

# The Nordic Heritage Museum presents:

## Marketing the Bicycle to the Sub-Conscious Environmentalist

A lecture by Mikael Colville-Andersen

### What:

Lecture by Mikael Colville-Andersen

### When:

Wednesday, October 28, 2009  
7pm - 8:30pm

### Where:

Nordic Heritage Museum

### Cost:

This is a free event

For further information please contact  
Charlotte Lehmann at  
206-789-5707 ext 21 or  
charlotte@nordicmuseum.org

**Nordic Heritage Museum**  
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Join us as Mikael Colville-Andersen explores Copenhagen's journey toward establishing the bicycle as a feasible, acceptable form of transport, as well as the importance of marketing "bicycle culture" to the city's residents.

The 500,000 people on bicycles each day in Copenhagen are not necessarily "cyclists" or "environmentalists"; they merely choose to ride because of safe, quick infrastructure. The result of 30 years of traffic and urban planning is that the bicycle has been demystified. It is no longer merely a piece of sports equipment for enthusiasts - it has become a democratic tool that has liberated the people of Copenhagen from cars and created the foundations for one of the world's most liveable cities.

Mikael Colville-Andersen is a filmmaker, photographer, and journalist who is also Copenhagen's leading bicycle culture ambassador. For more than three years he has been documenting Copenhagen's unique bicycle culture in photographs and films. Colville-Andersen's firm Copenhagenize Consulting advises cities, towns, and organizations on bicycle culture, infrastructure, and urban planning, based on best practices from Denmark and Europe and featuring a unique focus on the anthropological aspects of getting more people to choose the bicycle.

This is a free event, and no reservations are necessary. For more information, contact Charlotte Lehmann at (206) 789-5707, extension 21, or charlotte@nordicmuseum.org.

This event is co-sponsored by International Sustainability Institute and the Cascade Bicycle Club.



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