

yksiconnectexpo



Press Release, 11 May 2017

Exhibition Dutch Bike shows newest, best and most special by Dutch bicycle designers

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 at an exhibition in the city center of Arnhem (Roggestraat 16), from 9 to 25 June. With futuristic concept bikes, top models of well-known brands, prototypes of designers and special designs of small businesses and niche market makers. The opening will take place on Friday, June 9th from 16.00-18.30.

The exhibition, selected by Yksi Connect in Eindhoven, is part of Velo-city, with 1500 participants the largest international meeting in the field of promoting bicycle use in cities. This annual conference takes place from 13-16 June in Arnhem and Nijmegen.

The first Draisine dates back to 1817, so the bike is 200 years old. The basic elements - two wheels, frame, steering wheel, pedals - are still the same, but designers always see opportunities for renewal. Innovations in the materials and production processes, for example, offer new opportunities. The exhibition shows some top models, concept bikes and autonomous, almost artistic bike objects that provide a source of inspiration for new directions and new ideas.

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.

Second Life

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.

Participants

Gazelle, StudioMOM, Mokumono cycles Amsterdam, M5 Recumbents, Flevobike, Thomas Kanters, MX3D, Quinso, VanMoof, Clara Sophia Uerlichs, Meijs Motorman, VanBerlo, Bastiaan Kok, Alma Bicycles, Beixo, Brikbikes / Wouter Eigenbrood, Sandwichbikes / Basten Leijh, Okimono, Basil, AGU/ Kyra Meilink , Anna Bay, npk design, Bough Bike / Jan Gunneweg, Green PAC iLab / Johannes Alderse Baas, Social Label / Dick van Hoff , Upcycled by Jet /Jet de Bruijn, Tjeerd Veenhoven, Roetz Bikes, Studio UNITT / Collectie Veenhuizen, Goof van Beek, byAr bicycle, Claudette van de Rakt en Mitra Jashni, Trek, Union, Babboe, Urban Arrow, Fietsy, Robert Bronwasser design, Spaac /Jos Ramselaar, Van der Veer Designers, ipv Delft, Aglaée Degros en Stefan Bendiks, Ateliereen Architecten, AtelierLEK, Yksi Ontwerp, Elena Schädel , Ector Hoogstad Architecten

Thanks to sponsor Velo-City, Fashion Design Festival, Arnhem City, Gazelle, NWV, Robert Bronwasser Design, FaberExposize, The Pedalfactory, Urban Arrow & Van der Veer Designers.

Dutch Design Bike is selected by Yksi Connect (Eindhoven), in collaboration with Peters Projects BV and Stadswerkplaats Fiets (Arnhem) and is part of the secondary program of the Velo-city conference. All bikes, concepts and objects are from Dutch designers. In a challenging and imaginative way, the exhibition merges the current themes of environment, sustainability, mobility, security, technology and creativity.

Yksi Connect presented an exhibition in Eindhoven together under the name of Fiets, and then a traveling and constantly adapted version of the exhibition under the name Dutch Design Bike, which was featured in Bratislava, Budapest, Kiev, Moscow, Tallinn, Brussels, Barcelona and Tunis. Especially for Velo-city this exhibition has been fully updated.

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

Yksi Connect / ++31-(0)40-7805034 / ++31-(0)6-10573108- connect@yksi.nl - www.yksiexpo.nl

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.