

Project description

The Cycle Shift

The Cycle Shift Media Facade is a playful media façade that aim to bring about a cultural shift in attitudes towards bike culture by increasing the visibility of bike movements in Sydney.

In Sydney, bicycles are not seen as credible forms of transport. This creates an air of danger and intimidation when cycling and a behavioural change as well as a paradigm shift is required. Cycle Shift Media Facade increases the visibility of cyclists by playfully multiplying current bike movements. We aim to bring about a muchneeded cultural shift towards bike culture on the roads – to make bicycle awareness part of the cultural fabric of Sydneysiders.

Data from cyclists' GPS data is routed into visuals on the façade in a high-density pedestrian tunnel: bicycles whizz past commuters in an artistic representation and multiplication of the current state of bicycles in transit. Commuters can interact with the façade through

Team members

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From

The University of Sydney

Process blog LINK Concept video

LINK



