


OREGON MANIFEST™

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Oregon Manifest Announces 2011 Competitors and Prize Money

– *Second biennial bike design competition features 34 independent builders from 11 states plus six student teams battling to create the ultimate utility bicycle for the everyday cyclist –*

– *Portland-based United Bicycle Institute donates \$5,000 in prize money for the top builders –*

Portland, Ore. (April 20, 2011) – [Oregon Manifest](#) – the one-of-a-kind American design and build competition that brings together custom bike builders and leading design firms to redefine transportation for the everyday lifestyle cyclist – has announced the participants in the **2011 Constructor's Design Challenge**, which takes place in Portland on September 23 and 24, 2011. This year's diverse line-up features an exciting mix of seasoned frame builders and hopeful up-starts, along with six student teams from design schools and programs.

This year, the bike builders hail from 11 states, from Oregon to Vermont. They include early-generation custom frame builders such as Brian Baylis of Baylis Handmade Cycles, Andy Newlands of Strawberry, Stephen Bilenky of Bilenky Cycle Works, and Cielo by Chris King, plus a number of newer builders, including Ira Ryan Cycles, Hufnagel Cycles, Chapman Cycles and Boxer Bicycles. Also back for 2011 are nine of the 2009 winners, including the 2009 Constructor Design Challenge grand champion Tony Pereira of Pereira Cycles. For a complete list of competitors, visit oregonmanifest.com.



"In addition to some of the most skilled and creative independent frame builders in the country, we're drawing collaborative talent that normally might not be represented at a bike event, such as industrial designers and even a ship builder," said Shannon Holt, Oregon Manifest board member. "It's precisely these types of unique, passionate collaborations that can foster innovative and meaningful solutions for the everyday rider. Oregon Manifest is creating the space to do just that, and we're incredibly excited to see the end results."

This year, thanks to a donation by [United Bicycle Institute](#), the premier frame building school in the nation, the Oregon Manifest Constructor's Design Challenge will feature \$5,000 in prize money for the top three winners (\$3000 for first place, \$1200 for 2nd, \$800 for third).

"UBI has served as an incubator for custom frame building for more than 20 years, and many of the best craftspeople currently building custom frames first picked up a torch in a UBI class," said John Baxter, administrator of UBI. "Oregon Manifest's mission of driving bike innovation is completely in line with who we are as a school, and so sponsoring the prize – and upping the ante for the winners – is an exciting way for us to support this important event."

2011 Student Teams

Adding to the innovation energy of this year's Challenge are six teams of design school students. These student teams are working from the [same design criteria](#) as the 35 frame makers.

The 2011 student teams are:

- Art Institute of Portland's Industrial Design Program
- California College of the Arts
- Pacific Northwest College of Art's Applied Craft and Design MFA program
- Rhode Island School of Design
- University of Colorado at Boulder
- University of Oregon's Industrial Design program

In some cases, Oregon Manifest is being fully integrated into the school's course work. University of Oregon is creating a two semester program out of the Design Challenge. The instructor, Christian Freissler, is a designer at Ziba Design, and the co-instructor, James Molyneux, works at Nike's Design Kitchen.

Creative Collaborations

In tandem with the 2011 competition are the Oregon Manifest [Creative Collaborations](#). In these unparalleled partnerships, three global design firms have each been paired with accomplished custom bike builders to push the boundaries of what a modern utility bike can be. Each team is working from the same brief as the Constructor's Design Challenge, and their progress is being chronicled through monthly online updates hosted by Oregon Manifest's-media partner, industrial design supersite [Core77](#).

2011 Creative Collaborations Teams:

- [IDEO \(Palo Alto, CA\) + Rock Lobster](#)
- [fuseproject \(San Francisco, CA\) + SyCip Design](#)
- [Ziba Design \(Portland, OR\) + Signal Cycles](#)

The 2011 Constructor's Design Challenge

The custom bike builders, student teams and Creative Collaborations will all test their mettle against Oregon Manifest's [rigorous design criteria](#) in pursuit of the ultimate modern utility bike that addresses the needs of the everyday rider in an innovative, highly considered way. Participants in the Constructor's Design Challenge will be faced with building a bike that is flexible, durable, able to carry reasonable loads with ease, and ready to accommodate the many small and large challenges of everyday riding. Transportation bikes must be sturdy and durable, yet nimble enough to provide all-around utility during a short trip or a longer haul.



The moment of truth in the 2011 Challenge will be the mandatory Oregon Manifest Field Test, which will take place in Portland on Saturday, September 24, 2011. This rigorous road trial will assess the real function of every bike in the challenge, in real world environments including hills, highways and off-road sections. It will include several on-road checkpoints where judges will evaluate specific features of each bike. The Field Test requires riders to keep a brisk pace that will stress their bikes to the limit, and demands a well-crafted, expertly assembled entry in order to complete the route in good time. Final evaluation and point tabulation will occur after all bikes have completed the Field Test.

Preceding the Field Test is the preliminary judging and public viewing of the Constructor's Design Challenge entries, which will take place at [Pacific Northwest College of Art](#) on September 23. From 7:00-10:00 PM, the public is invited to view the entries and meet the makers behind the bikes. Also that evening, the 2011 Field Test route will be unveiled.

2011 JUDGING PANEL

The 2011 Oregon Manifest Design Challenge's judging panel includes renowned design professionals, a cycling pioneer, and a representative from national bicycling media. They include **Tinker Hatfield**, vice president of Innovation Design and special projects, Nike; **Rob Forbes**, founder, Design Within Reach and PUBLIC Bikes; **Joe Breeze**, founder, Breezer Bicycles; and **Bill Strickland**, editor, *Bicycling* magazine. The panel will be moderated by **Ron Sutphin**, president, United Bicycle Institute.

ABOUT OREGON MANIFEST

Oregon Manifest exists to celebrate and amplify bike craft, design and innovation. They believe that real innovation happens in workshops, garages, design houses and schools. Oregon Manifest values the process of making, the spirit of ingenuity and the passion of brave undertakings. Oregon Manifest is a non-profit organization. oregonmanifest.com



ABOUT THE LEVI'S® BRAND

Presenting sponsor for the 2011 Oregon Manifest, the Levi's® brand epitomizes classic American style and effortless cool. Levi's® jeans were invented by Levi Strauss & Co. in 1873 and have since become one of the most recognized and imitated clothing items in the world – capturing the imagination and loyalty of people for generations. Today, the Levi's® brand portfolio continues to evolve through a relentless pioneering and innovative spirit that is unparalleled in the apparel industry. Our range of leading jeanswear and accessories are available in more than 110 countries, allowing individuals around the world to express their personal style.

This summer the Levi's® brand will introduce a new series of products designed and optimized specifically for the needs of the urban commuter cyclist. The Levi's® "Commuter" series blends form and function by utilizing the most cutting-edge performance apparel technologies. The line is built around the 511® Skinny Jean, the brand's most popular skinny fit for men and features fabric and construction upgrades that increase mobility and durability, while protecting cyclists from the potential hazards of their daily commute. For more information about the Levi's® brand, its products and stores, please visit www.levi.com.