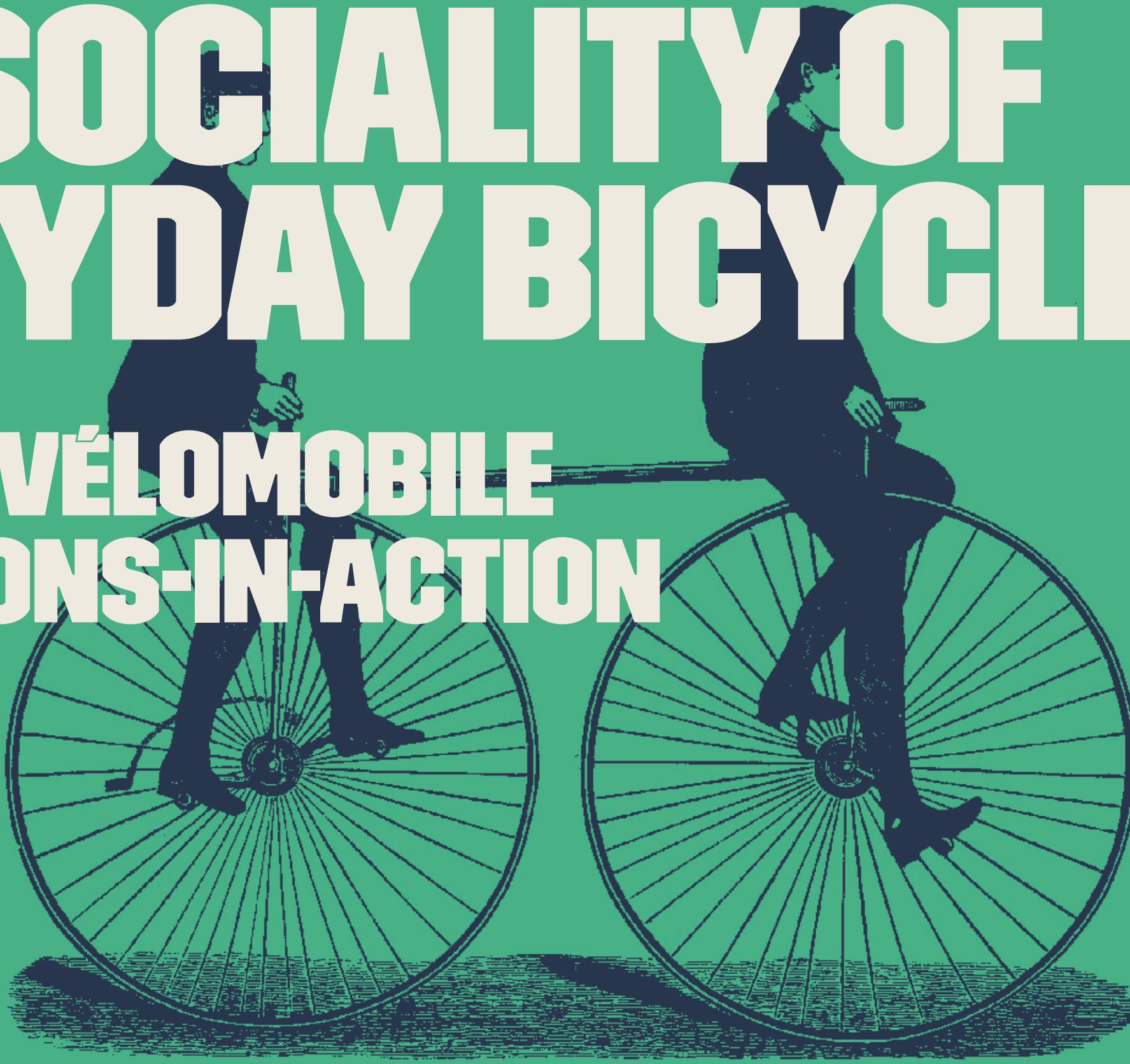


THE SOCIALITY OF EVERYDAY BICYCLING

RANDOM VÉLOMOBILE FORMATIONS-IN-ACTION



BACKGROUND

- » Bicycling as a social practice
- » Bicycling is embodied
- » Social sciences acknowledge the social role of bicycling, and so do bicyclists

**BUT COMMUTES ARE
STILL PRETTY SOLITARY,
RIGHT?
AND RUNNING ERRANDS STINKS**

NOT THIS!



BUT THIS!

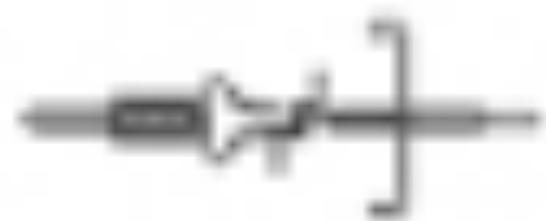


BUT THIS!

Side-by-side



Tuck (tuck in)



Single file (single up)



VÉLOMOBILE FORMATIONS-IN-ACTION

“specific arrangements of bodies on bikes and configurations of a ‘vélomobile with’”

- » vélomobile with = ‘mobile with’ on bicycles
- » mobile with = ‘with’ in the context of mobility
- » with = (opposite to ‘single’) constellation that allows non-solitary social interaction

PHENOMENON RANDOM VÉLOMOBILE FORMATIONS-IN-ACTION

Two or more people ride

- together
- at the same time
- at a similar pace
- in the same direction

for part of their respective journeys.

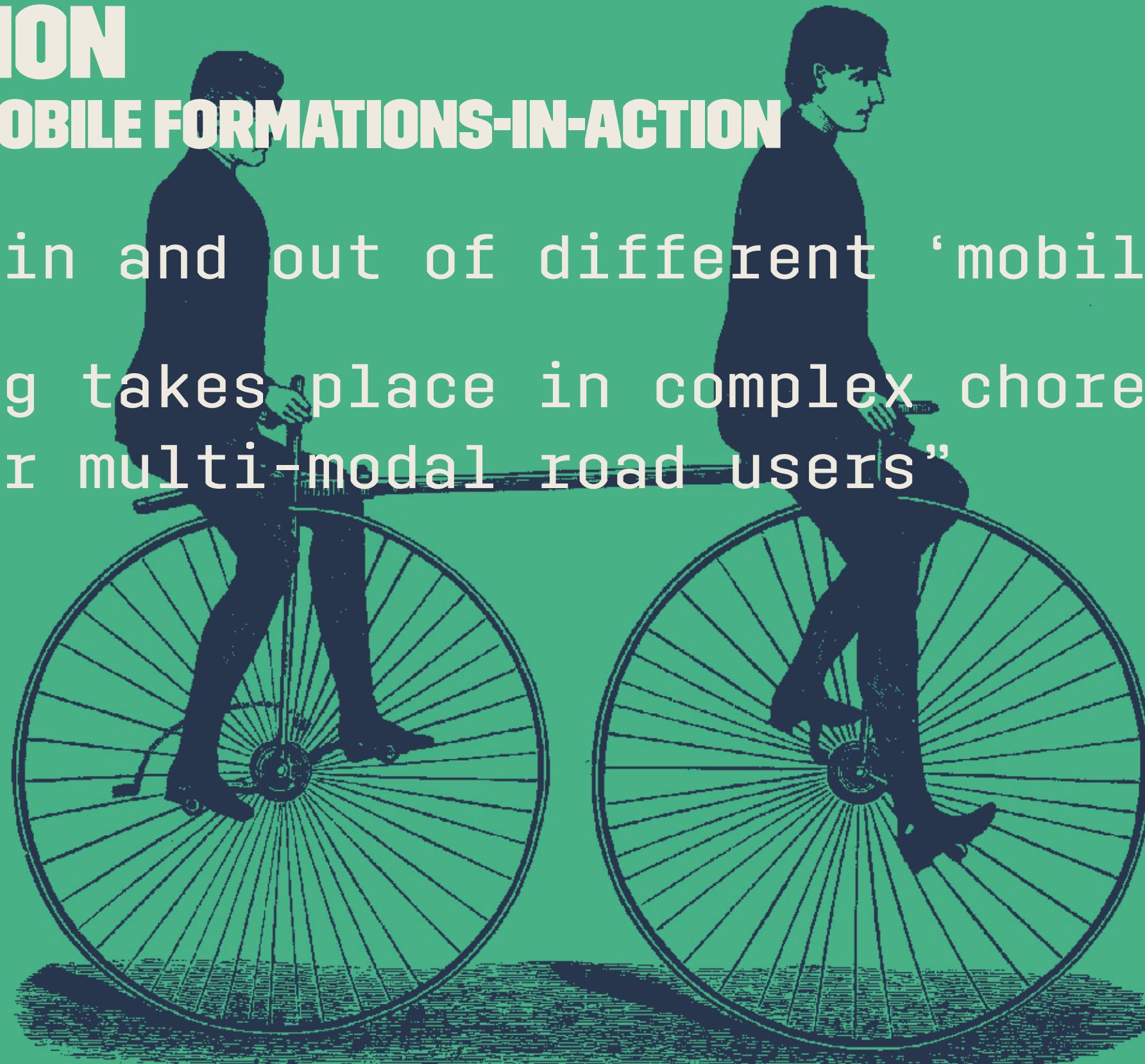
Randomness, not intentionality



PHENOMENON

RANDOM VÉLOMOBILE FORMATIONS-IN-ACTION

- » “we slip in and out of different ‘mobile withs’”
- » “bicycling takes place in complex choreography with other multi-modal road users”



RESEARCH QUESTION

1. How can we design for social interaction to take place during random encounters of bicyclists in vélomobile formations-in-action?
How can this (neutral) randomness be turned into (pleasant) serendipity?

RESEARCH QUESTION

1. How can random vélomobile formations-in-action be constructively presented in order to convey a richer account of their experience?

METHODOLOGY

- » Ethnographic study
- » Observations, recordings
- » Surveys, interviews
- » Workshops
- » Design experiments
- » Bodystorming, experience prototyping, role play

PILOT EXPERIMENT

A visual representation of the 'mobile with':

A time-lapse video (of a bike ride) that plays faster when ever I am alone, and slower the more people I am with.

PILOT EXPERIMENT EXECUTION

- » Ride a tour with my bike
- » Capture stills in short intervals with a camera
 - thx @kamfski
- » Have a headset awkwardly mounted near my mouth
- » Note (audio recording) whenever the number of people around me changes

PILOT EXPERIMENT RESULT

[show the videos here. now. do it!]



PILOT EXPERIMENT

REFLECTION

- » Next time, make a video
- » It was pretty lonely. Next time: better route, rush hour
- » Adapting music
- » The environmental noise from the ride is missing
- » Try a different way to convey ‘being social’, e.g. blur

THANKS

