



Belgium Cycle Chic

Cycle Chic Actions in the City
Benedicte Swennen

Bond Beter Leefmilieu



Cycle Chic – the original

Blog from Copenhagen
Mikael Colville-Anderson



Bond Beter Leefmilieu



Cycle Chic Republic



Bond Beter Leefmilieu

Belgium Cycle Chic

- Since 2009
- Existing bicycle culture in the picture
- Ghent, Brussels, Antwerp, Brugge, Kortrijk...

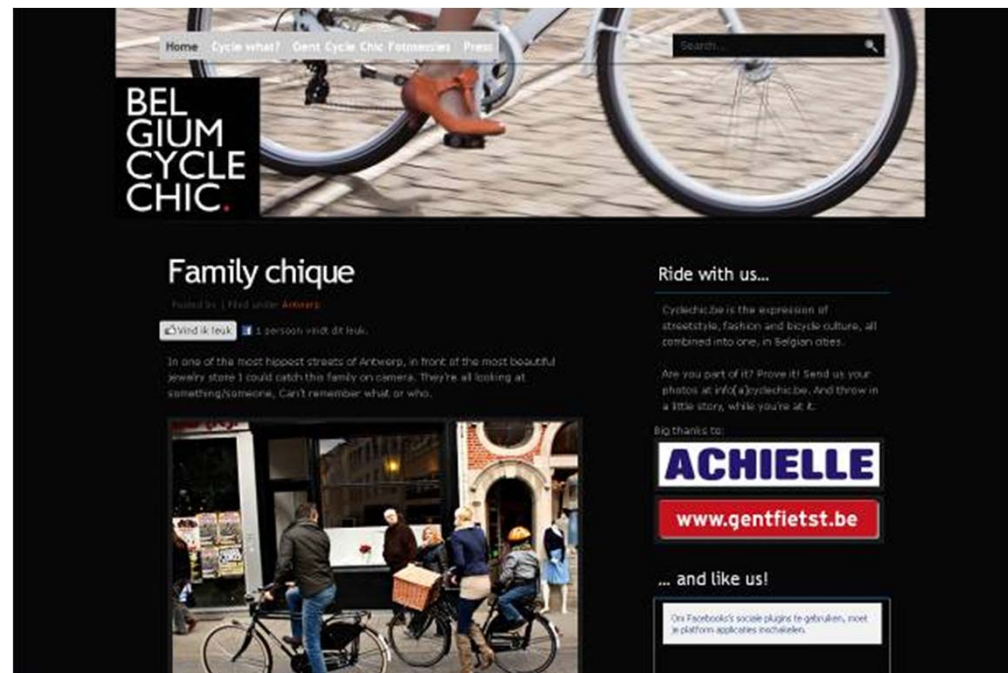


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www.cyclechic.be

- 1.000 visitors / week
- 3.013 Facebook fans
- 834 Twitter followers



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Action 1: Photo shoots & exhibition

Ghent, Brugge, Hasselt



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The results

300 to 450 cyclists in each city

Press at photo shoots



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Open air exhibition

20 photos in exhibition (10 via online voting facebook, 10 jury)



BEL
GIUM
CYCLE
CHIC



Vernissage & press



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Nieuwsblad.be Nieuws Sport Jouw gemeente Life

BRUGGE

Vind ik leuk 3,7K

U bent hier: Home » Brugge

Fototentoonstelling toont Brugse fietscultuur

VRIDAG 07 SEPTEMBER 2012, 03U00 | TDS

1 0 0 0

Aanbevelen Tweeten +1 Reageer

Mail Print

A group of people standing in front of a large poster for 'De Cycle' exhibition, with a windmill in the background. The poster features a group of people and a red circle with the word 'otte'.

Promotion

Flyers & posters in the city to promote the exhibition



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Action 2: Cycling & Culture

- Opera, theater, cinema in Ghent & Hasselt
- 5 to 10 shows: VIP-arrangements
- Promotion via cultural sector



The results

- 50 to 74 cyclists enjoyed the VIP-arrangement
- Item on local TV



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Action 3: Casting & Fashion Show

- 2 Cycle Chic Castings in Antwerp
- 93 cyclists participated



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The results

- 15 cyclists participating
- 1.200 spectators
- Press (newspaper cover, local tv, fashion blogs)



Fashion show in Antwerp

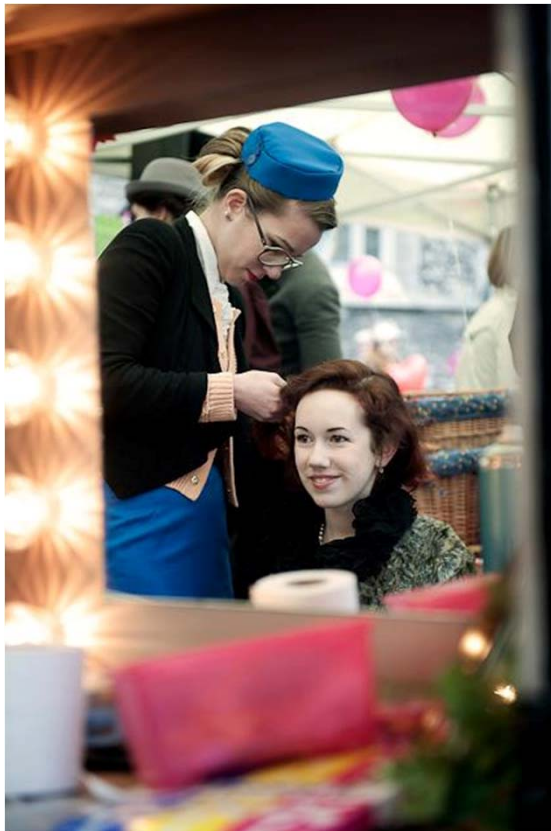


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Action 4: Tweed & Vintage ride

- 100 participants
- Interview on national radio



Cycle Chic in the city 2013

- Brussels: Photo shoot & exhibition
(May – August)
Skirt Bike tour?
- Ostend: Photo shoots & exhibition
(June – October)
- Antwerp: Casting & Fashion show (14 September)
- Ghent: Tweed & Vintage Ride (22 September)



Contact details

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