



FEATURED IN THIS ISSUE



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- NEW YEAR "REVOLUTIONS" / 2018 - HERE WE COME

LIGHTS CAMERAS ACTION

THE EMBASSY GOES TO THE MOVIES



The later half of 2017 has been full of movies, photos, and lights. From the Firefly Ride, to Bikes vs. Cars, we've been busy trying to get the cycling message up on the silver screen. In the process we've made some new friends and learn a lot about working together as an international team.

In this Winter Report we cover our busiest fall schedule we ever had and some of our many ongoing winter events.

For instance, we hosted the Tokyo CycleHack back in August. In September we held the annual Firefly ride in Tokyo (it was postponed this year due to a super typhoon).

Next came the second screening in Japan of the movie "Bikes vs. Cars", this time in Yokohama. Then the screening of our own documentary "Designed without You", a short film that looks at Tokyo from a foreign cyclist's point of view.

Currently we are excited to be showing off the lights of the city with illumination bicycle rides to see all the Christmas lights around Tokyo and Yokohama.

However, as the light from this year slowly fades to black, we start a new chapter in our ongoing saga. However, unlike the movies, our plotline will take to places we can hardly imagine and all we can do is hold on to our handlebars and enjoy the ride.

The adventure is about to begin.



CYCLEHACK TOKYO 2017

THE GLOBAL MOVEMENT KNOWN AS “CYCLEHACK” WAS BACK IN TOKYO

It was the same year as the first CycleHack Tokyo in 2015 that the Cycling Embassy of Japan was started. CycleHack brought together like-minded individuals who really wanted to make a difference in Tokyo. They wanted to go out onto the streets and reclaim it for the people. Take back the valuable property and turn parking spots into parks, spread joy with cute bike attachments, and change the way we see cycling in the city. CycleHack was the spark that lit the flame of so much more.

So this year when CycleHack HQ in London asked us if we would take the reigns and host the 2017 event in Tokyo, we couldn't pass it up.

CycleHack is a global movement that supports people with the tools & platform to design, prototype and test new innovations that make cycling more accessible, safer, and fun!

CycleHack Tokyo was an independent event hosted as part of the 2017 Global CycleHack Event & is operated under a license from CycleHack Ltd™.

For us CycleHack Tokyo was less about tech hacking and more about building a connection with the cycling enthusiast community. Our event may have been small but it produced some interesting and useful ideas. The best way to explain them is just to show them here.

So without further delay and in no particular order, I present the 2017 Tokyo CycleHacks:



1 BLASTER LIGHTS

Presented by Brad Bennett in anticipation of the Firefly ride, this concept revolves around the idea that lights make cyclists safer at night. Using everyday items such as PET bottles and inexpensive lights, adults and kids can customize their own bicycle lights and have fun in the process.

To top it off Brad also presented a follow-up project that showed how participants could make a light-up safety strap using some of the same inexpensive lights and a high-viz sash.



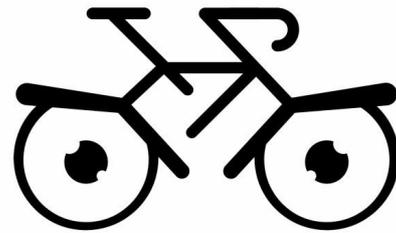
CYCLEHACK TOKYO 2017

2 EYES ON YOU

Tackling one of the more international challenges of “bicycle-lane-parking”, this group came up with a clever hack to place stickers and notes on vehicles who are found parked in bicycle lanes.

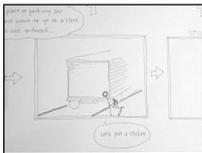
The stickers each had a URL that would lead to a webpage that helped the violator understand the dangers they create when plopping their machines in the middle of a cyclist’s thoroughfare.

Also, it’s to remind these lane-blockers that cyclists can clearly see the laziness and discourteousness of such an action and will liberally toss some shade in their direction.



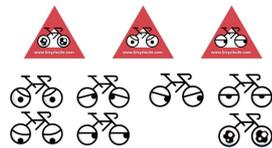
EYES ON YOU!

STEP 1



PUT A SPECIAL STICKER ON THE PARKED CAR

STEP 2



PROTOTYPE OF STICKER DESIGNS

STEP 3



WEBSITE

STEP 4



WEBSITE

3 CAUTION CAT

Using performance art as a plea to humanity, Kosuke designed a short demonstration about the tendency for vehicle-drivers to be furious about cyclists causing them to reduce their speed but politely slow down or come to a stop for fuzzy cute little creatures crossing the road.

The ease at which we can de-humanize our neighbors, make an enemy of our brothers, and cause malice toward our mothers is a sad truth usually reserved for those given the tools of power. Kosuke illustrated this by dressing Megumi up as a cat and sending her out onto the street.



CYCLEHACK TOKYO 2017

4 CONE-MAN

Another demonstration of trying to force drivers to actually think about the ramifications of their actions, this time Kosuke went out on the street himself, dressed as a cone.

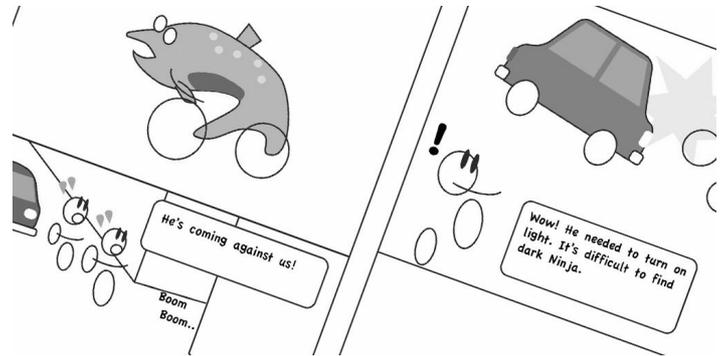
Once he had cloned himself he created a line of human cones protecting one of the very few bike lanes in Tokyo.



5 NINJA SALMON MANGA

No it's not exactly a stealth fish with throwing stars. It has to do with a bit of dangerous cycling behaviour. "Ninja" refers to the lax use ones headlamp during low light times of the night. Making the cyclist almost invisible. "Salmon" refer to riders who go the wrong way and nearly crash into the cyclist who know to stay to the left side of the road.

Flowing with traffic is safer for both the deluge of vehicles and fellow less-spawn-like cyclists. This short cartoon illustrates this concept in a few short frames.



WARNING
Deer



WARNING
Hedgehog



WARNING
Salmon



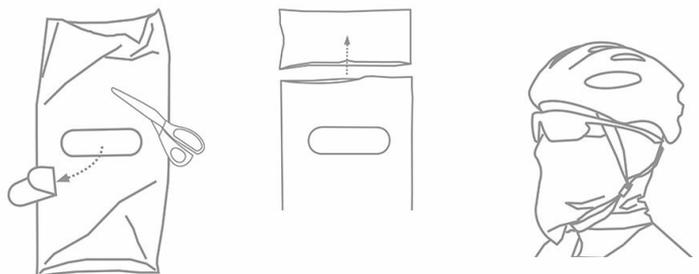
WARNING
Ninja

6 DIY BALACLAVA

No need to get the face-chills this winter, Youhei has the solution. What is unique about this head heating device is the chimney-like noggin hole at the very top.

This way the beardless among us can keep their cheeks warm but not overheat as the helmet vents allow the wind to blow through the exposed hair. Make your own DIY Balaclava today.

Youhei also showed us his solution to a new section of road being planned at the moment.



TOKYO FIREFLY RIDE



After being postponed due to a typhoon, the annual Tokyo Firefly Ride was a great success. Around twenty people came out to show their illumination creations.

Extra special this year was the support from our local community. BERN helmets provided both additional head protection and also their new rear helmet USB light. Also, LIVE JUICE set up a table outside their Shimokitazawa shop for all of us to try their fresh pressed organic juice.

We also had many people wish they could attend but missed it because of the weather cancellation. Don't worry, we will do it again.

If you want to set up your own Firefly event in your city, please contact us and we can provide you with all our design assets.

We would love to see all the illuminated bikes from all over the world.

cycling.embassy.jp@gmail.com



BIKES vs CARS



A big round of applause to James and Kosuke for bringing the movie back to the big screen in Japan. Last year we proudly presented “Bikes vs Cars” for the first time in Japan. This year it was time for Yokohama to have a same privilege. Afterward members from the Cycling Embassy of Japan had a short presentation and Q&A session. Kosuke, Megumi, Gakusen, and James fielded questions relating to the movie but also questions about cycling infrastructure and behaviour in Japan.

A common point made by many Japanese audiences is that there is less of a battle for the roads in Japan, less road rage, less confrontation between road users.

While it may seem that way, there may not be an all out war here but little battles happen all over the city every day between cyclists and drivers. The movie simply asks which side do you really want to be on?

WWW.BIKES-VS-CARS.COM

DESIGNED WITHOUT YOU

A NEW DOCUMENTARY ABOUT FOREIGN CYCLISTS IN TOKYO



Watch out Hollywood the Cycling Embassy of Japan just premiered its first documentary called “Designed Without You” a nod to the fact that Tokyo's development forges ahead and all we can do as cyclists is look on and watch from our bike saddles.

We talk with foreign cyclists and talk about issues such as Aesthetics, Human Scale, Safety, Freedom, and Infrastructure.

During the premiere I was able to give the group an update on the people who were interviewed for the film.

Many of them had been in situations with cars resulting in injuries, damages, and misconduct.

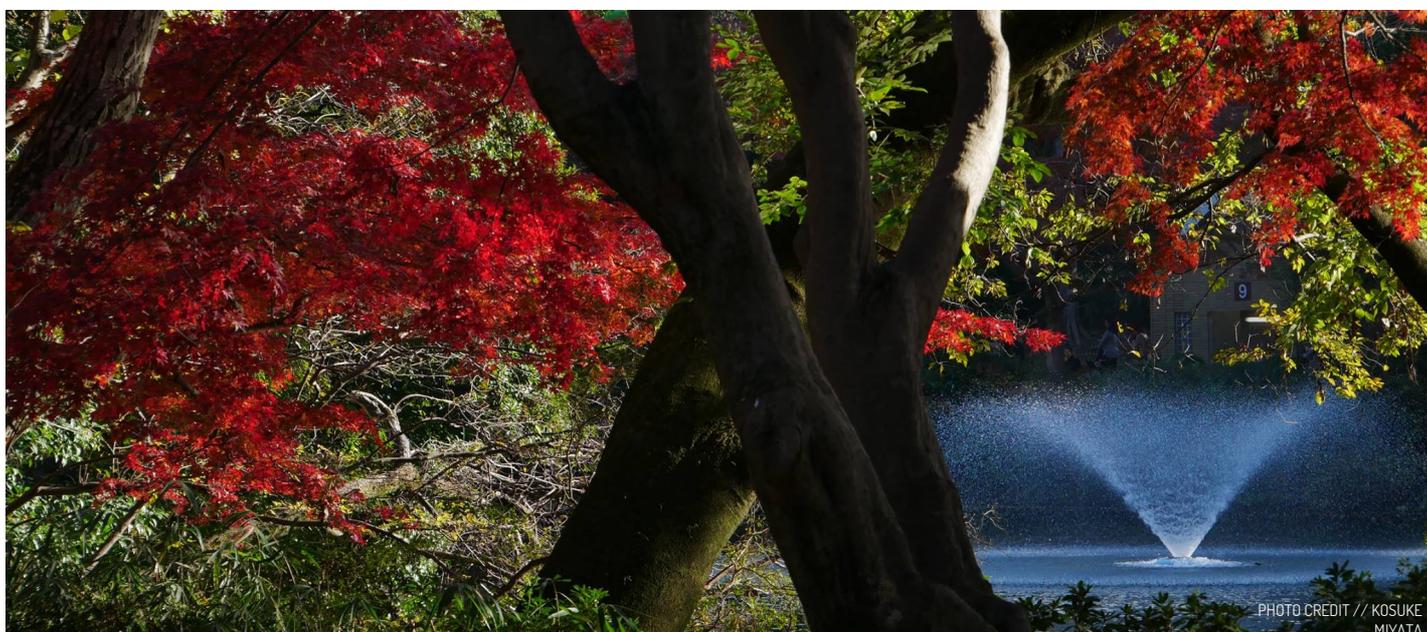
They all pointed out how this could be solved if the city would seriously think about redesigning the city to fit the needs of the cycling community.

WWW.CYCLING-EMBASSY.JP/DESIGNED-WITHOUT-YOU

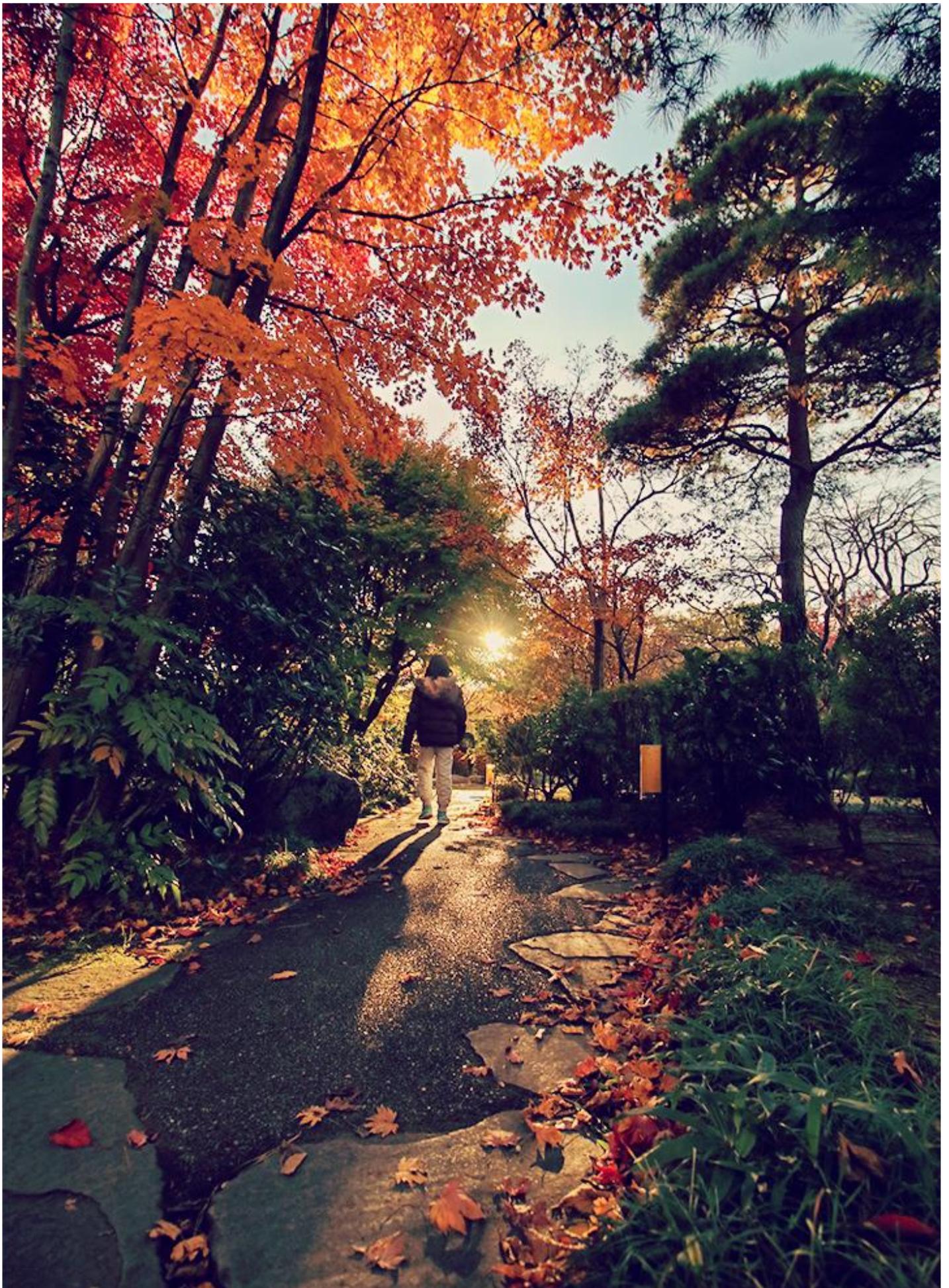
TOKYO'S SECRET COLORS

Our crew of cycling advocates also happen to be a bunch of shutterbugs.

Check out some amazing bicycle related autumn photos from Brad, Kosuke, Youhei and myself.







JINGLE YOUR BICYCLE BELLS

This Christmas we jingle our bicycle bells all the way around town.

A special Tokyo Winter Illumination Rides, brought to you by **Freewheeling Japan**.

From **Dec. 16 - 24** the rides took a trip around Tokyo to discover the crazy bright Christmas light displays around Tokyo. What better way to go blind!



WWW.FREEWHEELING.JP



CELEBRATING HUMAN POWER WITH LIGHT-FOOTPRINT TOURS

FREEWHEELING

TOKYO BIKE ADVENTURES X URBAN HIKING

FREEWHEELING.JP

SANTA-SAN RIDES

This season Mr. Claus (and all his clones) came out for a couple of bike rides around Tokyo and Yokohama. He wanted to give gifts to all those who have been good cyclists this year.

Too bad some drivers just got a lump of coal in their back seat. #Sad



WWW.VIMEO.COM/248639657



FUTURE PROJECTS

TURNING OVER A NEW LEAF

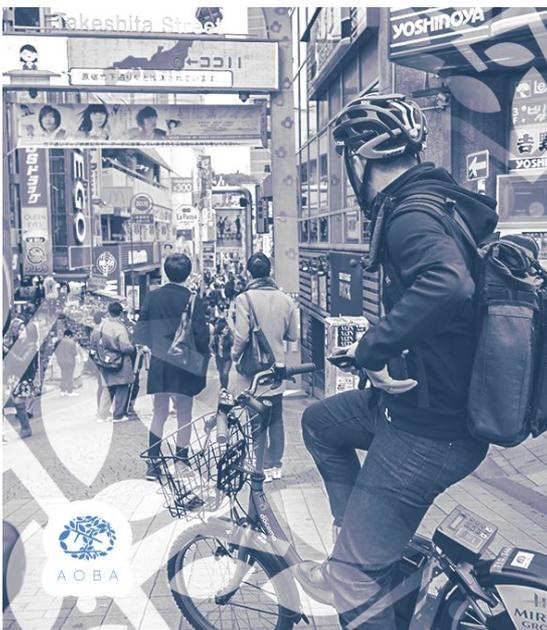
The Cycling Embassy of Japan is based in Tokyo but we are always trying to build a network beyond the capital city.

We know a bunch of people are doing amazing bike adventures around Japan and we would like to build a network of like-minded folks from around Japan.

If you or someone you know of fits the following criteria, they should contact us and request a review to join the network we are calling. "Alliance Of Bicycle Adventures (AOBA)"



A O B A



**submissions are evaluated for quality and performance before given the AOBA seal of approval.*

CRITERIA:

- *Must be cycling or bicycle related*
- *Must be foreigner friendly (both language and attitude)*
- *Must provide a unique experience*

BENEFITS:

- *Join a larger network and get promoted by other members*
- *Get feedback about your offering and learn how it could be improved*
- *Greater exposure via the portal website and news articles*

FUTURE PROJECTS

EMERGENCY CART



The next big earthquake, super typhoon or man-made disaster is right around the corner. We would like to be somewhat prepared for the aftermath. One thing we need in our modern existence is access to electricity and transportation. Trains stop running, truck can't fuel up, planes and helicopters are used in worst case scenarios.

The one item that survives and keeps moving after a disaster is the good 'ol bicycle.

With this in mind we know that a bicycle is a valuable asset to have post-disaster and a trailer for hauling things would make it even more valuable. What is that trailer could also be used to charge our devices and small appliances. This is the aim of our project called **RICHA** (short for re-charge and also is the reverse order of チャリ).

The idea is that as the wheels turn they charge via a dynohub a small battery. Once it is done for the day people can plug in their devices and hopefully charge their phones so they can contact their loved ones and let them know they are OK.

THE DESIGN

We have an early concept for what we think the RICH A will look like. It needs to be narrow enough to get around the Tokyo backstreets and durable enough to handle a dystopian landscape. It needs to be simple and provide for a bit of tinkering to facilitate people's ingenuity that comes from necessity.

THE CART

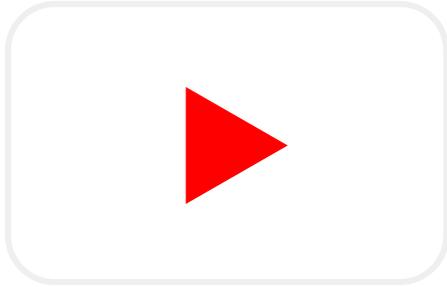
Earlier this year I meet with a company in Tokyo that manufactures the bicycle trailers used by Sagawa Express and Yamato Transport logistics companies around Tokyo and other parts of Japan. They are durable and can be configured to fit any need, including a firehose trailer or festival ramen stall. So, I have a feeling they can help us out with this project.

THE ELECTRONICS

This side of things we will need a bit of help with. Not being an electrician myself nor is anyone else at the Cycling Embassy of Japan we will need someone who has the engineering smarts to help with that side of things.

FUTURE PROJECTS

TOKYO BICYCLE HEROS



Open call to anyone with connections with someone who works alongside a bicycle or use a bicycle in their everyday life. Moms taking kids to school, delivery guys with fresh meals, or local bike shop owners.

If you know someone of interest send a note to the following email address:

T B H @ S T U D I O F E Y E N . C O M

SPECIAL THANKS TO
THESE LOVELY FOLKS:



YOKOHAMA
RIDES & RENTALS

FREEWHEELING
TOKYO BIKE ADVENTURES × URBAN HIKING

EMBASSY OF JAPAN CYCLING HANDBOOK



CYCLING-EMBASSY.JP/HANDBOOK

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