

METALCRAFT

Innovation by Design

BIKE RACKS – STREET ART



The Bike Racking Company Bike Racks for street art have been developed to assist councils and businesses to “dress up” their street frontages with attractive bike stands which are both functional and also a form of street art.

GET FULL PRODUCT DETAILS ONLINE AT WWW.METALCRAFT.CO.NZ

WHY STREET ART?

The Bike Racking Company Public Area bike racks are designed to meet the bike racking needs of the general public, and also to add to the aesthetics of the environment. Globally street art is seen as a relatively low cost means to improve public and company owned environments.

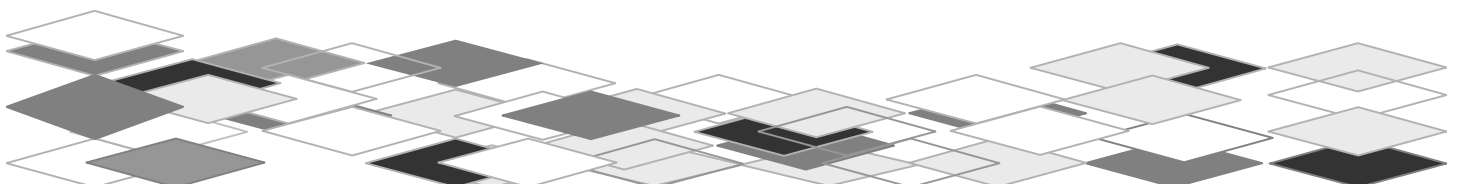
Benefits of street art bike stands include :

1. First and foremost they are a working bike stand, and functional for purpose
2. Some traditional bike stands can be viewed as an “eye-sore” and look “out of place” if they are poorly designed, constructed, and maintained
3. The cost difference between a street art bike stand and a traditional bike stand might be a few hundred or a few thousand dollars. When compared to other artistic monuments or structures a street art bike stand can be very cost effective enhancement to a property or public area
4. Street art bike stands are not yet common in New Zealand and really do catch peoples attention
5. There are opportunities for sponsorship

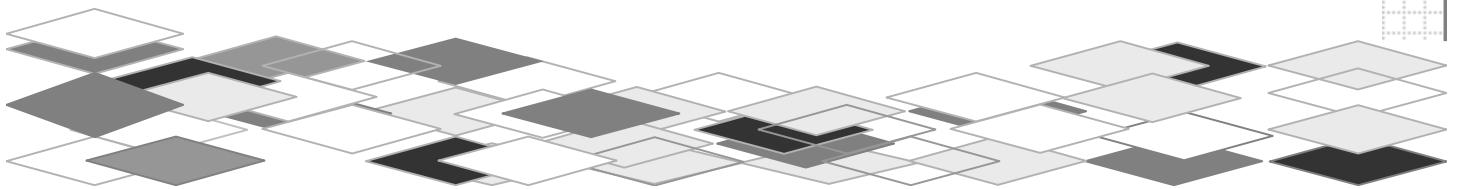
TRENDS

Many of the photos shown in this brochure are of street art bike stands from New York, most notably those designed by David Byrne of Talking Heads fame. David’s ability to capture the essence and spirit of a city space and encapsulate it into a bike stand is becoming legendary, with copies springing up internationally.

In New Zealand, and specifically with the Christchurch rebuild, we have an opportunity to innovate and lead.



EXAMPLES OF BIKE RACK STREET ART INTERNATIONALLY





BENEFITS

The Bike Racking Company is a logical partner of choice for supply of street art bike racks for the following reasons :

1. Our Director of Product Development has been involved in mountain biking since the sports inception in New Zealand over 25 years ago, and is an active participant in the cycling industry today.
2. We are an engineering company with 20 staff and have been building bike racks for almost 20 years.
3. We have a comprehensive architectural metalwork division with the equipment and skills to design and manufacture metalwork items of any shape and design. The skills we have are increasingly rare.
4. Our business is structured with pre-sales staff and project managers to work with customers from the project conception, through the design phase, to manufacture and installation.
4. We have identified street art bike racks as a target market which we are specialising in. The more we design and build the better we get.

Designed, built, installed and maintained by a New Zealand business.
Buy NZ made.

Longevity is provided through low maintenance materials

Proven track record in Christchurch, New Zealand

Bike Racks – Street Art

Contact us today to discuss your bike racking needs.

HOW TO PURCHASE

Contact your local representative at our Head Office in Christchurch.

Bike Racking – Street
Art 4 pager
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