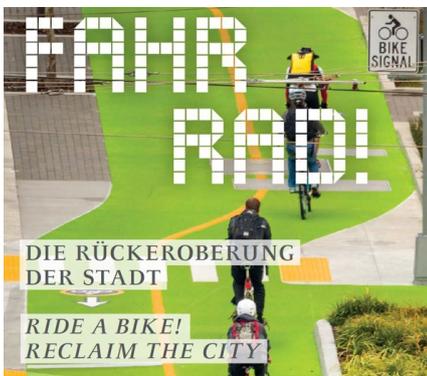


"RIDE A BIKE! RECLAIM THE CITY" EXHIBITION OPENING

12-04-2018



On Friday April 20, 2018, the German Architecture Museum (DAM) in Frankfurt will open its latest exhibition "Ride a Bike! Reclaim the City". The unique and bicycle-friendly urban and landscape design project Madrid Rio by West 8 together with Burgos & Garrido Arquitectos Asociados, Porras La Casta Arquitectos and Rubio & Álvarez-Sala will also be presented. It serves as a contemporary example for successful integrated city planning. The exhibition will last from Saturday 21 April until Sunday 2 September, 2018.

The exhibition addresses the importance of incorporating bicycle traffic in public space design, as it is a potential key to success for city planners, landscape architects and traffic planners. As the museum puts it, "The exhibition shows what bicycle infrastructure needs to look like if it is to help persuade yet more people to get on their bike in the future. Projects from all across the world make the case for gently Reclaiming the City."

On Thursday, April 19 at 11 am, a press conference will be held. During the exhibition opening on Friday April 20 at 7 pm, a range of speakers will incite thoughts about the integration of bicycles into our cities. Speakers include the director of the DAM, Peter Cachola Schmal, City Council of Frankfurt am Main, Stefan Majer, director of the Danish Cyclists' Federation, Klaus Bondam, curator of the exhibition, Annette Becker, as well as a representative of the Federal Ministry of Transportation and Digital Infrastructure. The project is supported by the Federal Ministry of Transport and Digital Infrastructure (BMVI) with funds available for the implementation of the National Cycling Plan 2020.

Next to Madrid Rio, the exhibition will, among others, also feature the Norreport station Copenhagen by COBE and Gottlieb Paludan Architects, Max Orange Line by Mayer/Reed and ZGF Architects, as well as Passeig de St Joan in Barcelona by Lola Domènech. Guided tours of the exhibition are scheduled every Saturday and Sunday at 2 pm.

In the spirit of reclaiming the city and encouraging a more integrated approach to urban planning, a range of bicycle-friendly approaches to a recent city-planning project in Frankfurt am Main will be presented parallel to the exhibition opening. Architects, landscape architects and urban designers will show their ideas for 'Schweizer Straße' in the ground floor of the building. Visitors can inspect these plans from April 21 until May 13.

When: 21 April 2018 - 2 September 2018

Where: Deutsches Architekturmuseum - DAM
Schaumainkai 43. 60596 Frankfurt am Main, Germany

More information on the exhibition can be found [on the city tourism platform](#) or [on the museum's website](#).

more information: [Madrid RIO](#)