



Schedule:

Stationary and mobile exhibition

June 6th-8th, Messegelände, Cologne

In the setting of the German Protestant Kirchentag 2007



June 9th-10th: Munich, Leopoldstraße

In the setting of the Streetlife-Festival on the Mobilitätsmeile



Starting June 12th: Munich, Deutsches Museum

Bicycle-exhibition „Rad für jedes Alter“ at „Verkehrszentrum des Deutschen Museums“



September 13th-16th: Cologne, IFMA

Exhibition „Radlust“



Presentation of the concept of „Radlust - Fahrradkommunikation“

June 13th: Munich, Velo-City

Workshop „Communication“ in the setting of Velo-city-Conference, Kulturzentrum Gasteig, 10.30 am to 12:00 pm



Contact:

Forschungspraktikum „Öffentlichkeitsarbeit im Verkehr“

Universität Trier

Abteilung Raumentwicklung und Landesplanung

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Information on Bicycle Communication



Fahrradkommunikation.

**A campaign of the University of Trier
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www.radlust.info

Doubling the share of cycling - a campaign promoting cycling in Germany

The bicycle ...

... it's the world's most used means of transport. Nonetheless there was no development of a noticeable cycling culture in Germany. This is incomprehensible if you consider the wide spread possession of bicycles – diverse potentials and advantages of a sustainable means of transport remain unused.

That's why we decided to deal with the promotion of the federal cycling traffic during our studies. The outcome of our ideas is the campaign called "RADLUST" (which could be translated "the joy of cycling"), which we would like to present under the leadership of Professor Heiner Monheim in Cologne as in Munich.

Be keen!



Motivation

The bicycle is often not recognized as an urban means of transport although it has a variety of usages. Even programs of promotion of the cycling only consider the aspect of a leisure time activity. Facing the current debate about global warming it seems to be incomprehensible why the most mobile and most sustainable vehicle – the bicycle- is not considered.

Nearly all German households possess at least one bicycle. If this potential of wide spread possession of bicycles was used, traffic jams in the inner cities, smog and other pollution emissions would be a part of the past.

Idea

As a group of students we only possess a little amount of time and resources our aim is to set the wheel rolling. People and politicians shall be filled with enthusiasm for cycling through a well-directed media campaign.

A new pleasure of movement shall arise out of the everyday frustration about mobility and the power of habits while driving into traffic jams – to get out of the stuck mobility, the explosion of costs and the climate change.

Are you curious?

Then you should visit us at one of the dates listed overleaf or on our website: www.radlust.info

*Your
Radlust-Team*