



Design To Encourage Walking & Cycling

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Visual Communication
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The paradox of an active lifestyle



Our everyday experience of walking and cycling in public spaces is considered unpleasant despite the positive attributes of active transport.

Benefits of Active Transport



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- **Boost *local economy*** by helping people find what they need locally and help local businesses find local customers.

Objectives



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- To create a piece of communication that will act in the interests of public good.

Preliminary Study



Interviews



Questions were asked to 20 campus dwellers in order to determine general preferences towards walking and cycling.

Interview Highlights



Challenges Observed



- Preference for motorcycles amongst the youth
- Long commutes to work in big cities is a hindrance
- No dedicated cycle tracks in cities/potholes in pavements
- Low awareness of cycling as a sport in India
- Lack of infrastructure to enable making cycling and walking a pleasant experience in public spaces
- Lack of awareness of low-cost alternatives
- Lack of stylistic options within eco-friendly alternatives
- Dignity of the person using the bicycle for transport

Insights Gathered



- The cliché of health, environment and conscientiousness are common knowledge , but not a key factor in decision making.
- Level of engagement is a key factor for even motor enthusiasts.
- Regular walkers/cyclists focus on the experience provided by walking and cycling as well. There was a common occurrence of phrases for emotions expressed, such as, “Wind in my hair while riding a bike” and “Quiet Introspection while walking”.

Insights Gathered



- Lack of integration of opinion forming and decision making. A stylish bicycle doesn't provide the same experience as the glamour of a sport. Fitness is not embraced as a lifestyle choice over convenience and time saving.
- The target audience is visually literate and highly media obsessed. It is a public whose wants and desires are shaped by design, advertising, not questioning the status quo.

Secondary Study



Relevant Work (National)



- ***'Rent-a-cycle'*** by DMRC (Delhi Metro Rail Corp.)
PBS system where cycle shelters are set up outside metro stations. Access is granted through a chargeable smart-card.
- Pune Municipal Corp. (PMC) is stated to create a ***Comprehensive Bicycle Plan*** model to be replicated across the country. PBS with infrastructure, awareness and education campaigns. 20-year plan comprising short, medium and long-term measures.



DMRC cycle shelter.
Image source:
www.cyclesharing.in

Relevant Work (National)



- *'Pedalers Village'* — India's first MTB skills park was started in Pune in June 2013. A similar park has been proposed in Delhi.
- The Energy & Resources Institute (TERI) report *'Pedaling towards a greener India'* focuses on examining issues regarding cycle ownership and use, as well as the growth of Indian cycle industry, cycling infrastructure in cities, cycle-sharing schemes, and awareness.



Pedalers Village

Image source: www.redbull.com

Relevant Work (National)



- At *Infosys campuses* vehicles that run on fossil fuel are banned; instead there are bicycles scattered for employees, free to ride.
- '*Namma cycle*': Bicycle renting project in the campus of Indian Institute of Science (IISc) via web application for bicycle reservation and information tracking.
- ID-card based '*Hire a cycle*' concept for the students to commute from the nearest metro station to the *Delhi University* campus.

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Walking Visionaries Award

Support Equal Streets at the @Walk21Network Awards.

Come Vote.

WALKING VISIONARIES AWARDS

A Moonlit Bicycle Ride Through Mumbai's Empty Streets

Experiencing the city at night.

TEXT: NATASHA SAHGAL | POSTED ON: JUNE 8, 2015 12:00 AM

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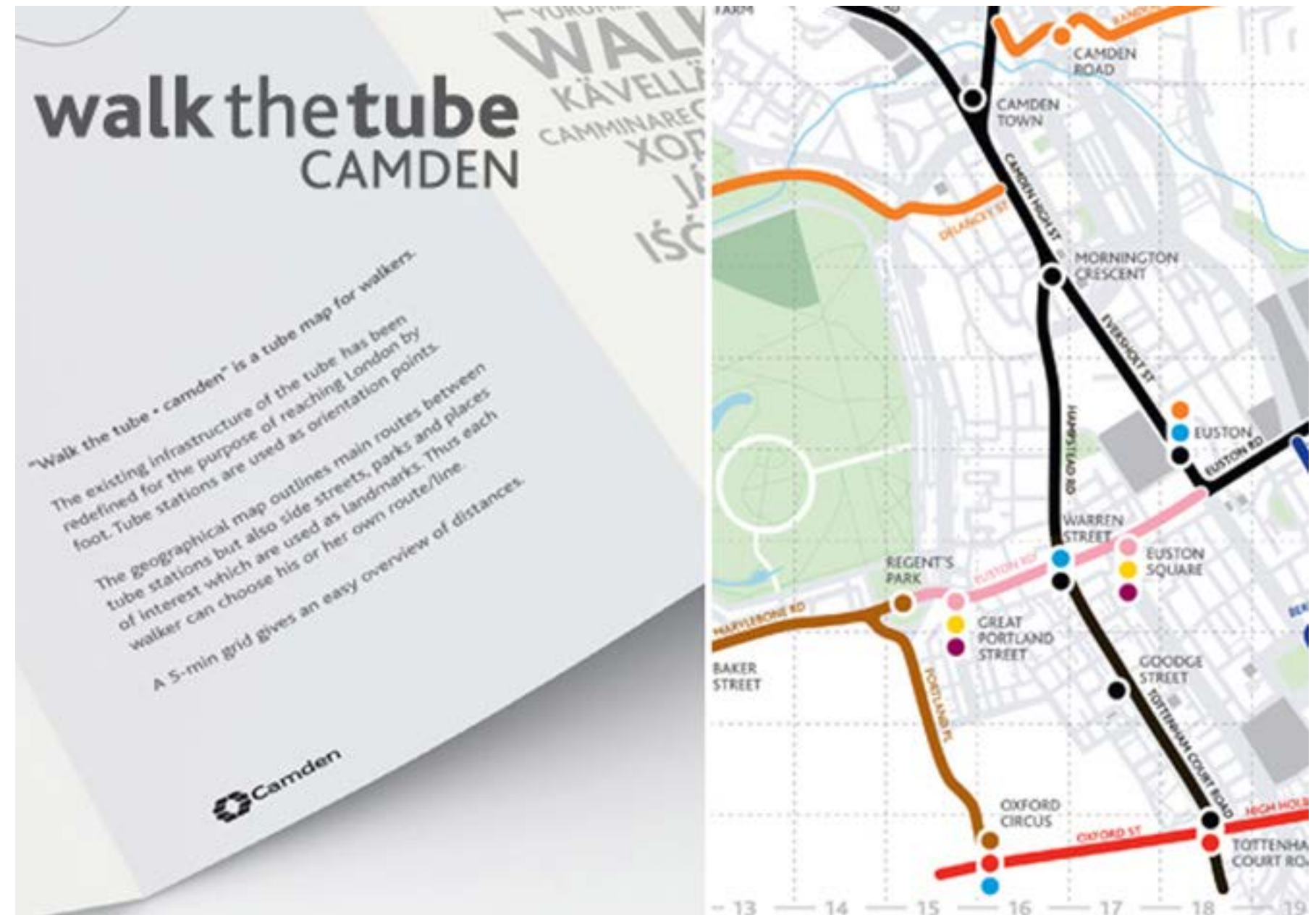


Responsible Tourism award winner Reality Tours
Image source: www.thrillophilia.com

Relevant Work: International

City Cycling Sharing Systems

- Stockholm city bikes
- Vélib' in Paris, France
- Call a Bike, Germany uses a system of authentication codes to automatically lock and unlock bikes.
- Bixi (Bicycle+Taxi), is a not-for-profit PBS system developed in Montreal, Canada.
- Bicing, Barcelona



DAC Projects



ual:
research



Walk Ride Camden



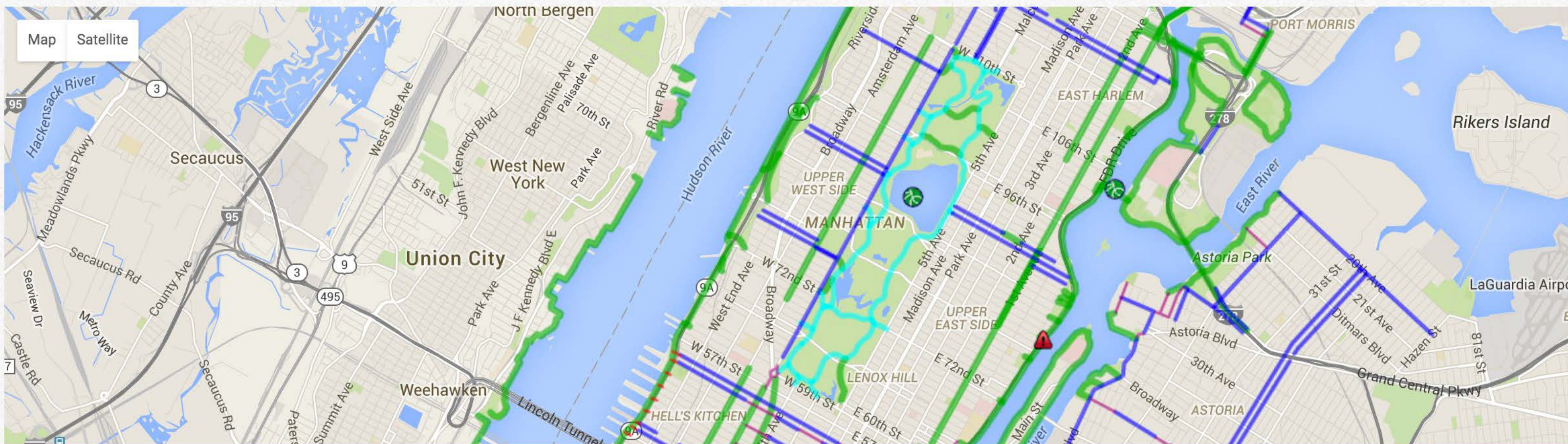
MA Communication Design students at Central Saint Martins College of Arts and Design were briefed to research and deliver design proposals that would inspire those of us who live, visit and work in Camden to walk and cycle more.

In 2010 – 11, London Borough of Camden, working with the Socially Responsive Art and Design and Innovation Hub of the Design Against Crime Research Centre and MA Communication Design at Central Saint Martins College of Arts and Design, briefed student designers to research and deliver design proposals that would inspire those of us who live, visit and work in Camden to walk and cycle more. Research shows that people who spend 30 minutes or more walking or cycling 5 times a week, live happier and healthier lives, it can also be fun, help save money and is



Manhattan Bike Paths, Bike Lanes & Greenways

Bike Map Legend: █ Bike Path / Greenway █ Bike Path with special hours █ Bike Lane █ Bike Route █ On-Street Route ▲ Warning ● More Info [LEGEND](#)



Literature & Film

- **Cities on Speed episodes on Bogota and Mumbai.**

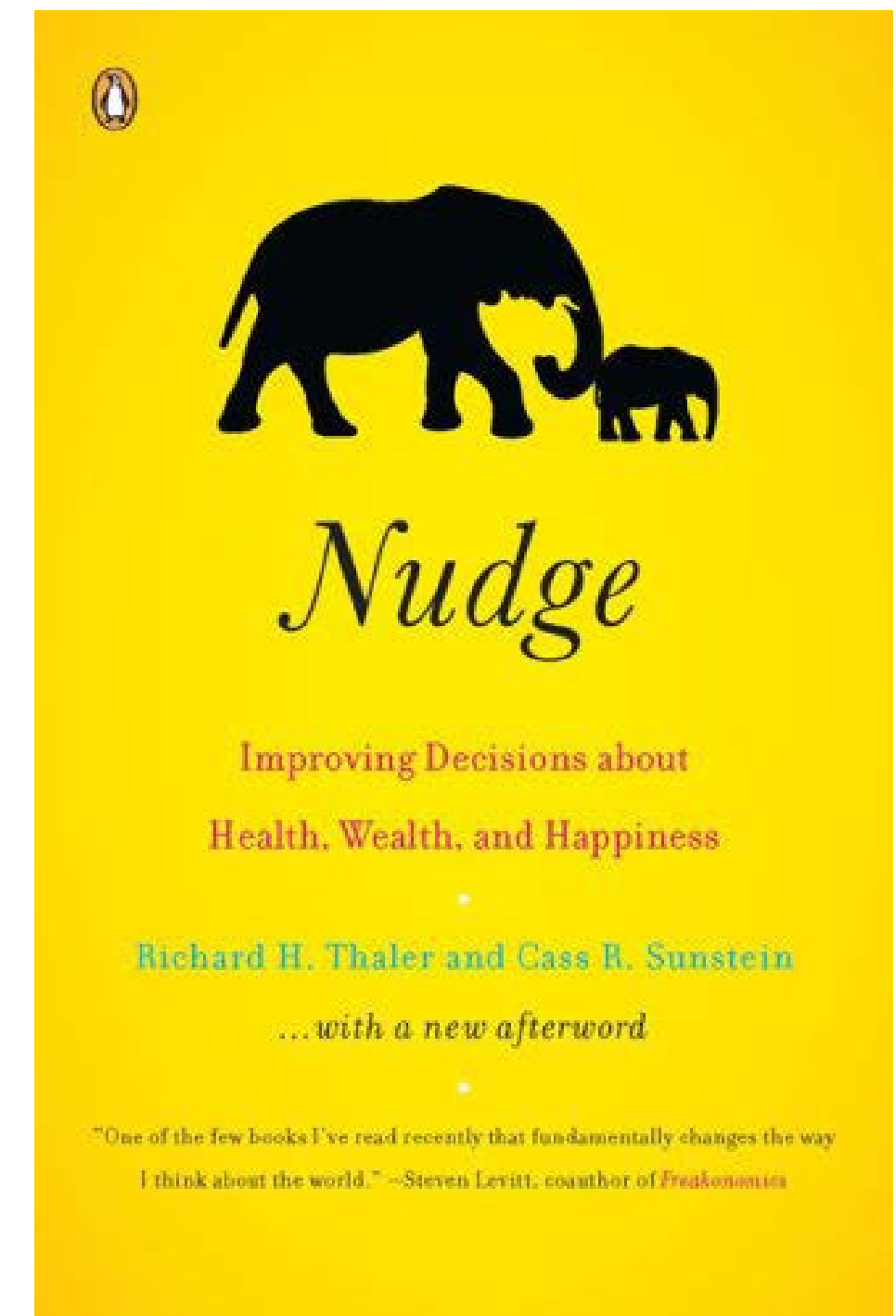
Conflict of interest between the economically superior class residents complain about Congestion and a common man, who wants to buy a car and work his way up in society.

- **‘Nudge’, Thaler and Sunstein (2008)**

Decision “situations” may be framed to push people in a direction they believe is in their best interests. Fuel-economy stickers are the equivalent of calories on a McDonald’s menu.

- **Henry David Thoreau, ‘Walking’—1862**

In order to elicit a response, a reconnection with nature is to be treated as childlike curiosity.



*“Physical activity
is a wonder drug.”*

- GIL PENALOSA

Characteristics of the solution:



The solution will comprise a communication design piece(s) that introduce an engagement factor for the urban landscape we pass by in our daily lives.

Characteristics of Proposals



- Accessible to as many people as possible.
- Sustainable without maintenance and servicing costs.
- Flexible and scalable.

Suggested Solutions



- Social Media Integrated Event. Eg. Instawalks, Photowalks.
- Enhancing the Cycling/ Walking Experience: Routes with suggested points of interest, music, highlights the value of actual engagement with nature.
- Campaign to promote cause and create amusement and engagement. An ironic simulation of walking/cycling.
- Urban Hiking: “Who needs mountains when you’ve got steps, walls and streets?”

“It’s really about eliciting a positive response to the environment so that humans reconnect to nature and earth and feel a sense of protection. We will protect the things that we love and feel empathy with.”

MILEECE

Scope of Work



Common Daily Occurrence



“You never forget how to ride a bike”



Deeper engagement with our surroundings



Create Desire



Promote active transport as a lifestyle

Design Process

City Cycle
 See the City on Foot
 Cyclist in the City
 Mumbai by Cycle
 Slow down
 City of Dreams
 Mumbai
 Ghoda Cycle
 Pedal Mumbai
 Mumbai by Foot
 Bike Friendly Mumbai
 Opposite of Congestion / Overpopulation / Heat
 Unobstructed Bombay
 Navigable
 Access Mumbai
 Travelable
 Open / Clear
 Walk & Cycle Mumbai
 Let's Go Mumbai
 Life Cycle

pick a neighbourhood, choose
Choose Locations LINKS or
 engaging spots

ACTIVE TRANSPORT

Cycle Revolution
 Walk Ride Mumbai
 parks
 cafes
 shops
 restaurants
 robots

Bike & Walk
 Mumbai
 Application System
 Mounted Maps
 Floor Graphic?
 Pocket Maps & Brochure

icons / illustrations
 Illustration
 vmemer

Creation of Identity

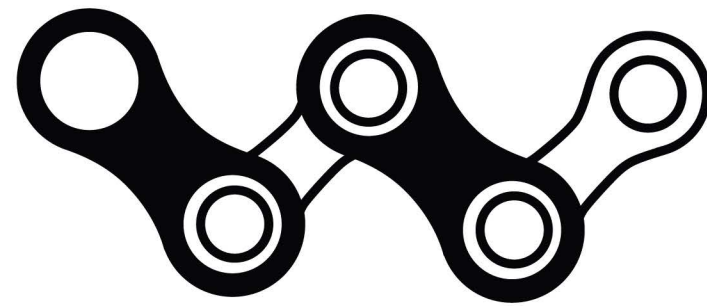


CITY CYCLE



CITY CYCLE

Creation of Identity

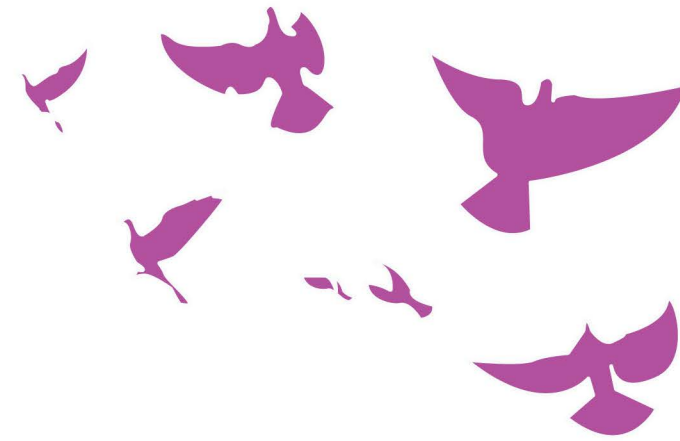
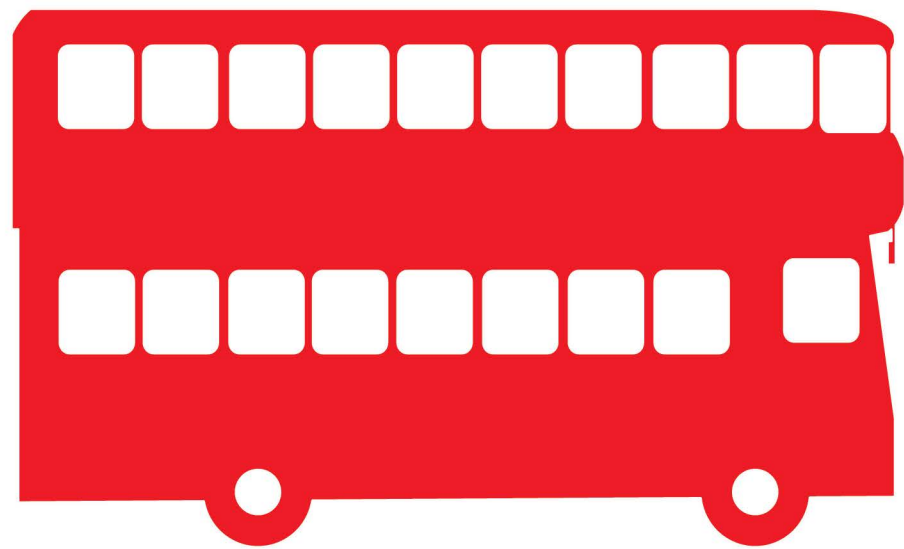


WALK AND PEDAL



WALK AND PEDAL

Development of Illustration style



Development of Illustration style

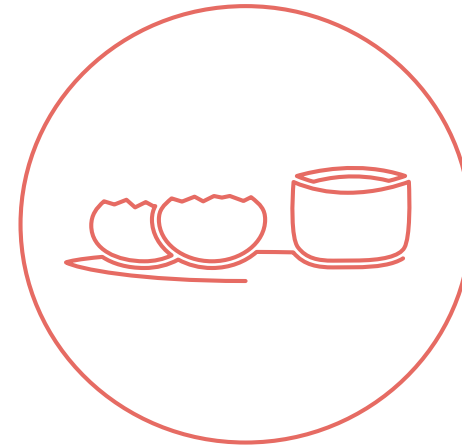


Heightened engagement in Urban surroundings

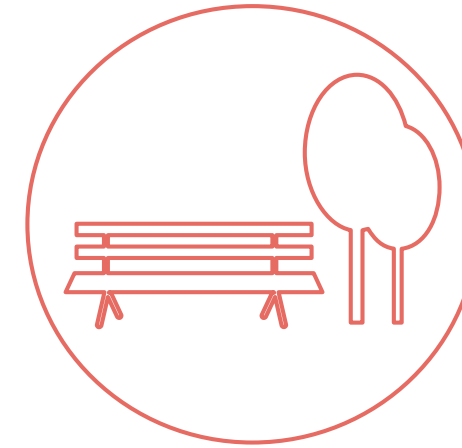
Cafes



Street Food



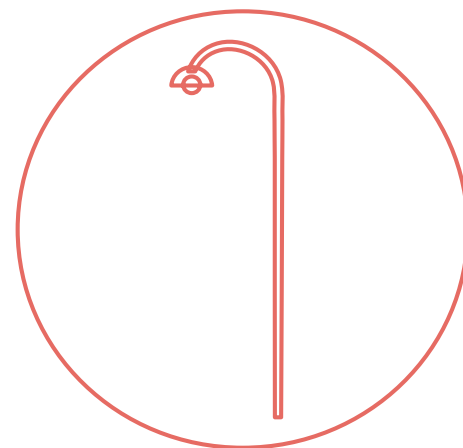
Parks



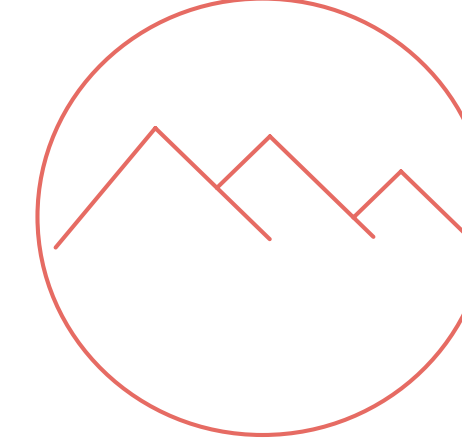
Urban Retail



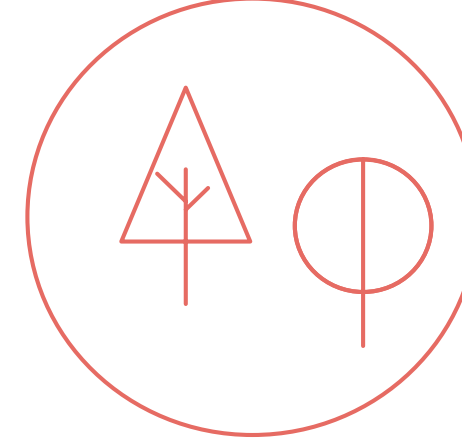
Walking Paths



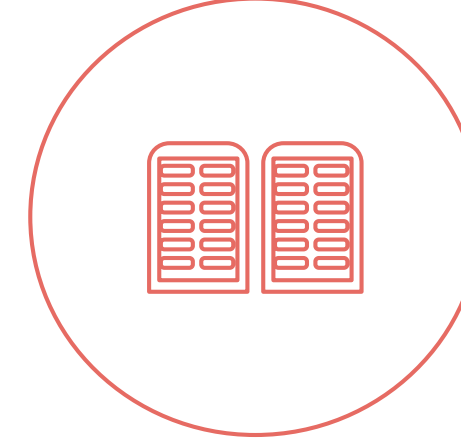
Urban trails



Nature



Landmarks



Deliverables



- City spanning Maps that mark places of visual, retail, cultural and historical interest such as galleries, architecture, gardens, beaches, etc.
- Journal for the active traveller
- Cyclists' Guide
- Postcards and posters

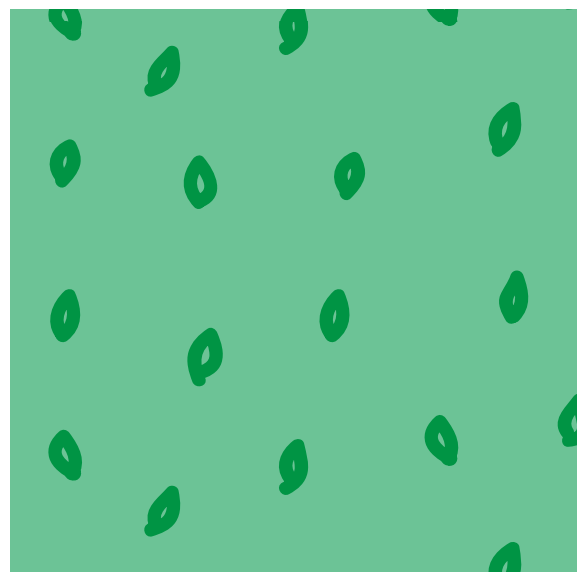
Map making Process

Map Projections:

Set rules for transforming features from the three-dimensional earth onto a two-dimensional display.



Water bodies



Parks, gardens, naturally open spaces

Map making Process

Map Generalization:

Simplification, elimination of unnecessary information; Visual variables chosen to represent map.

Gateway of India



University of Mumbai



Chhatrapati Shivaji Terminus

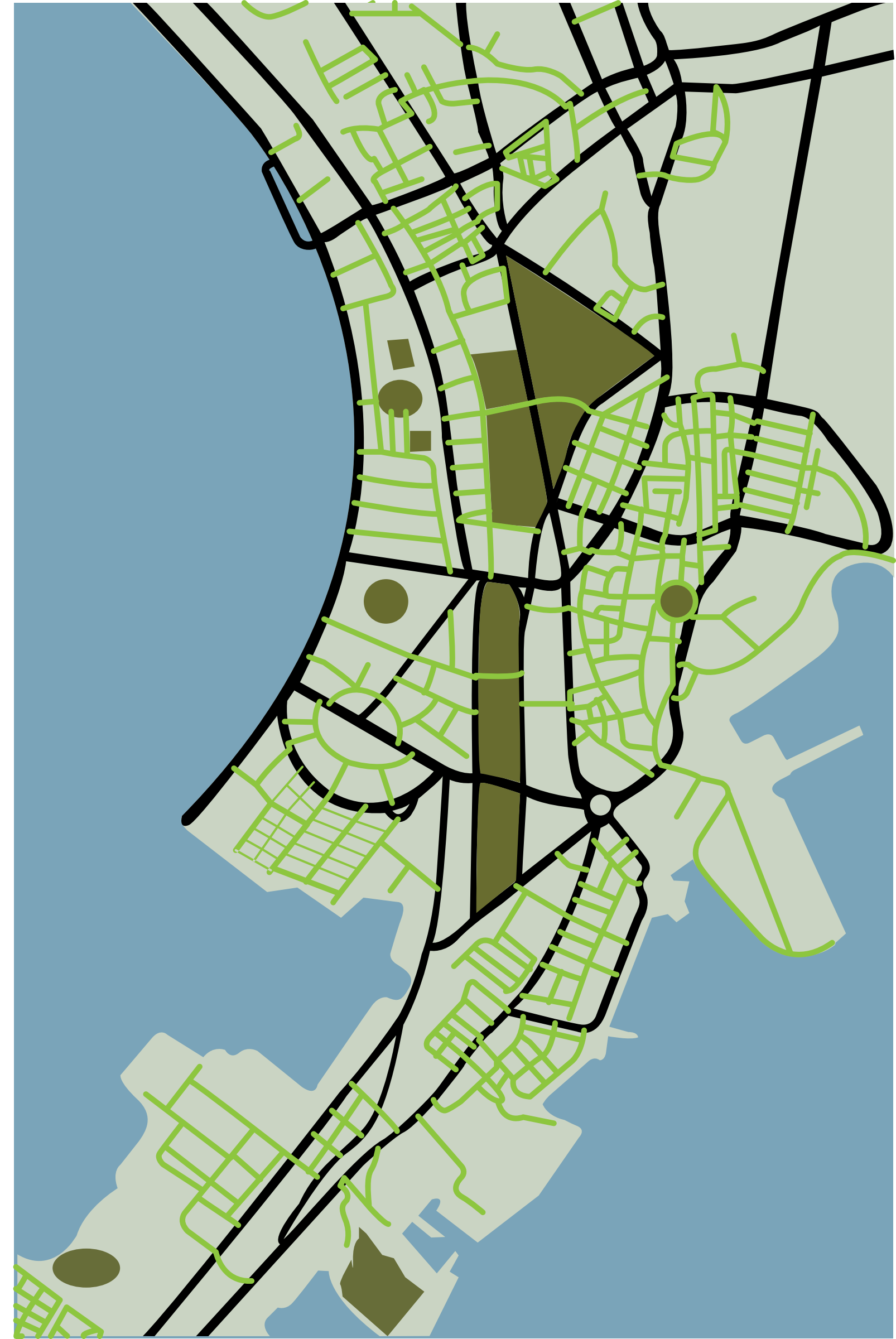


Prince of Wales Museum



Map making Process

Map Composition:
Balance, Heirarchy and Flow of Information,
Figure-Ground Relationship



Map making Process

Symbolisation:



Railway Stations



Museums



Retail



Cultural/Historical Significance

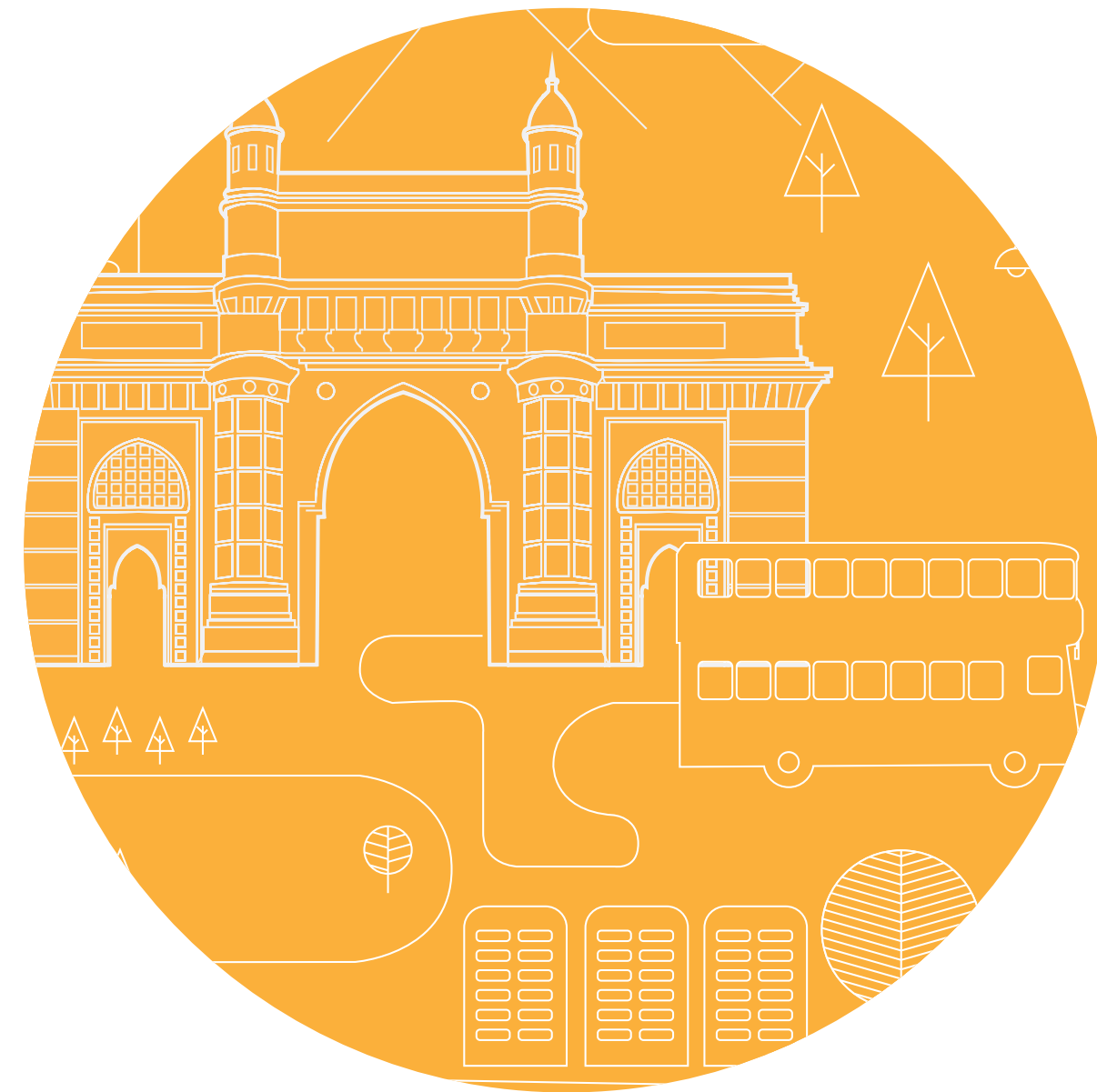
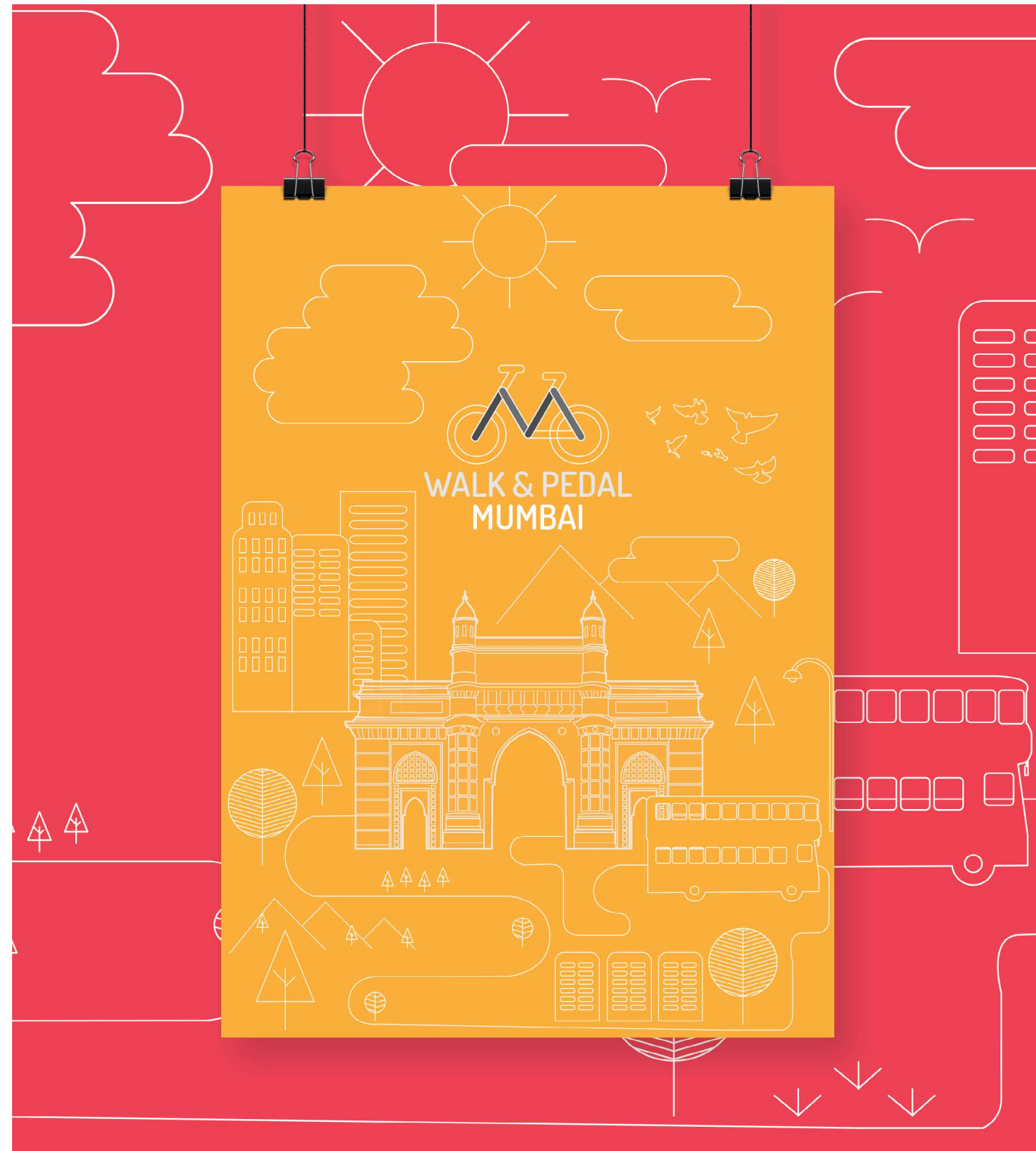


Restaurants/Cafes



Places to See

Evolution of Illustration Style



*“All you need is the plan, the road map, and
the courage to press on to your destination.”*

-EARL NIGHTINGALE

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Thank You.