



THE CONSTRUCTOR'S DESIGN CHALLENGE

SEPT 23/24 2011

WE'RE LOOKING FOR THE ULTIMATE UTILITY BIKE FOR MODERN LIVING

The 2011 Oregon Manifest Constructor's Design Challenge is a one-of-a-kind design/build competition, in which some of the country's best custom bike craftsman and select student teams vie to create the ultimate modern utility bike.

THE CHALLENGE HAS A THREEFOLD MISSION

FIRST, to inspire and foster real design innovation around a bike that recognizes the needs of the everyday lifestyle cyclist. SECOND, to celebrate and champion the resurgence of American craft and making. THIRD, to show riders and enthusiasts that a well-crafted bicycle isn't just for sport and recreation, but can also be a tool integrating seamlessly into everyday life.

WHY A UTILITY BIKE?

The two-wheeled revolution won't come on the saddle of a race bike or a specialty bike. The utility bike is the transportation mode of the future for millions of Americans who want to live healthier, more sustainable lives, but don't think of themselves as "cyclists." The key to realizing this future is thoughtful, innovative bike design that fills multiple needs and fits into their lives.

THE OREGON MANIFEST FIELD TEST

The moment of truth in the 2011 Challenge will be the mandatory Oregon Manifest Field Test. This rigorous road trial will assess the real function of every bike in the challenge, in real world environments including hills, highways, urban scenes and off-road sections.

The Field Test requires riders to keep a brisk pace, and demands a well-crafted, expertly assembled entry in order to complete the route in good time. Mandatory features will be evaluated on this route. Final judging and point tabulation will occur only after all bikes have completed the Field Test.

THE CONSTRUCTOR'S DESIGN CHALLENGE AWARDS GALA

Join us to celebrate the best in functional bike innovation! The Awards Gala will be an amazing party, open to the public, celebrating the incredible achievements of our entrants and the endeavours of the three designer/builder Creative Collaboration teams (see sidebar). Awards will be bestowed upon the top 3 entrants, along with two honorable mentions and a student winner. All entries will be displayed for viewing by attendees.

OREGON MANIFEST™ CREATIVE COLLABORATIONS

3 GLOBAL DESIGN FIRMS
+
3 CUSTOM BIKE CRAFTSMAN
WORKING TOGETHER
TO REFRAME THE FUTURE

IDEO
Palo Alto, California

X
ROCK LOBSTER CYCLES
Santa Cruz, California

FUSEPROJECT
San Francisco, California

X
SYCIP DESIGNS
Santa Rosa, California

ZIBA DESIGN
Portland, Oregon

X
SIGNAL CYCLES
Portland, Oregon

core77

Follow along on design supersite, Core77.com.

The Creative Collaboration teams will work from the same design criteria as the Constructor's Design Challenge entrants.



2011 CONSTRUCTOR'S DESIGN CHALLENGE DESIGN CRITERIA

SPECIFICATIONS

- All entries: points are awarded in three groups of points potential.
- Student entries: points will be skewed heavily toward ideation rather than fabrication.
- Prizes awarded to Best of Show, 2nd Place, 3rd Place entries and two honorable mentions, along with the winning student entry.
- Builders and student teams will have a 3-minute opportunity to present their work and design solutions to the judging panel.
- Winning entries as well as the three design firm/builder Creative Collaboration bikes will remain in the temporary possession of Oregon Manifest through the remainder of 2011 and become part of the Oregon Manifest bike design exhibition.

DESIGN CONSIDERATIONS

Mandatory Features

All entry bikes must possess the following everyday features. Entries that lack any of these features will be deemed invalid.

- Anti-Theft System
- Lighting System (seeing and being seen)
- Freestanding Under Load (while parked) System
- Fender System
- Load-Carrying System

True Innovation: The Heart of the Constructor's Design Challenge

GROUP 1

Genuinely unique, innovative and valid solutions in: 1. **Function** 2. **Material** 3. **Technology** 4. **Adapability** to different environments, situations, and lifestyles.

Design and Execution

GROUP 2

Quality of design, feature integration and final execution should be exceptional.

- **Integration:** Individual design solutions and features should be integrated into a complete, harmonious aesthetic and functional whole, rather than a checklist of details. Each design element/feature should meld seamlessly with the entire bike.
- **Quality of Execution:** Fabrication refinement and quality of execution should be evident in each detail.
- **Aesthetics and Curb Appeal:** Bikes should reflect fresh, new, and original thought appropriate to a modern audience. Bikes should visually attract viewers.

Functionality: The Field Test

GROUP 3

The Constructor's Design Challenge calls for functional design solutions. A bike's ability to perform well on and be equipped for the varying terrain of the Field Test is essential. The Field Test route could include urban scenes, dirt roads, asphalt, gravel, hills, and stairs.

- **Anti-Theft System:** System should prove to be secure and easy to use.
- **Lighting System:** System should aid vision and create visibility on the road.
- **Load-Carrying System:** Entries must carry a variety of loads through a variety of conditions on-course. System should accommodate a small bag of groceries, an oversized postal box, poster tube, and/or a six-pack of beverage containers.
- **Freestanding Under Load System:** Bike must freestand under a variety of loads on a variety of surfaces.
- **Fender System:** Fender system must keep bike and rider clean.
- **Post-ride Condition:** Bikes should complete the Field Test with no resulting loose, inoperable, or broken elements. All mandatory features should emerge in excellent condition and bike should be rattle-free.

INTENT

Oregon Manifest believes that a well-considered, everyday utility bicycle has the power to create revolution.

We seek to inspire custom bike craftsman and designers to develop considered, innovative, and meaningful solutions for the modern everyday rider.

A modern utility bike is a flexible bike that performs well across varied terrain, adapts to different lifestyle scenarios/moments, and is visually attractive to today's consumer.

2011 JUDGING PANEL

JOE BREEZE
Founder, Breezer Bicycles

ROB FORBES
Founder, Design Within Reach and Public Bikes

TINKER HATFIELD
VP, Innovation Design and special projects for Nike

BILL STRICKLAND
Editor, Bicycling Magazine

Moderator:

RON SUTPHIN
President, United Bicycle Institute

TERMS + CONDITIONS

PLEASE VISIT OUR WEBSITE FOR A COMPLETE OVERVIEW OF THE COMPETITION TERMS + CONDITIONS

