



B i k e t o p e

Biketope2010



[Use the Value]

Design Nippon Association (DNA) is a non-profit organization creating a space to think and explore design and creation in its wider aspects. Our activities are focusing on taking care of products and manufactured objects.

「Biketope」 purpose is to show to the public how to appreciate things (objects we need in everyday life).

「Biketope」 is a project focusing on environmental issues through design – more precisely bicycle design. We will study the social, public and LCA (Life Cycle Assessment) aspects related to bicycles. We will try to “build” a new definition of the relation between “human beings” and “objects”. Through a large variety of activities, the public will not attend only these events but they will be able to participate actively. Thanks to Biketope, the public will be able to give their contribution to the creation of a better and more comfortable society; understanding how design can help to find new solutions for everyday life.

■ Biketope Introduction

From the recent economic situation and rising of oil price, bicycles are drawing attention as a new alternative to car transportation. Also, in terms of healthy lifestyle, bicycle has already been largely adopted in Japan. However, Japan's current bicycle environment has to face a negative part at the same time. The bike stands in front of train stations are considered as obstacles for pedestrians and the huge work to collect a large number of discarded bikes is a great loss of energy for the city workers. Even if new trendy bikes are largely used, old and simple ones are thrown away. Excessive speed and disregard for pedestrian crossing the main causes for accidents as consequences to urban and social issues. Of course, bicycle is an effective means for energy and ecological issues and many improvements will be developed in the city, such as bicycle lanes.

Our main purpose is to “think about the value and take care of objects”, related to environmental and traffic manners for bicycles. Design is an act of creation, associating function and technology. We should appreciate the additional value of “fun and comfort” “things that have been designed” that contributes to make a better everyday life. To get a deeper understanding of the relations between “human” and “object” in our modern global society, we have to consider it within the family, community and friends relationships.

The Biketope project is organized in collaboration with foreign Embassies to invite designers to join the lectures and events with Japanese local partners to introduce their ideas. We want to think about bike manners around the world.

In addition, we are working with schools and several partners to organize workshops and events. Because our project is taking place in the city, we want to create opportunities for parents and children to “make things” together, which is quite tenuous in a big city such as Tokyo.

■ Outline

Name: Biketope×Bicycle Event

Date: November 2010, 13 (Saturday)

Venue: Wakasu Park, Koto-ku

Organizer: Biketope2010 Committee (NPO DNA, EUROBIKE, NPO Universal event association, ARROW, etc.)

Official Partners: Koto-ku, Denmark Embassy, Dutch Embassy (to be confirmed),

Cooperation: NPO Hands on, Tanseisha, companies and organizations concerned with bicycles

Contact: Biketope2010 Minami Aoyama 5-6-4-403, Minato-ku (DNA Executive Committee)

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■ Event Information

The cooperation with Koto-ku will allow us to organize the main event in Wakasu Park where people will be able to use and see different kinds of bicycles from around the world. Focusing on the idea “to appreciate things”, we will think also of environmental issues. For a deeper understanding of ecology and recycling concepts, bicycle is a perfect tool. Bicycle is also a means of transportation and communication. A fun and enjoyable bike tour will focus on that point.

Bicycle Cruise/ workshop/ bicycle manners/ bicycle environment, barbecue etc...

Re-use bicycle rental tour (Shin-Kiba Park – Wakasu station, Koto-ku)

- EVENT -

【 My Bike 】

How do people use bicycle all around the world?

In Japan, bikes are not only convenient but also stylish, well designed and fun. Let's collect various bicycles and let's ride together!

The Netherlands is usually renowned as the country of bicycles. Amsterdam is punctuated by numbers of bike paths to regulate the traffic in the city. Denmark city of Copenhagen is very famous as a leading city for bike culture as well, mainly for its bike rental system. France and Sweden are also well known for their bike rental systems, due to efforts concentrated on design. We may find some ideas for our own bicycles.

Main Site (Wakasu Park)

① Cycling space

Cargo-bikes, tandems, handmade unique bikes

Mini Bike City Tour

② Riding in the streets of Tokyo

Tour in Tokyo / bicycle lovers / your own tour

【 Unique Bike in HP 】

Considering fun and unique bicycles, the number of creation is increasing all around the world.

Observing design and functionality of brand new bicycles. Searching for improvements. What is the bike of the future? Photographies and video reports from the perspective of ecology through bicycle use.

Different contents will be posted on our website thanks to the participation of volunteers and various partners.



- WORKSHOP -

【 Bike Touch 】

1) Workshop/ Do it yourself Maintenance/ Easy bicycle repair

For our concept “Use the Value”, we will organize repair workshops. How many people know how to repair their bicycle? What should we know to use our bicycle for a long time? Let’s ask the technician expert! Some easy training lessons will take place for adults who want to learn how to repair their bicycles.

Deco Charing / Let’s decorate by your self to be only one bicycle owner .

Maintenance of your bicycle.

How to repair the tire of your bicycle. It is very useful for everyday use.

2) Workshop / Let’s ride together!

／Have a ride enjoying →Bike MANNERS

Riding a bike gives a sense of freedom but we should care about other users and ourselves.

Date: November 13th (Saturday)

Venue: Koto-ku Wakasu Park

Collaboration: workshop instructors/ designers and manufacturers

Target: (1)teenagers from 15 year old

(2)children from 4th to 6th grade with their parents

Fee: ✕free – registration required

Biketope2010 Executive Committee

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