

OREGON MANIFEST™ PRESENTED BY LEVI'S

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## 2011 Oregon Manifest Winners Announced

*– Tony Pereira of Pereira Cycles of Portland wins \$3,000 first prize for a bicycle featuring an electric-assisted riding gear, locking carbon fiber storage box and unique integrated U-lock; University of Oregon takes home top student prize with their campus bike –*

**Portland, Ore. (September 26, 2011)** – After rigorous judging and a 51-mile field test, the winners of the [Oregon Manifest Constructors Design Challenge](#) were announced Saturday night, September 24, at an awards gala before a crowd of more than 1,000 onlookers. The one-of-a-kind American design and build competition brought together custom bike builders and leading design firms to redefine transportation for the everyday lifestyle cyclist. This year's diverse line-up featured an exciting mix of seasoned frame builders and hopeful up-starts, along with six student teams from design schools and programs.

It's a common perception, one that was heard this year from many world-class bike builders who took part in the [Oregon Manifest Constructors Design Challenge](#): The bicycle is a mature design form. It was perfected a century ago with the double-diamond "safety bike" frame design, and it's almost impossible to significantly improve on.

But it doesn't appear that the Oregon Manifest builders had trouble coming up with innovations. Both the judges and the audience of this year's competition were energized and animated, talking about individual innovations and game-changing design shifts, using phrases like "glimpse into the future," "tremendous diversity of ideas" and "relentless innovation."

Said Tinker Hatfield, the renowned Nike product designer and one of the judges for the competition: "We need to adjust our view of the cycling future."

Awards for the [Oregon Manifest Constructors Design Challenge](#) went to:



**First:** [Tony Pereira of Pereira Cycles](#) of Portland with a \$3,000 prize. Pereira won the first Manifest, in 2009.

*Key features:*

- Designed as a car replacement: an alternative for the 82% of under-5 mile trips made in the US each year.
  - State of the art electric assist helps the rider get to destinations quickly, without over exertion.
  - Lockable storage allows valuables to remain on the bike while rider steps away.
  - Integrated sound system provides music safely without the need for headphones.
- Integrated lock system on top disables steering and stabilizes bike under load.
  - Upright seating position for comfort and visibility when riding in traffic.



**Second:** [Tsunehiro Cycles and Silas Beebe/ID +](#), both of Portland, with a \$1,200 prize

*Key features:*

- Retro-reflective powder coat makes entire bike frame reflective at night.
- Electro luminescence strips sewn into panniers for enhanced rear visibility at night.
- 360 degree visibility handlebar stem spacer ring lights further enhance visibility.
- Easily removable and detachable seat for passengers.



**Third:** [Cielo by Chris King of Portland](#), with an \$800 prize.

*Key features:*

- Twin top tube holds u-lock and pump
- Strutless fenders for simplicity and cleaner look.
- Universal light mount can accommodate any off-the-shelf light.

- Internal cable system protects saddle from theft.

**Honorable mentions:** [Cutter Design](#) of San Luis Obispo, Calif. and [Frances Cycles](#) of Santa Cruz, Calif.



**Student category winner:** [University of Oregon](#)

*Key features:*

- Retractable kick-stand hidden inside the frame
- Customizable with removable frame inserts and matching grips and pedals

### **The Winning Vision for Pereira**

Pereira's bike went to the core of the contest's long-term goal: to change how and why people ride bikes, by building the ultimate modern utility bike. His design attacked the central conflict in this effort: get people out of their cars and onto bikes.

"When Tony came in for his presentation, he told us, 'This is a replacement for a car,'" said Bill Strickland, editor at large for *Bicycling* magazine, one of the judges. Pereira's bike features an electric motor that provides power assist to the cyclist when needed. It has hard-shelled, locking luggage compartments. It even has an onboard sound system – an integrated boom box.

"It's got an engine, a locking trunk and a radio," Strickland said. "It was like a party when he rolled into the check stations on the test ride," Hatfield added.

"It was the spirit of this bike that stood out," said Rob Forbes, founder of Public Bikes and Design Within Reach. "It was a little rough, but combining riding with music, making it fun, making it a community experience – that made it extraordinary."

"Sometimes as old-school guys, we take a purist approach to cycling," Hatfield continued. "Tony made us realize that maybe we've been a little behind the times. We need to adjust our view of the cycling future. This is the future of cycling for people who aren't super-fit. He showed us a gorgeous way to introduce new technology and have fun at the same time."

### **Innovative Student Teams**

This year, 34 bike builders hailing from 10 states, from Oregon to Vermont, provided innovative entries. Student teams from 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 and the University of Oregon's Industrial Design program also entered the competition.

The students of University of Oregon wowed the judges with their clever campus bike – a versatile bike designed for student life. Their themes of modularity, simplicity, and integration were spotlighted in many interesting solutions, including a retractable kick-stand that hid inside the frame, and the option to allow students to customize the bike with removable frame inserts and matching grips and pedals. As judge Tinker Hatfield noted “The U of O bike came in with a naïve, fresh, creative approach. They weren’t locked in to a traditional version of a bike. There were more beautiful bikes out there, but theirs was fresh – the future.”

In tandem with the 2011 competition were 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.

#### The 2011 Creative Collaborations Teams:



#### [fuseproject \(San Francisco, CA\) + SyCip Design](#)

Fuseproject: Yves Behar, Josh Morenstein, Nick Cronan, Noah Murphy-Reinhertz, Jade Dalton  
Sycip Designs: Jeremy Sycip

- Modular cargo platform.
- Roll-up-and-go integrated locking.
- High visibility tire



#### [IDEO \(Palo Alto, CA\) + Rock Lobster](#)

IDEO: Adam Vollmer , Kyle Doerksen , Purin Phanichphant, Adam Reineck, industrial designer  
Rock Lobster: Paul Sadoff, framebuilder

- Integrated electric hub motor, lithium-ion battery pack, and custom cycle computer for seamless electric pedal assist when desired.
- Quick-release front rack mechanism to rapidly add, remove, or exchange various cargo-carrying

accessories.

- Built-in high-powered front and rear lights with ambient light sensing

- Hand-made leather bag and details, grips, steam-bent ash fenders, and other custom accessories.



[Ziba Design \(Portland, OR\) + Signal Cycles](#)

Ziba: Paul Backett, Dan Rowe, Sam Amis, Hannah May, Jaclyn Kampmeier, Paul Petri, Bruce Willey, Amin Zahiry, John Vieira, Dave Saylor, Julia Carpenter  
Signal Cycles: Matt Cardinal, Nate Meschke

- Smart locking system that isolates the bike even if the lock is cut!
- Frame that is designed to live outside with paint that ages gracefully.
- Sidecar that can be folded up as an integrated rack or deployed to carry large loads.
- Pair of quick-release weatherproof pannier bags that are compact and lockable.

**BIKES ON DISPLAY THROUGH OCT. 29**

The winning Constructor's Design Challenge and the three Creative Collaboration bikes will be on display in the heart of the Portland art and design community: at the Museum of Contemporary Craft. From September 27 through October 29th, the Oregon Manifest exhibit will feature our winning entries and the 3 Creative Collaboration bikes. Join us at the museum for these events:

**Oregon Manifest at the Museum of Contemporary Craft, Portland, OR**

Tuesday Sept 27 through October 29  
724 NW Davis Street / 503 223 2654  
[www.museumofcontemporarycraft.org](http://www.museumofcontemporarycraft.org)

**First Thursday Opening For The Oregon Manifest Exhibit**

Oct 6 / 11am – 8pm  
Free public entry

**Collaborations: Designers And Craftsmen Working Toward Innovation**

October 8 / 4pm – 6pm  
Ziba Design and Signal Cycles will discuss their unique collaboration process and recount how they arrived at their final design. Moderated by the online host of the Oregon Manifest Creative Collaboration Journals, Core77. All Creative Collaboration bikes will be on display aside the winning Constructor's Design Challenge winning entries.

Free entry to museum members, children under 12, PNCA staff, faculty and students. \$4 general admission to non-members / \$3 admission for students and seniors.

**Meet The Makers: Bike Craftsmen From The Oregon Manifest Constructor's Design Challenge**

Meet the Oregon Manifest Craftsmen and view the winning bikes up close.  
October 15 / 4pm – 6pm

Free entry to museum members, children under 12, PNCA staff, faculty and students. \$4 general admission to non-members / \$3 admission for students and seniors.

### **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](http://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](http://www.levi.com).*

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