How can street art act as a primer for behaviour change?
Beirut 2013

Street Art intro

Do Something good Today...

Do Something Good Today

Project Smile
IF YOU RODE A BICYCLE YOU'D BE HOME BY NOW

Beirut Nov 2014
Street art as a tool
Focused on social inclusion, co-creation and using art to bring positive social transformations
Rio, 2014
Beirut is not exactly a bike friendly city...
83% of Greater Beirut trips made by private car.
70% of travel time lost in traffic
Car is King
Car = Prestige
Car Oriented Infrastructure & Policy

CAN’T WAIT FOR THE ROAD TO BE WIDENED!

FINALLY!
Severance: Newer mega-infrastructure isolates neighbourhoods breaks connectivity
Cycling not considered in planning
Social segregation and high inequality
At the same time...
Beirut’s surface area is small: Makes it ideal for cycling
Narrow, compact streets, slow car speeds
Human scale
Display of Life on Streets
Cyclable
& Walkable
Lots of Potential
Established in 2014, The Chain Effect promotes the bicycle as a sustainable form of urban mobility, and facilitates its use in Beirut through street art, public interventions, community projects and city planning.
Our Tracks

Raise awareness & create a bicycle culture

Provide solutions, interventions & consulting

Street art, bicycle workshops, urban cycling, talks, exhibitions, events, campaigns

Bicycle infrastructure, bicycle hubs, consulting, advocacy, private sector, influencing policy
WHY STREET ART?
Spark a conversation: concept of bicycle as a means of transport, let alone a tool for sustainable development is still foreign.

Provoke people
Highlight benefits
(while poking fun)
Challenge prevailing culture: Cycling is for kids, for poor people
Discuss mobility where it happens: The street

“Beirut is more beautiful by bike”
Beautifying Beirut: appeal to more people
WHAT’S OUR STRATEGY?
AND WHY IS STREET ART A TOOL WE LIKE?
Congested areas, exposed walls: strategically chose to maximise exposure + contrast between advantages of a bike city vs a car city
Participatory discussion and creation

BDEDOUN VILLAGE
Side workshops that culminate in a mural activity
Brainstorming with street children in Tripoli
TRIPOLI

Drawing & imagining
TRIPOLI
“DREAM BIKE”

GHAZZE PLAYGROUND
GHAZZE PLAYGROUND
Highly visible
Cost effective
Targets many

“Ride a bike and leave your car at home!”
Democratic: reaches anyone & everyone

Language? Locations?
Targets those you want to target: residents in their city.
Higher Impact: Touching on pain points

“It’s fast like a bullet and parks without a headache”
A real Chain Effect: recognisable walls
Simple Walls
Open process

BEIRUT
Use to engage communities
Spark a conversation

BEIRUT
Engage with wall owners
People take pride in things they create.
More time for conversation and play
What Else?
PASTINGS OF PEOPLE ON BIKES
NAHR EL BARED PALESTINIAN CAMP, NORTH LEBANON

More recognisable and familiar
PASTINGS OF PEOPLE ON BIKES
بيروت احلى
عالسكنليت
How has this helped our work?
Recognisable network of walls
Used by Municipality to promote cycling
A base for other projects
Understand what people think, fear, want
Informal survey
Set the base for more solution oriented interventions - urban strategy
Thank you!

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