

# yksiconnectexpo



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Newest, best and most special of Dutch bicycle design

## **Successful exhibition Dutch Bike to be seen at Yksi Expo**

until January 6

**From a bicycle with a 3D printed steel frame to a complete bike of fully recyclable plastic, from a 'smart' bike to an advanced recumbent bike. Under the name Dutch Bike is the latest, best and most special in the Dutch cycling design can be seen at an exhibition at Yksi Expo Eindhoven. With futuristic concept bikes, top models of well-known brands, prototypes of designers and special designs of small businesses and niche market makers. And with social design projects like the Refubike for and by refugees.**

### **Interest from abroad**

The exhibition was curated and organised by Yksi Connect for the world congress Velo-city last June in Arnhem, The Netherlands. Dutch Bike featured – in a small version, with supporting workshops and lectures - in Hong Kong and Guangzhou (China) in September, and was on show in Eindhoven during Dutch Design Week in October. Currently the Dutch Bike exhibition can be seen at Yksi Expo in Eindhoven until January 6.

In the meantime, there is a lot of interest from abroad, including China, Brazil, Milan, Singapore and Lithuania. "There is a chance that Dutch Bike will travel next year, like the previous version on this theme almost ten years ago," says Leonne Cuppen of Yksi Connect, Dutch Bike curator and organizer.

### **The connected bike**

With the Netherlands as a cycling country and with Dutch Design as a world-renowned brand, Dutch bicycle designers are moving forefront globally. Not only with the well-known, big brands but also by newcomers and niche market players. For example, Dutch Bike shows the VanMoof SmartBike, a forerunner of the connected bike. Because digitalization and internet open new roads for the bike. A built-in chip or GPS module helps to track a bicycle (whether stolen or not) and can provide information about both location and time use. And, in combination with smartphones and apps, it is possible to make cycling safer and more enjoyable. For example, by means of warnings for dangerous locations or communication with traffic lights, street lighting or bicycle parking.

### **Social projects**

In addition, designers engage in current topics like mobility and sustainability. For example, bicycles with a wooden frame or entirely made of 100% recyclable plastic. In addition, old

frames can be refurbished into a vintage or urban bike, a single speed or a fixed gear (fixie). In addition, designers sometimes give bicycle parts a surprising second life. In these production processes for reuse, many people with distance to or less opportunities on the labour market find a workplace.

### **Identity and lifestyle**

In the production of bicycles, the trend of individualization is visible. Striking, self-evident, colourful or just modest: we want to surround ourselves with products that reflect our identity and lifestyle. This is increasingly true for the bicycle. Ever more choice so, and more often customized.

In addition, designers in a variety of ways give the bicycle and the cyclist a backing to speed up, move on, or carry more. See the e-bikes and the bicycles. Safety, comfort and good infrastructure are also important issues for continuous improvement. Numerous components, tools and accessories increase the ease of use, from rain jacket to child seat, and from convenient bicycle storage to suspension bracket to store your bike home.

Dutch Bike can be seen at Yksi Expo until Januari 6.

For more information, see [www.dutch-bike.nl](http://www.dutch-bike.nl)

The exhibition will be shown at the Yksi Expo from 31 October 2017 to 6 January 2018.

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**Note for the editor (not for publication):** For more information about the exhibition and / or marketing material please contact:

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**Yksi Expo** organizes exhibitions to mainly highlight the work of Dutch designers.

**Yksi Connect** connects designers with the industry, provides inspiration, gives directions and resolves issues.

They draw their strength from collaborations and cross-fertilizations. In addition, Leonne Cuppen curates, designs and realizes exhibitions that can be seen in other places in the world, from Beijing to Barcelona and from Moscow to Madrid.