HUMAN BEHAVIOUR AS DESIGN INSPIRATION FOR ALL AGES AND ABILITIES
COPENHAGENIZE DESIGN CO.
the bicycle urbanists

COPENHAGEN / BRUSSELS / MONTRÉAL

· Planning & Design
· Communications
· Research & Education
COPENHAGENIZE INDEX 2019

LIVE at 14:00 GMT+1
27 JUNE 2019
Clotilde Imbert
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As practitioners, we seek to design projects that are:

- People-centred
- Observant
- Iterative
- Connected
20th Century

How many cars can move down the street?

20
TIME TO CHANGE
THE QUESTION
21st Century

How many people can move down the street?
“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
TRACES OF MOBILITY

DESIRE LINES

TRACES OF MOBILITY
DESIRE LINES

TRACES OF MOBILITY
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
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
Montreal
Paris
Copenhagen
Amsterdam
Barcelona
Montreal
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)
Momentumist movements at Berri and Cherrier streets

BERRI AND CHERRIER

67%

BERRI AND CHERRIER

31%

2%
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
95% of cyclists turning right don’t follow the cycle lane
SUGGEST A REDESIGN
A TOOL LEADING TO TRULY INNOVATIVE DESIGN SOLUTIONS
TRACK THE EVOLUTION OF THE PROFILE OF BICYCLE USERS
TELL A STORY (BARCELONA)

DO MEN & WOMEN RIDE THE SAME KIND OF BICYCLES?

Evening Rush Hour (5:30-7:30pm)
Katrina Johnston-Zimmerman
The Women Led Cities Initiative, Founder
LET'S PUT OBSERVATION INTO PRACTICE