



# WAY 360° | Recycled Foldable Bike

Idea-prototype of aluminum foldable bicycle

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#RecycleNespresso

**Main characteristic:** Please choose the 2 main characteristics of your submission

Functional  Innovative  Unique  Design  Sustainable

**Observation:**


The starting point is:  
Recycled secondary aluminum is not a waste, but a very valuable and versatile material.  
Recycled secondary aluminum inspires creativity in design professionals.

**Conclusion:**

Today the bicycle is an increasingly popular means of transport.  
You can still work a lot on its design and above all you can think of to made it in secondary aluminum.

**Solution:**

An innovative design bicycle, almost entirely in aluminum and foldable, to transport it anywhere.



Human Engine

**Design concept:**

Works like any bicycle.  
The transmission is belted.  
The tires are of the full type without an air chamber.  
It's foldable.

Insights

Turning customer insights into solutions

Solutions

**Solution**

Foldable bicycle that could be made with 70%, up to 90% of secondary aluminum. Pedal brake. Belt transmission. Lenticular rims as an alternative

A Second Life



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What makes your product bold and innovative?

Certainly the design, foldability and the idea of getting a all secondary aluminum bike



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Which target group is this product aimed at?

The target is really very large. Today, the bicycle is seen as a real and ecological alternative to personal transport.

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Why is secondary aluminum the perfect material for your idea?

For lightness and strength, for its look of finished material.

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NO

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## WAY 360° | Recycled Foldable Bike

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Creative's profile



**Mario Barbieri** PRO

Designer

Modena, Italy

Creative's top 5 skills

Graphic Design, Illustration, Product Design

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**jovoto**

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