

NANTES VELOCITY

Innovation project
Groupe 4

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What is the most interesting way to present LAD project in Nantes 2015 ?

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Topic presentation



Liikkuvan Arjen Design

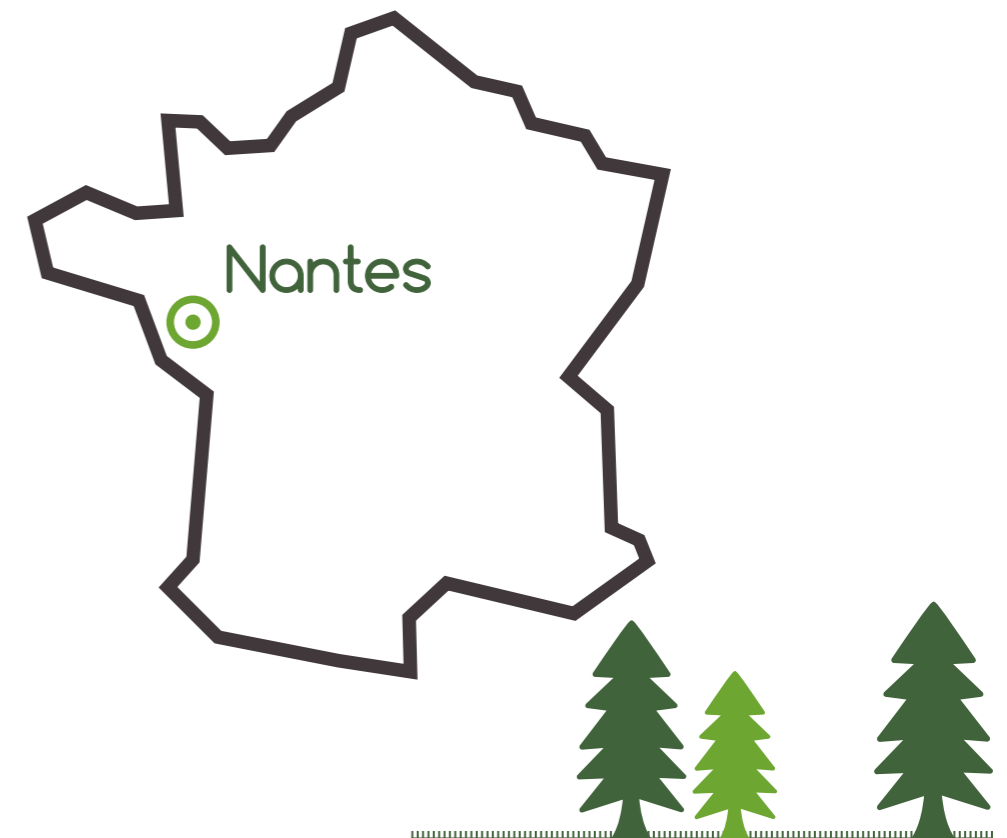
Design for everyday mobility (LAD) is a 3 years project where Metropolia students were searching for ideas, solutions and concepts, concerning public transportations, traffic and safety in the city; resulting in different projects like school path, cycling gear, rental services ...



NANTES VELO-CITY



VELO-CITY is an annual event, seen as the major global platform for urban cycling and cycling policies. The 2015 edition is taking place in Nantes in France, between the 2 and 5 of June. VELO-CITY propose conferences, presentations, round tables and expositions organized around different stands, with also several animations outside in the hosting city.



Brainstorming

We are trying to find innovative ways to present a stand for the VELO-CITY 2015.

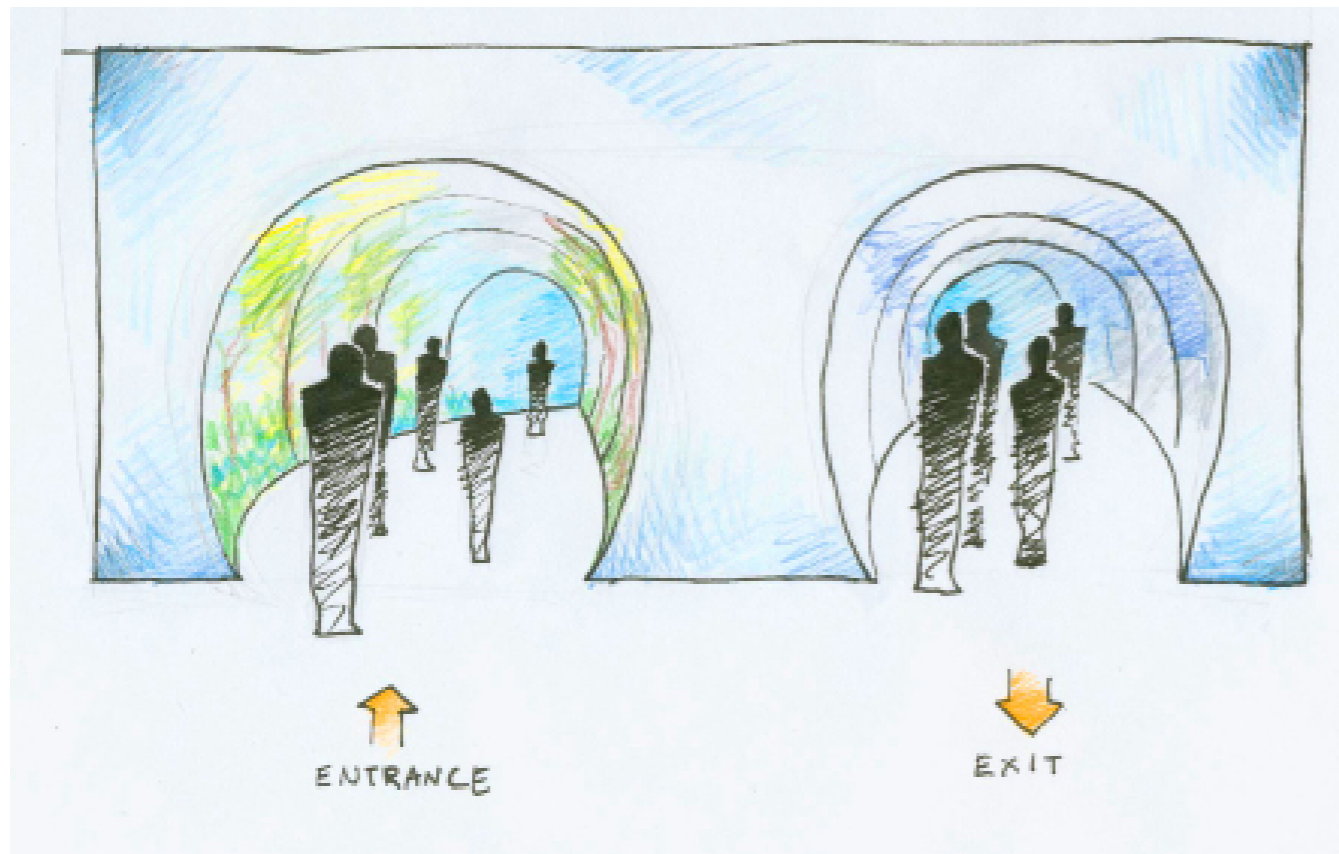


We have done some **background checking** and research on internet concerning LAD: what it is and what projects as been made; but also concerning VELO-CITY: what were the previous editions, what is it about and what happens during this event.



1st idea :

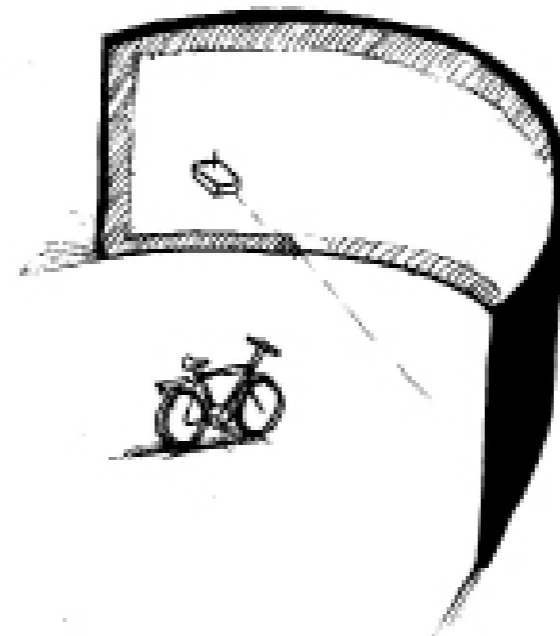
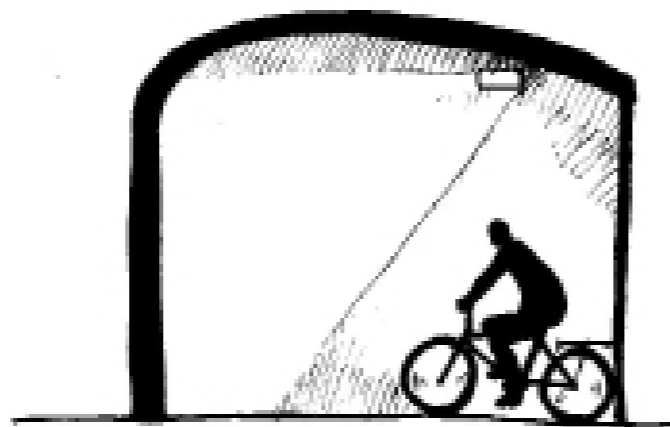
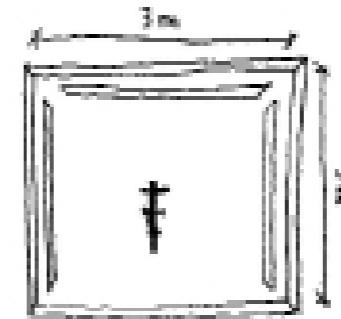
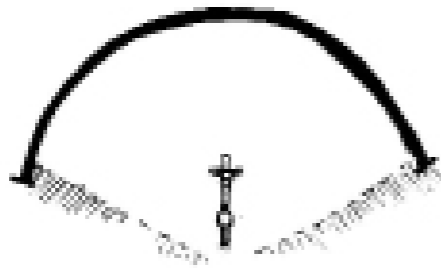
Cycling in different seasons, places, nature and cities. The idea is also to show the path from home to school or work etc. It is an installation with movies projected on the walls and an exiting real environment. Some projects and mock ups are presented through the path.



Ideas and outcome

1st idea :

This project is a more realistic one with smaller scale. The movie will be projected into one wall, in front of a **bicycle**. To see the movie people will have to **cycle** so the projector can start up. The effect will make the guest feels like he is going **forward** inside the movie.





TimeTable



This is it, for now.



Thank you for your attention !



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