



BICYCLE URBANISM BY DESIGN

AQTr

Association québécoise
des transports

**COPEN
HAGEN
IZE
EU**
Design Co.

Michael Seth Wexler
Copenhageneze Design Co.
@copenhagenizers

COPENHAGENIZE DESIGN CO.

8
Copenhagen Concept
Create Associates
CPHSearch
FashionFinder
TabazineMedia
Copenhagenize Design
Trophy Games
GamePay
Purpose Makers



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COPENHAGEN



I AM NOT A CYCLIST.



I AM NOT A CYCLIST.



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OFFICIAL CITY BRANDING

I  CPH

BUT REALLY...

I  CPH



COPENHAGENIZE DESIGN CO.

THE BICYCLE URBANISM PEOPLE

**URBAN PLANNING
COMMUNICATIONS
EDUCATION**



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COPENHAGEN, DENMARK

DRONNING LOUISES BRO
WORLD'S BUSIEST
BICYCLE STREET .
42,000 DAILY BICYCLE USERS

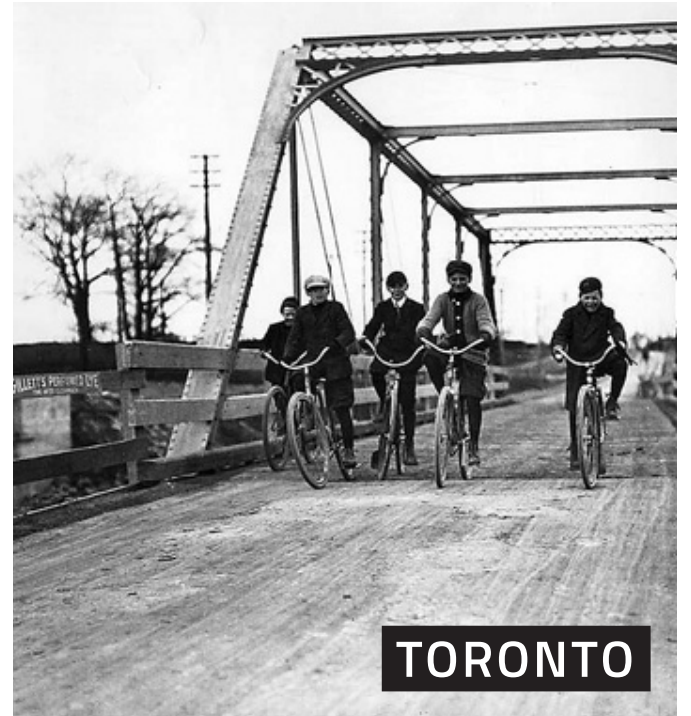
DEMOCRATIC STREETS



LOS ANGELES

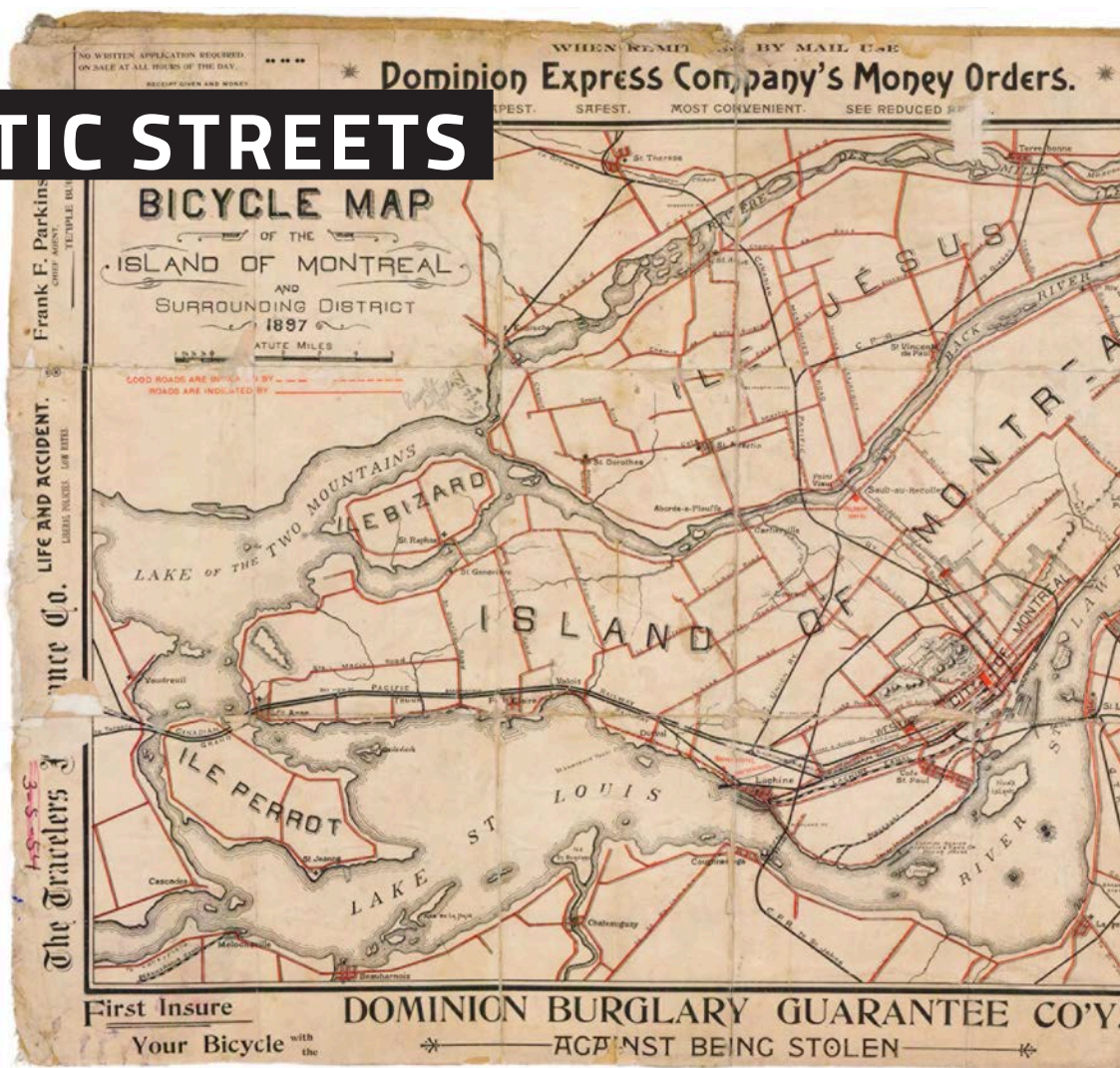
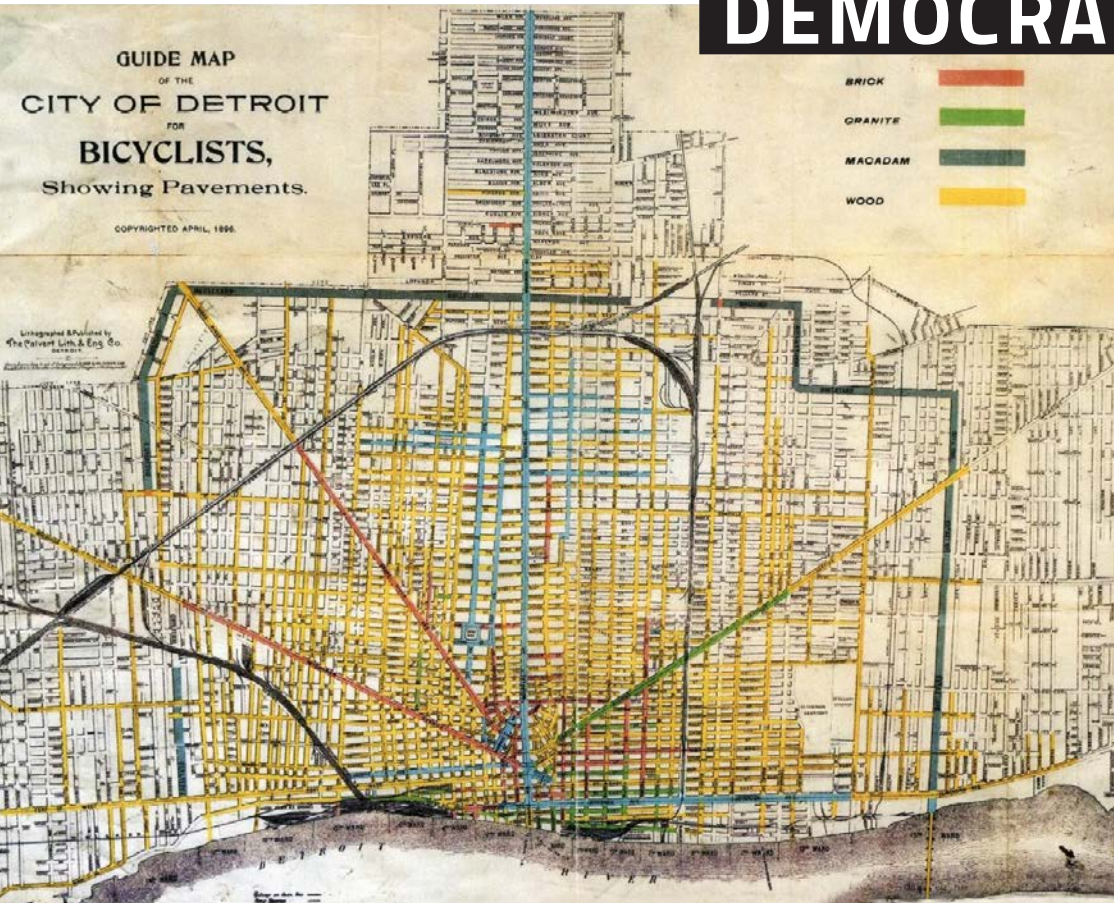


MONTRÉAL

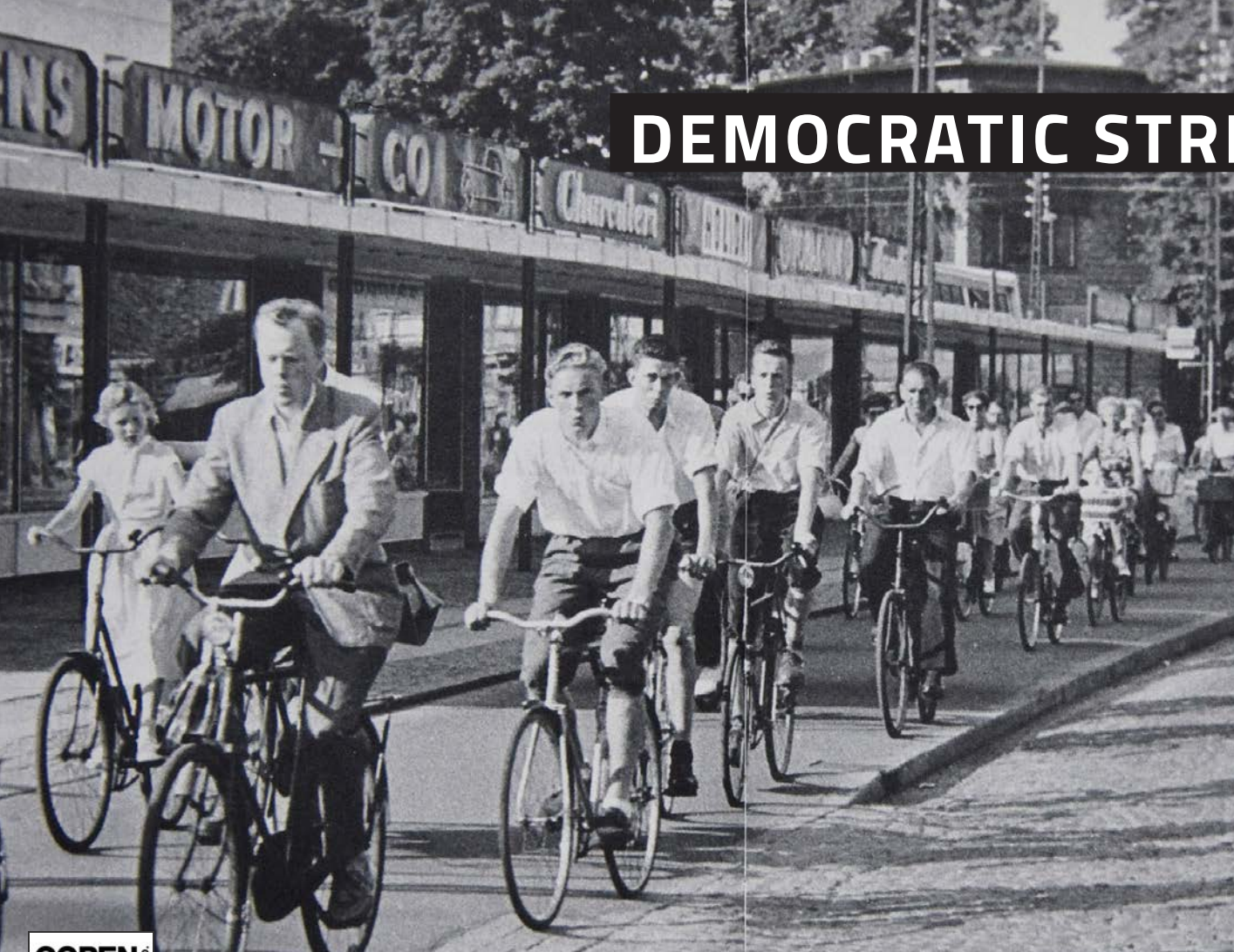


TORONTO

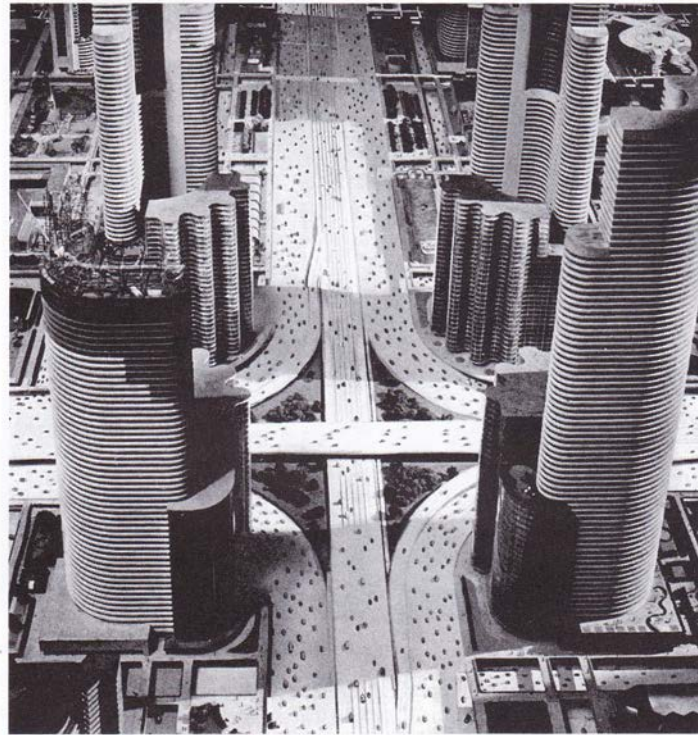
DEMOCRATIC STREETS



DEMOCRATIC STREETS

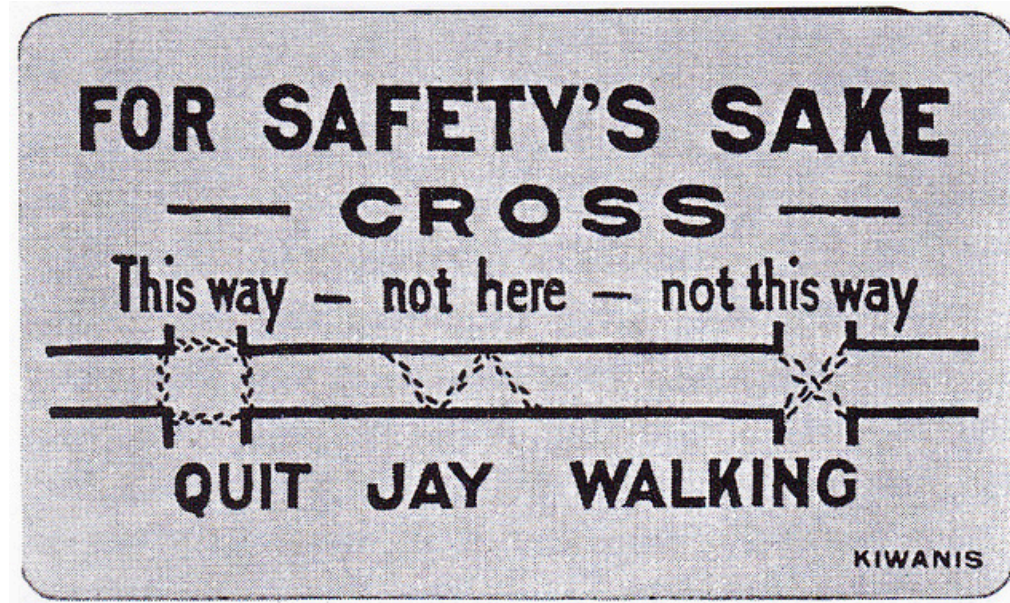


PARADIGM SHIFT



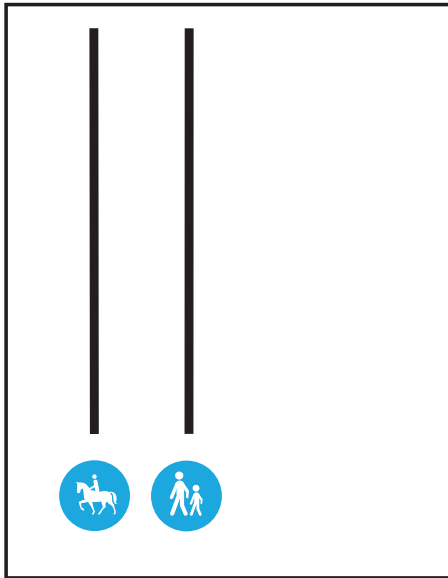
PARADIGM SHIFT

A 'jay' was a synonym for a "country bumpkin" and pedestrians who dared to challenge 7000 years of city life were labelled as such. Crosswalks were invented to funnel pedestrians into controlled zones that would allow cars dominance over the streets.

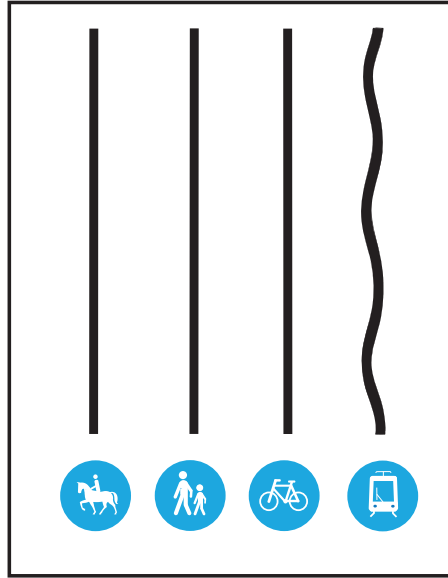


PARADIGM SHIFT

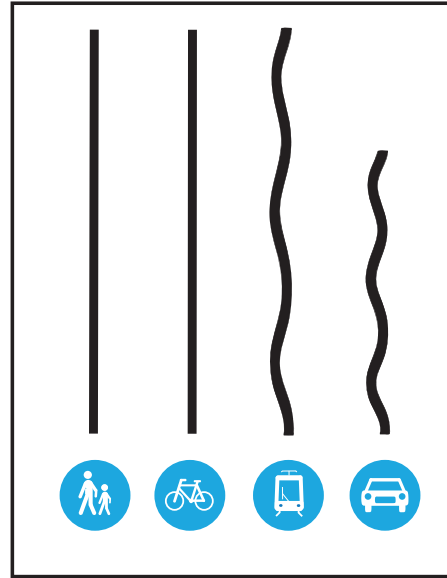
A SHORT HISTORY OF TRAFFIC ENGINEERING



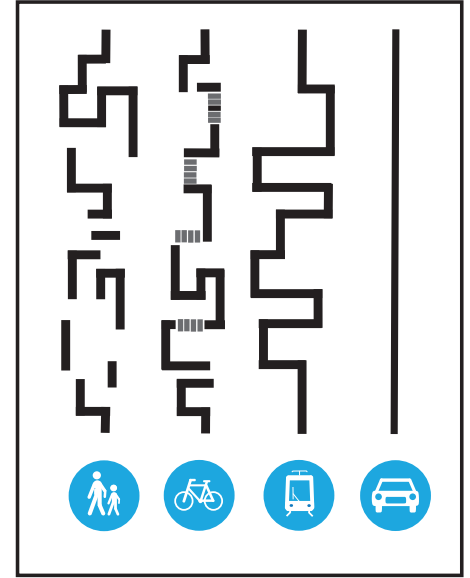
1800



1900




1920



1950 - present

PARADIGM (RE)SHIFT

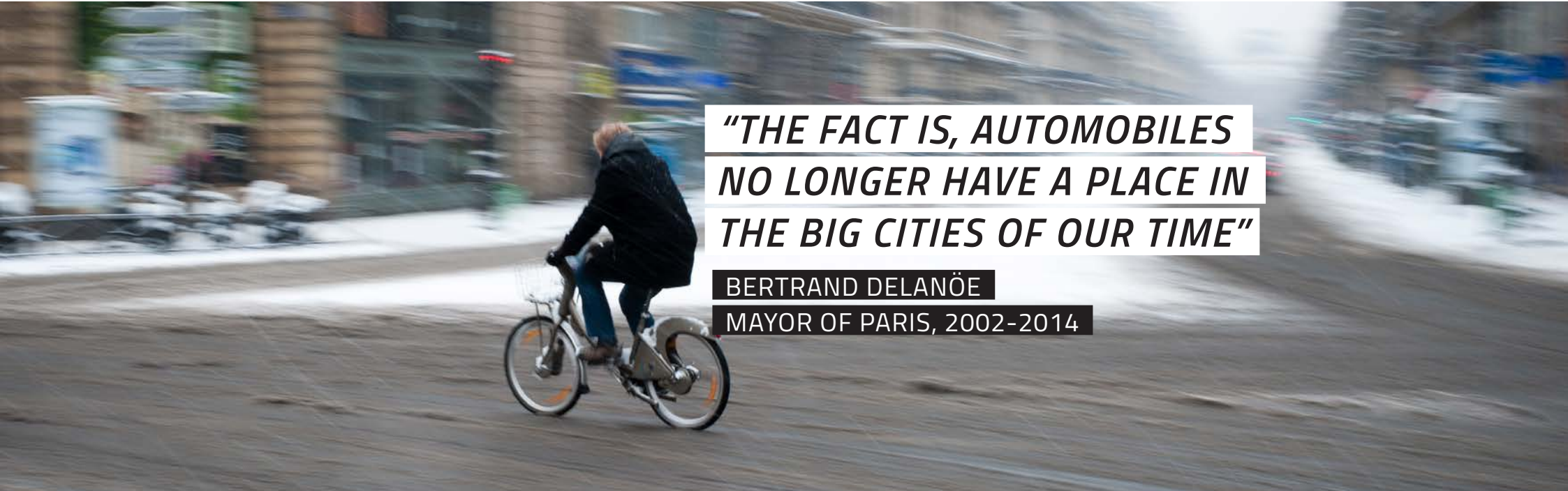


*"THE FACT IS, AUTOMOBILES
NO LONGER HAVE A PLACE IN
THE BIG CITIES OF OUR TIME"*



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PARADIGM (RE)SHIFT

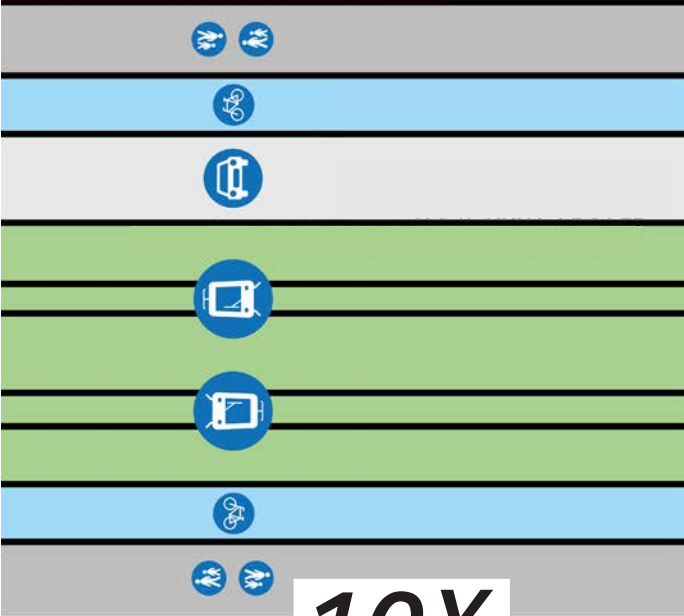
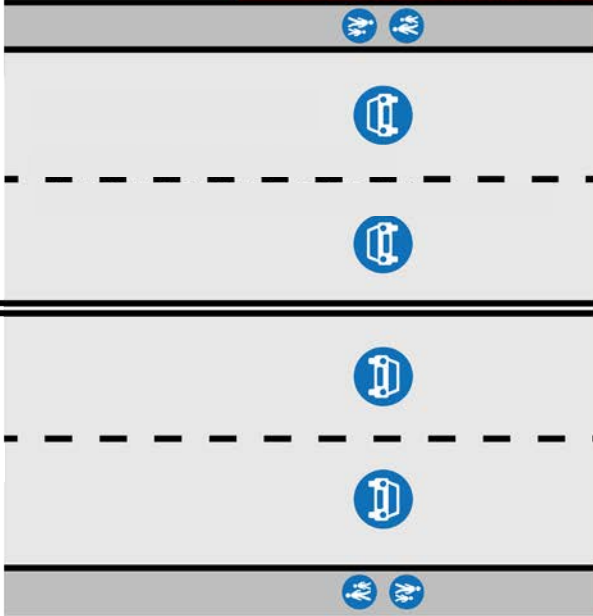


*"THE FACT IS, AUTOMOBILES
NO LONGER HAVE A PLACE IN
THE BIG CITIES OF OUR TIME"*

BERTRAND DELANÖE

MAYOR OF PARIS, 2002-2014

CHANGE THE QUESTION FOR 21ST CENTURY MOBILITY

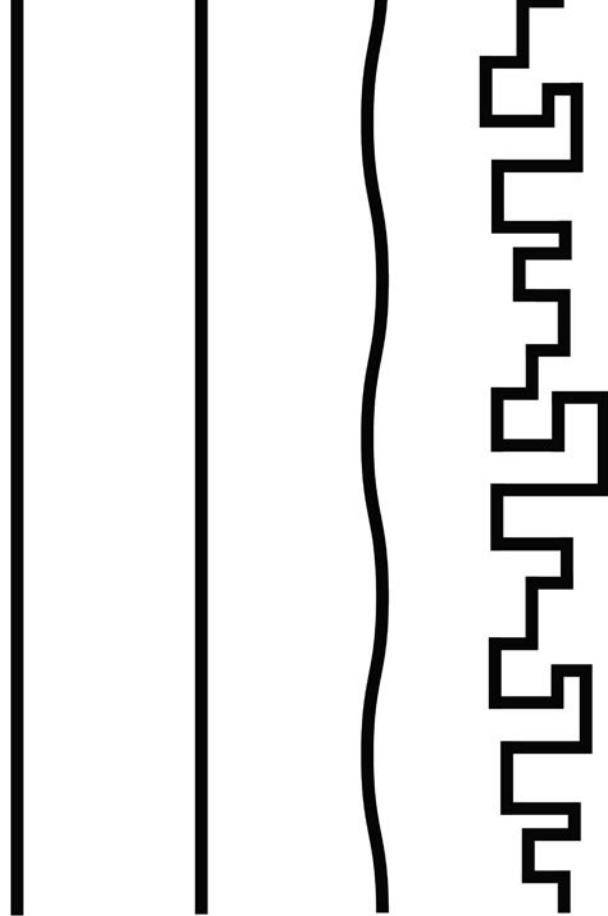


**10X
CAPACITY**



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*THE QUICKEST TRAFFIC
PLANNING GUIDE YOU
WILL EVER SEE. PERIOD.*



OR TO PUT IT A DIFFERENT WAY:

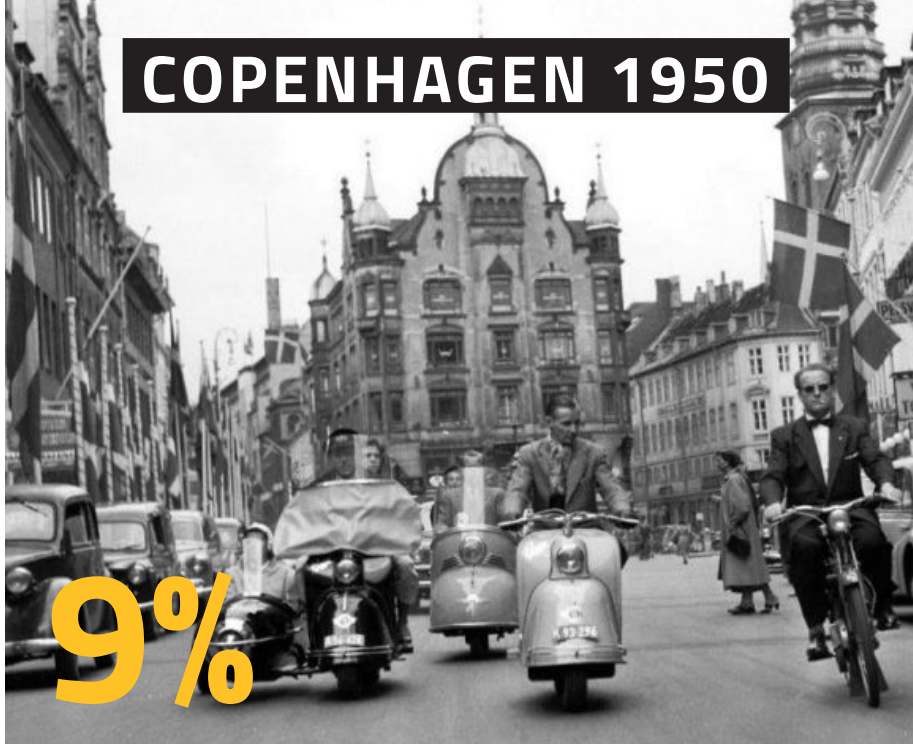


How most traffic engineers see your city

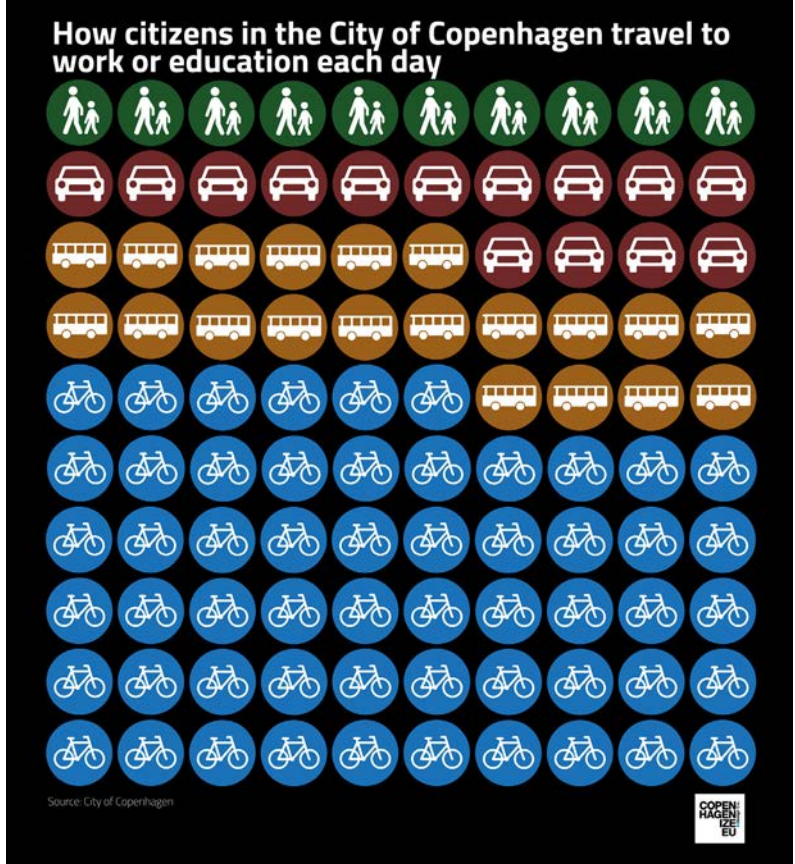


How cities should be designed

THE BICYCLE AS TRANSPORT



THE BICYCLE AS TRANSPORT



56% OF CITIZEN TRIPS

1.34 MILLION KM/DAY

74% FEEL SAFE

50/50 GENDER SPLIT

WHY COPENHAGENERS RIDE 'A-to-Bism'

56% - QUICKEST

19% - GOOD EXERCISE

6% - CHEAP

1% - FOR THE ENVIRONMENT



VIKING BIKING

75% CYCLE THROUGHOUT THE WINTER
WHY? MAINTENANCE!

*"THERE'S NO SUCH THING AS BAD WEATHER, ONLY BAD
BICYCLE INFRASTRUCTURE"*





ECONOMICS

1 KM BY BIKE = +0.32 (CAD).

1 KM BY CAR = -1.10 (CAD).

BEST PRACTICE INFRASTRUCTURE
PAYS FOR ITSELF IN 5 YEARS.

INCORPORATING DESIGN

INTUITIVE
DESIRABLE
ENCOURAGING



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INTUITIVE



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THE CYCLE TRACK



A photograph of two women riding bicycles on a snowy city street in Copenhagen. The woman on the left is wearing a dark jacket, a purple skirt, and a tan bag. The woman on the right is wearing a dark jacket, a yellow and orange scarf, and a brown hat. In the background, there are buildings, a 40 km/h speed limit sign, and other pedestrians. The text "DESIRABLE & ENCOURAGING" is overlaid in white on a black banner across the middle of the image.

DESIRABLE & ENCOURAGING

INTUITIVE?



CARGO BIKES



CARGO BIKES



ACCOMMODATING CYCLING



MICRO INFRASTRUCTURE



MACRO INFRASTRUCTURE



THE GREEN WAVE



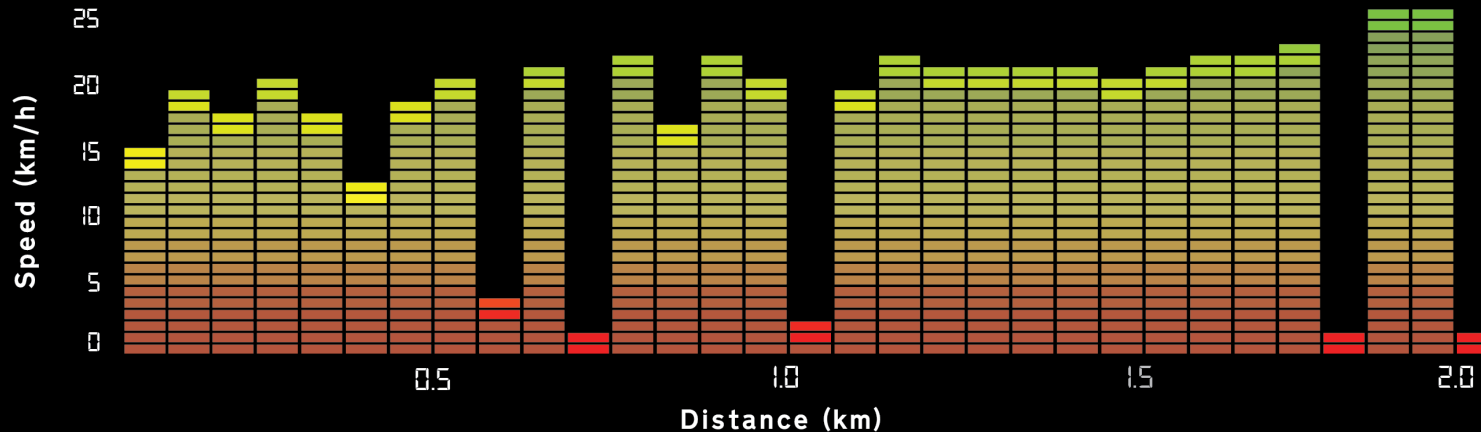
THE GREEN WAVE

Bicycle commuter speed profiles Nørrebrogade, Copenhagen



Before Green Wave

Travel time (min): 08:54 Average speed (km/h): 15.12



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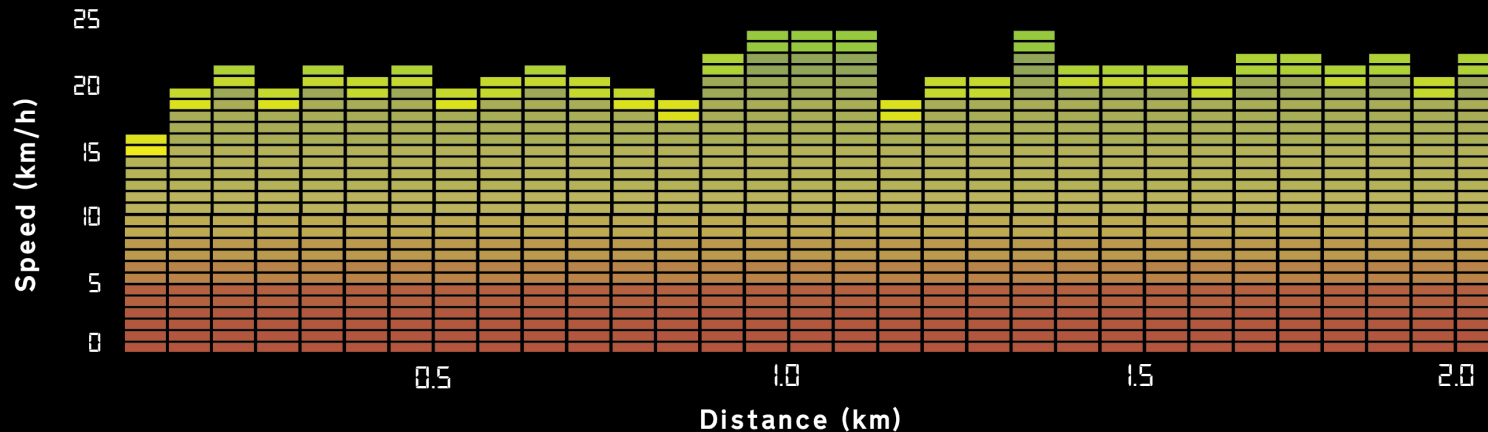
THE GREEN WAVE

Bicycle commuter speed profiles
Nørrebrogade, Copenhagen

COPENHAGEN
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After Green Wave

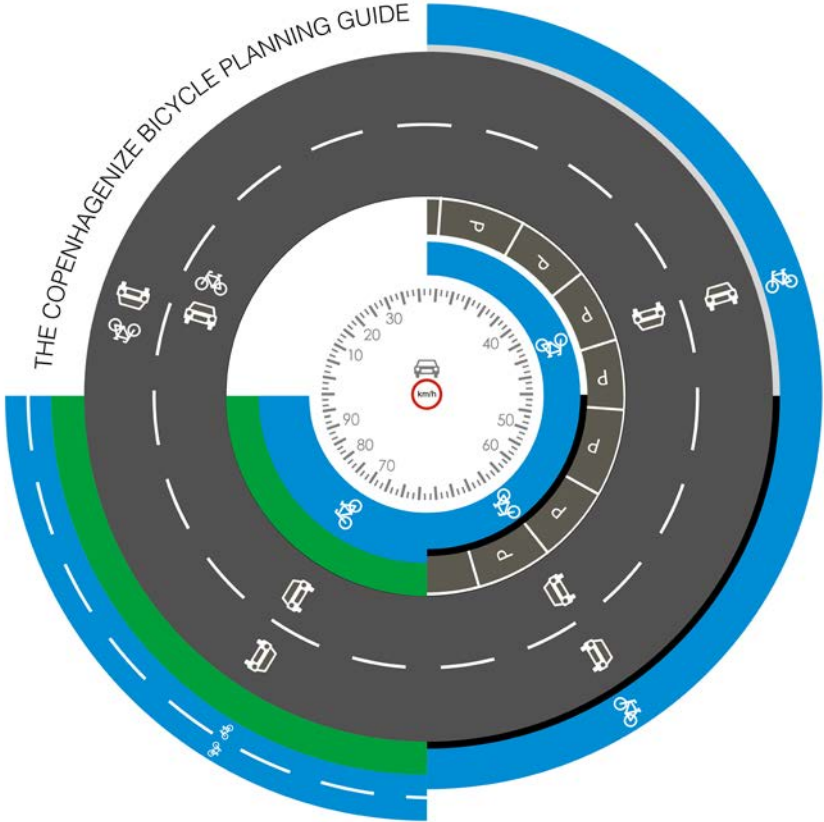
Travel time (min): 06:25 Average speed (km/h): 20.72





**THE GREATEST THING
IS THAT THIS HAS ALL BEEN INVENTED
AND IS READY TO USE**

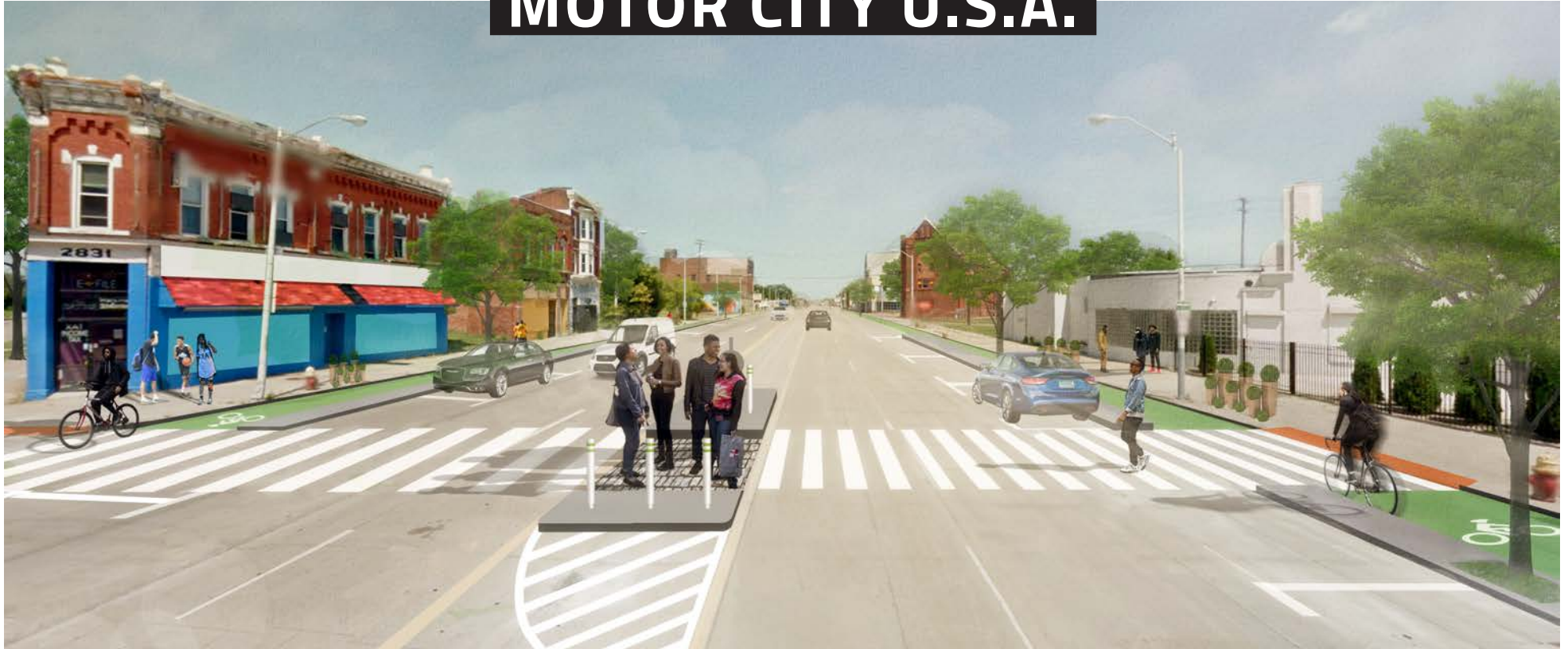
4 TYPES OF INFRASTRUCTURE



CITIES ARE WAKING UP MOTOR CITY U.S.A.



CITIES ARE WAKING UP MOTOR CITY U.S.A.



CITIES ARE WAKING UP OIL TOWN RUSSIA



CITIES ARE WAKING UP OIL TOWN RUSSIA

ЛИДЕР СРЕДИ РОССИЙСКИХ ГОРОДОВ ПО ВЕЛОИНФРАСТРУКТУРЕ

АЛЬМЕТЬЕВСК

СОЗДАВАТЬ ЗДОРОВОЕ И
БЛАГОПЛУЧНОЕ
БУДУЩЕЕ

МОСКВА

САНКТ-ПЕТЕРБУРГ

ЕКАТЕРИНБУРГ

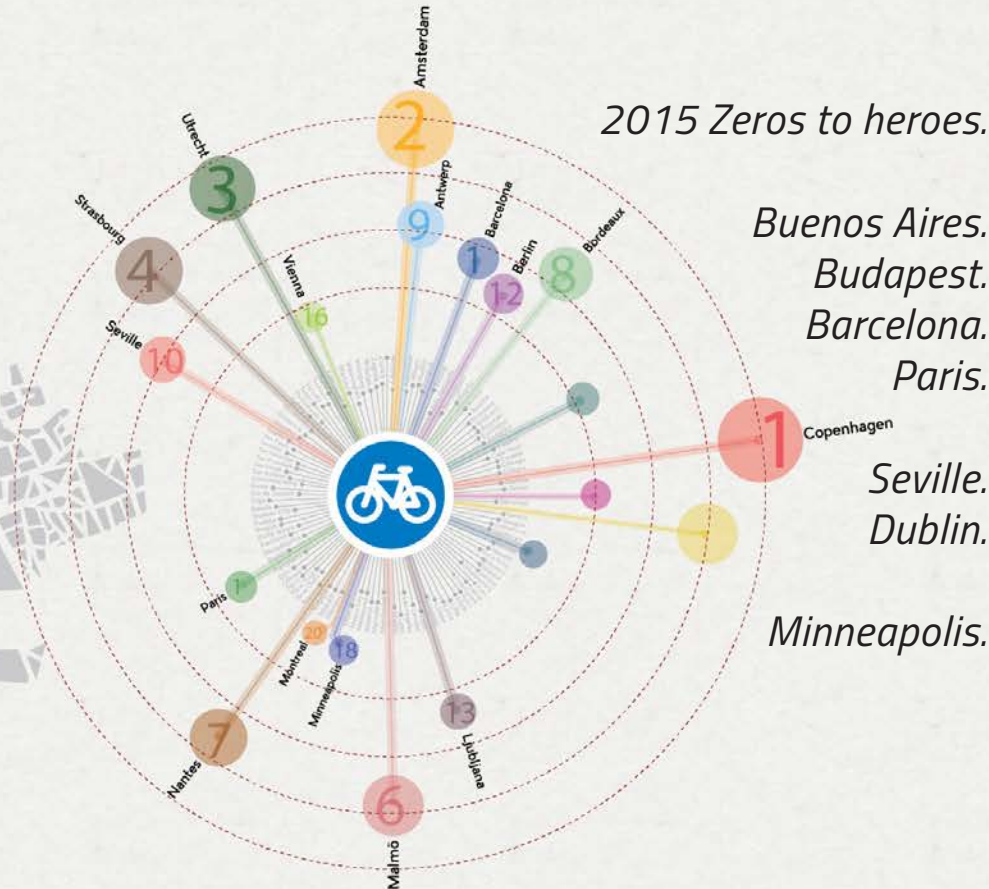
NOVOSIBIRSK

КАЗАНЬ





The 2015
Copenhagenize Index.
Bicycle-Friendly Cities.



2015 Zeros to heroes.

- Buenos Aires.
- Budapest.
- Barcelona.
- Paris.
- Seville.
- Dublin.
- Minneapolis.

IT'S NOT ABOUT COPENHAGEN & AMSTERDAM ANYMORE.



Michael Seth Wexler
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THE MASTER CLASS.

June 19-21, 2017

**EXPERIENCE BICYCLE URBANISM IN COPENHAGEN.
THE MASTER CLASS BY COPEHAGENIZE.**



Michael Seth Wexler
Copenhagenize Design Co.
[@copenhagenizers](https://www.copenhagenize.com)

LIFE-SIZED CITY



Michael Seth Wexler
Copenhagenize Design Co.
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THANK YOU!

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