

Biketope 2012 Shibuya

What we can do for making better life by the design?

We planned this event of Biketope 2012 Shibuya for you to experience our theme “the life of bicycle = design +environment = making comfortable life style”

Shibuya is well-known as the symbolic city of modest design in Japan, at the same time, the city of the present age when a design overflows

Therefore, our challenge is to

What environment is comfortable for everyone in Shibuya.

Can the bicycle be a useful tool for understanding of culture of Shibuya.

in extend view of design prospective.

In other words, we put focus on balanced creation to environmental issue and bringing the comfort our life.

As the message from our committee, we held design competition for that concept prior to this event.

Thinking the design and its function, we would like to produce “**Shibuya Bike**” as this year of Shibuya design!!

By coming to this event, riding the Shibuya Bike and knowing the city, you will experience

The opportunity of interacting the inter-relation whit people that of the essence of the design

The opportunity of reconfirm the value of goods around us

The opportunity to reconsider environment issue includes contributing CO2 reduction.

This is the chance knowing (Riding in) Shibuya, which the design of bicycle as a means of transportation in urban life is beyond the diverse information of culture, age, sex, hobby, bodily features.

We propose that Biketope 2012 Shibuya leads to gain comfortable life and gentle for the environment at the same time.

Content

***Test-ride:**

Various unique types of bicycle to ride!!

(ID approval needed, 18 years old and younger MUST be accompanied by a responsible person)

***Work-shop:**

Revive an old bicycle, an illegally parked bicycle, into decorated ones in your imagination.

(Prior reservation is needed)

- *Exhibition:** Shibuya Bike and decorated bicycle by the artists are exhibited
- *Tour de Shibuya:** On Saturday of 27th , Start 11:00am and few more times Pottering bicycle in Shibuya!! Start from Shibuya Public Hall to several major parts of the city, such as Shibuya City office, Omotesando Hills, Embassy of Denmark, and care center Hills of beautiful bamboo etc.
(Prior reservation is needed)
- *Lecture:** Rules and manner for Bike Ride by Shibuya Police Station
- *Biketope Maeche:** Markets for Biketope goods and Foods fair of Tohoku region etc.
*We will contribute some sales to support stricken area in Major Earthquake in Northeastern Japan

Name: Biketope2012 Shibuya / Shibuya Art Fair

Place: Shibuya City Office, Shibuya Public Hall (public square)

Date: October 27th & 28th 2012

Hours: 10:00-16:00

Sponsorship: Biketope2012 Shibuya executive committee, Shibuya Art Fair

Project: NPO Design Nippon Association

Support: City of Shibuya, Embassy of Netherlands, Embassy of France, Embassy of Denmark.

Special support: Takeda industry Co., Ltd., MieProject

Cooperation: Tour de France, Panasonic Cycle Technology Co., Ltd., HaDesign Inc., and Value Creation Co., Ltd.

Production: HaDesign Inc.