



# THE PIBAL BICYCLE

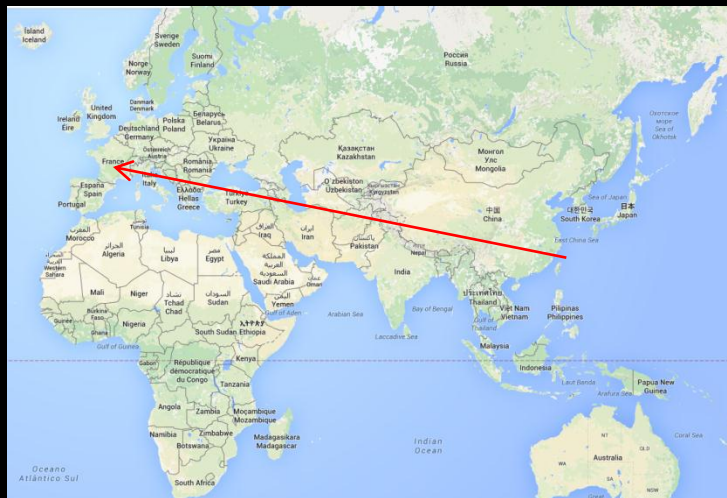
by Philippe STARCK



Because of its innovative design, can this new generation of bicycle gives people the desire of cycling?



# BORDEAUX, A DYNAMIC BICYCLE FRIENDLY CITY



**Dimanche à Bordeaux sans voiture**

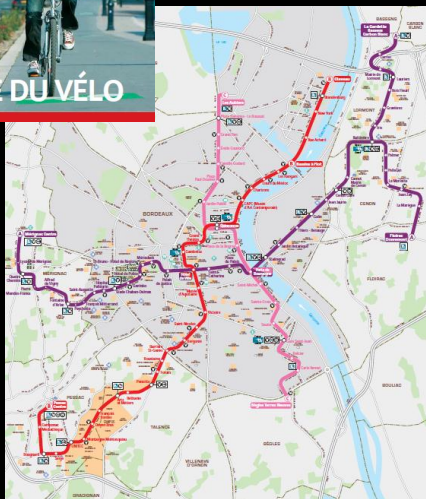
**4 sept 11**

**BORDEAUX Ma ville**

Office de Tourisme de Bordeaux

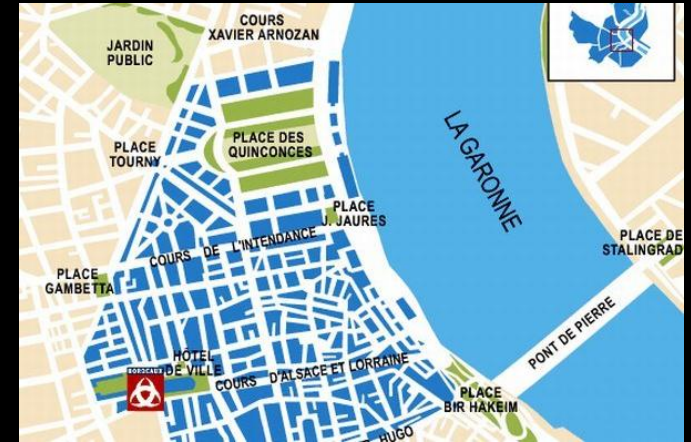
**Bordeaux magazine**

**BORDEAUX CAPITALE DU VÉLO**





# BORDEAUX + BICYCLE = A LOVE STORY



# CYC'LAB CONGRESS:

The future of the bicycle, the bicycle of the future



# WHEN A MAYOR GIVES A BICYCLE CHALLENGE TO A DESIGNER

<http://jeparticipe.bordeaux.fr/consultation/dessine-moi-un-velo-urbain>

The screenshot shows a web browser window with the URL <http://jeparticipe.bordeaux.fr/consultation/dessine-moi-un-velo-urbain>. The browser's address bar and menu bar are visible. The website header features a yellow background with the slogan "Moi je donne mon opinion !" in a blue speech bubble, the "je participe" logo in large blue letters, and buttons for "Connexion" and "Inscription". A navigation menu below the header shows "Accueil > Consultations > Dessine-moi un vélo urbain". The main content area is titled "Dessine-moi un vélo urbain" and includes a sidebar with "Toutes les consultations" and "Tous les thèmes".





# 2013 : BIRTH OF THE PIBAL



# 2013 : INTERNATIONAL BUZZ







# DESIGN





# COMMUNICATION



LIBRAIRIE  
**Mollat**

Du vendredi 13 au 27 juin  
participez au jeu PIBAL  
avec **CRUSH**



TENTEZ VOTRE CHANCE

SOYEZ LES PREMIERS A ROULER EN ...

## PIBAL

POUR  
**Bordeaux**  
PAR  
**SHARCK®**  
AVEC  
**PEUGEOT**

**BORDEAUX**  
*Ma ville*

Liste des lieux où retirer votre coupon **CRUSH** sur [bordeaux.fr](http://bordeaux.fr)

**BORDEAUX**  
  
[bordeaux.fr](http://bordeaux.fr)



# DESIRE TO VISIT OUR BICYCLE FRIENDLY CITY ?

