



HUMAN BEHAVIOUR

*AS DESIGN
INSPIRATION
FOR ALL AGES
AND ABILITIES*



WOMEN
LED
CITIES

COPEN
HAGEN
IZE
EU

Design Co.

COPENHAGENIZE DESIGN CO.

the bicycle urbanists

COPENHAGEN / BRUSSELS / MONTRÉAL

- Planning & Design
- Communications
- Research & Education



LIVE at 14:00 GMT+1

27 JUNE 2019



**COPENHAGENIZE
INDEX 2019**



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A street scene with cyclists and cars, overlaid with text. The background shows a city street with multi-story buildings on the left, a sidewalk with a metal fence and trees on the right, and several people riding bicycles in the foreground. A dark car is visible on the left side of the road. The text is overlaid on the left side of the image.

**AS PRACTITIONERS, WE SEEK TO
DESIGN PROJECTS THAT ARE:**

PEOPLE-CENTRED

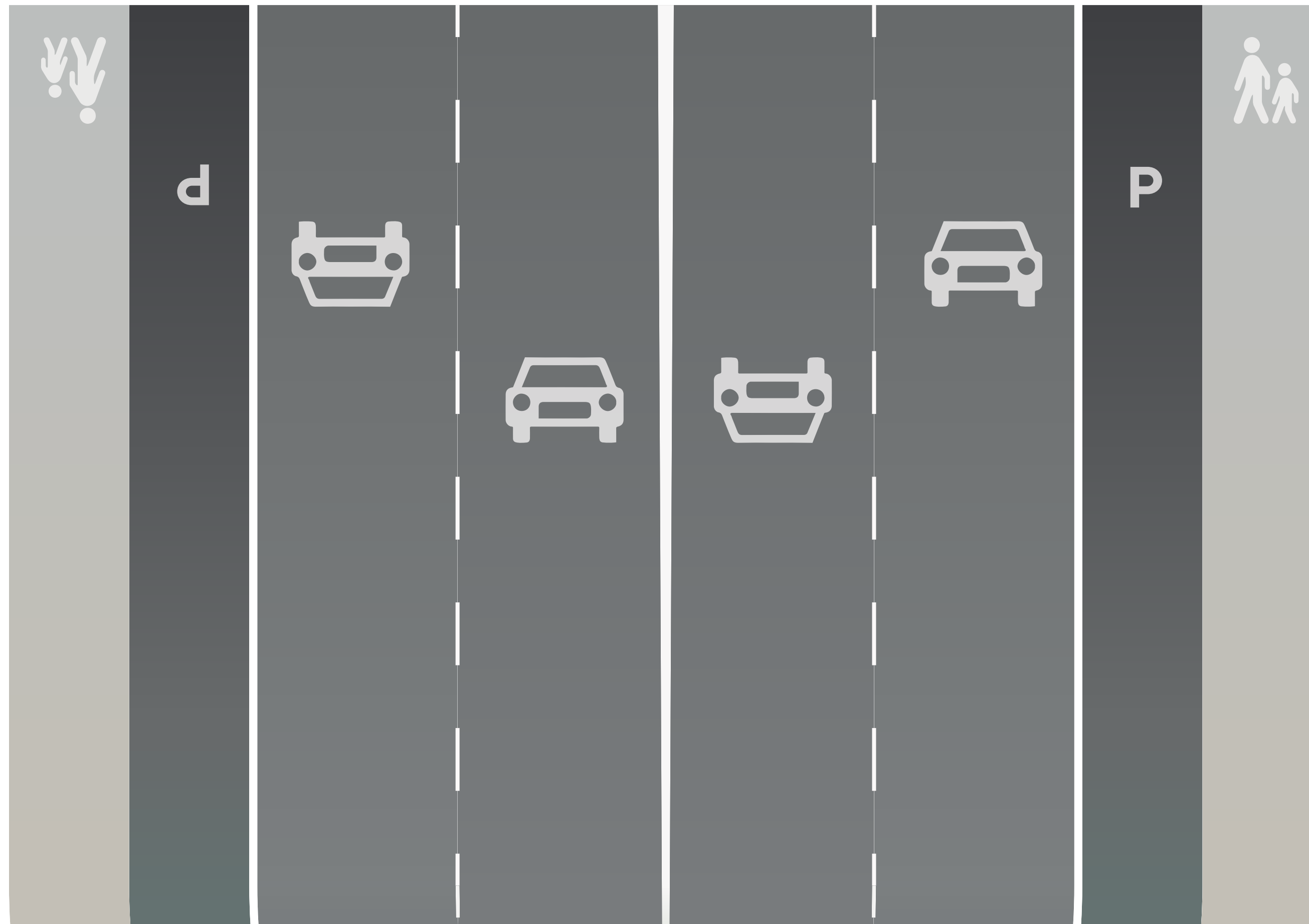
OBSERVANT

ITERATIVE

CONNECTED

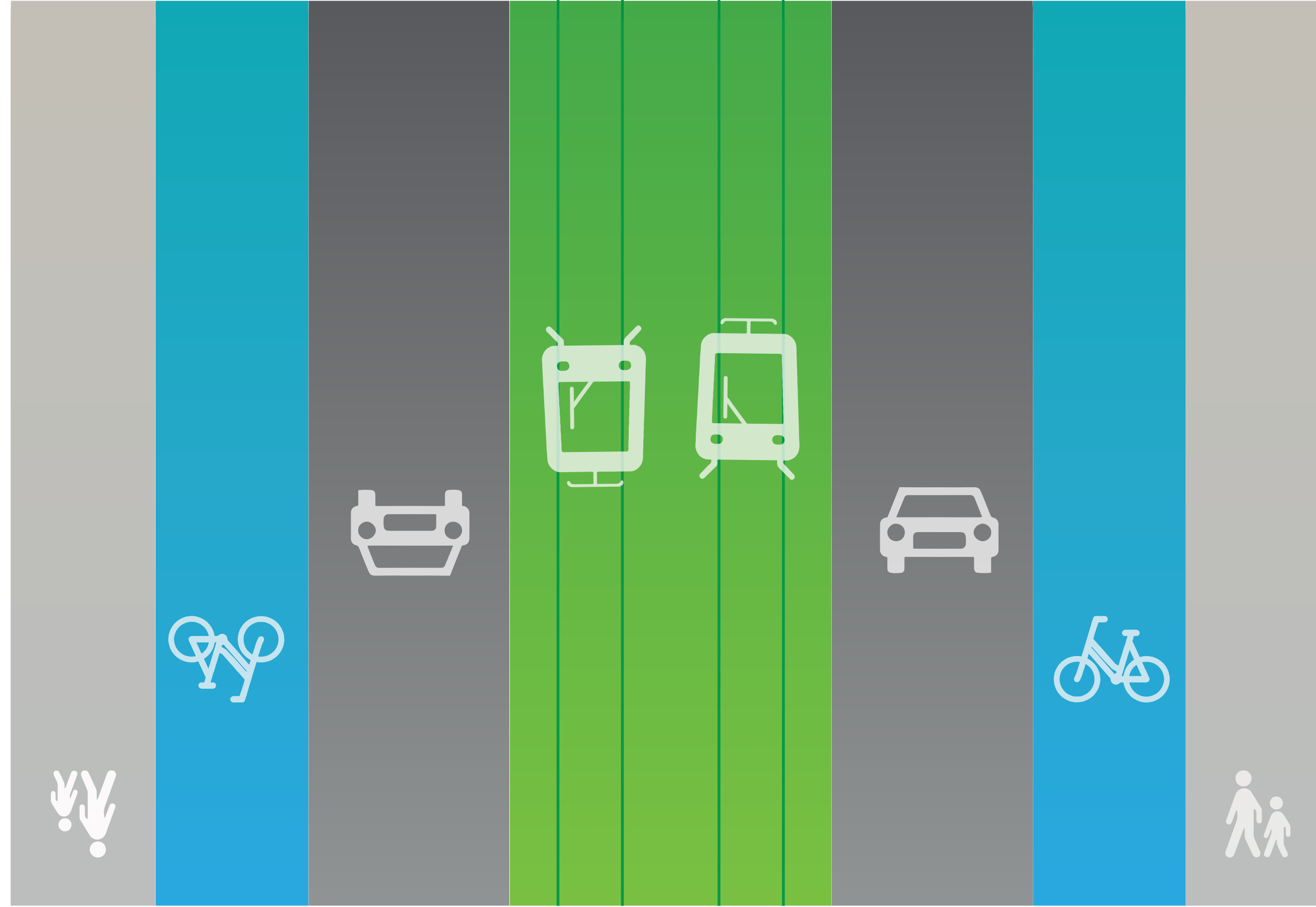
20TH CENTURY

HOW MANY CARS CAN MOVE DOWN THE STREET?





**TIME TO CHANGE
THE QUESTION**



21ST CENTURY

HOW MANY PEOPLE CAN
MOVE DOWN THE STREET?

ANALYSIS THROUGH OBSERVATION

“It is far easier, simpler to create spaces that work for people than those that do not – and a tremendous difference it can make to the life of a city.”

William H. Whyte - [The Social Life of Small Urban Spaces](#)



DESIRE LINES
TRACES OF MOBILITY



DESIRE LINES
TRACES OF MOBILITY

DESIRE LINES

WAITING TO BE FOUND





DESIRE LINES

DAILY OCCURANCES


An aerial photograph of a busy city intersection. The scene is filled with a variety of vehicles, including cars, vans, and a large white and green bus. The traffic is dense, with many vehicles stopped at the intersection. The text "WHERE DO WE NEED MORE OBSERVATION?" is overlaid in the center of the image in a bold, blue, italicized font with a black background.

***WHERE DO WE NEED
MORE OBSERVATION?***

Could These Crazy Intersections Make Us Safer?

Dispatches from the imagination of transportation engineers.

EMILY BADGER | Jan 23, 2013 |  56 Comments

471 Shares  Share on Facebook  Tweet   





GIFTS & SOUVENIRS
1/2 HOUR PHOTO

SOUVENIRS
OF
HOLLYWOOD

Dolby
Theatre →

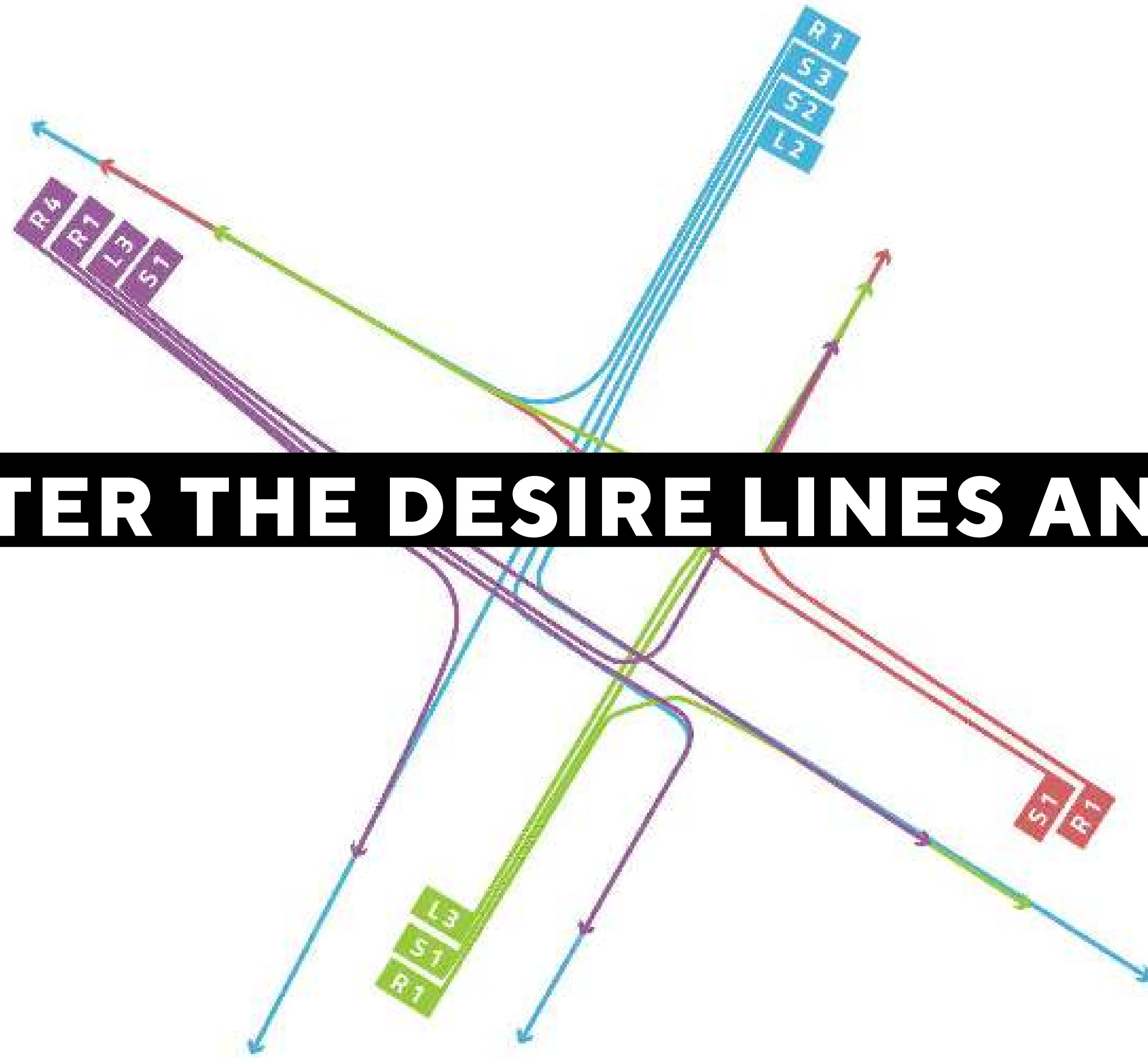
DO NOT
BLOCK
INTERSECTION

ON RED

Hollywood Av

Hollywood Av
1700 N

ENTER THE DESIRE LINES ANALYSIS



AN ANTHROPOLOGICAL BICYCLE STUDY

2012 - FREDERIKSBERG

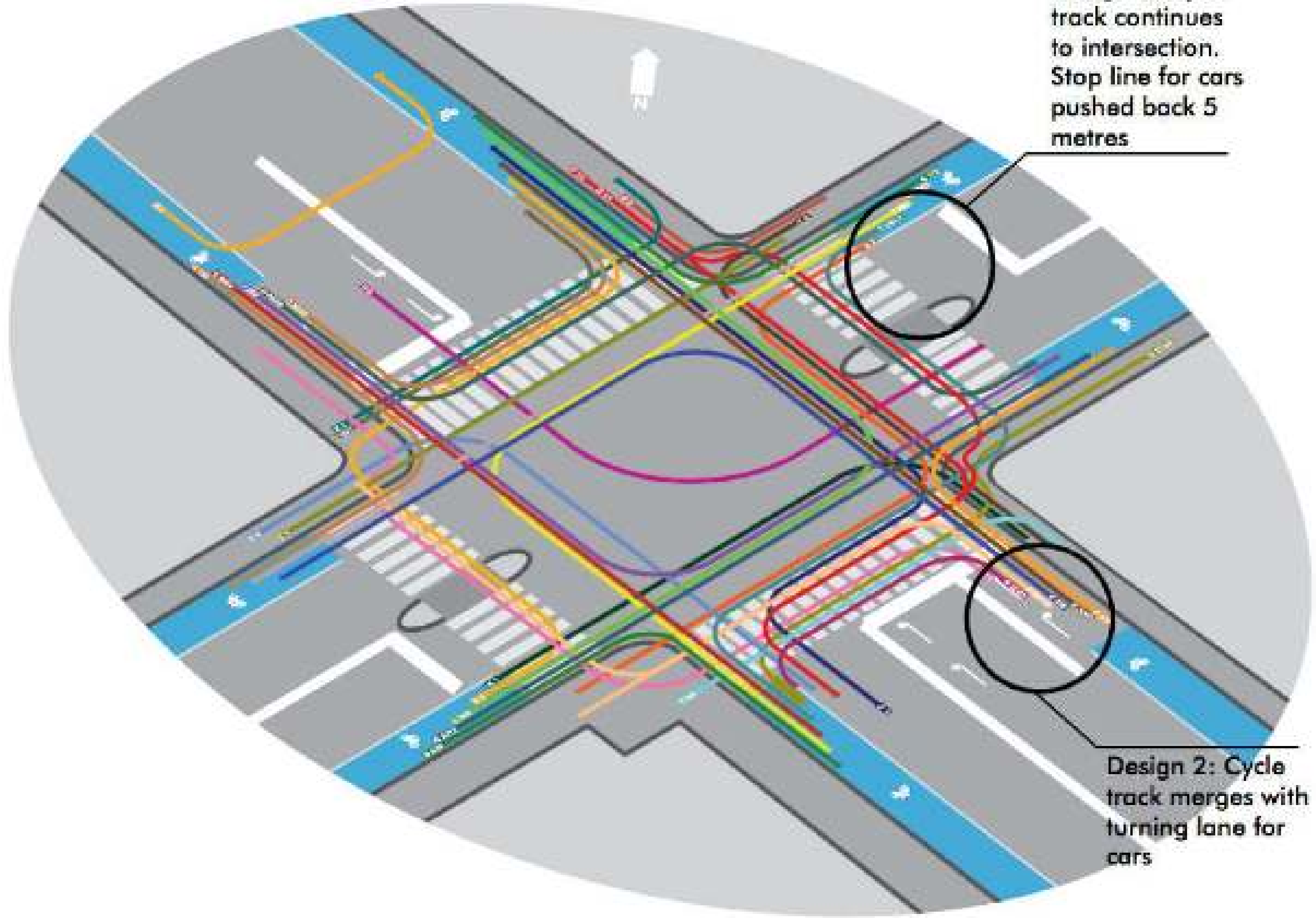
1 INTERSECTION

12 HOURS

16,631 BICYCLES

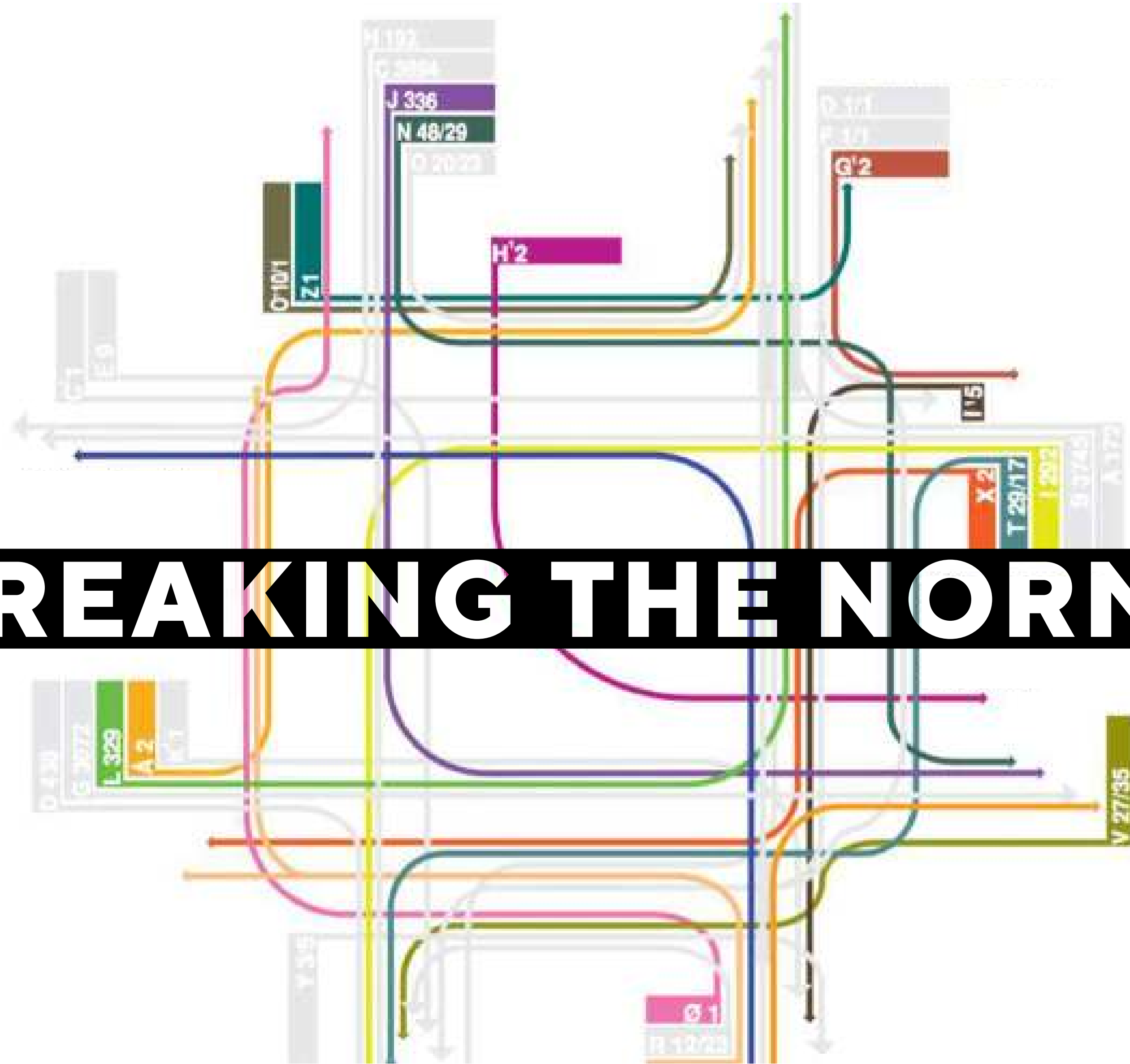
31 DESIRE LINES





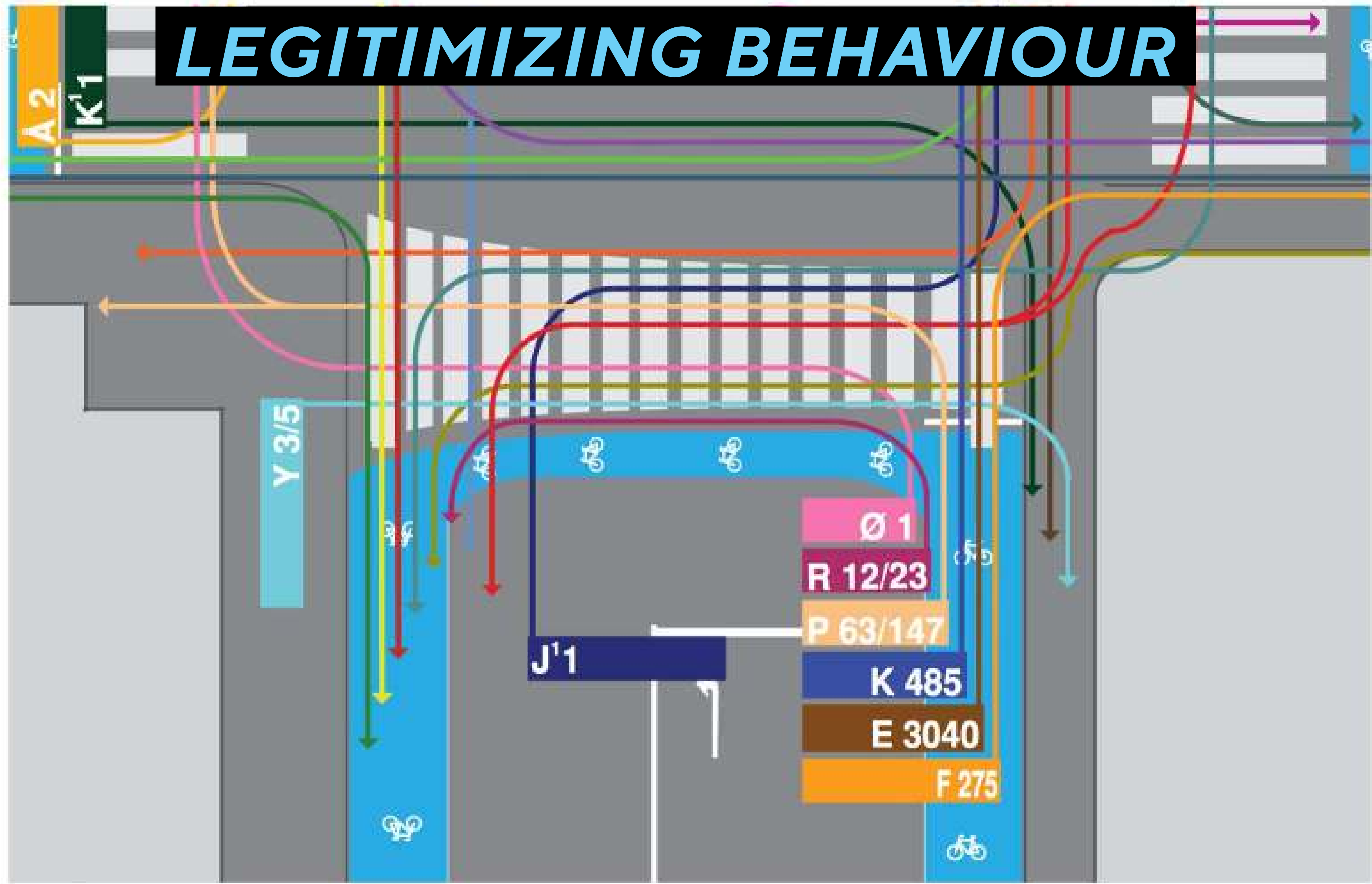
Design 1: Cycle track continues to intersection. Stop line for cars pushed back 5 metres

Design 2: Cycle track merges with turning lane for cars



BREAKING THE NORMS

LEGITIMIZING BEHAVIOUR

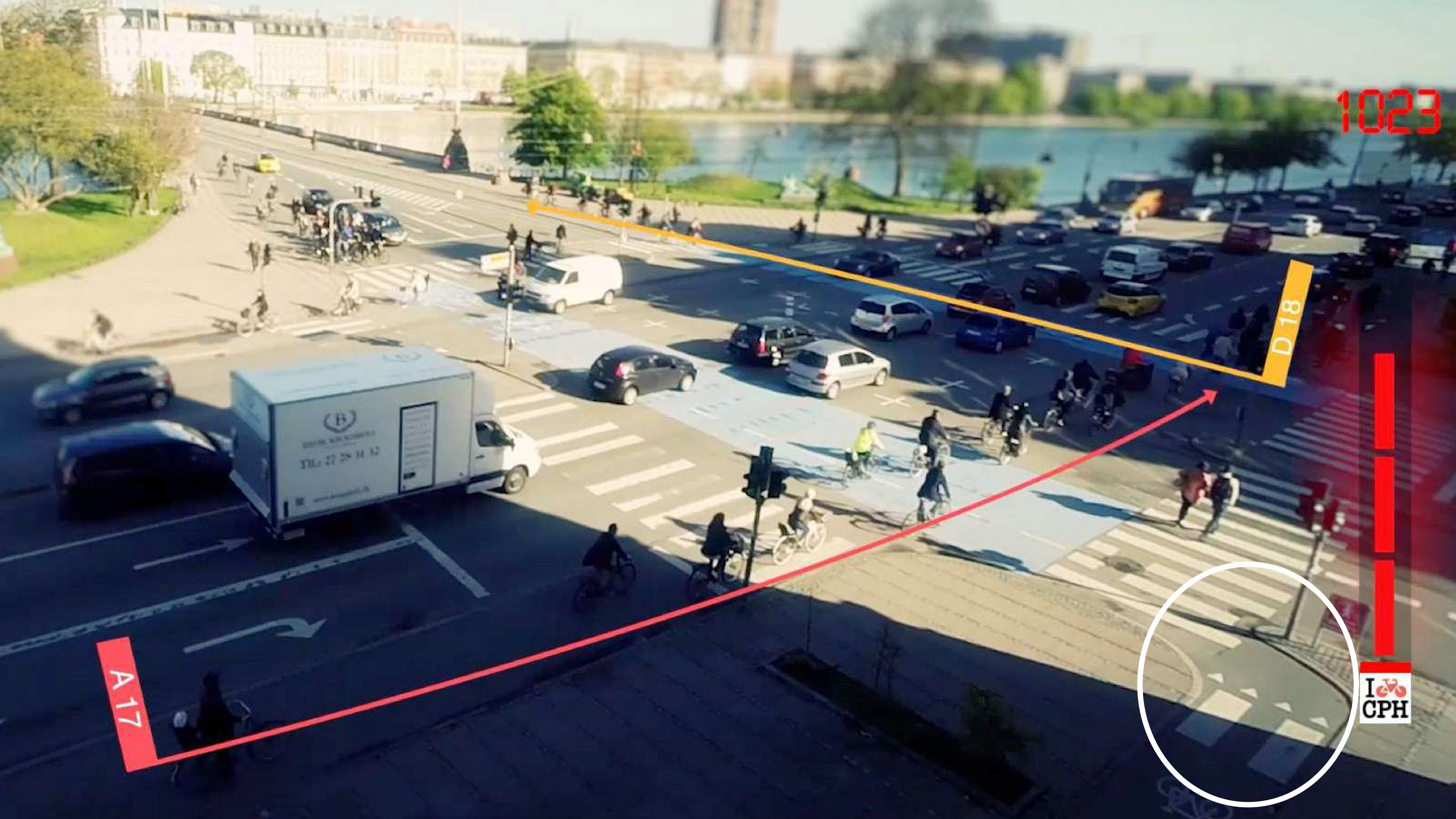




1023

D 18

A 17



Montreal

Paris

Copenhagen

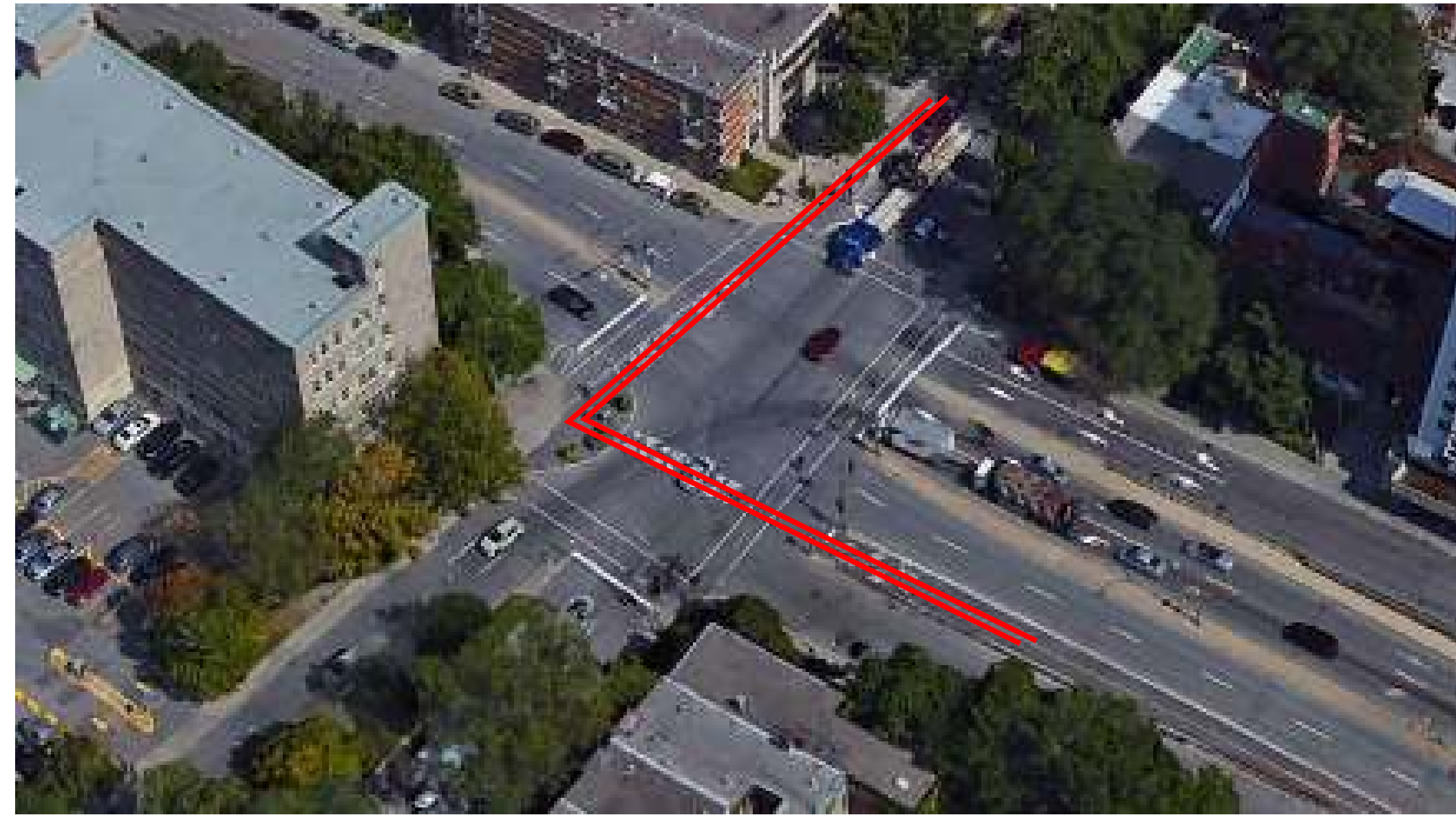
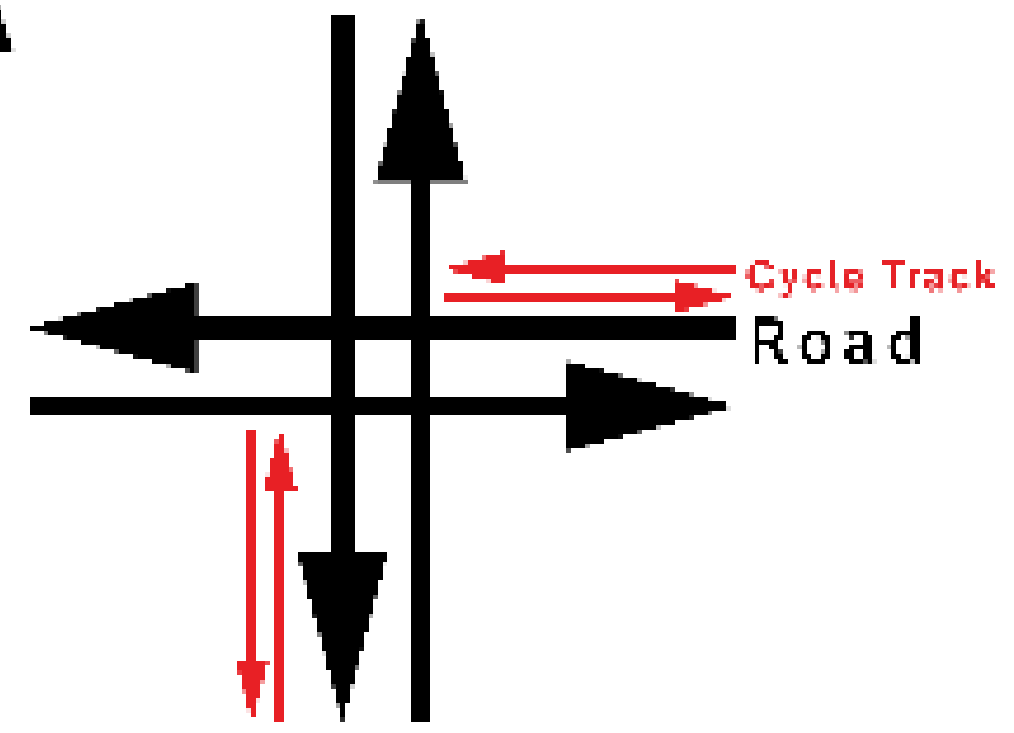
Amsterdam

Barcelona

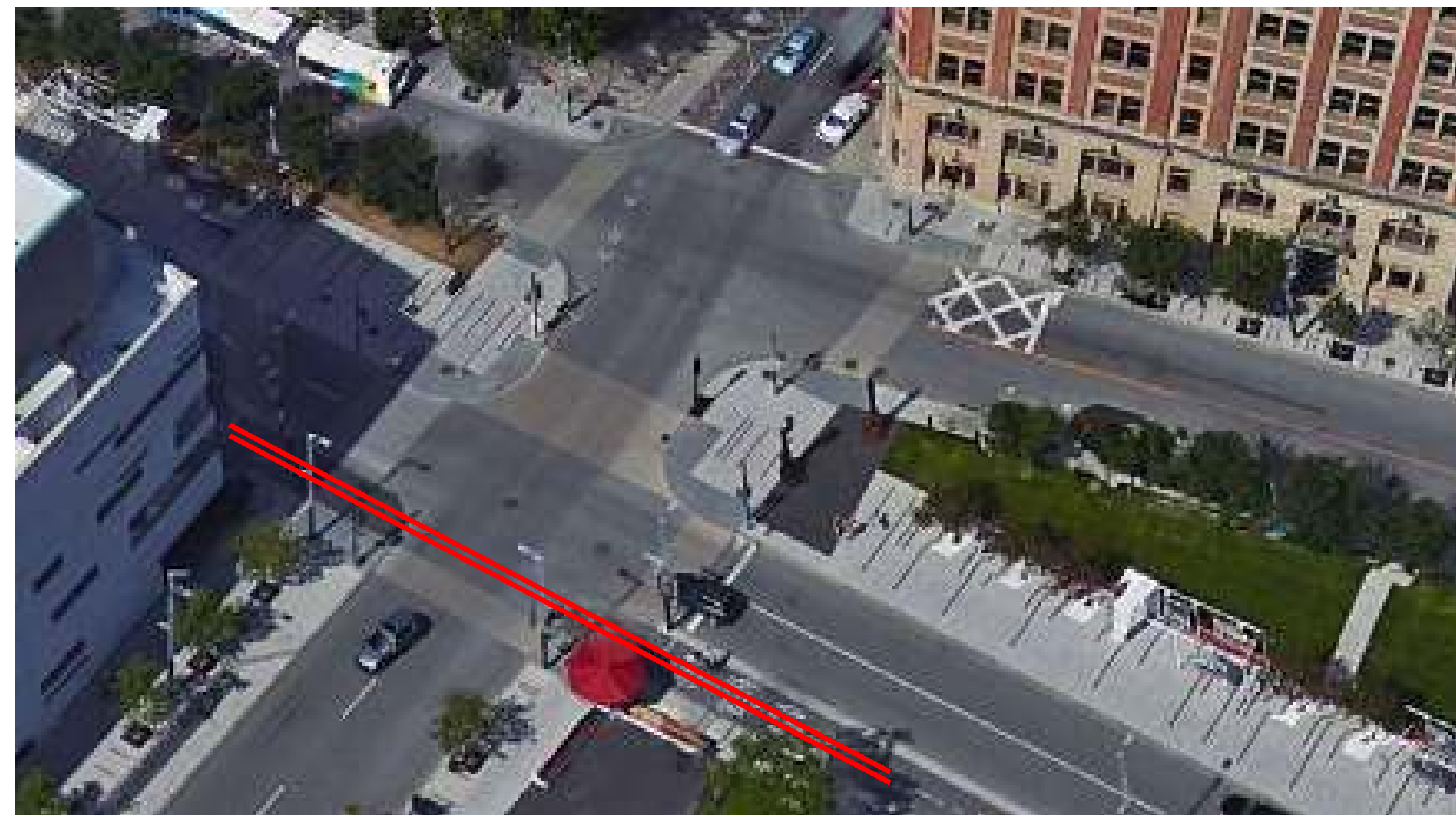
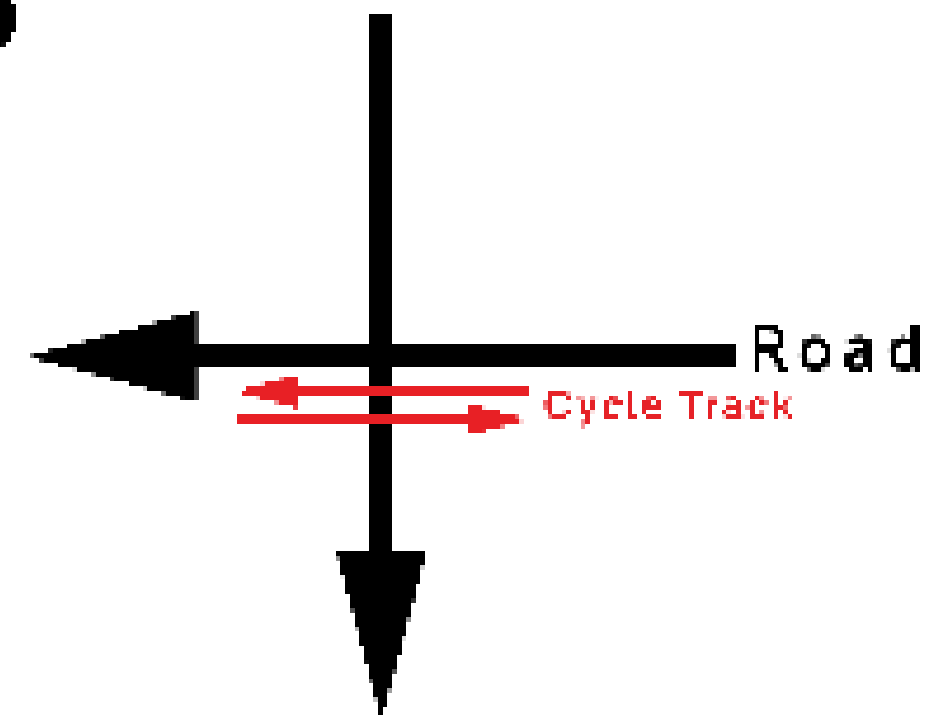




A



B



**Intersection A
Tues. 05/25/16**

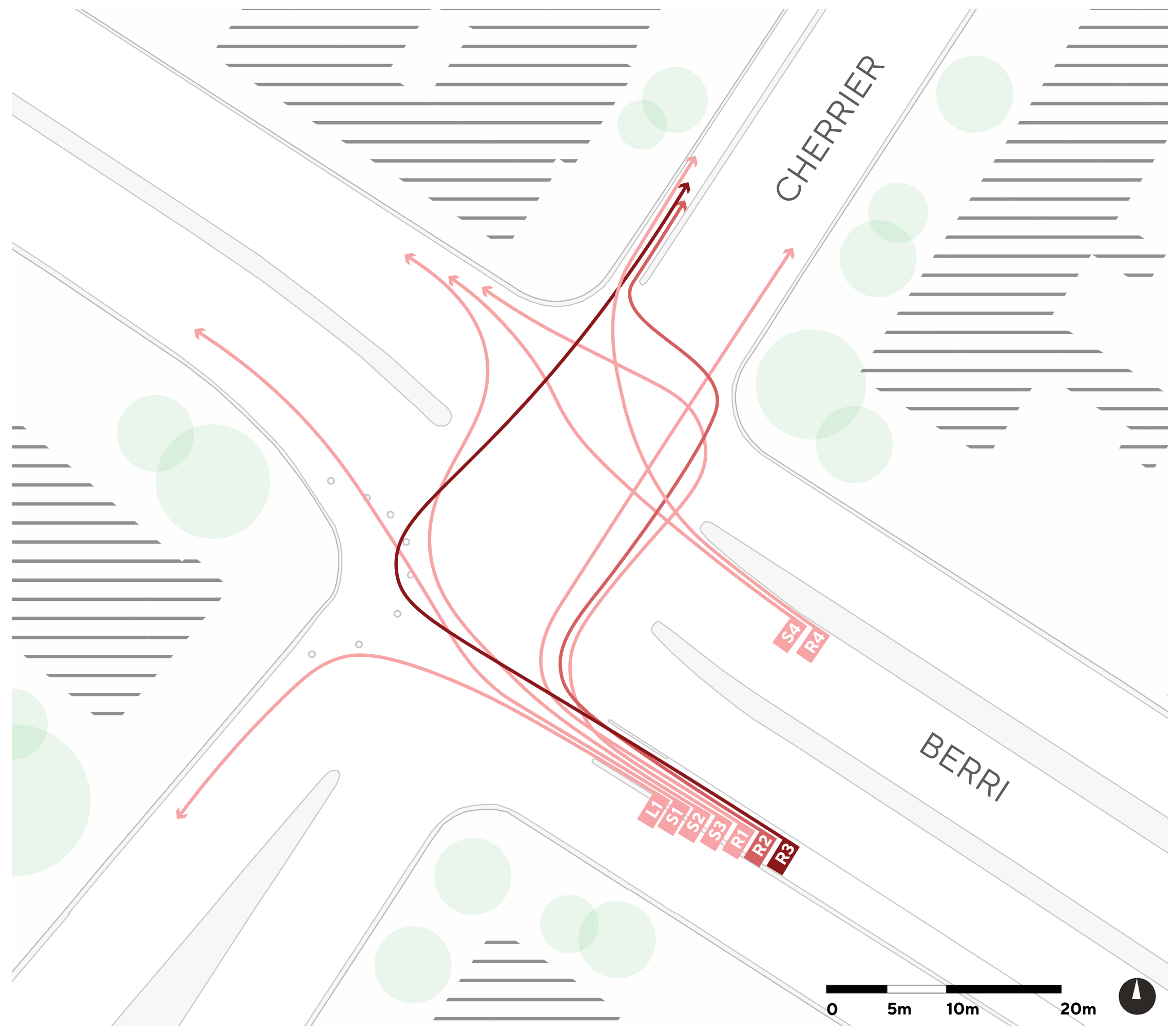
**PEAK (2 hrs)
MIDDAY (2 hrs)
PEAK (2 hrs)**



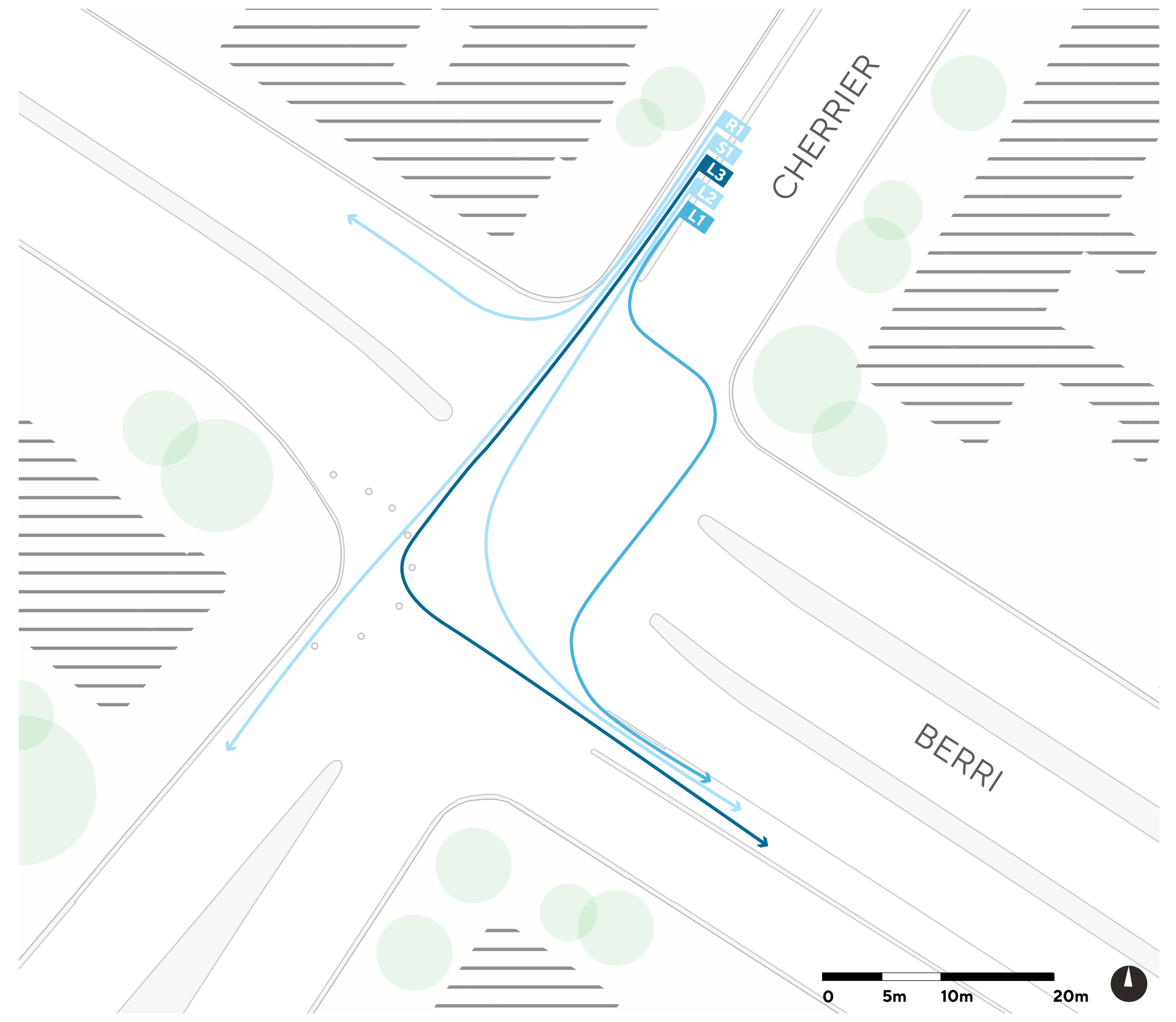
**Intersection B
Wed. 05/26/16**

**PEAK (2 hrs)
MIDDAY (2 hrs)
PEAK (2 hrs)**





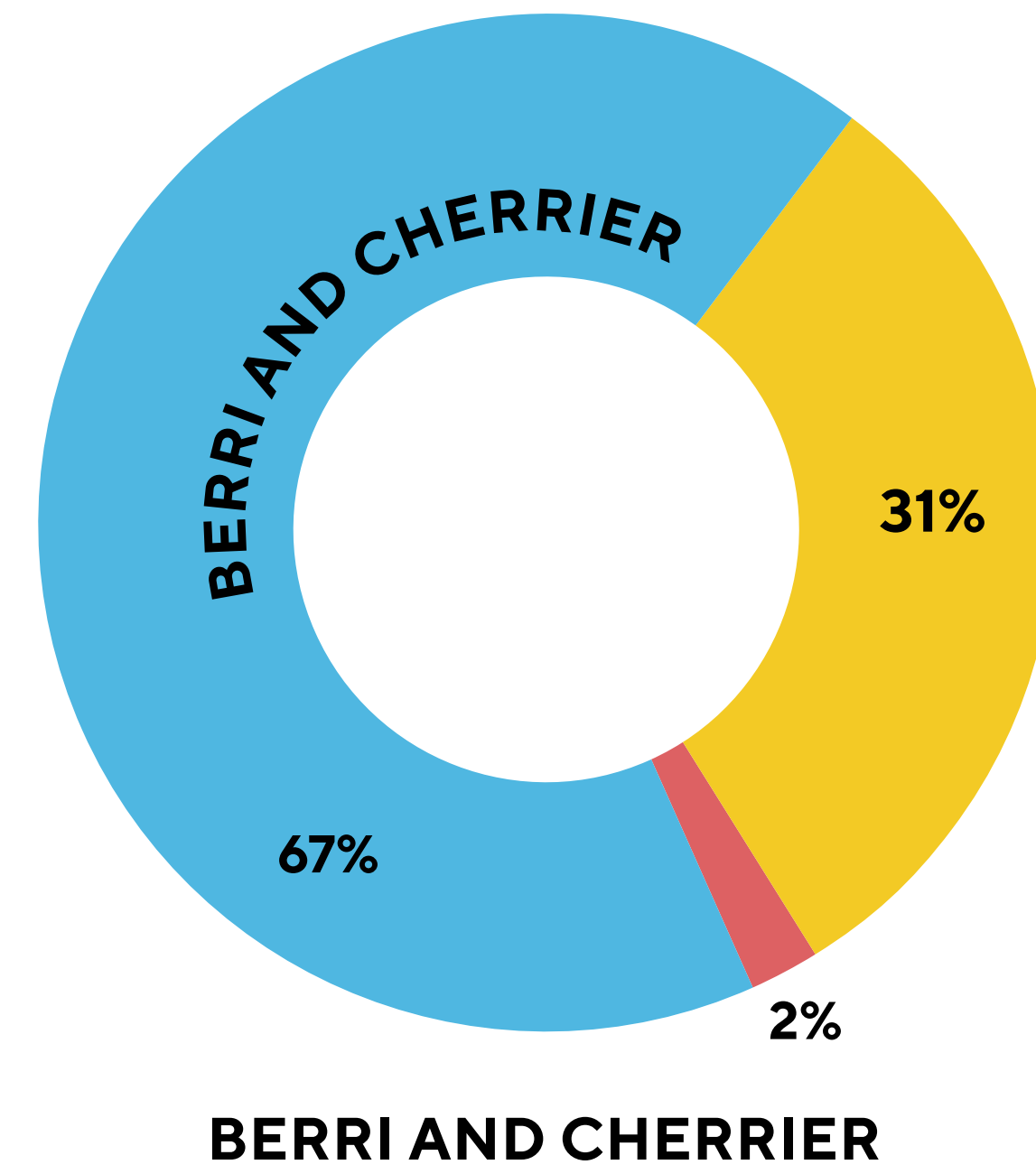
Label	L1	S1	S2	S3	S4	R1	R2	R3	R4
	156	70	68	29	45	177	262	687	67
%	4	2	2	1	1	4	6	17	2



Label	L1	L2	L3	S1	R1
	470	5	1008	242	19
%	12	<1	25	6	<1

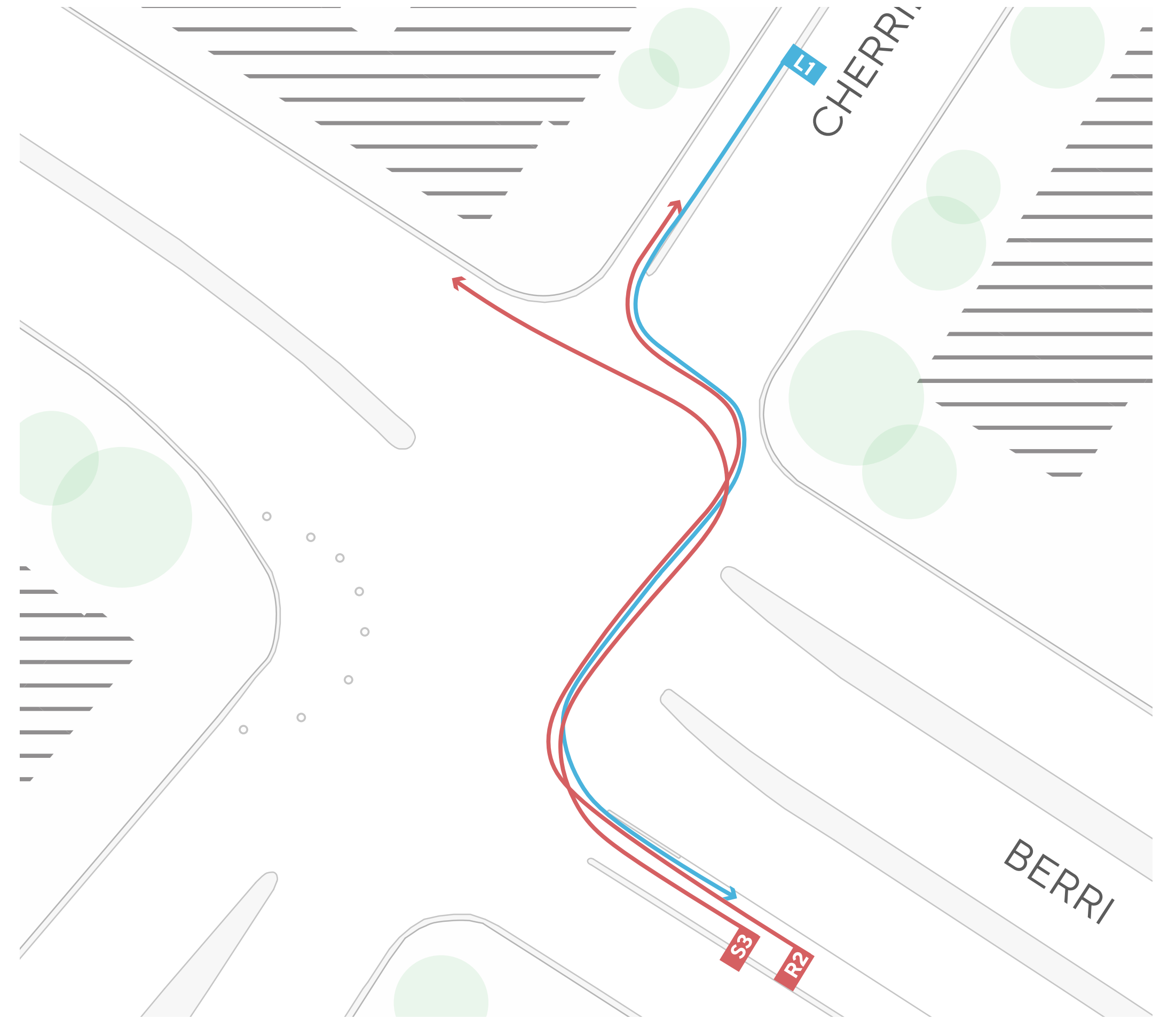


Momentumist movements at Berri and Cherrier streets





SO WHAT!?





DATA MAKE CYCLISTS VISIBLE

**1 OBSTRUCTION
OF THE BIKE LANE
EVERY 9 MINUTES**





DATA FIGHTS MISCONCEPTIONS

COPENHAGEN



CONFORMISTS



MOMENTUMISTS



RECKLISTS



93%

CONFORMISTS



6%

MOMENTUMISTS



1%

RECKLISTS



DESIGN
INFRASTRUCTURE
FOR BICYCLE
USERS

THEY WILL
RESPECT THE
TRAFFIC RULES

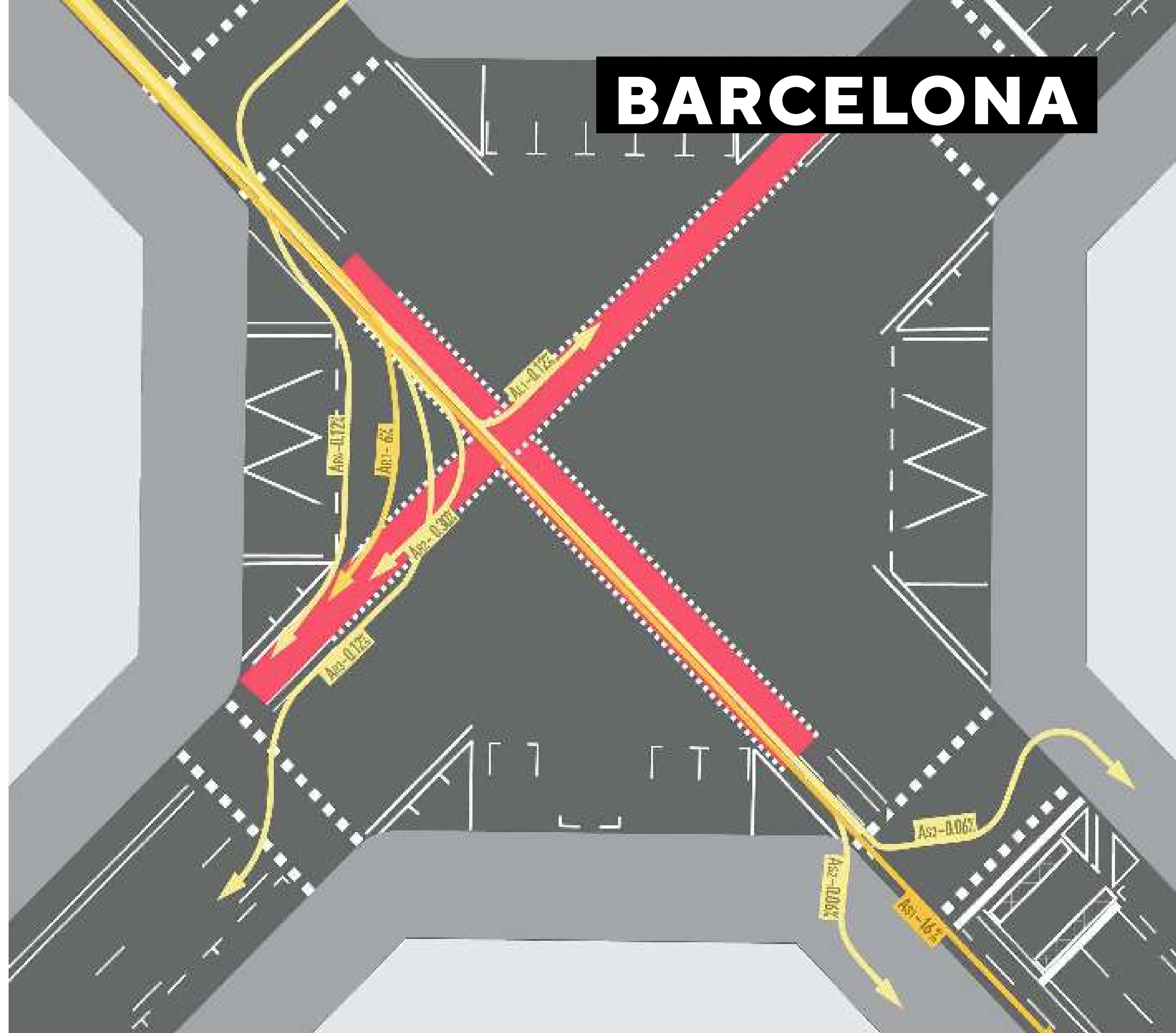


DON'T BLAME CYCLISTS, BUT:

- **OBSERVE**
- **UNDERSTAND**
- **REDESIGN**

BARCELONA

**95% OF
CYCLISTS
TURNING RIGHT
DON'T FOLLOW
THE CYCLE
LANE**



BARCELONA

SUGGEST A
REDESIGN

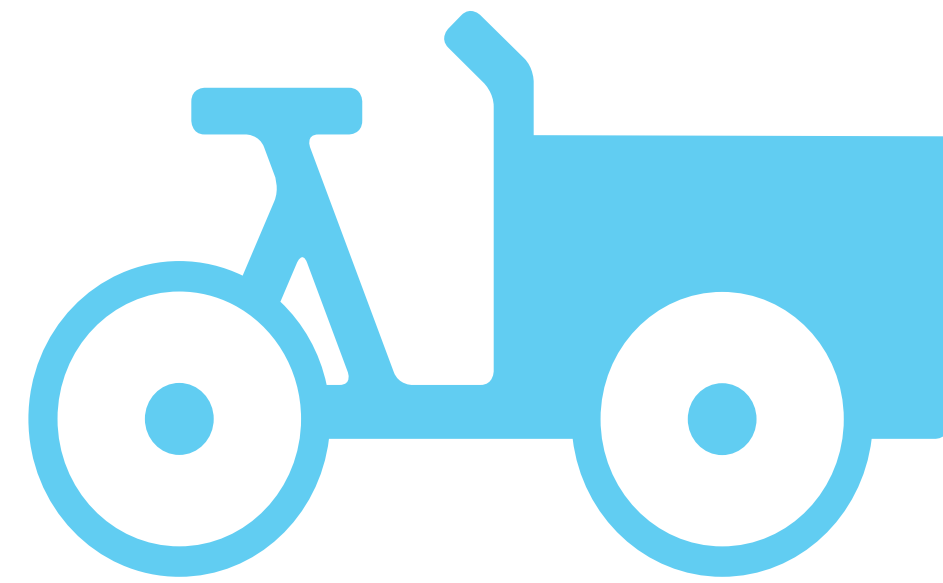
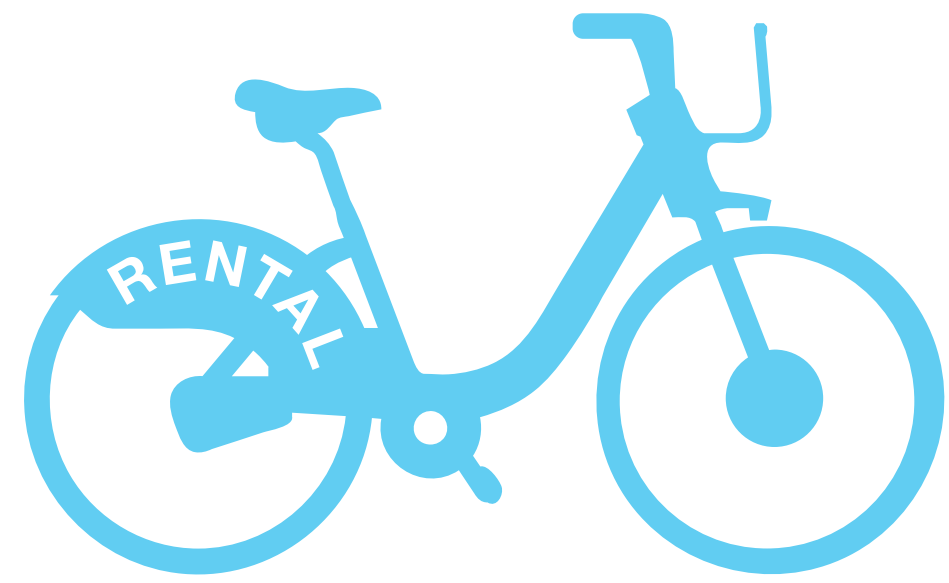
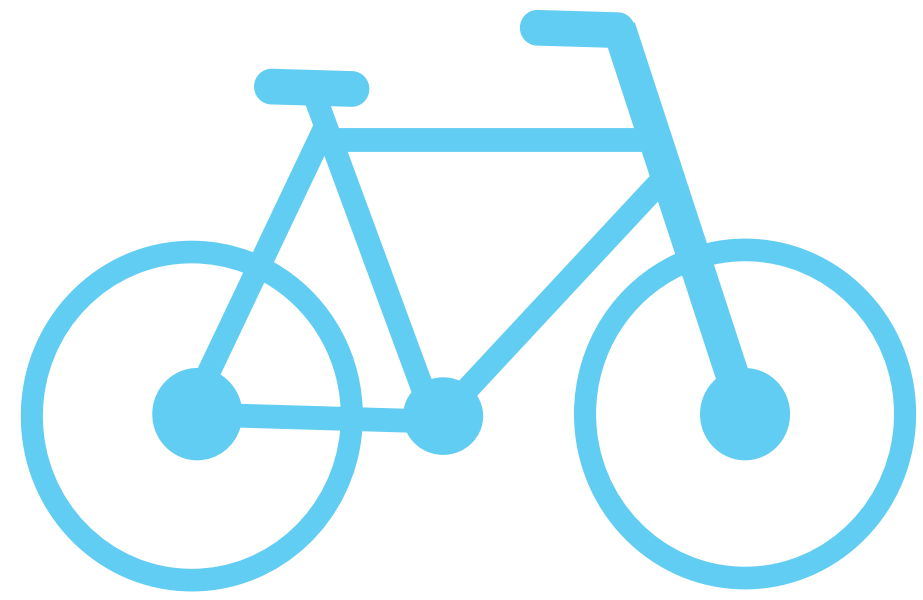


AMSTERDAM



**A TOOL LEADING
TO TRULY
INNOVATIVE
DESIGN
SOLUTIONS**

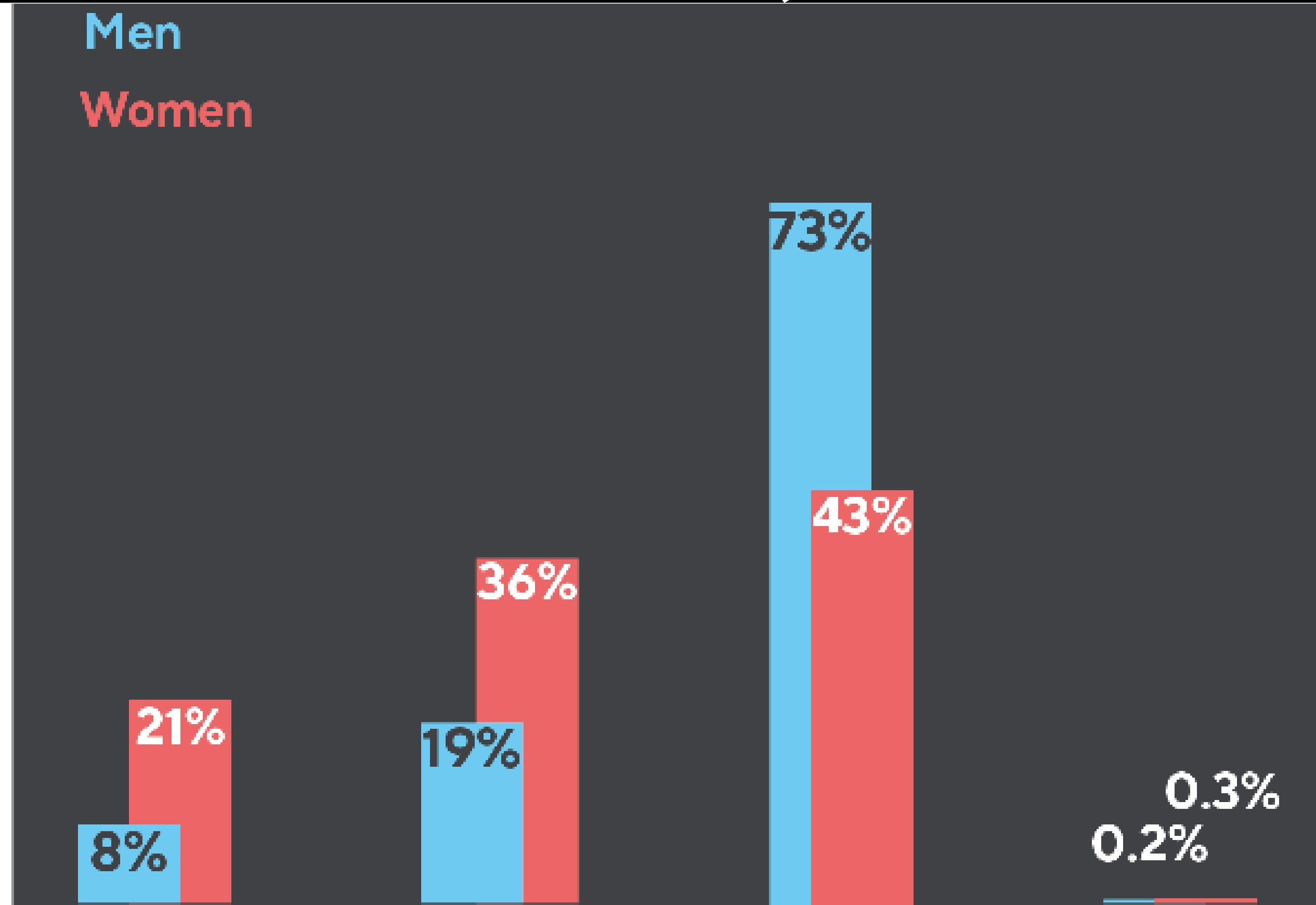
PARIS



**TRACK THE
EVOLUTION OF
THE PROFILE OF
BICYCLE USERS**

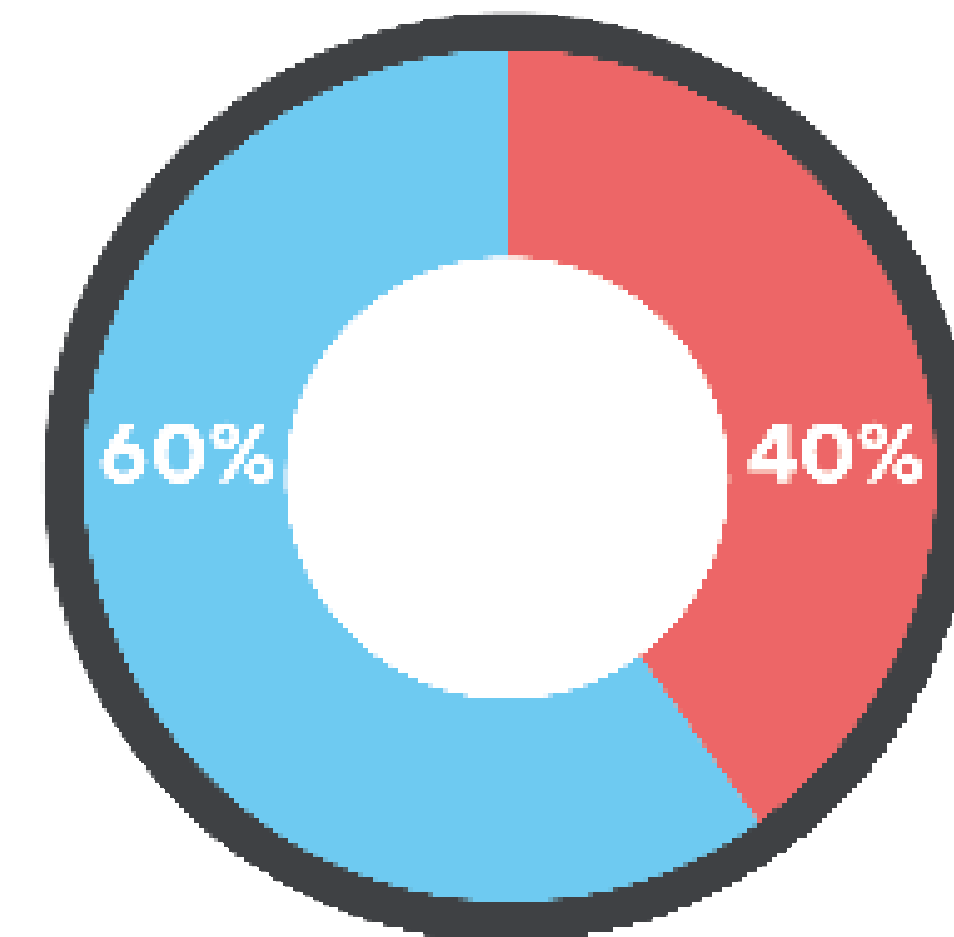


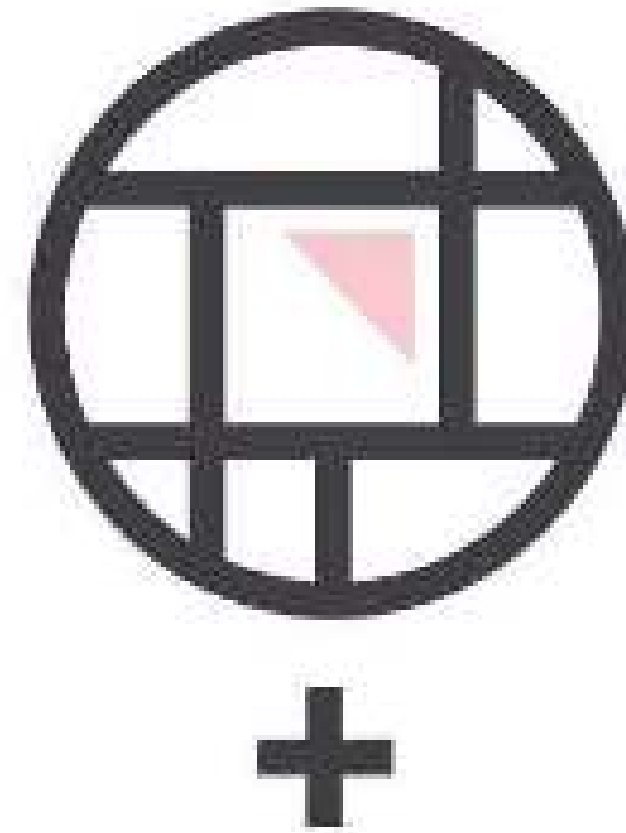
TELL A STORY (BARCELONA)



EVENING RUSH HOUR (5:30-7:30PM)

DO MEN & WOMEN RIDE THE SAME KIND OF BICYCLES?





**WOMEN
LED
CITIES**

Katrina Johston-Zimmerman
The Women Led Cities Initiative,
Founder



LET'S PUT OBSERVATION INTO PRACTICE