



Team

## Entropy

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## Project description

# The Cycle Shift Media Façade

The Cycle Shift is a playful media façade that aims 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 — a behavioural change as well as paradigm shift is required. The Cycle Shift Media Façade increases the visibility of cyclists by playfully multiplying current bike movements. We aim to bring about a much-needed 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 a silhouette of a bike that serendipitously follows each commuter on their daily walk, further connecting the public to cycle culture and engaging them in a playful interactive conversation through the once-mundane tunnel transfer.

# Process blog

[tiny.cc/cycle12](http://tiny.cc/cycle12)

# Concept video

[tiny.cc/cycle12vid](http://tiny.cc/cycle12vid)

