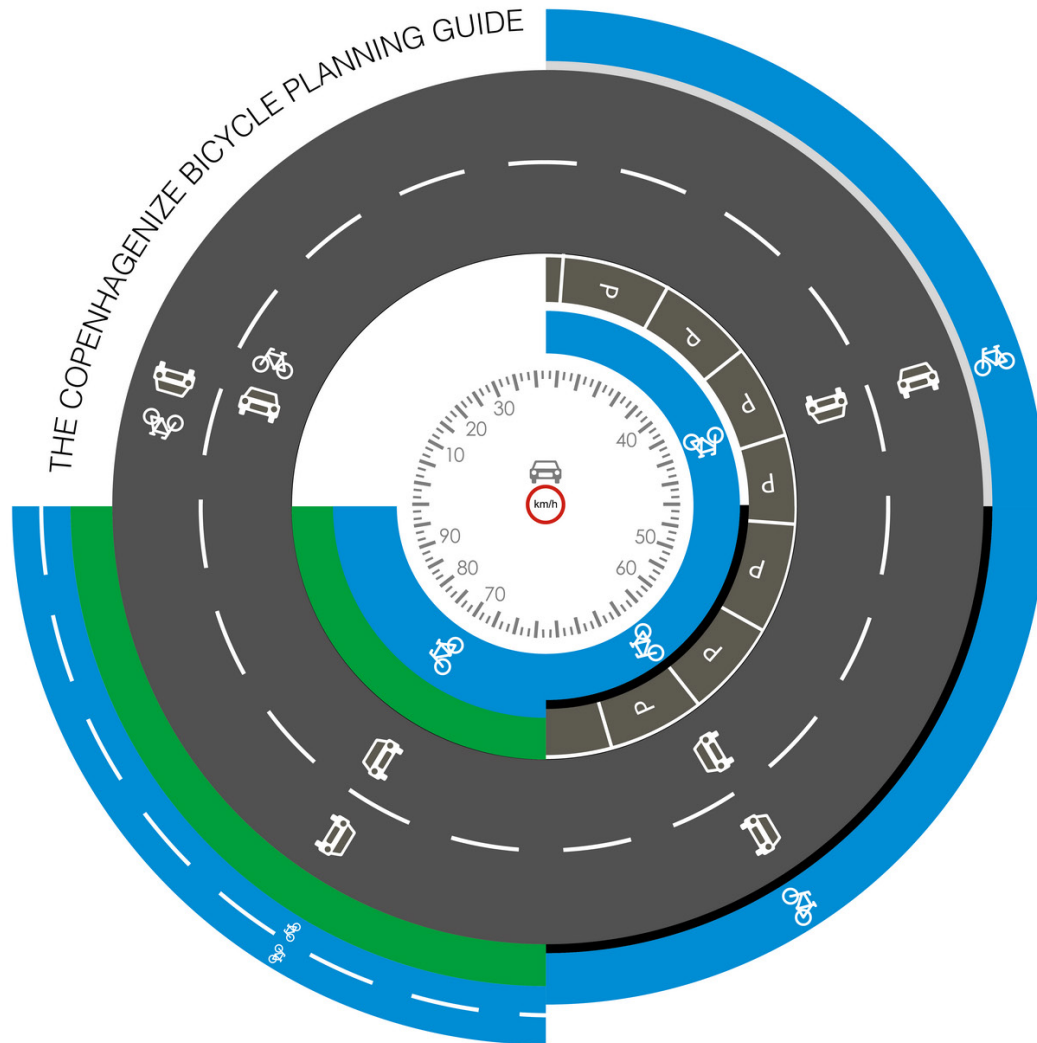


The Copenhagenize Traffic Planning Guide
for Modern Cities

COPENHAGENIZE
EU

© 2012 Copenhagenize.eu

The 4 types of bicycle infrastructure in Denmark.



the greatest minds



Lulu-Sophia



**“When will my city fit
me, Daddy?”**



the life-sized city

Felix



3rd grade
at LaCour
Vej School





- **Uglier cars**
- **Max. 15 km/h**
- **Fence between cycle track and car lane**
- **Light signals**
- **One way streets**
- **Speed bumps**
- **Glass roofs**



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

William of Ockham

1287-1347

Occam's Razor

“Simpler explanations are generally better than more complex ones”

Choose the simplest, most rational solution.

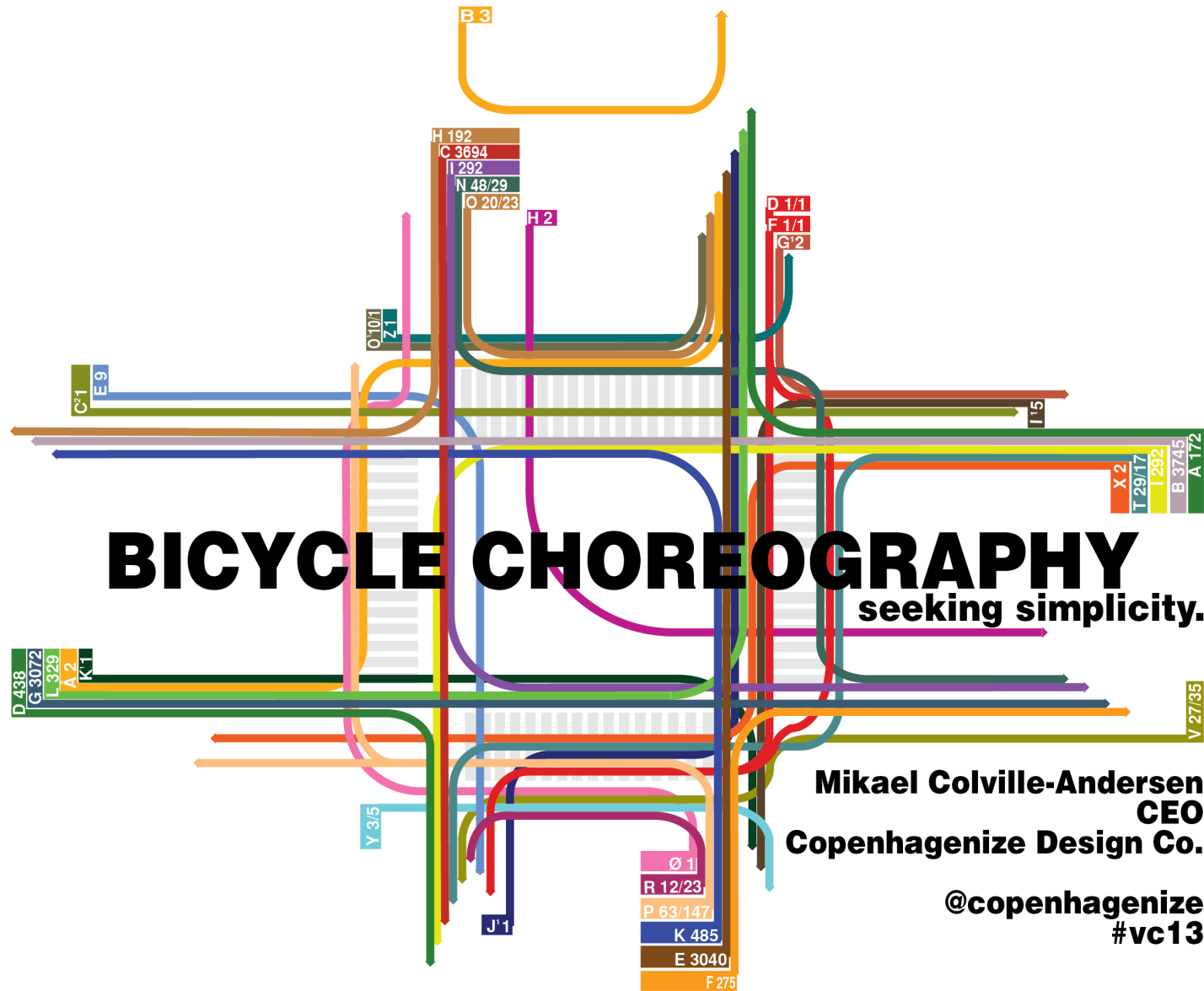


What would our streets look like if our main consultants were five year-olds, 3rd graders, teams of young design students and a 13th century religious dude?

**MOTORISTS
DISMOUNT**



**TO
CROSS
ROADWAY**



BICYCLE CHOREOGRAPHY

seeking simplicity.

Mikael Colville-Andersen
CEO
Copenhagenize Design Co.

@copenhagenize
#vc13