



OREGON MANIFEST™

THE BIKE DESIGN PROJECT

PRESENTED BY
LEVI'S
COMMUTER

BIKE CRAFT, DESIGN, INNOVATION.

The [Bike Design Project](#) is a pioneering bike design/build competition partnering high-level design firms with American bicycle craftsmen to create the Ultimate Urban Utility Bike - the next wave bicycle for the everyday rider.

We are an entirely unique program:

- Providing an independent platform outside the industry to spark innovation and creativity
- Partnering high design and deep craft around a cultural object rising in popularity
- Challenging designers and makers to innovate through collaboration and co-creation
- Encouraging consumers to make design a part of their daily experience

5 TEAMS, 5 CITIES, THE ULTIMATE URBAN BICYCLE

One team from Chicago, New York City, Portland, San Francisco, and Seattle - all working from the same design brief - will each develop their idea of the new urban bike.

Teams:

Chicago: MINIMAL x Method Bicycle
New York City: Pensa x Horse Cycles
Portland: INDUSTRY x TiCycles
San Francisco: Huge Design x 4130 Cycle Works
Seattle: TEAGUE x Sizemore Bicycle

THE REVEAL

View the bike designs up close: On July 25th, the bike designs will be publicly revealed at a celebration event in each of the five cities. Each team's working prototype bike will be present at the event in their respective city, along with images and videos of the other four bikes.

OUR AUDIENCE CHOOSES THE WINNER

Vote for your favorite bike: Following the reveal, images and videos of all five bike designs will publish online on the Oregon Manifest website. Our online audience will cast their vote for their favorite bike design, determining the winner deemed Ultimate Urban Utility Bike.

THE DESIGN/BUILD CHRONICLES ON FAST COMPANY

Follow our teams on their design journey: Beginning the week of March 24, and each subsequent month through July, team process diaries will publish on FastCompany's online sites Co.Design and Co.Exist. Diaries will chronicle the design thinking and process of each team and provide a lens into the flavor of each city's unique cycling culture.



FROM COMPETITION TO PRODUCTION

In a unique partnership with Fuji Bikes, the winning bike will go into mass production, debuting on the retail floors of national Fuji dealers in 2015. For the first time ever, a highly considered, collaboratively produced urban bike will be available to consumers.

WHY A UTILITY BIKE?

The two-wheeled revolution isn't going to roll out on a niche or specialty bike. It's going to be born on the streets, spread by the everyday rider. Most people want to lead healthier, more sustainable lives, but don't consider themselves "cyclists." The Bike Design Project is aimed at these citizen riders – kickstarting the creation of new bike options that meet their everyday needs and provide a better transportation experience.

A PLATFORM FOR BIKE CRAFT, DESIGN AND INNOVATION

The Bike Design Project is an independent innovation platform bringing high-level talent and collaborative thinking to the growing need for a bike that is a tool for living.

DATES

March 20	Launch party in Portland, OR
March 24	The Bike Design Project press announcement
March 24 (week of)	Team process diaries debut on Fast Company's Co.Design + Co.Exist
July 25	Bike designs are publicly revealed
July 28	Online voting begins
Aug 2	Online voting closes
Aug 4	Winning bike is announced
Sept 10-12	Bikes exhibit at Interbike, the bike industry's largest trade show

LINKS

oregonmanifest.com
mnm1.com
www.methodbicycle.com
pensanyc.com
horsecycles.com
teague.com
sizemorebicycle.com
industrypdx.com
ticycles.com
huge-design.com
4230inc.com

SPONSORS AND PARTNERS



PRESS INQUIRIES

Bryan Pierce, Team Epiphany 347.990.1050 bryan@teamepiphany.com

