



Seoul Soul

The Seoul Cycle Design Competition 2010 had over 3078 participants from 88 countries addressing everything from bikes to accessories and infrastructure. The Grand Prize went to Nils Sveje of Inoda Sveje Design Studio for his Bike2.0 design. Bike 2.0 has a generator and wires instead of a chain, eliminating the dirtiest part of urban riding. The in-wheel motor and in-crank generator not only keep the lines clean but mean that most of the bike is a single production-friendly part. It also incorporates energy levelling and an automatic stepless gearbox, making it the perfect cruiser. Or you can add a seat-tube battery to make your ride even easier. Back pedalbreaks reduce clutter and store energy.

Two wireless rings on the handlebar control everything. Short-listed was Laurence Fielding's 'Seoul Rider'. Described as a modern classic, the Seoul Rider reinvents the urban bike, marrying style and practicality. With a saddle reminiscent of a leather horse-riding saddle for two, a frame inspired by vintage Vespas, built-in pannier racks (inspired by the wooden roof racks on classic Volkswagen Beetles) and a low standover height, the Seoul Rider marries elements of modern classics with practical innovations. The end result is a bike that has fewer component parts, a lower manufacturing cost and a hybrid bike option. But we just like the way it looks!

www.scdc.kr/index_e.htm