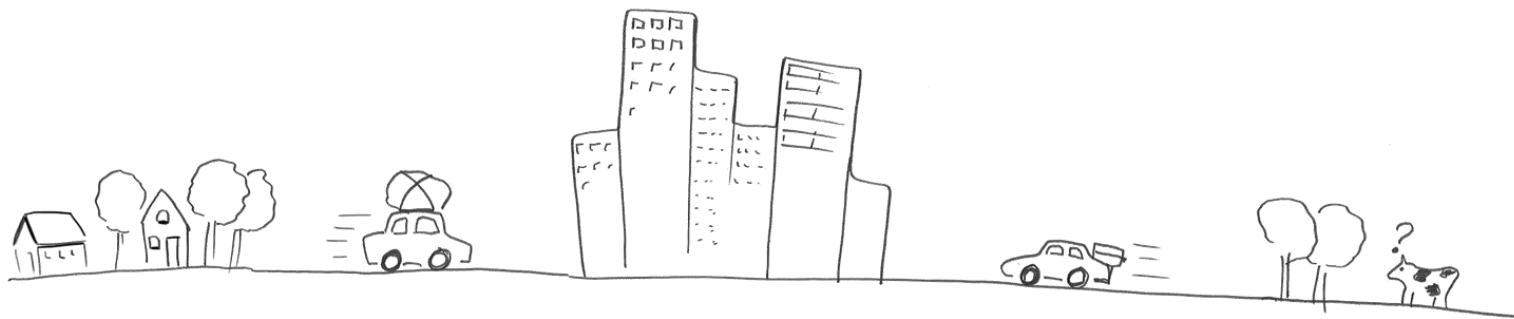
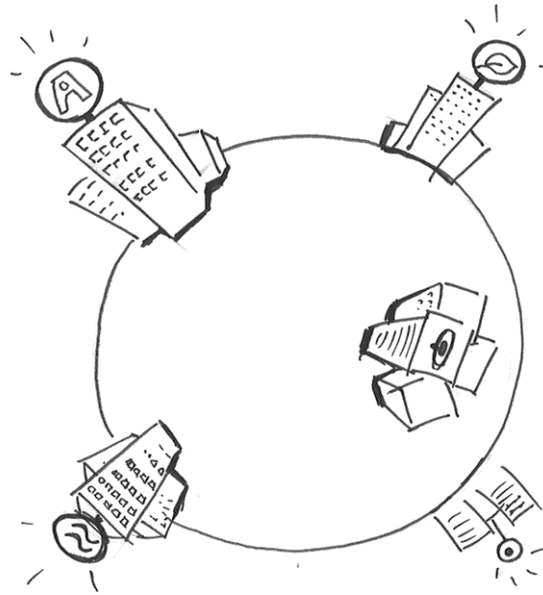




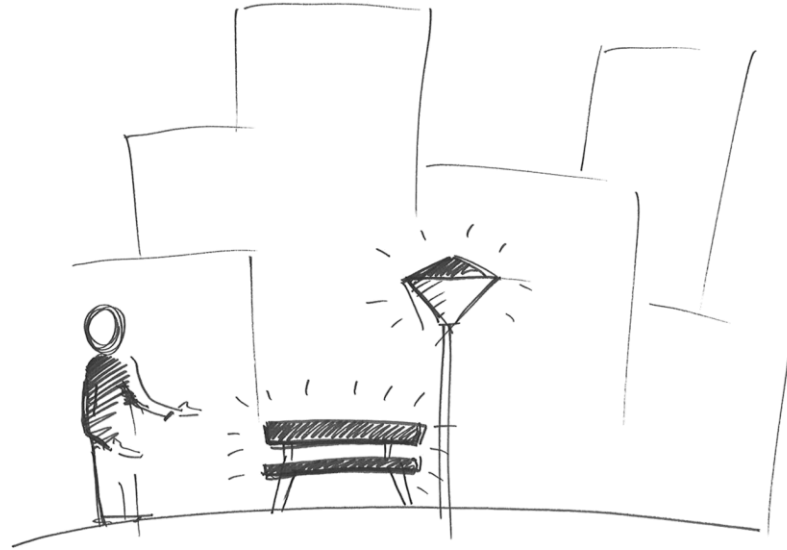
We need more than just a beautiful bike rack



urbanization



cities are brands



public design to create brand carriers



recht door zee

grootschalig

grote visies

ruime blik

divers

aibaar

dansbaar

stad aan de rivier

grote lijnen

durvend

zich openend

groene stad

nachtvisie

wijdse kades

menschelijk maat

uitnodigend

aantrekkelijk netwerk

couleur locale

culturele diversiteit

uitkijkend

stoei

robuust

naar de toekomst

treasures

details

bruisend

landmarks

met jou

zacht





Haven van
Leenzaam

K
K
K

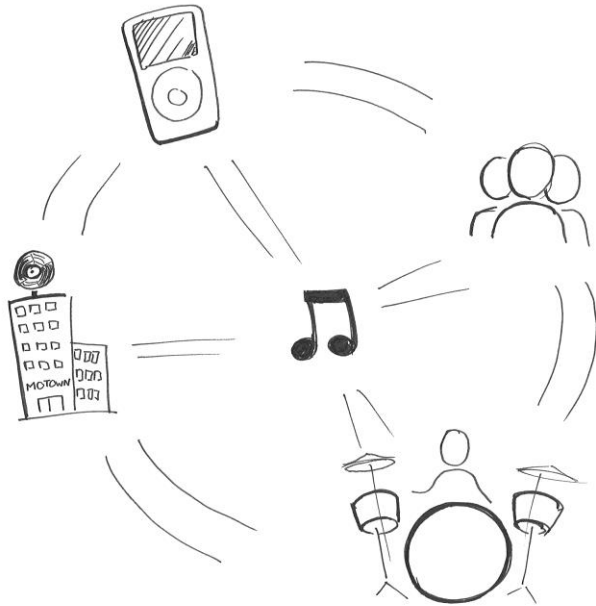
DOBB
SN











learning from the field of product design



examples of public service design



user insight based design



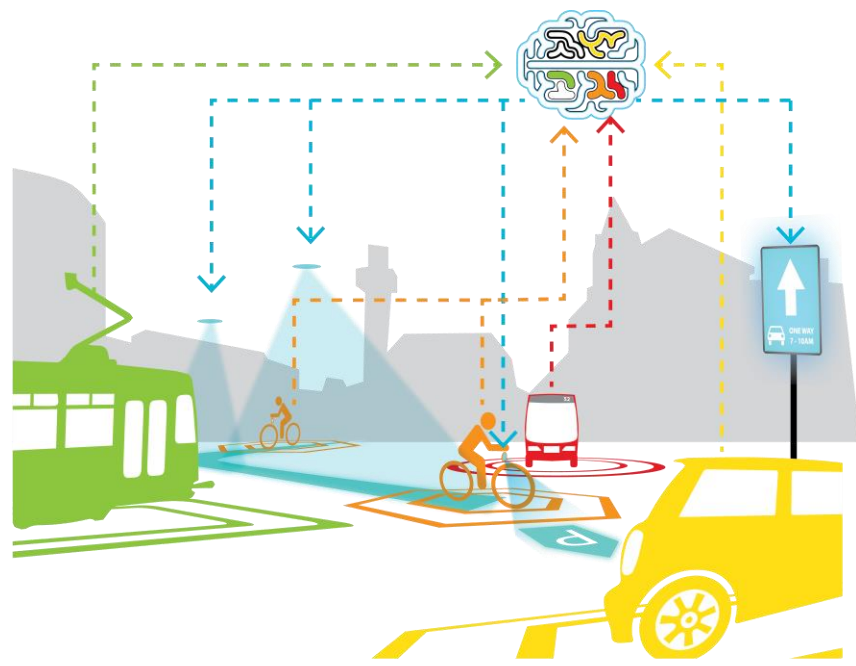




HELSE VELVÆRE

Vend i rygen?





BUSS

until 9AM





Klein's Hotel

EGON

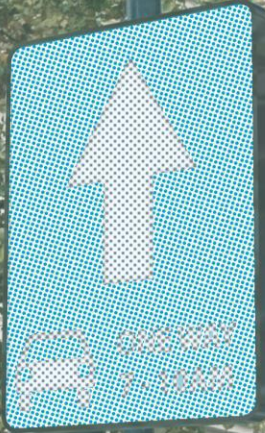
12 free

P





↑
one way
7-9 AM



of single





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www.bach-hansen.com
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public service design by engaging the public

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STARTER
.COM**



Licht 2010
Licht 2010
Licht 2010

halt

G20
White

EUROPEAN
PARLIAMENT

EUROPEAN
PARLIAMENT

EUROPEAN
PARLIAMENT

Havensteder
Ravenstede 1-4-11
Stoudbord metzsch eulin
deVoice Bertho 2012
Konk + Christopek

Havensteder
Huib Sylvia Daniel Anna
Ruus & Rob WaPa
Gerrit en Annelies

Havensteder
Henk van Dijk 11-4-11
LICHT.NL-All
TIMUCIACJORINCANNICK

Henk van Dijk 11-4-11
www.easymontage.nl

Mama wé lève you! G&B
Dick en Corrie

€ Ron, Jaime & Galvino €
www.easymontage.nl

Tom € Marjolein € Kaum
Havensteder

Tragen ohne Klagen
Meine Säulen Heulen

Havensteder

Xandra 120512 Frank

Mennó € Joriske

Familie Pijp, bedankt!

Los Bangeles

Richard & Ma

Pim de Fe

Haven

Tiger

town
bike

Return to any Citi Bike station.

Station	Address	Capacity	Current Bikes	Current Docks
1	100 W 4th St	100	100	100
2	100 W 14th St	100	100	100
3	100 W 24th St	100	100	100
4	100 W 34th St	100	100	100
5	100 W 44th St	100	100	100
6	100 W 54th St	100	100	100
7	100 W 64th St	100	100	100
8	100 W 74th St	100	100	100
9	100 W 84th St	100	100	100
10	100 W 94th St	100	100	100

Unlock NYC.

citi bike

The bikes are on their way.

Text "Cibike" to 55155
for more info or to get the app.
cibikenyc.com

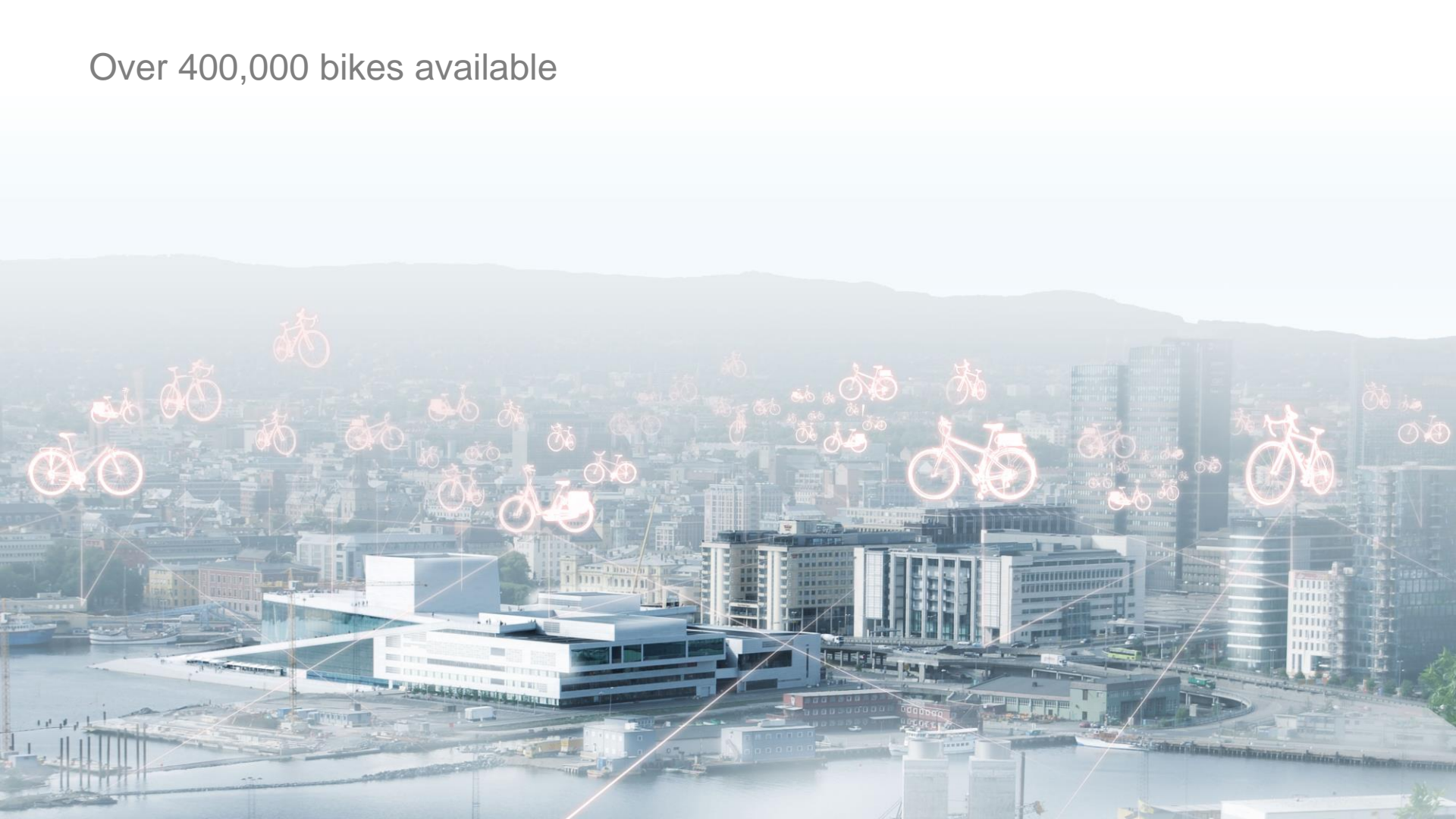


TITAN

THE BIRD

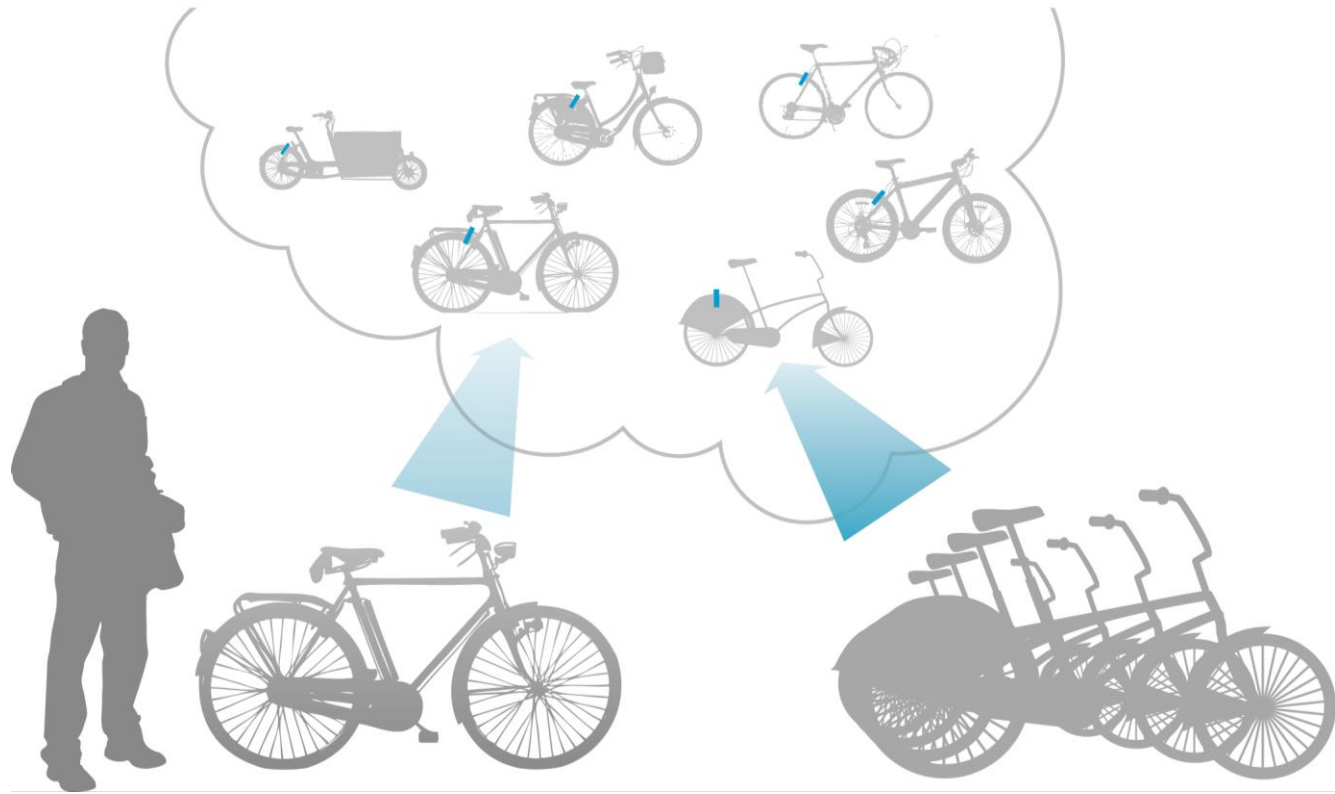


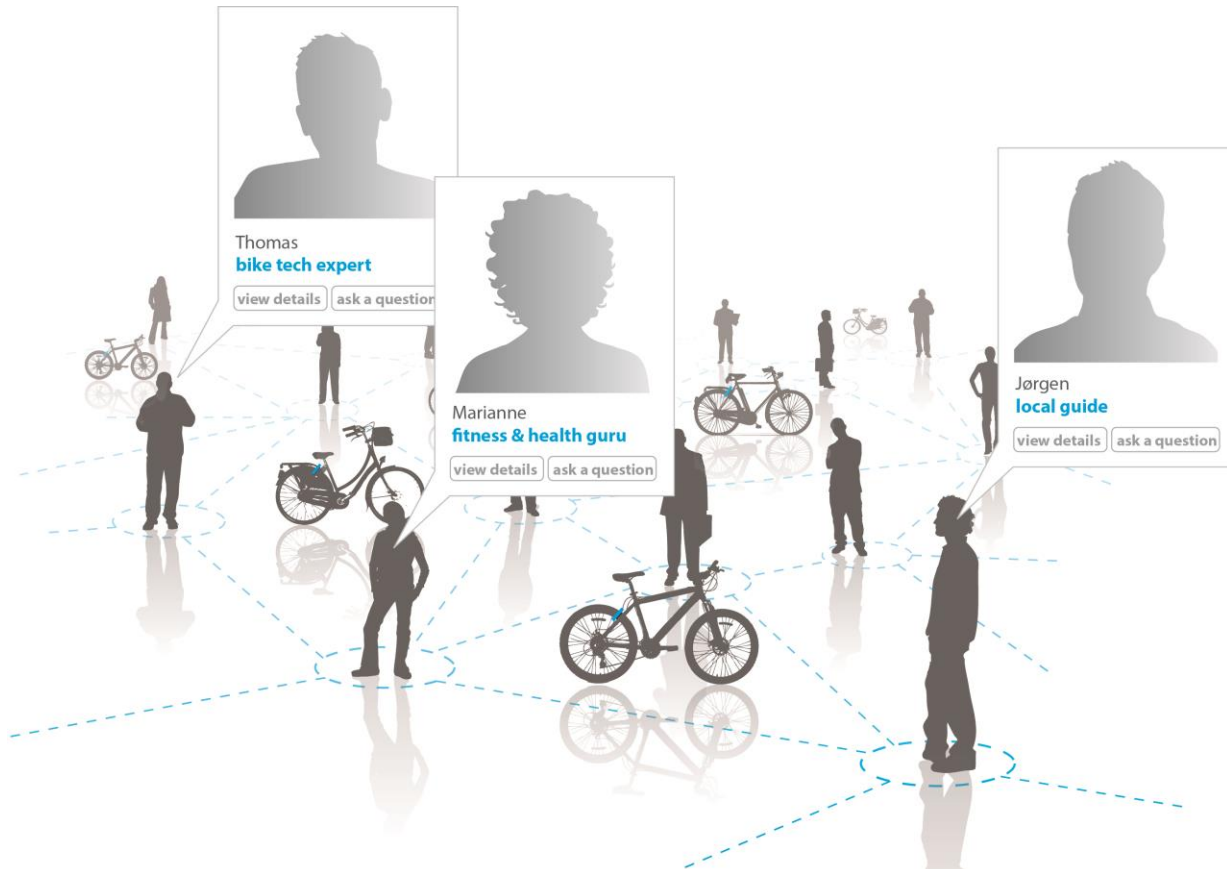
Over 400,000 bikes available





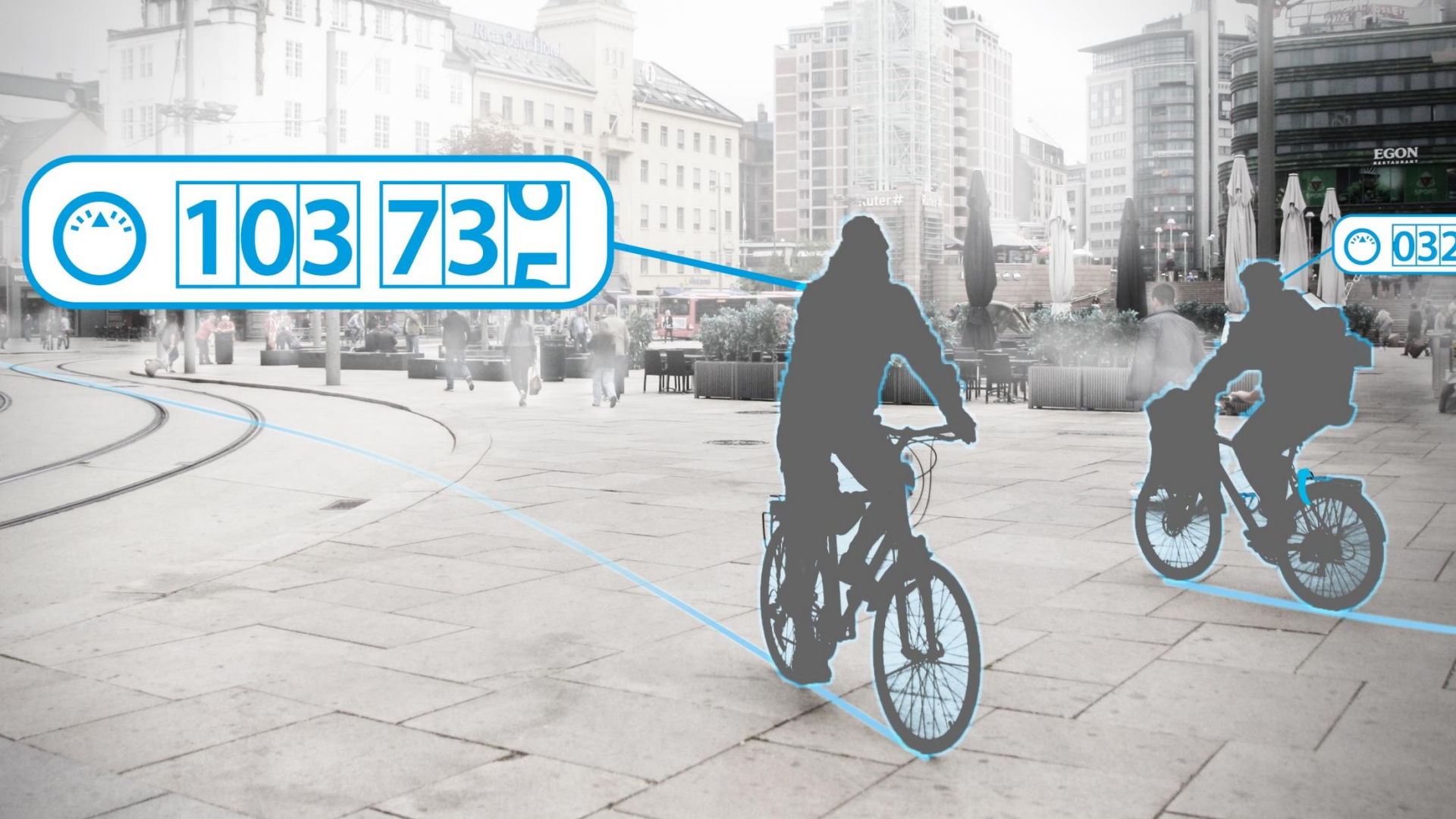
235

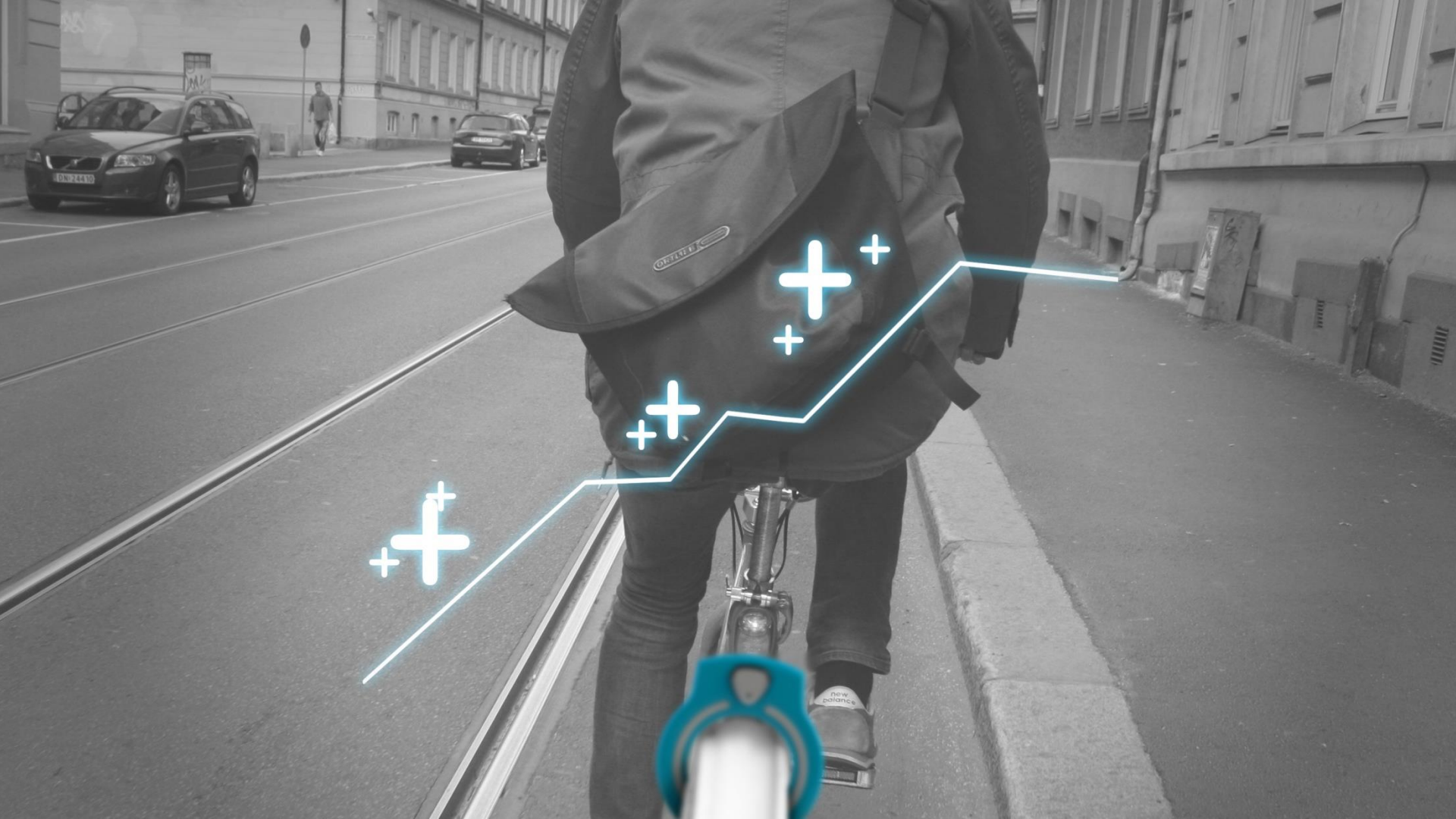




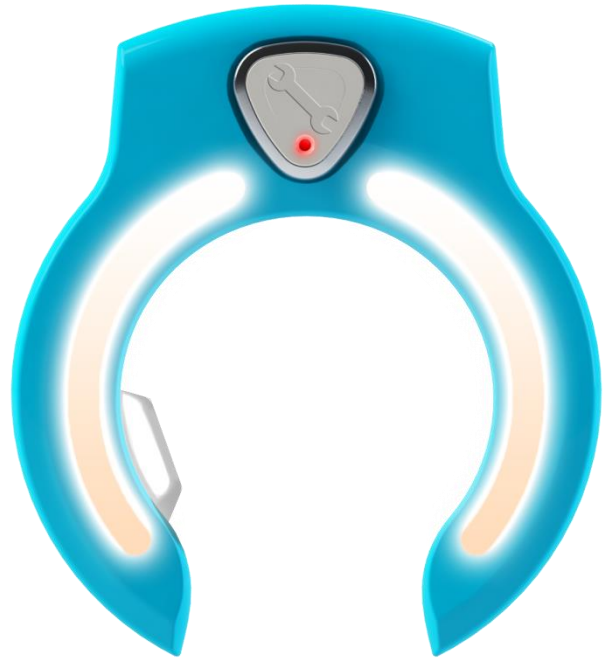
A weather widget with a blue border and rounded corners. On the left is a circular icon of a sun with rays. To its right, the numbers '103' and '73°' are displayed in a large, bold, blue font. A blue line extends from the right side of the widget towards the center of the image.

A smaller weather widget with a blue border and rounded corners. It features a circular icon of a sun with rays and the number '032' in a blue font. A blue line extends from the left side of the widget towards the right side of the image.











loads of opportunities









100

80



→



100

5-25 h

300m

