

BIKE | DESIGN | CITY

Exhibition from 29 January to 30 July 2017
at the Gewerbemuseum Winterthur, Switzerland

Exhibition Opening, Saturday, 28 January 2017, 4 p.m.

Preview for the Media, Friday, 27 January 2017, 11 a.m.

www.gewerbemuseum.ch



Nowadays riding a bike is seen as the very essence of urban lifestyle and youth. Against a backdrop of growing awareness of health, sustainability and environmental protection, together with the growing traffic and transport problems in cities, the bicycle is turning into the latest symbol of speed and flexibility. Advances in electric bikes are also accelerating this process, and design and aesthetics are becoming an increasingly varied and important part of the culture surrounding bikes and their accessories.

Every modern city dedicated to innovation and progress is now busy collaborating with architects, designers and town planners to consider the needs of cyclists and develop transport concepts for the twenty-first century.

BIKE | DESIGN | CITY takes a look at the wide variety of bike scenes in evidence today, as well as exploring cycling's rich development potential for urban transport and examining some possible future scenarios. Outstanding design products, from cult racing cycles to cutting-edge city bikes, and from the very latest folding bicycles and electric bikes through to high-performance cargo bikes for couriers and families, are presented in the exhibition. The show also includes large-format photographs from the "we are traffic" series by Björn Lexius and Till Gläser, as well as drawings by René Zäch, Gianluca Gimini's bizarre bicycles from the "Velocipedia" series and a preview of the new comic book "Tour de Suisse" by Marc Locatelli and Martin Born with illustrations by more than thirty of Switzerland's finest cartoonists.

This exhibition, which has been mounted by the Gewerbemuseum Winterthur, is accompanied by activities, workshops, a weekend event during Velofrühling (the Winterthur bike festival) and a conference led by Pro Velo and partners.

With the participation of

Abici Italia (IT) / All Ahead Composites GmbH (DE) / Abus (DE) / Ax-lightness Composites GmbH & Co. KG (DE) / BESV (TW) / Bikeloft GmbH (CH) / Biomega (NL) / BMC Switzerland AG (CH) / BME Design sro (SK) / Brompton Bicycle Ltd (GB) / Brooks England srl (IT) / Butchers & Bicycles aps (DK) / Campagnolo srl (IT) / Canyon Bicycles GmbH (DE) / Cinelli (IT) / Closca Design S.L. (ES) / Cobi GmbH (DE) / Coboc GmbH & Co. KG (DE) / Dahon Inc (US) / Drive & Innovation GmbH & Co. KG (DE) / Elian Cycles (NL) / Eurocompositi (IT) / Fizik (IT) / Gorilla Urban Cycling (CH) / Hammerhead (US) / Hinterher (DE) / Hövding (SE) / Hummingbird Bike (GB) / Institut für Forschung und Entwicklung von Sportgeräten (DE) / Keim (FR) / Kolb Rahmenbau (CH) / Larry vs Harry (DK) / Jurgen Kuipers (NL) / Magnic Innovations GmbH & Co. KG (DE) / Mando Corporation (KR) / Moulton Bicycle Company (GB) / Musguard d.o.o. (SI) / MTB Cycletech (CH) / N55 & Till Wolfer (DE) / Nimdu (CH) / Noke (US) / Mikulas Novotny (CZ) / myStromer AG (CH) / Onomo H Ltd (GB) / Oocycle (CH) / Overade (FR) / Palomar srl (IT) / Pedalfactory (NL) / Pinion GmbH (DE) / Poc Sweden AB (SE) / Polyroly GmbH (CH) / Re-Do Studio (FR) / Reelight (DK) / Rhino (DE) / Riese & Müller GmbH (DE) / Rizoma srl (IT) / Rohloff AG (DE) / Schindelbauer Bikes (DE) / Schlumpf Innovations GmbH (CH) / Schwalbe | Ralf Bohle GmbH (DE) / André Schwyn (CH) / Selle Royal spa (IT) / Singolfixie.com (IT) / Sram Ilc (US) / Strida (TW) / Superpedestrian Inc. (US) / Tern (TW) / Paul Timmer (NL) / Tune GmbH (DE) / Urbike GmbH (DE) / Uvex Sports GmbH & Co. KG (DE) / Vello Bike (AT) / Yakkay A/S (DK) / Zehus (IT) / and others.

Information for Media professionals

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Media Images for BIKE I DESIGN I CITY

Media images are available for download as high-resolution JPG files at www.gewerbemuseum.ch/Medien. Please comply with the rules on identifying the photographers and respecting copyrights. Further images will be added as they become available. Please address any specific enquiries regarding images to Luzia Davi, Media/Communication Gewerbemuseum, gewerbemuseum.medien@win.ch.

Gewerbemuseum Opening hours

Tuesday to Sunday, 10:00-17:00 / Thursday 10:00-20:00

Closed Monday

Special bank holiday opening times: see www.gewerbemuseum.ch

Admission: CHF 8 / CHF 5

Free admission for children and young people up to the age of 16 and school classes

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