



# BICYCLE URBANISM BY DESIGN.

Design, Democracy &  
the Modern City.

**COPENHAGENIZE EU** Design Co.

**PLANNING**

**INFRASTRUCTURE**

**POLICY**

**COMMUNICATIONS**

**STRATEGY**

**MASTER CLASSES**

**THE COPENHAGENIZE INDEX**

**COPENHAGENIZE DESIGN CO. - THE BICYCLE URBANISM PEOPLE**

**OFFICES: COPENHAGEN / FRANCE / BARCELONA / MONTREAL**

Mikael Colville-Andersen  
CEO Copenhagenize Design Co.



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**PARIS / STRASBOURG / DETROIT / LONG BEACH / AMSTERDAM**

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# THE BASeline

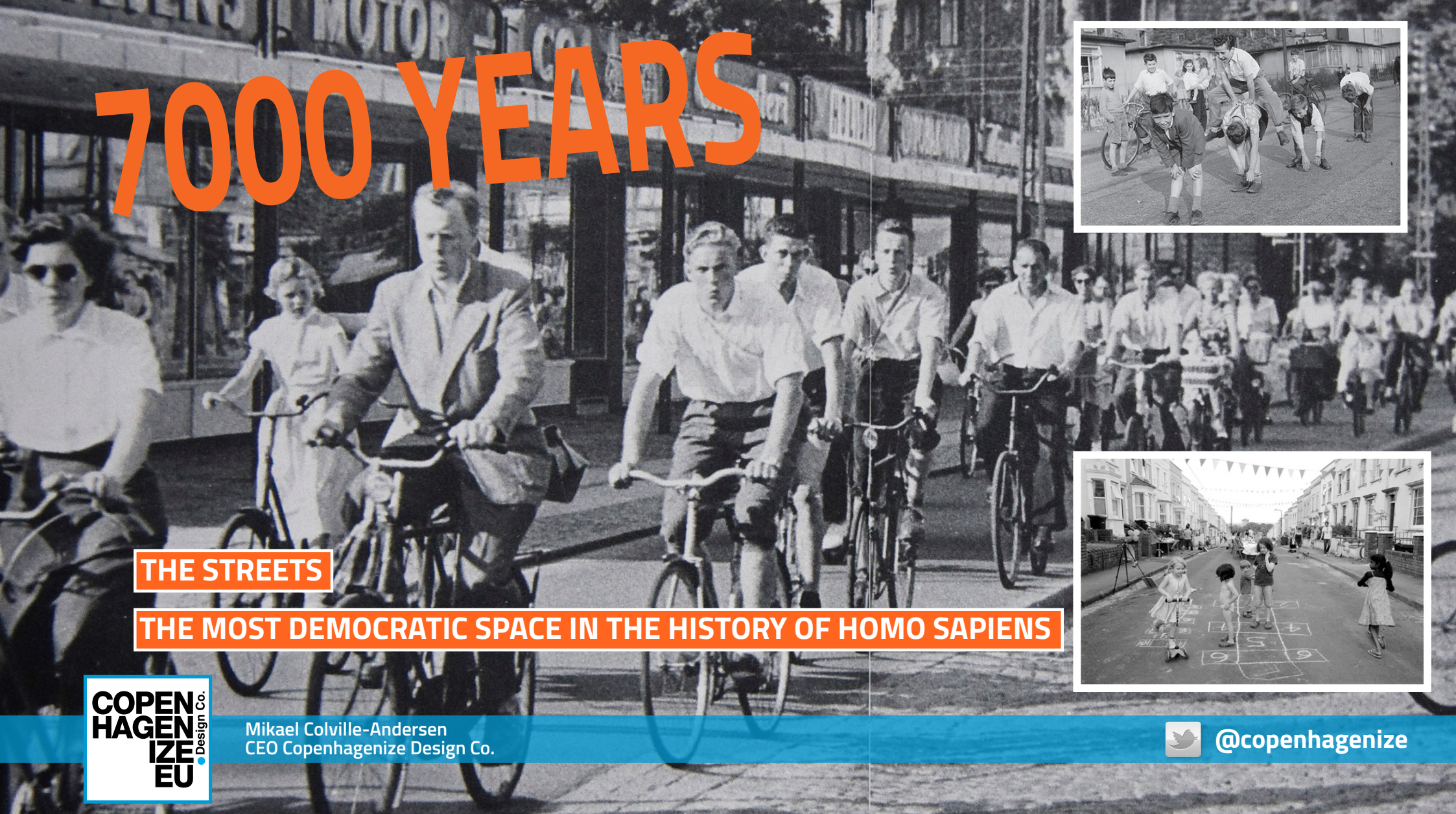


# CITIES ARE JUST CITIES.

Urban space populated by  
homo sapiens who need to  
move around between  
places.



# 7000 YEARS



THE STREETS

THE MOST DEMOCRATIC SPACE IN THE HISTORY OF HOMO SAPIENS



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# The Engineering Matrix

Engineers were asked to solve the  
problem of traffic safety.

Our perception of streets changed overnight.



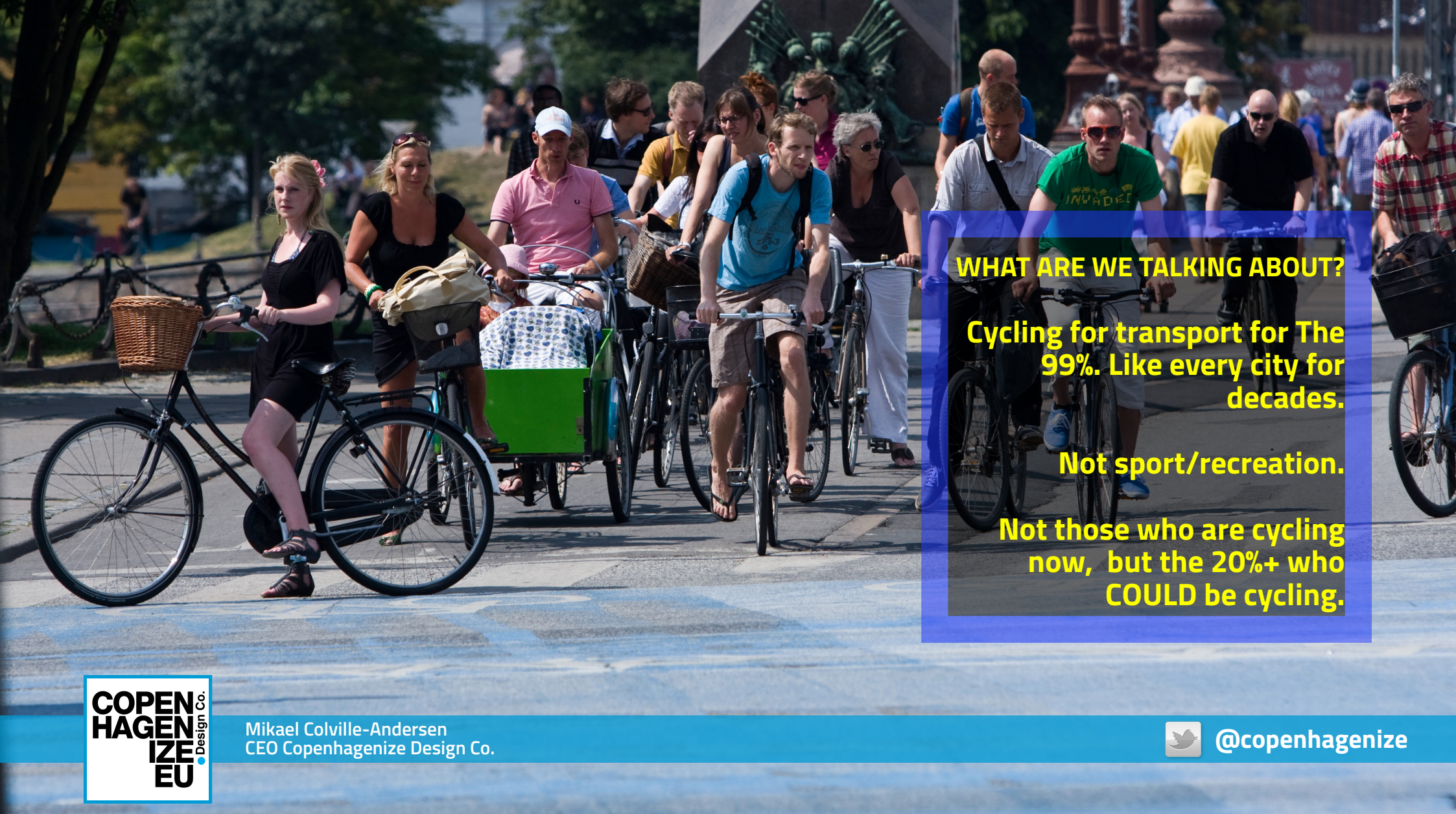
**The Streets.**  
The skeletal  
structure  
of the city  
organism.



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



**“The fact is that automobiles no longer have a place in the big cities of our time.”**  
*Bertrand Delanöe - Mayor of Paris 2002-2014*



**WHAT ARE WE TALKING ABOUT?**

**Cycling for transport for The 99%. Like every city for decades.**

**Not sport/recreation.**

**Not those who are cycling now, but the 20%+ who COULD be cycling.**



**Bikes are not cars. Cyclists are fast-moving pedestrians**

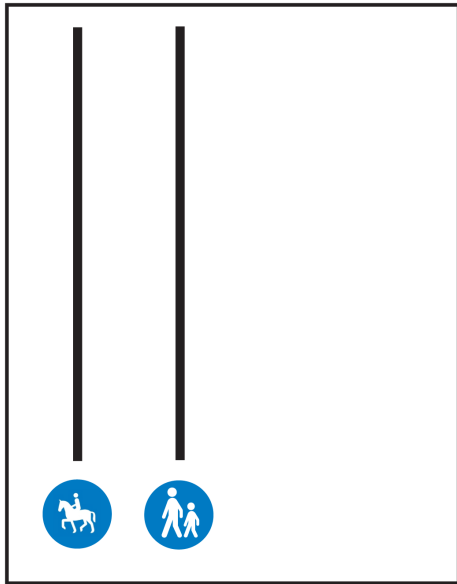


# PHILOSOPHIES

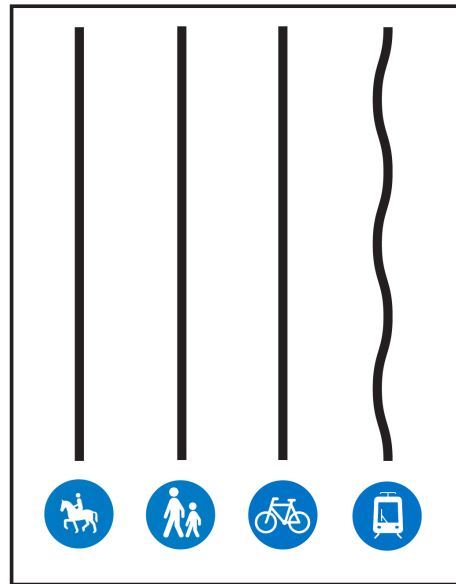


# 7000 YEARS OF RATIONALITY

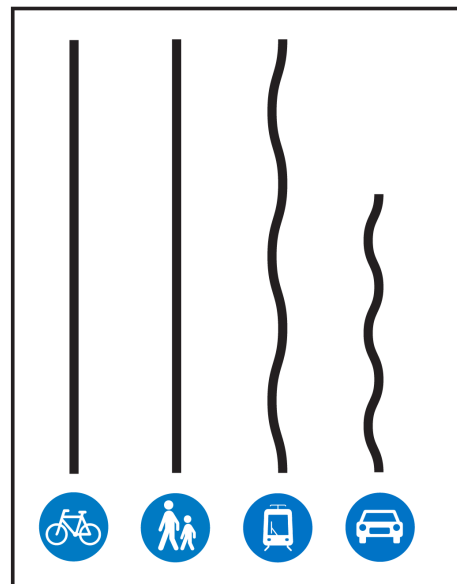
## A SHORT HISTORY OF TRAFFIC ENGINEERING



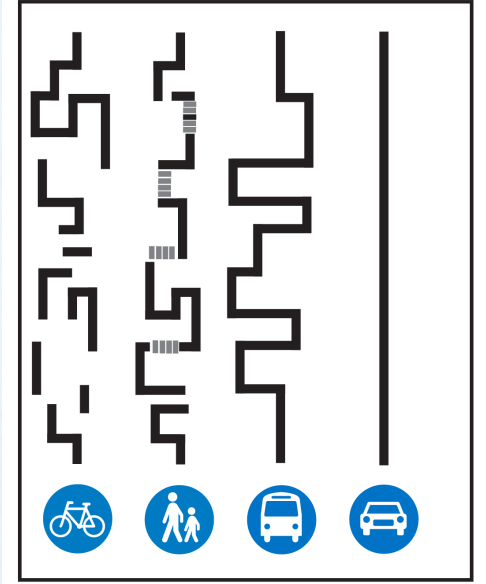
1800



1900

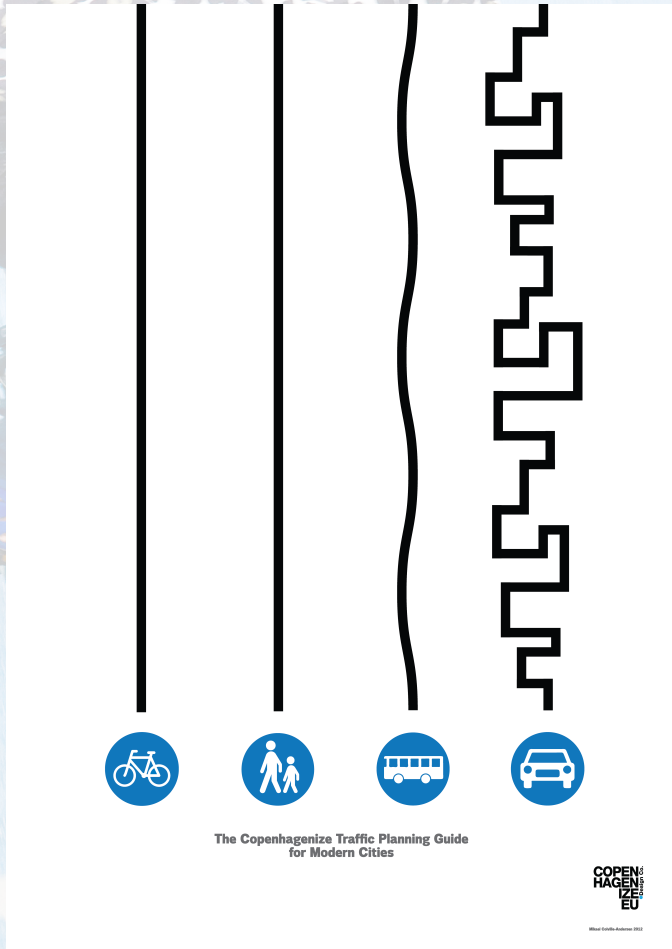


1920



1950 - present

THE QUICKEST  
TRAFFIC  
PLANNING  
GUIDE YOU'LL  
EVER SEE



ALL THE  
CAMPAIGNS  
IN THE WORLD  
MEAN NOTHING  
IF YOU DON'T DO  
THIS

**A2Bism**  
**IT'S ALL HOMO SAPIENS WANT**

**WHY COPENHAGENERS RIDE:**

**56% - QUICKEST**

**19% - GOOD EXERCISE**

**6% - CHEAP**

**1% - "SAVE THE PLANET"**

**MAKE THE BICYCLE COMPETITIVE**

**75% CYCLE ALL WINTER**

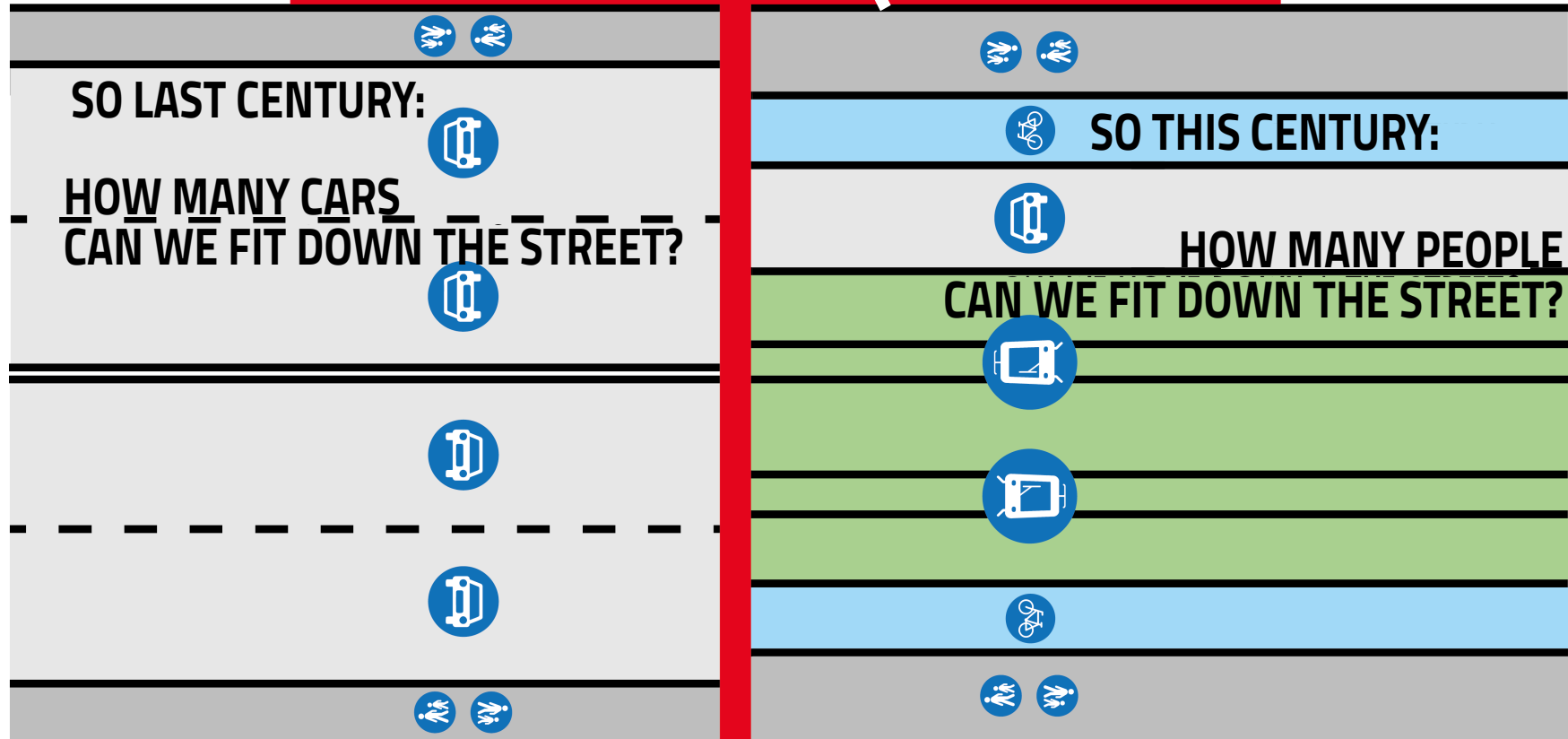
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CEO Copenhagenize Design Co.

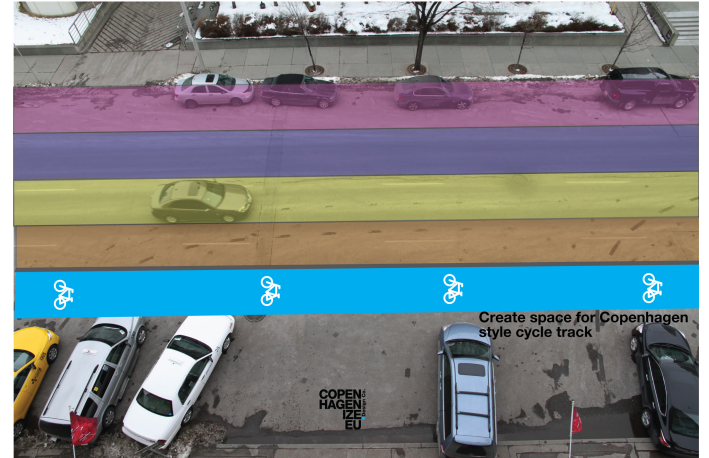


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# CHANGE THE QUESTION



TEN TIMES THE CAPACITY FOR MOVING HUMANS



The Arrogance of Space - Calgary  
The low-hanging fruit for North America. Narrow your car lanes to a safer width



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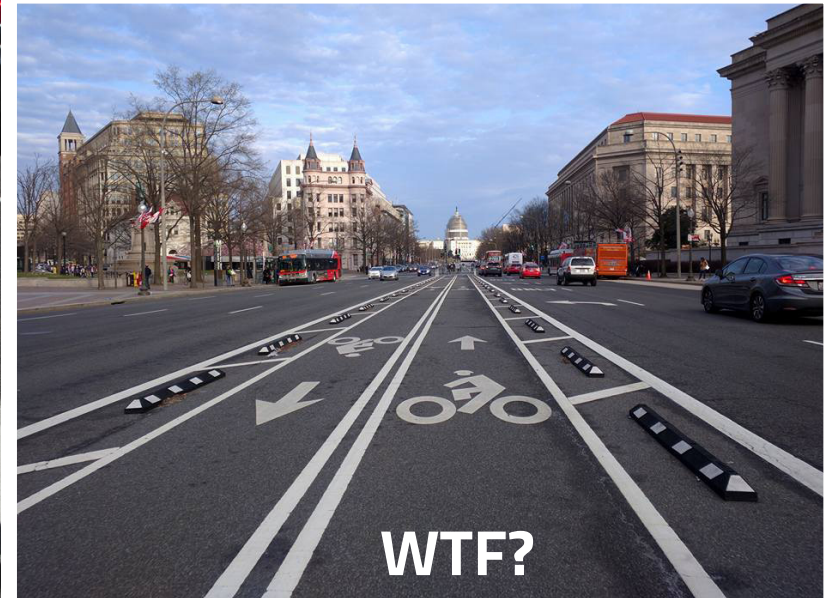
**DESPITE 100 YRS  
OF BEST PRACTICE...  
THIS.**

**Squeezing bicycles into The Matrix. No regard for the human experience, logic or safety. Ignoring space instead of creating it.**

**Seriously?**

**Best Practice  
design is the  
result of  
generations of  
work.**

**It is folly to ignore  
it.**



# WHY DESIGN?



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CEO Copenhagenize Design Co.



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What if we used basic design principles to plan our cities instead of only relying on engineering? Designers design for humans.

What if we designed bicycle infrastructure like we design everything else? Toothbrushes, smartphones, toasters?





What if we designed bicycle infrastructure like we design chairs?  
The most iconic design object in history.



Cycling Map of Spanish Cities?



What did you do  
when you came  
into this room?

Imagine if  
cycling in a city -  
or walking in a city  
- was as easy and  
intuitive as sitting  
down in a chair.

It is possible.  
It exists.

All people want is a chair.



Design is powerful.  
"The seductive power of objects can transcend  
other important issues like price or performance"



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**The seductive power of objects can transcend other important issues like --- the weather. Even when it's not the best day to be cycling**



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**Good Design  
improves human  
behaviour.  
Citizens react to  
the infrastructure  
(or lack of it) with  
their behaviour.  
Listen to them.  
Don't scold them.**



# DO THE MATH



**KNOWLEDGE, DATA,  
EXPERIENCE**



**WE  
KNOW  
STUFF.**

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**THE  
GREATEST  
THING  
IS...**



**IT'S ALL BEEN  
INVENTED.  
IT'S ALL  
READY TO  
USE.  
TODAY.**



1915

**EVERYTHING.**

**EVERY TECHNICAL DETAIL,  
INFRASTRUCTURE, (WIDTH,  
GRADE,  
CAPACITY, ETC)  
LOGISTICS, INTERMODAL-  
ITY, MAINTENANCE, BEST  
PRACTICE**

**- AND SO ON...**



**1300  
PER HOUR**

**5900 PEOPLE  
PER HOUR**

**MODERNISE.**

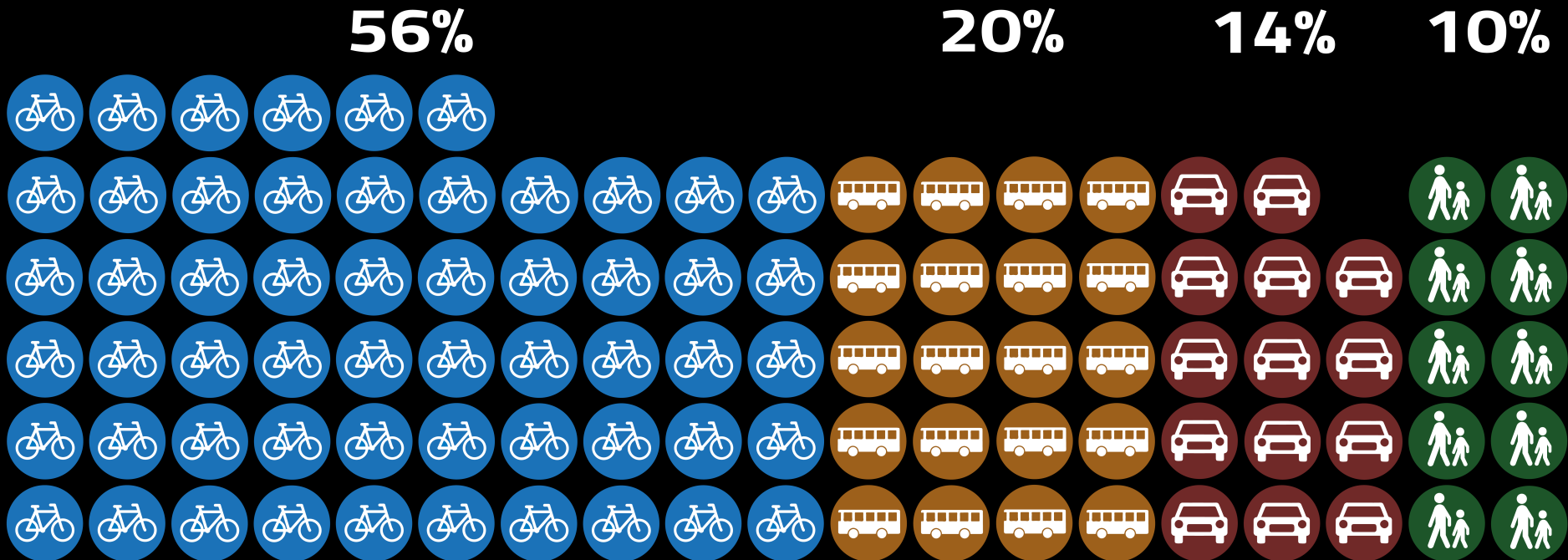


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CEO Copenhagenize Design Co.



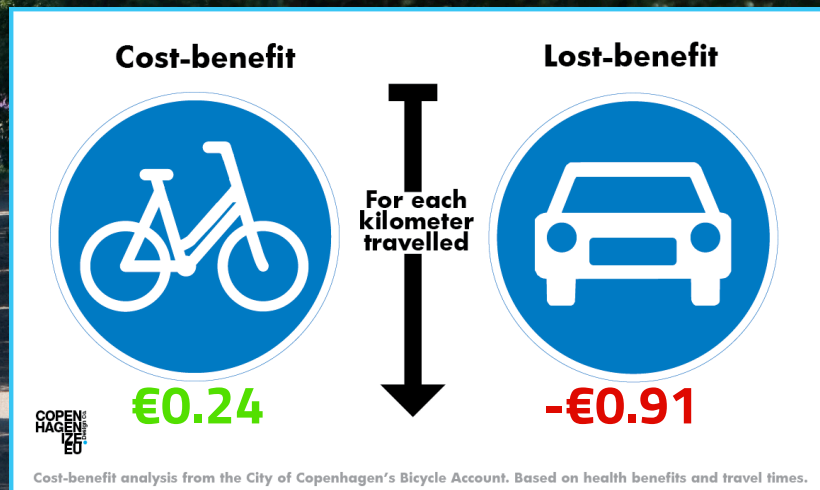
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# How citizens in the City of Copenhagen travel to work or education each day



WHAT DOES IT TAKE?

# 1 KM OF CYCLE TRACK IS PAID OFF IN ONLY 5 YEARS



**COPENHAGENERS CONTRIBUTE €233 MILLION / YEAR BY CYCLING**

**THE CITY HAS INVESTED €145 MILLION BETWEEN 2006-2016  
NO POLITICAL OPPOSITION. DATA IS KING.**



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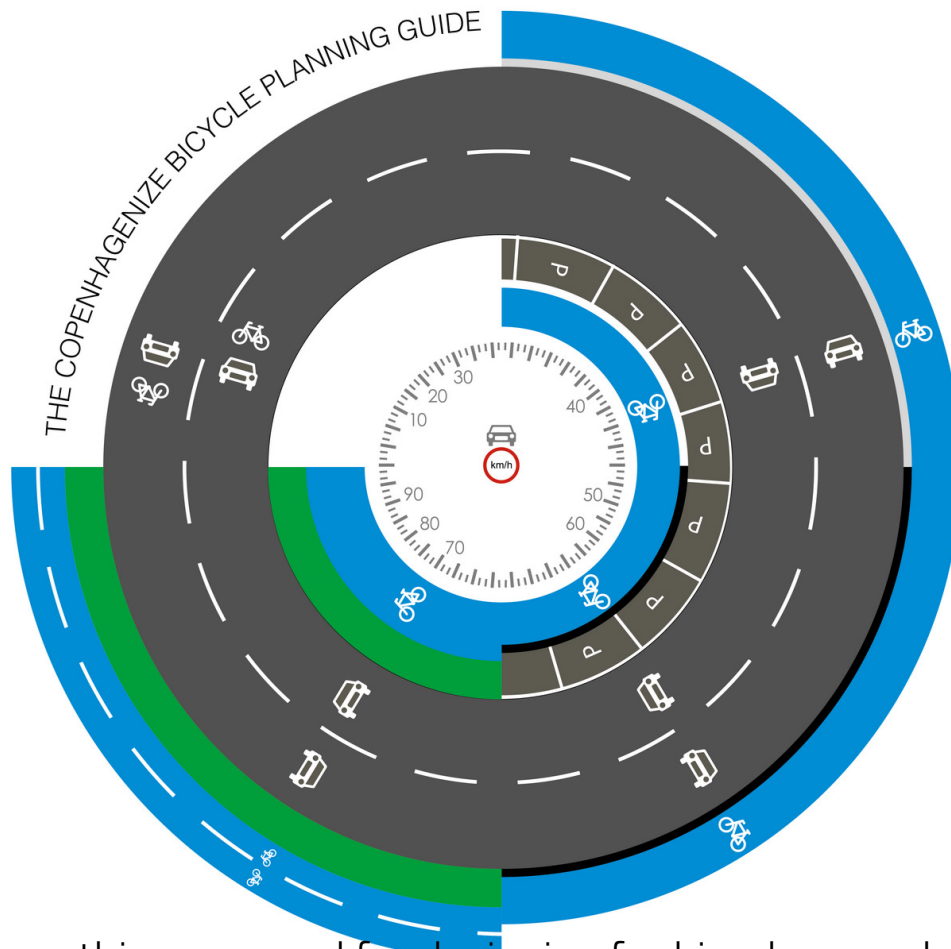
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# HEALTH BENEFITS 20 TIMES GREATER THAN ANY RISK



Urban cycling is a wonder  
drug for public health.  
Preventative care at a  
low cost





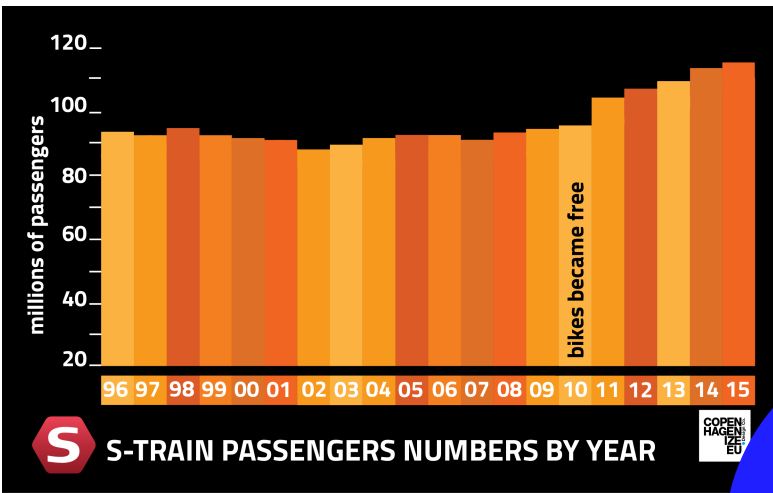
There are only 4 types of bicycle infra in Denmark.

Use established Best Practice.

It's open source. It will save money and give instant results.

It will save lives.

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



No Data?

Get the Data

67%

motorists who want more bike infra

9 million new passengers

67%

Danish MPs who bike to Parliament

26%

walk or bike to Wellington St. Ottawa





**The Life-Sized City**  
**TV Series - Premiere September 2017**

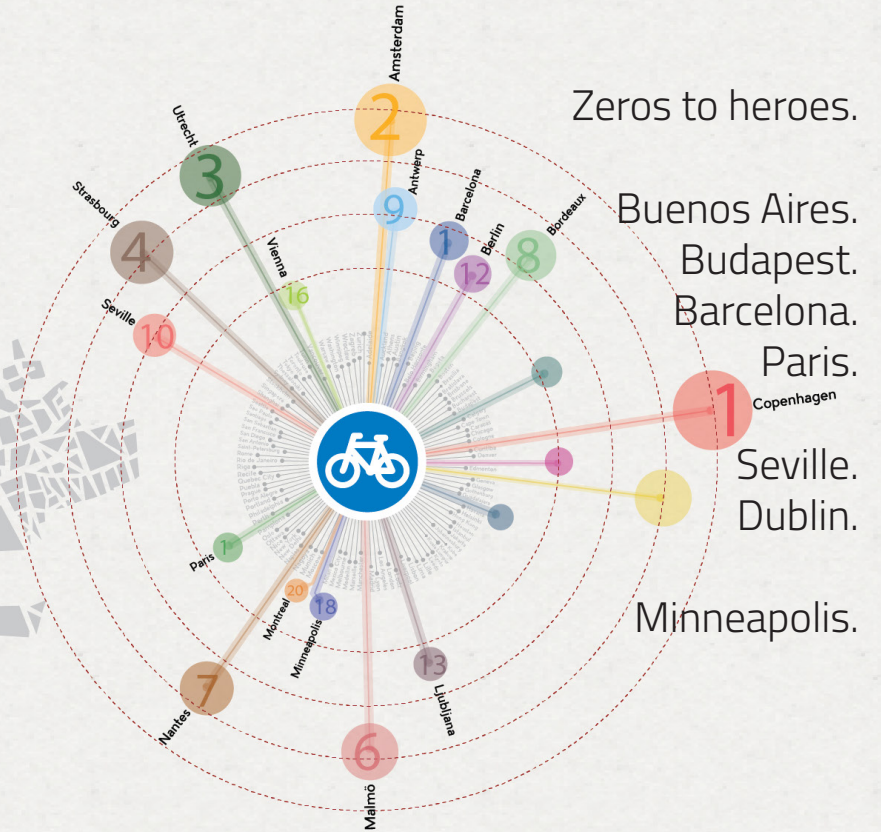


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CEO Copenhagenize Design Co.



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# THE ZEITUNG



The Copenhagenize Index  
It's not about Copenhagen & Amsterdam anymore. Get in the game.

No more baby steps.  
We are building  
monuments & plan-  
ning our cities for the  
next 100 years.



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See our TED talks at  
[copenhagenize.eu/ted](http://copenhagenize.eu/ted)

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