

BICYCLETTE(S)

FAIRE DES VÉLOS 08.11.22 > 01.05.23
Exposition à la Cité du design



Cité
du
design
◀▶

PRESS KIT



Marc Chassaubéné © Fabrice Roure

“This major exhibition specially curated by Jean-Louis Frechin is a masterfully staged demonstration of the capacity of the French and European players in the cycle industry to relaunch and revive cycling thanks to the inventiveness of our designers, engineers and companies. Cycling is deeply rooted in our culture and this rediscovery of

the bicycle in the 21st century is an invitation to embark on a fascinating exploration, which is sure to have us all hankering to get back into the saddle!”

Marc Chassaubéné,
President of the Cité du design

“These new “spads”, “biclous”, “bécanes” (just a sample of the many slang terms we have for our bikes in France!)... these two-wheeled conveyances are a selection of the latest inventions that we wanted to share with visitors. They are a fantastic reminder that without creativity, innovation, production, no new products and usages are possible. The exhibition presents some remarkable bikes, but also and

most importantly the projects of men and women who thanks to their passion have succeeded in rekindling the culture of the bicycle. And who better than Saint-Étienne, home of design, the bike and manufacturing industry to chronicle the rebirth of this industry in France and in Europe?”

Jean-Louis Frechin (agence NoDesign),
exhibition curator



Jean-Louis Frechin © NoDesign

Jean-Louis Frechin is one of the great contemporary French designers. An architect by training and a graduate of ENSCI, he founded NoDesign, the first digital design agency. An educator, founder of the Atelier de Design Numérique (Digital design workshop), former Director of Innovation and Futurology at ENSCI-Les Ateliers, an international conference speaker and exhibition curator, Jean-Louis Frechin specialises in

creation, innovation and strategic reflection in the fields of information technologies, interactions and uses in industrial, urban and cultural projects. He is a Knight of the National Order of Merit. He curated the *Designer(s) du design* for Lille Design 2020 and is the author of a book entitled *Le Design des choses à l'heure du numérique* (2019, Ed. Fyp) which tells the story of design, provides insights to better understand the discipline and its practice and proposes solutions and ideas for the future. Design is often situated at a point of intersection between social, economic, technological, scientific, aesthetic and cultural issues: for Jean-Louis Frechin, this means it offers a privileged position from which to observe, but also question, reveal and act.

EXHIBITION

BICYCLETTE(S), FAIRE DES VÉLOS

A major new exhibition on the revival of the bicycle in Europe 70 bikes at the very forefront of technology and design

Get from A to B day-to-day, surpass oneself through sport, explore the highways and byways in the saddle: the culture of the bicycle is being reinvented all over Europe thanks to the work of firms, engineers and designers who are innovating to produce bikes fit for today's world.

The first machine that allowed humans to travel faster than on foot, the velocipede is back in fashion. Now as we face saturated cities and the challenges of climate change, the cycle is coming back into its own as a mode of transport. Cities and regions are innovating to bring in "urban system bike" services alongside their public transport networks. Bikes are also being used for tourist and other types of travel once again. Electrically assisted bikes are expanding their range and appealing to new sections of the public. More than anything, the bike is a performance item, optimised and durable, but at the same time - as the success of vintage bikes shows - it is also a cultural object. All over Europe, there are craftspeople, workshops, engineers, designers, entrepreneurs and companies creating two-wheelers for today and tomorrow. These "spads", "biclous", "bécanes" (to use some of the many slang terms we have for our bikes in France!), some of them quite amazing and often at the forefront of technology and design, form a laboratory of the prefigurations, inventions and suggestions we wanted to share with you. These heralds of a two-wheeled future are a fantastic reminder that without creativity, innovation and production, no new products and usages are possible.

The *Bicyclette(s), faire des vélos* exhibition is an invitation to discover the projects of some of these ardent bike lovers whose work is helping give a new impetus to this industry and to cycling culture, while changing the way we use our bikes on a daily basis.

Jean-Louis Frechin

"In tribute to J-P. F, who gave me my passion for the bike"



Exposition © A Chiacchio/NoDesign

BATSPAD

This bicycle was designed and made by the NoDesign agency specially for the *Bicyclette(s)* exhibition as an illustration of its theme: "Faire des vélos" - making bikes. Batspad is a high-end bike that aims to combine the high quality of craft manufacturing with the best technology available, in a quest for sustainability, local production and to offer something new.

The bike is lightweight and versatile. Equally pleasant to ride on the road or on country tracks, for long rides out or to get around in the city, it is slightly assisted to keep you going when your muscles have had enough.

This is essentially a European and French bike, designed with the idea of grouping sources and limiting transport in mind. Its frame is made to measure in France with aircraft quality steel tubes produced by Osborn Metas in Longeville in Seine-et-Marne. The very thin chromium-molybdenum alloy



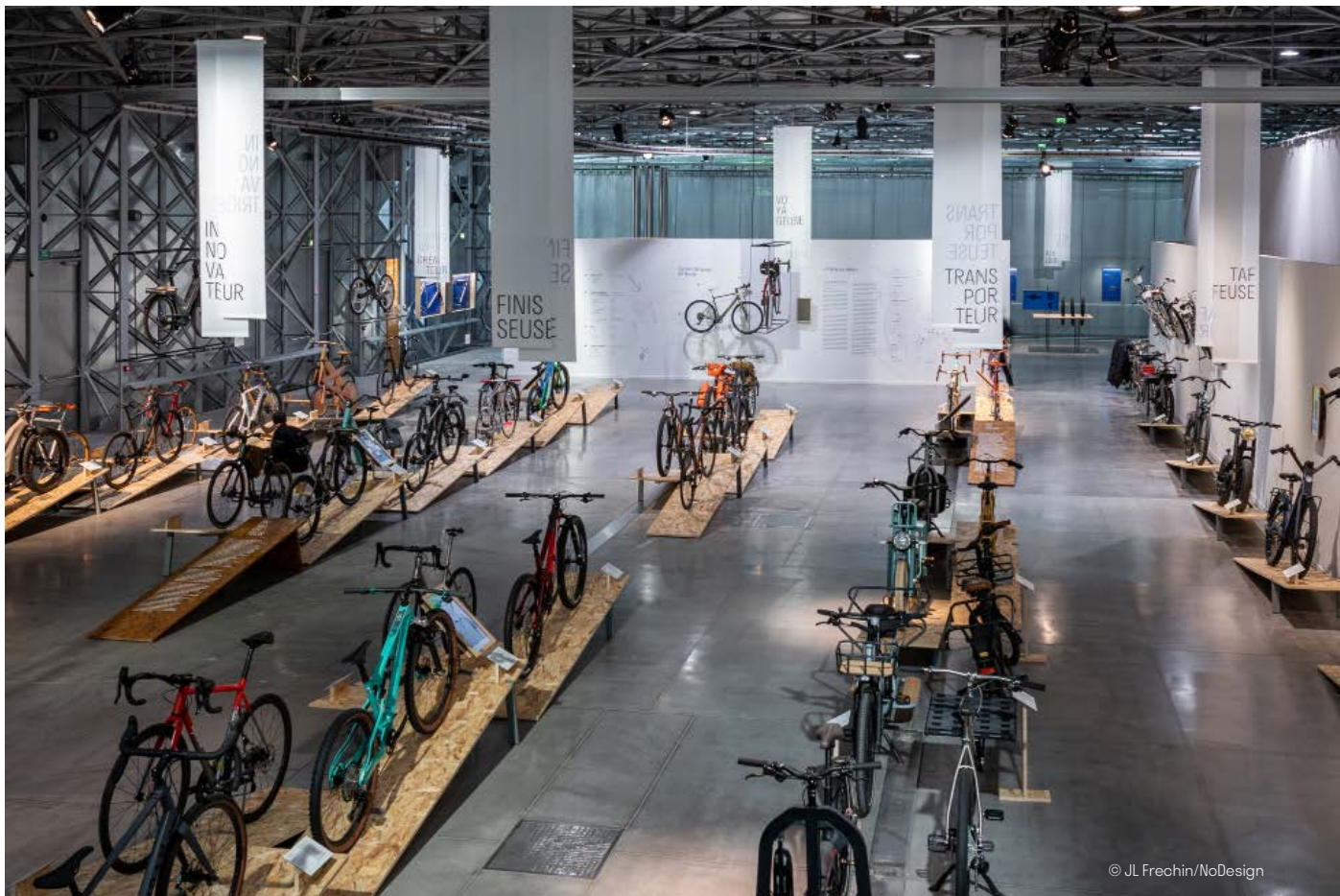
Batspad - En route © NoDesign

steel tubes give the bike light weight, comfort, rigidity and durability. It is fitted mainly with components manufactured in France or Europe: Mavic aluminium wheel rims made in Ain, Aivee hubs and Mach1 spokes, 316L stainless steel 3D printing by Sculpteo, Hutchinson tyres made near Montargis, an Ingrid drivetrain machined and assembled in Pesaro in Italy and Hope brakes from Barnoldswick in the United Kingdom. For reasons of mechanical compatibility - a large part of the art of building a bicycle -, the brake levers chosen are from American firm SRAM, which has taken over Sachs, Maillard and Huret and now manufactures in Taiwan. It is also a lightweight electric assist bike (coming in at under 13 kg) powered by a 250W Mahle Ebikemotion motor. This electric powertrain comes from the Spanish Basque country and includes motor and battery components from China. It consists of a motor located in the hub of the rear wheel and a battery pack integrated into the down tube. This allows us to have an e-bike that not only looks virtually identical to a standard pedal bike, but also offers the same sort of feel (no vibration, supple assistance, crank spacing and standard drivetrain), and is easy to pedal. It is a bike that offers a design look, with smart details and an elegant finish, a bike proud of the location and conditions of its production. This manufacturing experiment enabled us to assess the difficulties and opportunities for manufacturing bicycles in France, but also importance of the product itself and what it offers.

**Batspad is a NoDesign project
in collaboration with Avalanches Cycles and
Services Généraux.
Acknowledgment: Osborn Metals, Sculpteo,
Mavic, Look, Hutchinson**

THE SCENOGRAPHY OF THE VISIT CONSTRUCTED AROUND 8 THEMES

EXHIBITION SCENOGRAPHY



© JL Frechin/NoDesign

The scenography of the exhibition is designed to evoke the concepts of the cabinet of curiosities and the workshop. The first showcases the machines and their creators, the second offers an insight into how bicycles and their components work. To achieve that, the exhibition uses a scenographic system designed by NoDesign for the Designer(s) du design exhibition staged for the Lille Métropole World Design Capital 2020 event.

For NoDesign, sustainability, reversibility and reusability are important, necessary features of all things produced.

Thanks to the owner of this scenography, the APCI (the French national agency for the promotion of industrial design), NoDesign has been able to design and create a new, original exhibition whilst limiting the overall environmental impact in terms of resources consumed, but also in economic terms.

TAFFEUR



WEECH - Iweech 24"S - 2022 © DR

The bicycle was one of the first mechanical means of transport to become affordable, at the end of the 19th century. Children went to school by bike, adults went to work by bike, deliveries were made by bike...

Today the trusty two-wheeler is once again becoming popular as a means of transport in France, as it is in Copenhagen in Denmark or in Amsterdam in the Netherlands. This is a general trend, encouraged by the setting up of bike share schemes in many cities as we face multiple challenges: climate change, pollution, management of the public space. And automatically, this is influencing the redevelopment of cityscapes, with the multiplication of cycle lanes.

“Vélotaf” is a new word coined to refer to the community of cyclists using a bike to commute to and from work. Using a bicycle for everyday travel in more rural areas remains a issue. The challenge of decarbonising mobility requires bikes that are up to the job, reliable and comfortable, like electrically assisted pedal cycles (EAPCs), which are largely preferred by women and are used for journeys twice as long on average. In France, one in four of all bikes sold is now an electric bike.

INNOVATOR

EUROBIKE, EUROPE'S BIGGEST CYCLE TRADE FAIR HELD IN FRANKFURT IN 2022.

This trade fair, which attests to the rebirth of the bicycle industry in Europe, is an opportunity for manufacturers to present their latest products to the press and the public. The 2022 edition focused on urban bikes and electrically assisted pedal cycles, but without forgetting classic road bikes and mountains bikes.

An event to discover new gems, the huge variety of components and accessories available from what is a booming and fast-changing industry where competition is driving inventiveness.

Bikes are changing and progressing, with a succession of improvements that show us the features that will become commonplace in the future. Looking back, we see how Baron Karl Drais's draisine, Pierre Michaud's pedal and John Kemp Starley's chain led to the rear-wheel chain-drive patented by Englishman Henry John Lawson in 1879. And so the modern bicycle was born. Dunlop invented the pneumatic tyre, and it was immediately perfected by the Michelin brothers, who developed the solution that would stick, the removable tyre. Next came the freewheel invented by German Ernst Sachs in 1894.

At the head of his bicycle factory in Saint-Étienne, Paul de Vivie played a major role, revolutionising the bicycle by creating or improving features such as the frame without lugs, the crankset, detachable hubs, the equiangular frame and, above all, the derailleur gear.

Today, the cycle world is bursting with creativity, with developments that are improving comfort, performance and safety. One example is provided by Pierre Mercat, inventor among other things, at Mavic, of wireless electronic shifting in the 1990s. The arrival of new materials, electric assistance, more efficient gear systems, and the identification of new needs for everyday mobility promise plenty more innovation to come to take bikes and cycling forward.

TRANSPORTER

Bikes have always served to transport both people and goods: witness the butcher's bike, the postman's bike, and those of many another tradesman.

As cars gradually make room for bikes in our cities, we are seeing more and more people using these cargo bikes, which have been allowed in cycle lanes since the 1990s. These utilitarian bikes, which are tremendously popular with families and street vendors, first reappeared in the Netherlands, Denmark, the USA and Japan with the *mamachari*, which literally means "mum's bike" and can carry up to 100 kg of children and shopping.

There are different versions of cargo bikes, with long-framed two-wheelers such as the Long John, a Danish model that first made its appearance in 1920, trikes and the so-called "longtails". Depending on the model, they come variously equipped with a cargo platform, a low, rigid box at the front between the front wheel and the handlebars or an extended luggage rack at the back. Electric assist makes cargo bikes easier to handle and allows you get about comfortably for your day-to-day chores.



OMNIUM - Titanium MiniMax © DR

CREATOR

Bikes are often synonymous with technology and people with a passion. It is difficult to escape or better the perfect form of the diamond frame.

And yet to start making bikes in Europe and France again, it is going to be necessary to go one better. Indeed, beyond the technical aspects and the pursuit of performance, the objects around us are governed by different forms, symbols and concepts that open up the scope of what is possible and allow for disruptive developments.

Designers have been surprisingly absent from the history of French cycling though: and yet with examples from people like Stéphane Bureaux, Antoine Fritsch, Marcelo Joulia and Philippe Starck, there have been proposals, which have identified new uses and new ways of overcoming constraints and building in new technologies, functions, visions and a good dose of imagination.

Design creates desirable, effective and thought-provoking alternatives, but first and foremost innovative offerings full of meaning, poetry and creativity.



URWAHN - Waldwiesel.E - Gravel E-Bike © DR

TRAVELLER

France is well known as a haven for cycle trips, with its Club des Cent Cols (the Hundred Passes Club) or its mythical Paris-Brest-Paris long-distance cycling event. And to a large extent we owe that to Vélocio, a venerable cyclist who hailed from Saint-Étienne and was already vaunting the virtues of cycle when he founded the *Le Cycliste* magazine and the Touring Club de France way back in 1889. Just recently we have seen a new boom in cycling holidays, with what the Americans and Brits call “bikepacking”. This involves cyclists, with everything they need in their saddle bags, covering hundreds of kilometres over a few days or weeks. It is a discipline that combines sporty cycling, putting yourself to the test and outdoor adventure. The bikes used are robust, comfortable, lightweight and perform well on all types of terrain. These travel bikes are most often made of steel, a material that meets the requirements for durability and pleasant riding. This practice has generated a revival in quality craftsmanship in the United States, in England and now in France, as illustrated by the Concours de Machines competition organised by the association of artisan bike builders. Some of the best examples of bikes produced for this competition are on display here and have proved a veritable laboratory for the reintroduction of bike manufacturing in France and Europe.

CONCOURS DE MACHINES 2022 IN ROUBAIX (FROM 23 TO 26 JUNE): CRAFT BICYCLE MAKING

This competition was created in 1903, the year of the first Tour de France, to highlight innovative, high-performance craft bicycles. The 2022 competition was entirely dedicated to women as the bikes taking part had to be ridden by a woman. This year's race was won by Cyfac with Sophie Gateau riding the Paradox, a bike with a French-made 100% carbon frame.

Les Artisans du Cycle is an association with about forty member companies all over the country.



PECHTREGON CYCLES - Luguru - 2021 © Magali Poulin

FINISHER

Driven by the mythology around the Tour de France and the Paris-Roubaix, cycle sports are extremely popular. They come in many different forms, from Cyclosporive mass-participation events, to triathlons to all-terrain downhill races, but there is always a strong social dimension. Today though, to a large extent club-based cycling has given way to more individual practices, where cyclists perform for and against themselves, sometimes pitting themselves against virtual competitors. Taking part and finishing have become performance aims in their own right for a certain category of riders - dubbed the "finishers" - that we find at major cycling events, such as the Roc d'Azur, the Eroica or the "Races Across France".

Engineers and craftspeople are constantly inventing ways to meet the technological and design challenges these ambitious cyclists pose, whether they are amateurs or professionals. Inspired by road racing and mountain biking events, competition bikes remain at the cutting edge, ever lighter and faster, thanks to the availability of new materials, wireless shifting, disc brakes and new high-performance tyres. New disciplines are appearing, such as cross-country (XC), downhill racing, all-terrain gravel racing, but also virtual racing with digital cycling apps and simulators.



LOOK CYCLE - 765 Gravel - 2019 © DR

WORKSHOP

Making bikes encompasses a mysterious body of know-how that involves assembling components, but also bestowing coherence, balance and compatibility. Their efficient mechanics have been reconfigured and improved over time. Steel, aluminium or carbon frames, ever lighter and more streamlined: performance improves and weight declines. They are equipped with numerous, ever more efficient components, the weakest of them defining overall performance. Featuring aluminium or carbon wheels, tyres designed for adherence, comfort and performance, derailleurs with more and more gears, brakes, pedals and now gearboxes, batteries and electronics, bikes are a reflection of their times. They are virtually immortal - we may love them, alter them, repair them ourselves or be devotees of the traditional bike shop, but we also want to understand them, to take them apart and put them back together over and over, permanently rebuilding them in a mythical space we call a workshop.

SAINTÉ

THE MUSÉE D'ART ET D'INDUSTRIE CYCLE COLLECTION

The Musée d'Art et d'Industrie de Saint-Étienne has France's largest collection of bicycles, with almost 350 machines, including some very rare and even unique specimens. The permanent exhibition "Parcours cycles" (Cycle paths) tells the story of the bicycle and the different practices associated with it from its infancy to the present day, taking in the golden age of the cycle industry in Saint-Étienne.

It was in Saint-Étienne in 1886 that the first French bike saw the light of day, made by the Gauthier brothers from an English model. The area had plenty of skilled workers in the iron and steel and arms industries who readily adapted and allowed the bicycle industry to grow fast.

The *Manufacture française d'armes et de cycles* - later known as Manufrance - developed the famous Hironnelle bicycle and its "Superbe" model in about 1891. The 1920s symbolise the golden age of the bicycle in Saint-Étienne, a period when there were over 350 factories and specialist workshops - Automoto, Cizeron, Ravat to name but a few - employing thousands of workers.

The inventor of cycle touring, Saint-Étienne native Paul de Vivie (1853-1930), nicknamed "Vélocio", was an industrialist and founder of the La Gauloise bicycle factory who gave this industry its creative, philosophical and humanist dimension.

In the 1970s, the network of subcontractors and component manufacturers, such as Vitus for tubes, Belleri for handlebars, Lyotard for pedals, CLB for brakes, Maxi-Car or Pélissier for hubs, Moyne for freewheels and Nervar or Stronglight for cranksets made Saint-Étienne the historic capital of French cycle manufacturing.

The industry fell on hard times in the 1990s, succumbing to the pressure from Asian competitors and mass retail, but also partly as a result of the endemic dispersal of the players in the cycle industry and the difficulty it had moving into the higher end of the market. Today Stronglight cranksets, Mach1 wheels, Effigear gears, 1886 Cycles and Kiffy cargo bikes are keeping the cycle industry flame alive in Saint-Étienne and in Loire.

1886 CYCLES - Classic hybrid Collection
2019 © Marion Dubanchet



A HUMAN ADVENTURE

The exhibition includes a series of videos in which bicycle designers tell us their stories about the revival of cycling in France and in Europe.

TAFFEUR

1886 - Benoit Richard (Saint-Étienne, France)
Moustache Bikes - Emmanuel Antonot (Vosges, France)

INNOVATOR

Caminade - Brice Epailly (Ille-sur-Têt, Pyrénées-Orientales, France)
Cyclic - Félix Herbert (Lyon, France)
Sculpteo - Alexandre D'Orsetti (Villejuif, France)

CREATOR

Fritsch-Durisotti - Antoine Fritsch (Conflans-Sainte-Honorine, France)
Decathlon - Magic bike - Emerson Delcourt, David Petitdemange, Victor Boulay (Lille area, France)
Maison Tamboite - Frédéric Jastrzebski et Hugo Canivenc (Paris 11th, France)

TRAVELLER

Avalanche Cycles - Marie Kervela et Laurent Beurriand (Montreuil, France)
LaFraise Cycles - Andreas Behrens (Roubaix, France)
Pechtregon - Matthieu Chollet (Bruniquel, Tarn-et-Garonne, France)
Victoire Cycles - Julien Leyreloup (Clermont-Ferrand, France)

FINISHER

Cyfac - Aymeric Le Brun (La Fuye, Hommes, Indre-et-Loire, France)
Decathlon - VTT- Alexandre Voisine (Lille area, France)

WORKSHOP

Campagnolo - Eric Foury (Saint-Étienne, France)
Effigear - Vincent Lecornu (Maclas, Loire, France)
Mach 1 - François Joly, Guillaume Boutte, Lise de Saint Jean, Bruno Bayard (Marclopt, Loire, France)
Mavic - Jean-Pierre Mercat et Jean-Pierre Lacombe (Chavanod, Haute-Savoie, France)
Stronglight - Joël Glotin (Saint-Étienne, France)

The exhibition presents parts from some sixty companies, craftspeople and cycle designers based in Europe, Belgium, Germany and Italy as well as the United Kingdom, Denmark, Portugal and the Czech Republic. It spotlights these entrepreneurs who are committed to reshoring the cycle industry in France and in Europe, where the forms and uses of bikes are being reinvented to reflect changes in practices and issues in society.

“Craftsmanship is the laboratory of industry,” Ettore Sottsass

We need to build up from our bases again: the people, the craftspeople who are leading the revival of the “Made in Europe” cycle industry. The resurgence of the French cycle is also based on a number of historic players, like Look, which pioneered carbon and safety pedals, Cycleurope with its legendary brands Peugeot and Gitane, La Manufacture du cycle with its Sunn bikes or Mavic, which is one of the most innovative companies in France! Not forgetting the aptly named Groupe Rebirth, which is noted for the rebirth of the Solex, Cycles Lejeune, Matra, and with the Easybike brand.”

Jean-Louis Frechin, exhibition curator

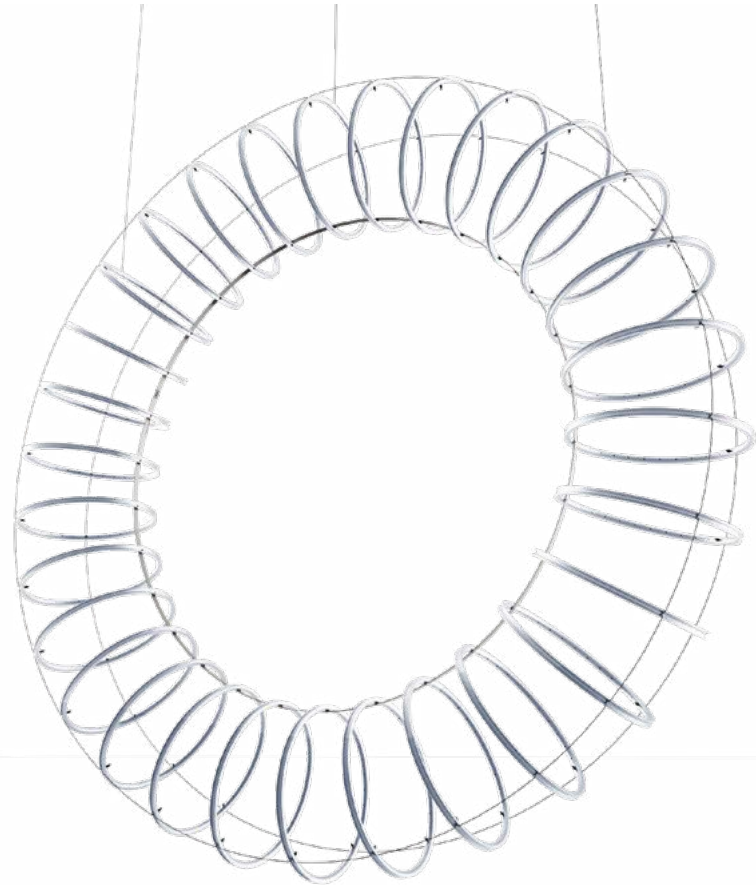
TWO SCULPTURES

Two installations made up of wheels like a metaphor for a gigantic bicycle.

Both the symbol and the signature of the exhibition, these wheels are a tribute to the bicycle inspired by the words of Saint-Étienne native, Paul de Vivie.

“The bicycle is not just a means of locomotion; it has also become a means of emancipation, a weapon of deliverance. It liberates the mind and the body from the mental anxieties and physical infirmities that modern life [...] causes, develops and maintains to the great detriment of our health.”

Paul de Vivie, alias Vélocio (1853–1930)



Sculpture created by NoDesign, with the support of MACH1, a wheel rim manufacturer based in Marolopt, in Loire



VELOCIPEDIA

Velocipedia Gianluca Gimini
Dit, dessine-moi un vélo
(Say, draw me a bike)

Bikes are built on dreams: that of a machine to travel, test your abilities, get around.

Gianluca Gimini is an Italo-American designer in his thirties based in Bologna, Italy. Over a 6-year period starting in 2009, he asked over 300 people aged between 3 and 88, some he knew, some he didn't, from all kinds of backgrounds (teacher, student, journalist...) to spontaneously draw a bicycle

as they imagined it. He collected hundreds of drawings to build up a collection of dream bikes. In 2016, the designer returned to these drawings and selected a number of them which he decided to make almost real by creating 3D reproductions. What came out of this was that none of the dream bikes could be built and therefore used, as the example of a bike with a derailleur with two chains on one sprocket shows.



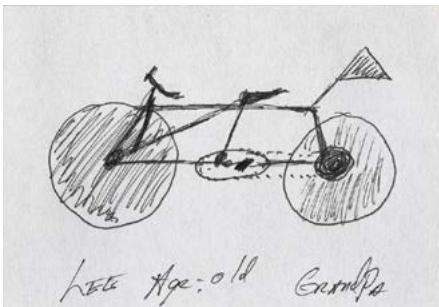
Velocipedia - Lee's bike © Gianluca Gimini



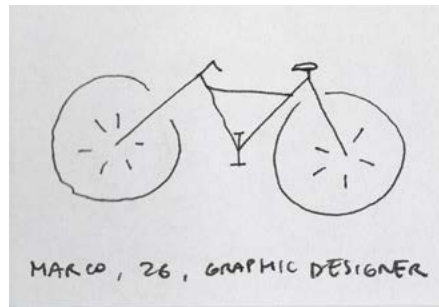
Velocipedia - Marco's bike © Gianluca Gimini



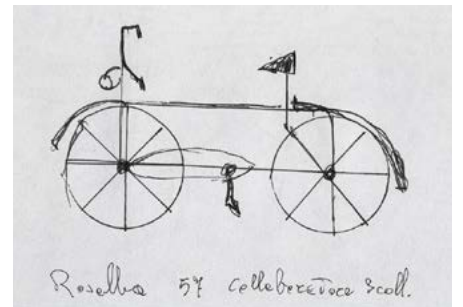
Velocipedia - Rosalba's bike © Gianluca Gimini



Sketch by Lee © DR



Sketch by Marco © DR



Sketch by Rosalba © DR

GHOST OF VÉLOCIO

GHOST OF VÉLOCIO BY THE EVAVEO STUDIO

One of the sponsors of the *Bicyclette(s), faire des vélos* exhibition, the Evaveo studio is developing a real-time cycle race simulation experience for two players called Ghost of Vélocio: it features a cycle route to follow on a home trainer with a simulator. This installation is on display in the exhibition, and visitors can get on the bike to ride the last kilometre of the famous Vélocio hill climb event, which celebrated its centenary in 2022. In the final stage, the participant pits themselves against the best hill climber in the history of cycling.

VÉLOCIO SAINT-ÉTIENNE

The Vélocio La République Pass hill climb is a cycling event created in 1922 which takes place in June every year in the Pilat massif near Saint-Étienne, in honour of an emblematic figure in French cycle touring, Paul de Vivie, alias “Vélocio”. Every year an average of 800 riders and numerous volunteers take part. The riders can tackle the climb in “free ride” mode or take part in a time trial.

The next edition is scheduled for Sunday 11 June 2023

More information: <https://velociosaintetienne.fr>



@J.Fraichin/ NoDesign

LE VÉLO PERD SON GENRE BIKES LEAVE GENDER DIFFERENCES BEHIND

DESCRIPTION OF THE INSTALLATION INVENTING THE EVERYDAY – “I’D OFTEN GO BY BIKE, BUT I’M AFRAID TO”

The NoDesign agency decided to photograph the people they met making everyday use of their bicycles when they started planning the exhibition. They took a photo a day: observations, social changes, concrete examples of cycling practices, improvised use versus imposed use, the power to act. With this series of photos, they demonstrate that “everything is cultural, nothing is ordinary if the viewpoint is singular”.

With the renewal of modes of mobility, the bicycle is commencing a new chapter in its history. At the end of the 19th and beginning of the 20th century it was a vehicle for emancipation in Europe. Today still, in many countries, the bicycle represents freedom for women whose use of it is often in defiance of moral or religious authorities. The bike is leaving gender differences behind, and cycle lanes in big cities are becoming places where the sexes mingle. According to a French survey “Les Français et le vélo”, men and women ride bikes for the same reasons: for pleasure and for exercise. The things that make them less keen are the same too: bad weather, the risk of accidents. Only the state of the roads and their hills are mentioned more often by women. For them, using a bike offers numerous advantages: better management of their time, avoidance of uncomfortably crowded public transport where they don’t always feel safe, money saved and a responsible attitude to the environment. Because women generally have more things to carry, bags of shopping etc., they are better equipped to transport such things, and their bikes tend to have saddle bags, baskets, child seats or be cargo bikes. For a long time, the “ready-to-ride” bike industry catered for men’s measurements, when in fact women’s arms and legs are longer in proportion to their torso. Sports bikes were often just smaller versions of men’s bikes. This began to change with the advent of specific brands or ranges for different types of cycling. Men have also adopted bikes with step-through (or open) frames – and these have been a big success, especially the electric versions. What remains now is to accompany the growing number of ordinary people using bikes for day-to-day mobility so that it does not remain the preserve of women and young men in good shape, by providing suitable, safe infrastructure.



DESSINE-MOI UN VÉLO DRAW ME A BIKE WORKSHOP

LE CHAR HURLANT: The “shouting trailer” is a bike trailer that is used to make announcements and share information within ESADSE. It also serves as a totem for all kinds of activities at the School: barbecues, Pergola evening, events, etc. Everyone has to use it!

Jeanne Lafaye de Michaux – Abel Dutournier – Maxence Laubier – Richard Rondelez

CHOPPER: imagination is a good way of bringing a community together through an identity. In these days of multiple crises, creating new dreams that are as powerful as they are positive is important: reinventing the future is essential, of course, but it has to be fun too! That is the framework my project is part of, the idea being to transpose the world of the “chopper” into a more virtuous dynamic.

Amandine Baridon-Terraool

MAJOR: inspired by the skateboard, the bobsleigh and acrobatic gymnastics, our bike is intended to be a multi-disciplinary machine. With its 3 seats and its driver positioned at the back and the lack of a mechanism, each rider participates in the mobility of the device;

Morgane Rousseau - Mathilde Lescuyer - Lena Poulet

DREAM BIKE: after collecting 70 drawings of their dream bikes done by students at the ESADSE school of art and design, we studied them carefully to create the perfect mix of features. The Dream Bike is ridden by several people, goes in several directions and has no pedals so that it can adapt to anyone and everyone.

Julien Jaye - Judith Massuti - Mingyan Wang - Cécile Poulat - Victoria Antunes - Salomé Pegon

VÉLO DE FÊTE: the “party bike” - a cargo bike that carries everything to need for a party: it has somewhere to stow a wine box, glasses and a speaker... in short, how to travel and take the party atmosphere with you!

Vladimir Poisson - Claire Houssiaux - Marie Lalouette - Doan Faron

ROUE ARRIÈRE: “Rear Wheel” - the bike that allows anybody to do wheelies, simply and safely thanks to its two extra wheels.

Céleste Moja - Victoria Guillo - Hugo Cormerais

NOMADE: a bike optimised for storage and travel, with optimum safety to boot.

Pablo Haddadou - Haïk F-Gr-Arakellian - Sacha Corcos

LE GRAND DES PETITS: the “Little Ones’ Big One” - a grown-up’s bike adapted for a little user, in other words an adult frame with child-size equipment.

Louis Chevalier - Clément Peyret

With the Saint-Étienne Higher School of Art and Design (ESADSE) from 24 to 28 October.

In close collaboration with the organisers of the exhibition, about thirty students from ESADSE produced a series of redesigned bikes inspired by current urban cycling practices. This workshop was led by Christophe Marx, an object design lecturer at ESADSE. He is also a designer himself and was previously an assistant at Luigi Colani, an agency in Bern, Switzerland, where he was involved in creating and designing flying and wheeled vehicles. In 1990, he became an in-house designer at Fiat France working on the development of car accessories. He currently practises as an industrial designer in a variety of fields (childcare articles, vehicles, architecture).



ON YOUR BIKE AT THE CITÉ DU DESIGN!

The Cité du design and Altinnova, partner and sponsor, have designed facilities for cyclists specially for the *Bicyclette(s), faire des vélos* exhibition, to ensure they are given the best reception. A fun cycle track for visitors is marked out on the ground. Several facilities designed and built by Altinnova are also available to the public:

- Fixed cycle racks
- Extra mobile cycle parking stands for events
- A repair station
- Two tyre inflation stations



ALTAO® Fix self-service bike repair station and muscle-powered bike tyre Inflation Station
© Altinnova®



ALTAO® Pump © muscle-powered bike tyre inflation station by Altinnova®



ALTAO® Mobile © temporary bike parking stands by Altinnova®

VISITOR SERVICES

VISITING THE EXHIBITION

GUIDED TOURS OF THE EXHIBITION

Duration: 1 hr 15 - Groups of 20

Every Saturday and Sunday at 3 pm

During the school holidays at 3 pm:

Tuesday 20, Friday 23, Tuesday 27 and Friday 30 December 2022 - Tuesday 7, Friday 10, Tuesday 14 and Friday 17 February 2023 - Tuesday 11, Friday 14, Tuesday 18 and Friday 21 April 2023

FLASH VISITS FOR ALL

Duration: 30 minutes

On the first Sunday in every month

4 December 2022, 5 February, 5 March, 2 April 2023 at 11 and 11.30 am, 2.30 and 3.30 pm

Free, booking not required - Tickets available on arrival

VISITS FOR CHILDREN (AGE 8-12) WITHOUT PARENTS!

Duration: 1 hr 15

During the school holidays at 11 am:

Tuesday 20 and Tuesday 27 December 2022 - Tuesday 7 and Tuesday 14

February 2023 - Tuesday 11 and Tuesday 18

April 2023

FAMILY VISITS WITH CHILDREN AGED 6 TO 11

Duration: 1 hr 15

During the school holidays at 3 pm:

Wednesday 21 and Wednesday 28

December 2022 - Wednesday 8 and

Wednesday 15 February 2023 -

Wednesday 12 and Wednesday 19 April

2023

PIMP MY BIKE WORKSHOP

FAMILY WORKSHOP - FROM AGE 7

Duration: 1 hr 30

15 participants per workshop

The first Saturday in the month in 2023 at 11 am: 7 January, 4 February, 4 March, 1 April 2023

La Cabane du design invites you to customise your bike with ribbons, stickers, pieces of leather and lots of colour.

Online booking:

<http://billeterie.citedudesign.com>



Atelier Bic

BOOKSHOP-SHOP

Open from Tuesday to Sunday 10 am to 6 pm

The Cité du design's

bookshop and shop gives pride of place to the cycling world, in line with the Bicyclette(s), faire des vélos exhibition. Visitors will find a vast array of objects and books that reflect the very real bicycle culture, with something for everyone, from the complete novice to the experienced sporting cyclist. Accessories that are ethical, clever and practical, devices to improve safety, clothing, and much more: the products on offer are chosen to enhance your cycling lifestyle, making the everyday cycling experience more fun, innovative and original.

The books we have selected will enlighten fans of all ages on the different facets of cycling and what design means in this field.

Practical information

EXHIBITION & SHOP

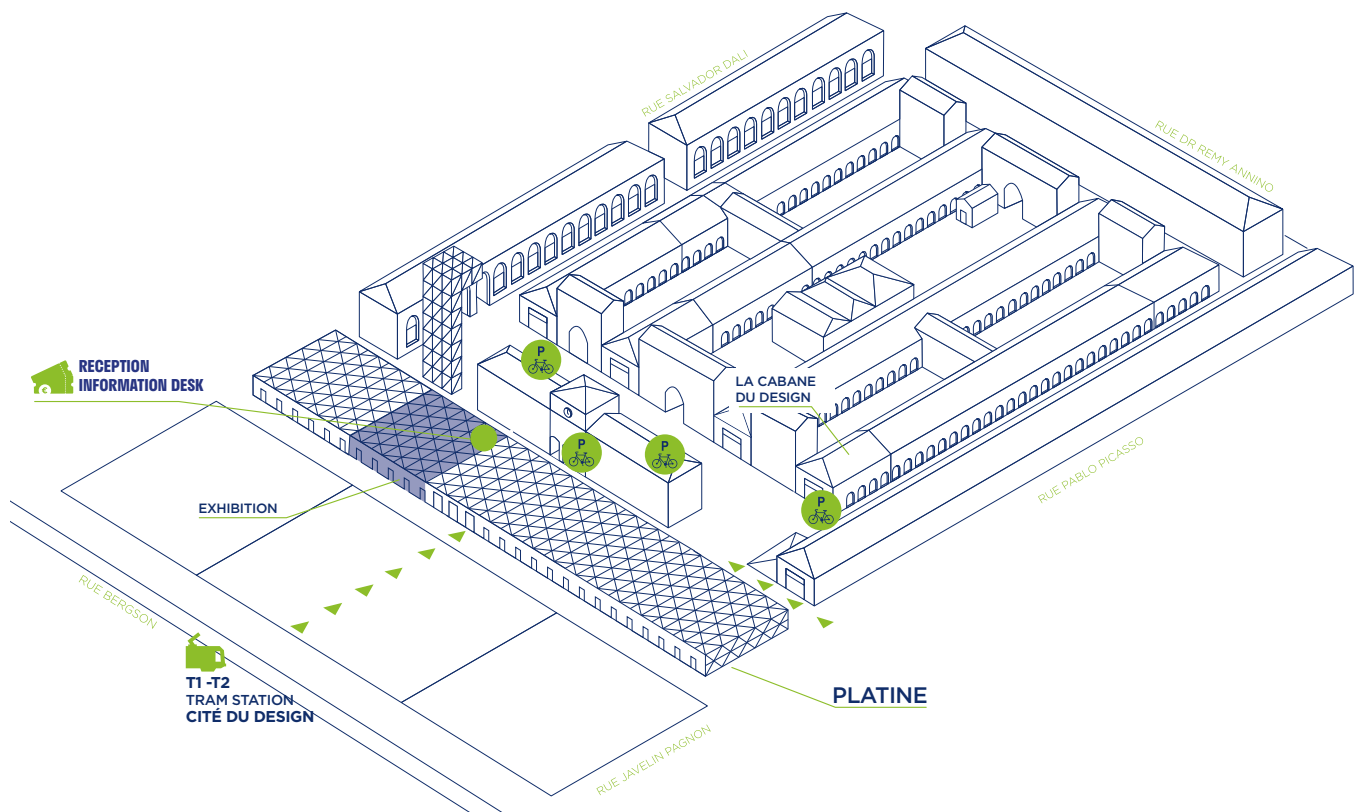
Open from Tuesday to Sunday 10 am to 6 pm

Closed on Mondays and public holidays.

Special opening: 1 May 2023

PRICES

EXHIBITION ADMISSION	6€ / 4,5€
GUIDED TOUR SUPPLEMENT	2 €
FAMILY PASS	8€
(2 adults + 2 children)	



Exhibition curatorship:
Jean-Louis Frechin
assisted by Loïc Le Guen

Exhibition design
Agence NoDesign
Jean-Louis Frechin
Loïc Le Guen
Angelo Chiacchio
Pierre Lebon
Pierre-Damien Doucet

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Agence NoDesign
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Cité du design
Laure Oustrie

General coordination
Cité du design
Sylvie Sauvignet

Registrar services
Cité du design
Olivier Suc
Magali Vincent
Léa Meunier

Production
Cité services

The Cité du design and NoDesign sincerely thank all the lenders and partners of the exhibition for their support.

Lenders

1886 Cycles, Angell, Antoine Fritsch-Durisotti, Atelier Vagabonde Cycles, Ateliers HeritageBike, Autorq, Avalanche Cycles, Boulhol Aérocycles, Caminade, Campagnolo, Columbus, Corima, Cowboy, Cycles Cadence, Cyclik, Cyfac International, Decathlon, Douze Cycles, Edelbikes, Evaveo, Festka, FMB, Gaya, Gouach, Huppe Bike, Hutchinson, Ingrid, Iweech Bellatrix, JCDecaux, Jean Fourche, Jens Martin Skibstedid, Karcass Bike, Kiffy, LaFraise Cycles, Look Cycle, MACH1, Maison Tamboite, Mavic, Menhir Cycles/DID, Michelin, Mile, Moustache Bikes, Musée d'Art et d'industrie de Saint-Étienne, Naço Architecture, Nevi, New Effigear, NoDesign, Omnium, Osborn Metals, PechTregon Cycles, Cycleurope, Pyrennees Cycling Group, Rebirth, Reynolds, Savoy International, Sculpteo, Spécialités T.A. et Velox, Sportpulsion, Stronglight, Sunn - Manufacture Française du Cycle, Ultima Mobility, Urwahn, Engineering GmbH, Valeo, Victoire Cycles

Partners



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