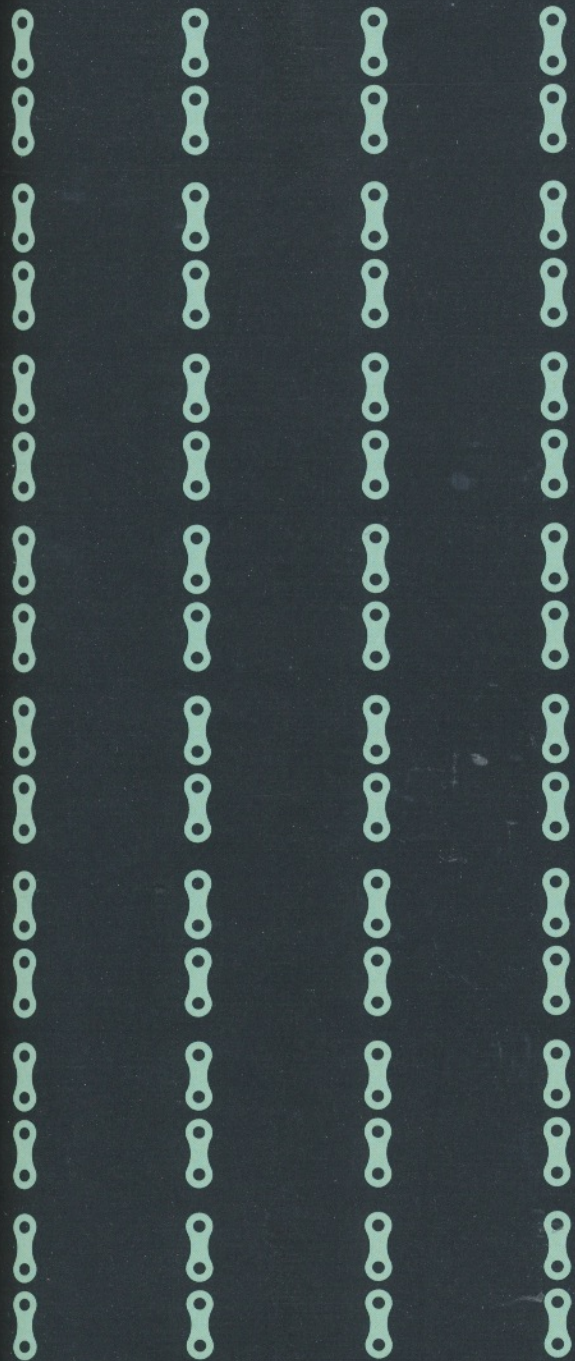




TWO WHEELS

Chains,
Sprockets
& Design



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& Design

The earliest known models of what would eventually become the bicycle were created in the early 1800's. The initial design featured a two-wheeled *draisine*, which the user would walk with in order to move it forward. Later iterations of the bicycle added pedals, which gave the device drastic new potential. Designs have further changed throughout the years, but the device itself has never fallen out of fashion. In fact, it seems that interest in cycling has reached an all-time high in recent years. Cycling has come to be more than simply a means of transportation these days; it has become a true lifestyle. And with that newfound popularity, an entire culture has emerged that explores the aesthetic and functional possibilities of the sport.

From innovative designs that incorporate the frame and other essential elements of the bicycle itself, to complementary objects that work with the bicycle to provide a previously unforeseen function, this book aims to compile a variety of objects from the cycling world that surprise and inspire.

In a world that is increasingly focused on making things that are faster, more convenient and require less effort, cycling largely rejects that trend. Improvements in design allow them to be lighter and more efficient, but the bicycle remains powered by a human being and depends on its user. While its aesthetic is open to a limitless variety of aesthetic styles and invention, at its heart the bicycle remains an inherently useful daily object, meaning that its culture perfectly combines two vital tenets of design: aesthetic and functionality.

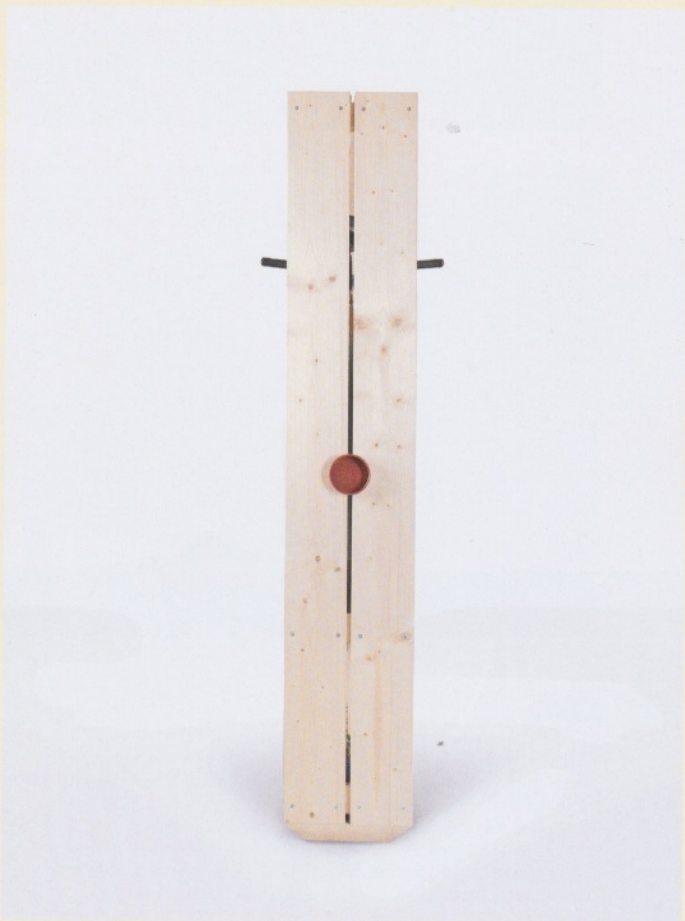


SHOES, BOOKS AND A BIKE // THOMAS WALDE FOR POSTFOSSIL // 2012

PHOTOS CREDITS: PHILIPP HÄNGER // BIKE: GORILLA . URBAN CYCLING

Cycling is again enjoying increasing popularity in European cities. With a level of efficiency of about 95%, the bicycle is the most ecological way of getting around there is. The Shoes, Books and a Bike stand puts the wonder machine on a platform, frames the bicycle and gives it a deserved place of honour in the apartment. Like a trophy in a glass jar, the bicycle represents sporting activity, balance and health.

The stand itself is constructed of the simplest of materials such as fir, screws and coconut fibre.



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Index Book S.L.
Aragó 174, 16º 3ª
08011 Barcelona

T. +34 93 454 55 47
F. +34 93 454 84 38
ib@indexbook.com
www.indexbook.com

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