

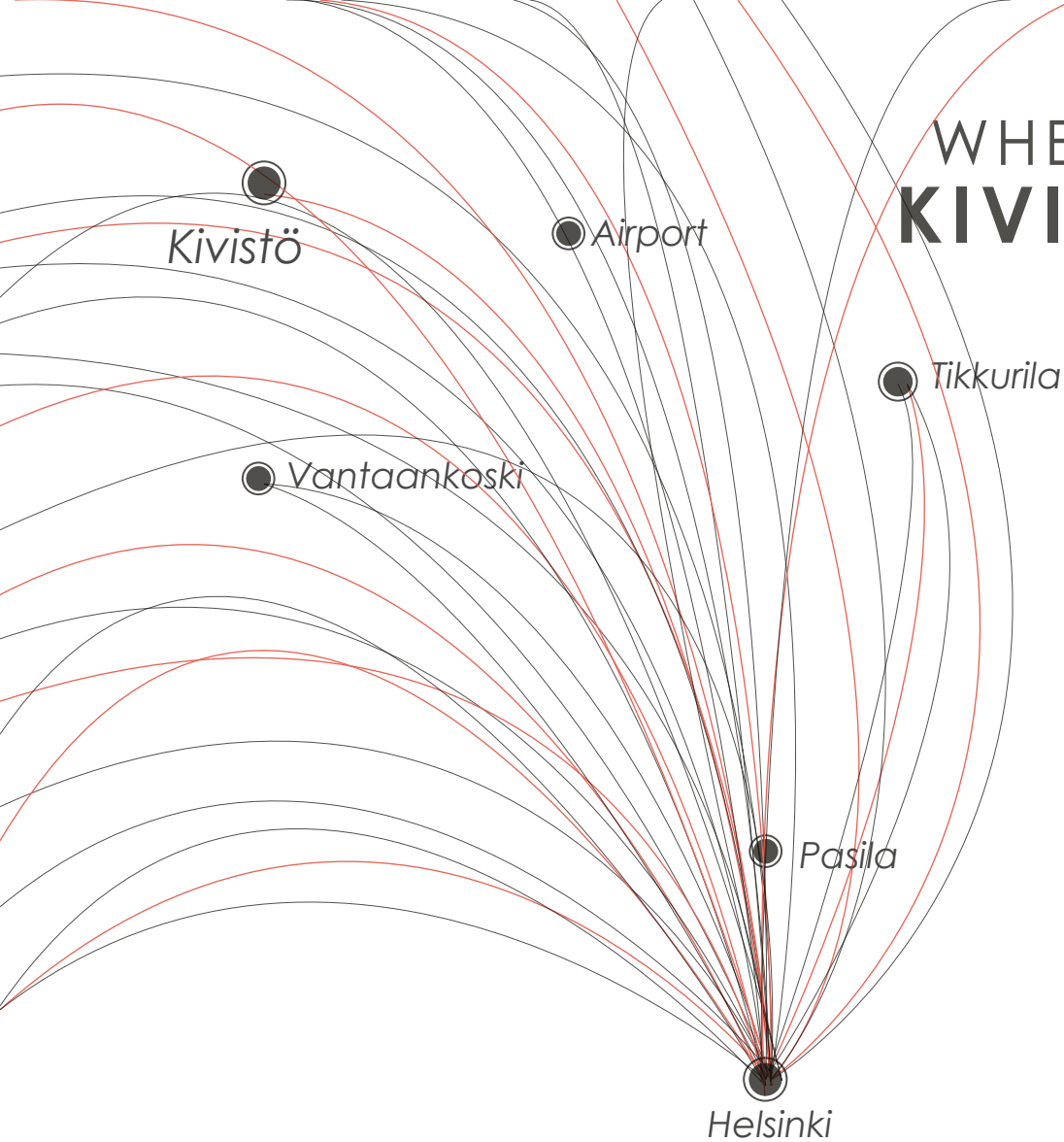
KIVISTÖ  
AREA  
FINLAND

•

BIKE  
PARKING

  
Metropolia

# WHERE IS KIVISTÖ?



## **CYCLING AT KIVISTÖ**

Kivistö is planned and will be executed as a cycling neighbourhood. The aim is to make the cycling conditions so attractive and safe that it becomes the most convenient option for the best part of the journeys.

# KIVISTÖ - VANTAA HOUSING FAIR 2015



THE THEME OF THE FAIR IS A SAFE AND  
SMOOTH EVERYDAY LIFE



## **COLORS**

Every building is intended to represent its form and singularity through its individual colour.

## **ART**

Art must be a part of all the architectural- and environmental design.

## **NATURE**

Kivistö- housing fair area is surrounded by nature due to its location in the middle of four parks.

## NATURE

ORGANIC SHAPES  
GREEN THINKING  
LOGO



PICTURE: WWW.DESIGNBOOM.COM



## ART

PASTEL COLORS  
INNOVATIVE DESIGN

**SAFE AND SMOOTH  
EVERYDAY LIFE**

LIGHTING  
BIKE REPAIRS  
FUNCTIONAL BIKE RACKS  
GUIDEPOSTS

# THE DESIGN CHALLENGE



How to make bicycle parking more **convenient**,  
**safe**, **intelligent** and **attractive** for people to use  
in a cycling neighbourhood?

# ANALYSIS OF THE CHALLENGE



In Finland **9%** of all **trips** are made by bike.

Everyone regardless of **age** or **Social Status** (children, grown-ups, tourists, housewives, students) cycles.

People love their **bikes** like they love their **dogs**.

*A bicycle is stolen every minute and less than 5% are returned to their owners.*

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5,380,300  
POPULATION IN FINLAND

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3,250,000  
BICYCLES IN FINLAND

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300,500  
BICYCLES STOLEN  
PER YEAR

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60%  
OF FINNS ARE CYCLISTS



20% RECREATIONAL



18% HEALTH REASONS



14% PERSONAL ERRANDS



15% COMMUTING



7% BICYCLE RIDE



5% VISIT FRIENDS/  
RELATIVES

\* In Finland

\* The 2002 National Survey of Pedestrian and Bicyclist Attitude and Behaviours.

# OUR DESIGN SOLUTION

•

Create an architectural structure and concept that respects the values of Kivistö neighbourhood.

The bike parking spots are painted areas with functional bike racks and they will be situated in strategic spots nearby public transportation, services, etc.

Bike parking spots will be easy to find with colour coded guideposts.

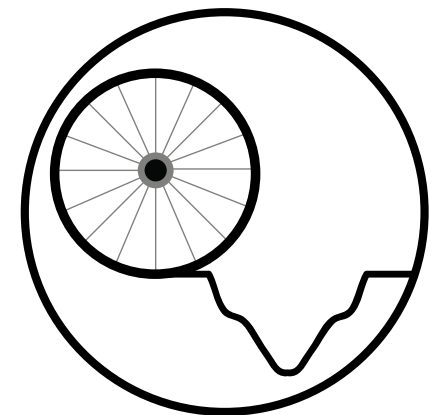
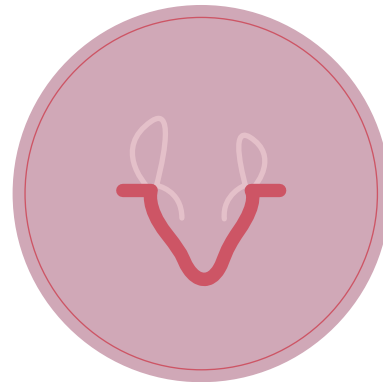
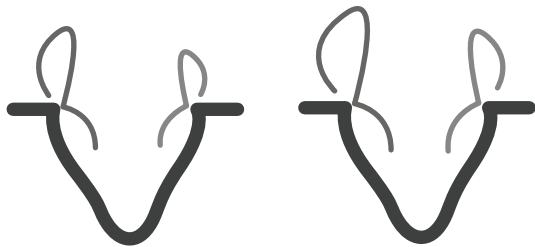
The **user** is the **central point** of this project.

Our goal is that people use their **bike** for a better **life!**

# CONCEPT LOGO IDEAS



BIKE FOR A BETTER LIFE

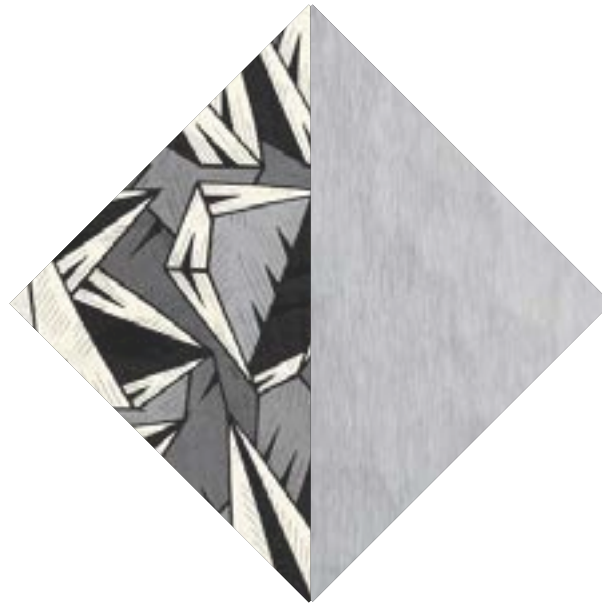




# THE MATERIALS



geometric  
colourful  
combination

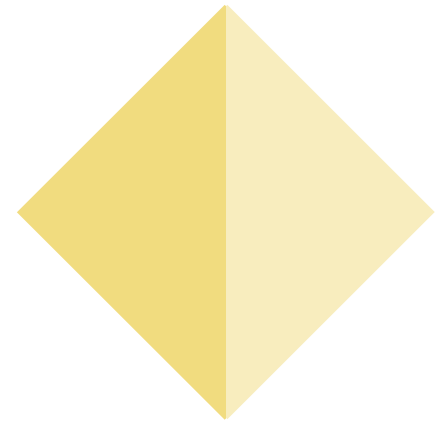
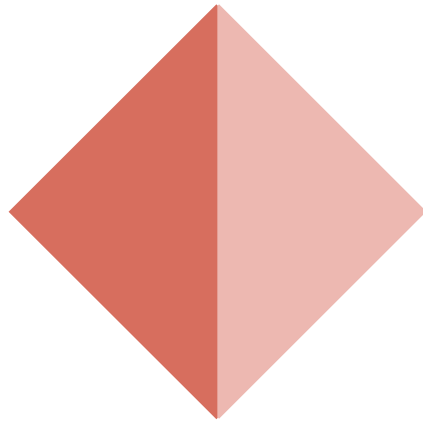
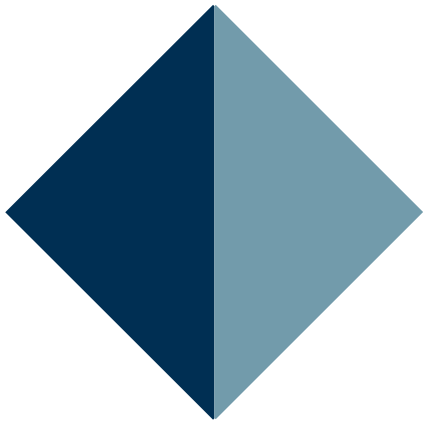


metal  
relief



wood  
contrast

# THE COLORS •



pastel with dominant ochre  
neoclassicism aesthetics  
chromatic evolution  
luminous

# BIKE PARKS & RACKS

•  
OBSERVATION



# BIKE PARKS & RACKS



OBSERVATION

