Ken is a cyclist in Sydney \_\_  
and

\_4\_ It’s not easy being a cyclist in Sydney  
“It ain’t easy being me!”  
  
\_5\_- Cyclists are at the bottom of the urban jungle food chain  
\_6\_- There is not enough infrastructure for us cyclists  
\_7\_- Drivers can be nasty  
- The roads can be dangerous  
  
\_8\_Our concept aims to better the attitude of Sydneysiders towards cyclists.  
  
At the same time we want to remind people that bicycles are a credible means of transport~~.~~  
  
\_\_Based on research, the more cyclists people see, the better the attitude towards cycling will become and It’s all about visibility.  
  
So here’s how it works:  
  
\_11\_When Ken goes for a ride on his bike somewhere in Sydney.  
“doo doo doo doo loo”  
  
His \_12\_smartphone captures data about his \_13\_**speed** and \_14\_**location** and transmits them in real time to the location of our media façade – the central tunnel\_15\_  
  
A large amount of people walk through central tunnel everyday to get to work or school.

\_16\_   
[Pic of central tunnel]

\_17\_  
Data captured from Ken’s smartphone is used to generate the \_\_silhouette of a cyclist on the wall\_\_, speeding down the central tunnel at the same speed Ken is going on his bike\_20\_.  
  
At the same time, data from cyclists \_\_all over Sydney at that moment are being captured and used to generate hundreds of bikes speeding down the walls of central tunnel. \_\_  
  
It’s a marathon! \_23\_  
  
\_24\_When Mark walks down the central tunnel, \_26\_ he sees this swarm of cyclists’ silhouettes on one side\_27\_. On the other side, he sees a reflected image of himself\_28\_. His reflection closely followed by a silhouette of a bike which tracks his movements. \_29\_ \_30\_  
  
Look at all the cyclists in Sydney!   
\_\_ x 10  
We increase the visibility of cyclists in Sydney by multiplying the current bike movements in the city. By simply increasing visibility, we aim to bring about the much-needed cultural shift in Sydneysider attitudes towards bike culture on the roads.