



Laura Frick
Philadelphia Project
MEP+D Fall 2017

BIKES, LIBERTY, AND THE PURSUIT OF HAPPINESS

TABLE OF CONTENTS

Conceptual Approach	
Mission / Big Idea / Goals	5
Audience / Voice / Gestalt	6
Bubble Diagram	7
Conceptual Floorplan	8
Look + Feel	9
Interpretive Framework	10
Walkthrough	
Approaching the Gallery	13
Entrance Experience	14
Section 1: Freedom in Motion	15
Section 2: Bike Shop	21
Section 3: Pushing the Limits	25
Intersection	28
Exit Experience	30
Appendix	
Graphic Identity	33
Graphics Schedule and Plan	37
Object / Artifact Schedule and Plan	39
Fabricated Elements Schedule and Plan	41
Lighting Schedule and Reflected Ceiling Plan	43
Demo Plan	45
Partition / Paint Plan	46
Temporary Wall Plan	47
Elevations	48
Iso Views	51
Budget	53
Bibliography	54





CONCEPTUAL APPROACH



CONCEPTUAL APPROACH

Mission

Visitors will discover that creating ideal biking conditions in Philadelphia involves balancing both personal and societal needs.

Client:

Rosenwald-Wolf Gallery
University of the Arts
333 S. Broad Street
Philadelphia, PA 19102
215.512.1339

Developer/Designer:

Frick & Associates
2510 Federal Street
Philadelphia, PA 19146
573.808.2230

Date:

12/7/17

Visitor Learning Goals

Visitors will:

- Gain familiarity with the biking routes in the Philadelphia region.
- Grasp the basics of bike tools and maintenance.
- Develop an understanding of the ways the bicycle has been a tool of activism and liberation in Philadelphia through history, and how energetic and influential that spirit still is today.
- Explore the sub-groups of bikers in Philadelphia, and how they, and the larger community of the city work together.

Visitor Experience Goals

Visitors will:

- Gain, or strengthen an appreciation for biking in Philadelphia.
- Feel a sense of motion and progression as they go through the exhibition- in both a physical and social sense.
- Create their own bike designs in Custom Built, and interact with bike tools in the Bike Shop.
- Contribute their "Rants", "Raves" and "Visions" to the talk-back walls.

CONCEPTUAL APPROACH

Audience

Bikes, Liberty and the Pursuit of Happiness will address a primary audience of University of the Arts students. The secondary audience will be bicycle enthusiasts. A tertiary audience will include pedestrians and drivers.

Voice

Most of the interpretation will come from the perspective of a someone who is familiar with, and an advocate for biking in Philadelphia. Occasionally object labels will take the point of view of the bike that they are representing.

Gestalt

The exhibition will feel approachable and fun, yet invite visitors to seriously consider biking’s role in Philadelphia. Views of the city, textures of bikes, and sounds and situations that are both familiar and new will make the exhibition accessible yet surprising.

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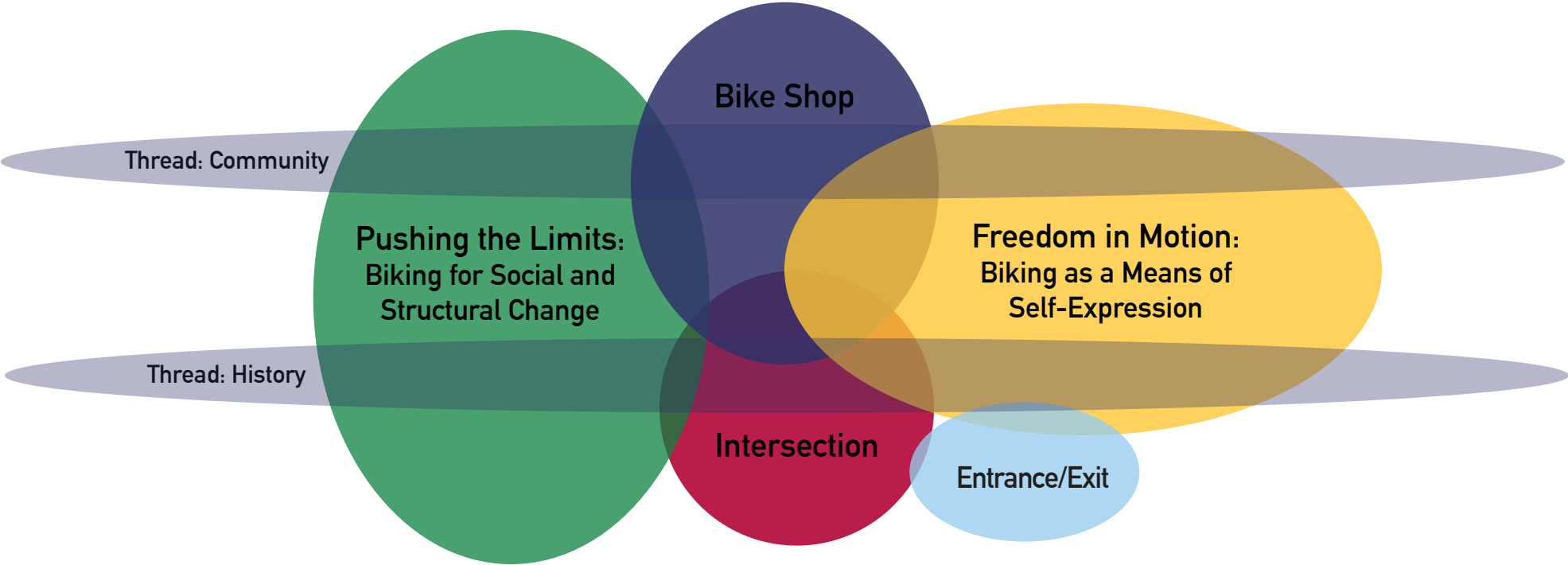
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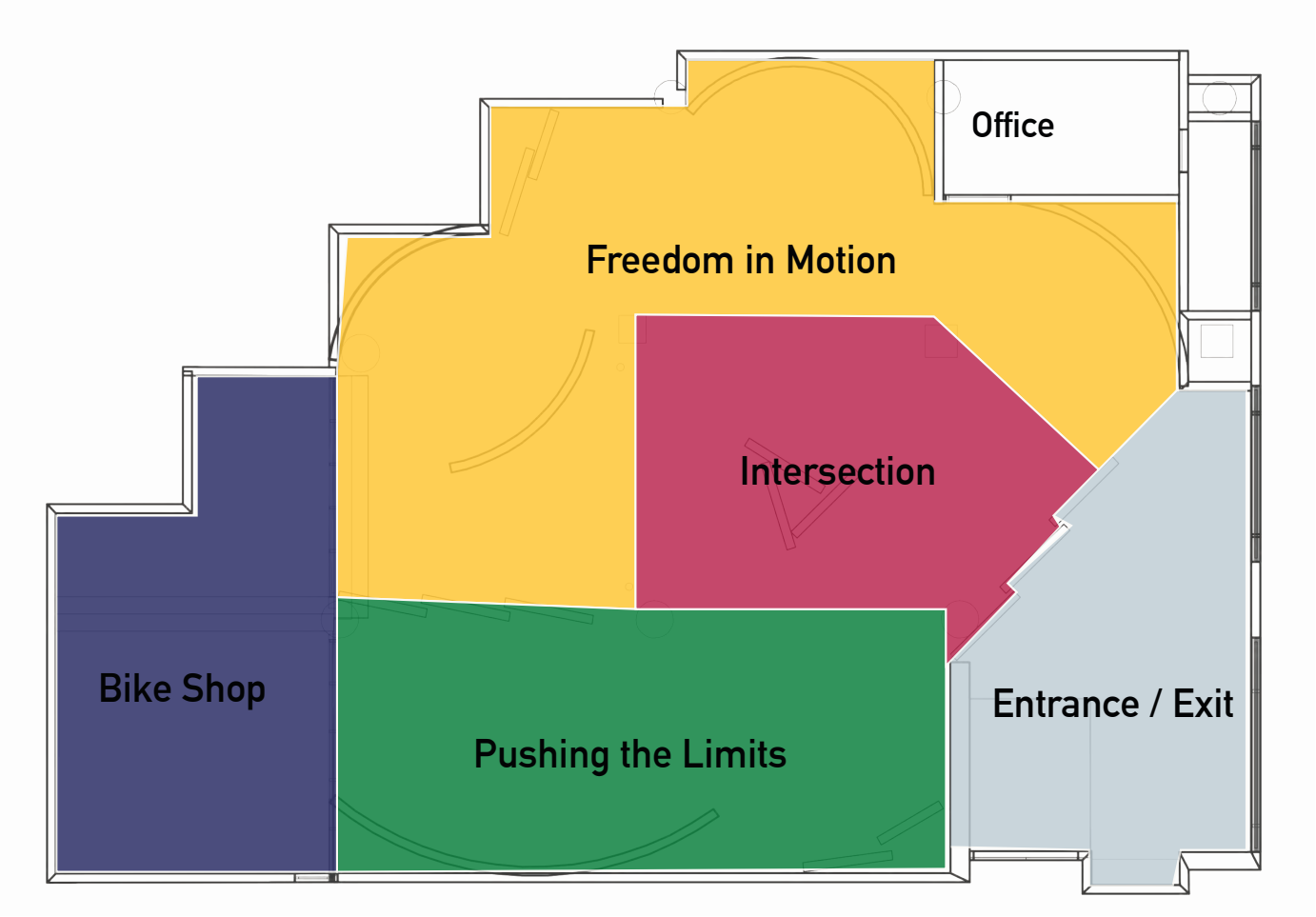
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BUBBLE DIAGRAM



CONCEPTUAL FLOORPLAN



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LOOK & FEEL



INTERPRETIVE FRAMEWORK

Element	Title	Content	Purpose / Goal	Audiences Targeted
Approach to building		Bikes displayed in windows, message in pothole art.	Draw passerby's into the exhibit, set the tone for the exhibit in the "natural environment" of biking.	Philadelphians, UArts community, tourists
Exhibit Introduction	Bikes, Liberty, and the Pursuit of Happiness	Three temporary walls with introductory text and graphic, with views out windows to the street.	Get visitors to reflect on their relationship to biking in Philadelphia while introducing them to the exhibit.	Cyclists, UArts community, Philadelphians, tourists
Section 1: Freedom in Motion				
Section Introduction	Freedom in Motion	Introduction to Section 2 content and themes	Introduce theme of biking as a means of personal freedom in Philadelphia.	UArts community, Philadelphians, tourists
Physical Interactive / Video Projection	Joy of the Ride	Two types of bikes that visitors can mount and pedal while they watch go-pro footage of different routes in the Philly area on a large screen in front of them. Smells and sounds will be incorporated as well (think stuck behind trash truck). A open space will allow visitors with mobile difficulties, and those with strollers to experience the interactive as well.	Allow visitors to compare the feel of different bike styles and routes that are part of the Philadelphia area, even if they are not bikers themselves.	UArts community, Philadelphians, tourists
Video Installation	One Way	Footage of One Way and other "Wheelie Kids" with their bikes in dynamic poses and strewn on the ground.	Give visitors an up-close look at one of Philadelphia's most notorious biking groups. This area also offers a place to sit.	UArts community, Philadelphians, tourists
Wall Trio with Object Cases	Creative Cycling	Holds historic and modern bike tags, historic bicycle-themed sheet music, and Charles Willson Peale's illustration of a draisine	Show some of the lesser known artistic aspects of bikes.	UArts community, Philadelphians, tourists

Section 2: Bike Shop				
Sub-thematic Interpretive Panel	Shop Local	Interpretation of the importance of local bike shops to the community, and the importance of design related to biking.	Interpret the importance of local bike shops to the community, and the importance of design related to bikes..	UArts community, Philadelphians, tourists
Bike Display		Variety of models of bikes including draisine, high-wheel, safety, road, mountain and beach cruiser bikes. Written interpretation will accompany.	Point out interesting design aspects as well as key moments in Philadelphia's history related to the bikes.	UArts community, Philadelphians, tourists
Immersive Bike Shop	Bike Shop	Counter, tools, and bikes propped on stands(to work on) and hanging from ceiling	Give visitors a feel of an authentic bike shop	UArts community, Philadelphians, tourists
Diagram	The Bike(?)	Exploded actual bike with labels of each of the parts and their functions.	Show the ways that the parts of a bike make it work.	UArts community, Philadelphians, tourists
Digital Interactive	Custom-Built	Digital interactive (iPads) allow visitors to design their own bikes, and explore bike function and repair.	Let visitors express themselves through bike design, and learn how to approach basic bike repair.	UArts community, Philadelphians, tourists
Wall-mounted Profiles	Shop Local: Rotating Profiles of Philly's Bike Experts	Profiles (text and photos) of local bike shop owners and employees that change over time. These are mounted on bike wheels which can be spun by visitors, though the profile remains fixed in place.	Bring the personalities and personal stories of local shops to visitors.	UArts community, Philadelphians, tourists

Section 3: Activism				
Section Introduction	Pushing the Limits	Introduction to Section 4 content and themes	Introduce biking as a means and result of social and structural change in Philadelphia	UArts community, Philadelphians, tourists
Large interactive wall maps with reader rails controlling projected maps.	Getting Around	Three large wall maps that visitors can interact with to discover biking routes and stops in the Philadelphia region. Visitors use iPads o the readers rails to do this.	Familiarize visitors with the many ways biking is integrated into Philadelphia. Allow visitors to see how biking routes and infrastructure have changed in Philadelphia.	UArts community, Philadelphians, tourists
Temporary wall with timeline		Vinyl graphic exploring the evolution of biking communities and infrastructure in Philadelphia, with a large part on the Bicycling Coalition of Greater Philadelphia.	Show visitors the extensive history of biking activism in Philadelphia. Introduce visitors to all of the services that the BCGP provides for Philadelphia's biking community. Give them resources for ways to get involved.	UArts community, Philadelphians, tourists
Large display on plinth		Historical and modern women's biking ensembles on mannequins, posed with bikes of the eras.	Juxtapose the liberating cycling outfits for women past and present.	UArts community, Philadelphians, tourists
Sub-thematic Interpretive Panel	Steady As She Goes	Interpretation of women's role in cycling historically and today, specifically in regards to Philadelphia.	Compare and contrast biking's role in Philadelphia women's lives of past and present. Introduce visitors to the Women Bike PHL group.	Women bikers, bikers, UArts community, Philadelphians, tourists

Section 4: Intersection				
Talkback	Rants, Raves and Visions	Physical posting wall and projections of visitors' rants, raves and visions for biking in Philadelphia.	Show the differing perspectives of biking in Philadelphia, allow visitors to contribute content to the exhibit.	Philadelphia bikers, drivers and pedestrians
Mechanical and digital Interactive	Rules of the Road	A spinning bike wheel of trivia about some of the laws and regulations related to biking in Philadelphia, with an iPad set on the Bicycling Coalition's website.	Layout some of the guidelines for biking that Philadelphia should know.	Philadelphia bikers, drivers and pedestrians, tourists
Postings		Historical and modern posters and flyers on boards in the style of street postings	Introduce visitors to the many bicycling communities and groups in Philadelphia	UArts community, Philadelphians, tourists

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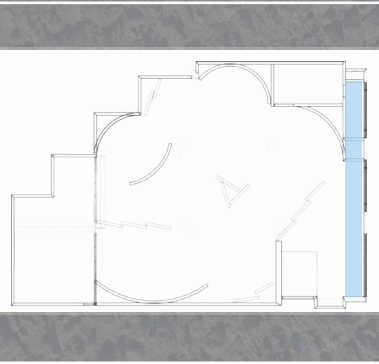




WALKTHROUGH



BIKES, LIBERTY, AND THE PURSUIT OF HAPPINESS



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WALKTHROUGH

Approaching the Gallery

Ann bikes north on Broad Street, heading home from work. As she approaches the Rosenwald-Wolf Gallery she notices a group of UArts students outside, interacting with something inside. Ann sees that two of the windows facing the sidewalk each contain a beautiful bike that is uniquely designed. The students outside are cheering on a guy who is riding a stationary tricked out high-wheel in the first window. Deciding she'd better go get a closer look instead of biking distractedly, Ann pulls over to the Anderson building.

As she dismounts and walks to the bike rack, she quickly jumps to the side to avoid tripping in a pothole. Upon closer inspection, she realizes that it is actually a graphic on the sidewalk. Written inside it says, *Word on the Street. The first biking ticket in Philadelphia was issued in 1819 for riding on the sidewalk. Bikes, Liberty and the Pursuit of Happiness.* Ann grins at the clever advertisement, and notices that a graphic on the window of the gallery also touts the title, *Bikes, Liberty, and the Pursuit of Happiness.* Intrigued, she enters the building.

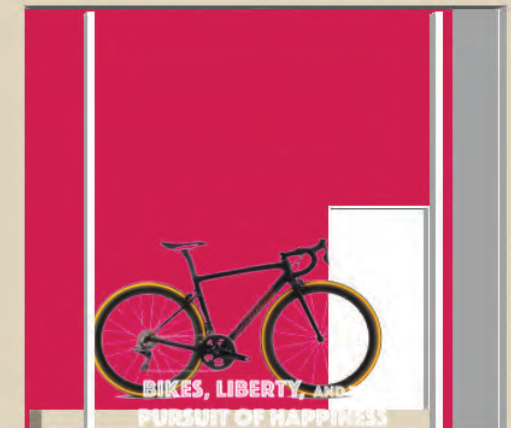
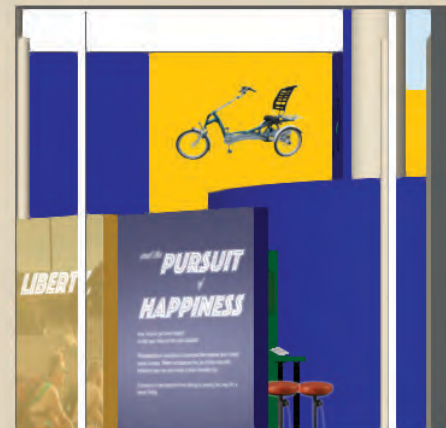
Goals

- Draw passerbys into the exhibition.
- Set the tone for the exhibition in the “natural environment” of biking.
- Create excitement and intrigue about **Bikes, Liberty, and the Pursuit of Happiness.**

Word on the Street

The first biking ticket in Philadelphia was issued in 1819 for riding on the sidewalk.

BIKES, LIBERTY, AND THE PURSUIT OF HAPPINESS.



WALKTHROUGH

Entrance Experience

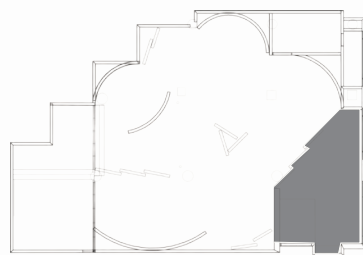
Turning to the right, Ann opens the double doors to the gallery and enters the exhibition. From her vantage point at the top of a slight ramp, she sneaks a peak of the exhibition's bright, bold colors mixed with deep asphalt grey. A narrow projection on the floor leads her down the ramp to three free-standing walls, which are slightly layered in front of one another. The positioning of these walls seems to pull her forward, giving her a view out the windows to the bike racks outside.

The shiny metal facades of the three walls announce the title of the exhibition, and explain that this exhibition explores biking in Philadelphia as a means of both personal freedom and social change. Ann grins as she notices that the displayed image of the Naked Bike Ride supports both of those themes. Looking back at the high-wheel bike in the first window, she decides to save it for when she exits the exhibit.

Goals

- Get visitors to reflect on their relationship to biking in Philadelphia while introducing them to the exhibit.
- Stir interest in riding the stationary high-wheel bicycle.

BIKES, LIBERTY, AND THE PURSUIT OF HAPPINESS

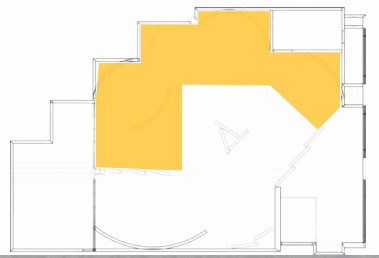


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WALKTHROUGH

Section 1: Freedom in Motion

Ann moves past the introduction and follows a line of images on the yellow curved wall to her right. Although she bikes regularly, she is surprised to see there used to be a bicycle racing track, or velodome, in the city, and she had no idea that there is a pumptrack in Fairmount Park. She can see that many Philly bikers past and present, love biking as much as she does. A panel to her left reveals she will be exploring the individual freedom and fun that biking offers in this section.

As she continues, Ann comes across a pothole on the floor, similar to the graphic on the sidewalk outside. Upon closer inspection, she sees it is a projection. "Word on the Street," she reads. "Greater Philadelphia has one of the largest trail networks in the country." Just thinking about the trails makes her want to get out and explore.



PHILADELPHIA CYCLE AND FIELD CLUB,
Ardmore, Pa.



Goal

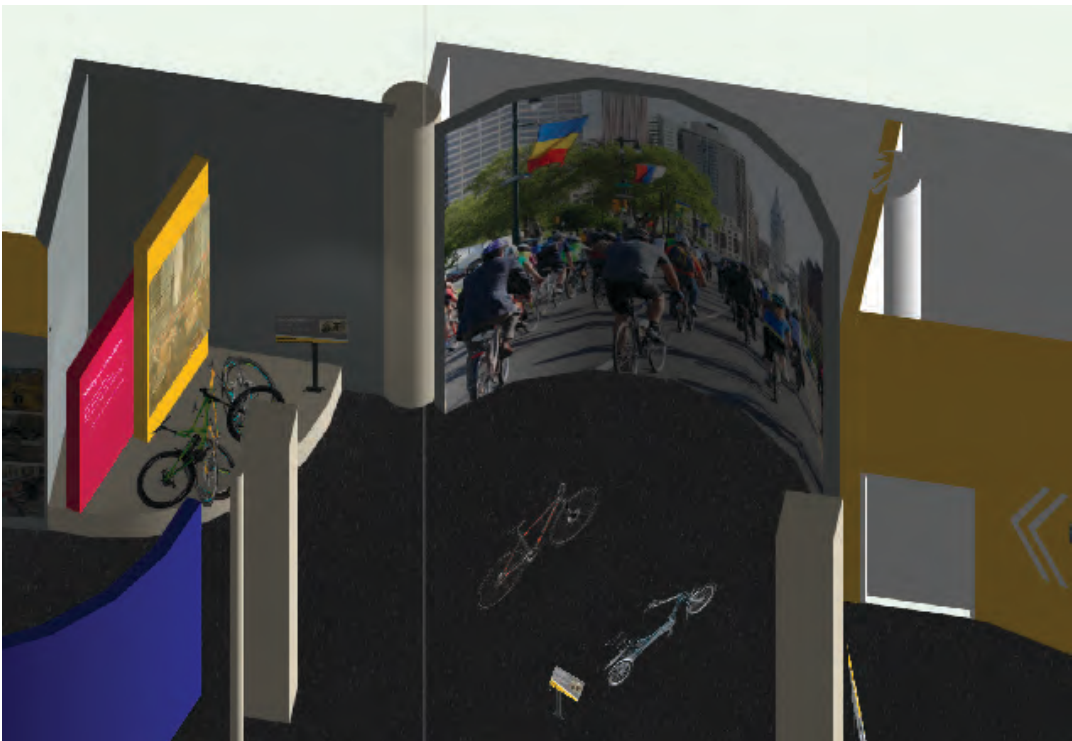
- Introduce the theme of biking as a means of personal freedom in Philadelphia



WALKTHROUGH

Joy of the Ride

Two older women are laughing as they pedal on stationary bikes in the center of the next area. As the visitor approaches she can see that they are facing a projected video on a large curved wall in front of them. The images on the screen are GoPro footage shot from a bikers point of view. As she waits her turn to mount a bike, she realizes that she recognizes many of the projected routes- rush hour through Center City, then an excursion through the trails of the Wissahickon. When it is Ann's turn to take a spin, she notices that the two bikes are different styles- different handlebars, gears, tires, etc. A panel behind the bikes explains the differences. She decides to get a feel for a new style, and rides the bike that is most dissimilar to her own. Footage from a trip down the shore along Atlantic City's boardwalk is playing when she starts. "This is great! I've always wanted to ride on the boardwalk!" she thinks to herself. After four minutes of this route, the lights slowly dim, and instructions projected on the wall let visitors know to turn on the lights on their bikes. Ann, and the guest on the bike next to her do so, and soon find themselves seemingly biking through the streets of Philadelphia neighborhoods at night.

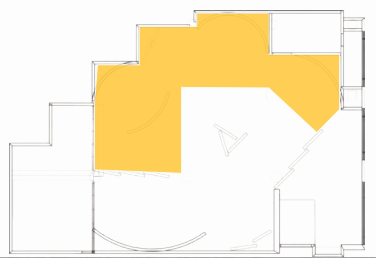


Section 1: Freedom in Motion

Goal

- Allow visitors to compare the feel of different bike styles and routes that are part of the Philadelphia area, even if they are not bikers themselves.

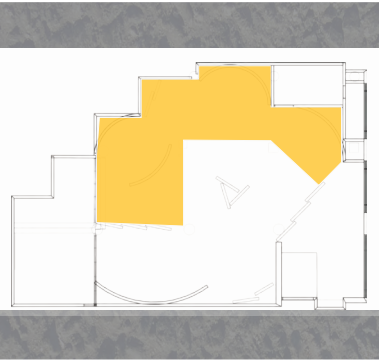
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WALKTHROUGH

Rebels With (or Without) a Cause

Rebels With (or Without) a Cause

When she is done experiencing the *Joy of the Ride*, Ann moves towards the section, *Rebels With (or Without) a Cause*. Here, she reads about some of the radical riders in Philadelphia- One Way and the Wheelie Kids, bike messengers, and the Naked Bike Riders. A quote from a member of One Way proclaims, "Biking is Freedom."



Section 1: Freedom in Motion

Goal

- Give visitors an up-close look at one of Philadelphia's most notorious biking groups.

Bikers have long represented the rebellious spirit of Philadelphia. In 1819, Philadelphia issued the first citation for riding a bike on the sidewalk— an offense that still happens today.

Today, the Naked Bike Ride, bike messengers, and One Way bring flavor to the Philly bike scene by crossing the lines of convention.



A woman being pulled over on a penny farthing in Philadelphia, 1837.
Photo courtesy of Philadelphia Historical Society

REBELS WITH (OR WITHOUT) A CAUSE

WALKTHROUGH

One Way and the Wheelie Kids

In complete agreement, Ann moves into the intimate space where videos of One Way and the Wheelie Kids are playing. One large, and three small screens play simultaneously, alternating between interviews and conversations with the kids, and footage of their tricks. Ann takes a seat on the cushioned bench and enjoys getting a sneak peak into the lives and thoughts of these notorious rebel rousers.



Introduction to video

Wheelie Kids

One Way is an exclusive group of young bikers in Philadelphia. They and their followers, often called “Wheelie Kids,” take pride in their skillful and elaborate bike tricks. However, city residents also know these bikers for disruptive and sometimes criminal conduct. While some of their behavior is a cause for concern, biking offers an invaluable source of community and self-expression to these riders.



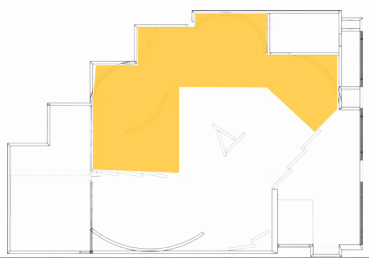
Section 1: Freedom in Motion

Goal

- Give visitors an up-close look at one of Philadelphia’s most notorious biking groups.



BIKES, LIBERTY, AND THE PURSUIT OF HAPPINESS

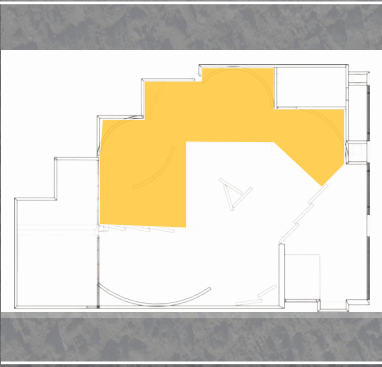


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WALKTHROUGH

Creative Cycling

Creative Cycling

After Ann's well-deserved rest, she gets up to check out the next section- the replica bike shop. On her way there, she sees another row of three layered walls- each holding a case with small objects. The wall graphic reads, *Creative Cycling: Lesser-known artistic attributes of biking in Philadelphia*. Ann inspects the bike head badges- the little emblems that are mounted to the front of a bike's fork. Five of them were made in the early 20th century in Philadelphia, but the last one is from a local artist who specializes in making them today. Ann makes a mental note to visit the artist's website. The next wall case holds three examples of bicycling sheet music created in Philadelphia. Another visitor also examining the sheet music turns to Ann, "Wow! Musicians were espousing their love for cycling waaay before Queen!" "Right?!" she responds. The last case holds a tiny illustration, featuring a man with a draisine- the earliest form of the bicycle in Philadelphia. The object label refers to an actual draisine in the next section, and Ann excitedly moves on.

Section 1: Freedom in Motion

Goal

- Show some of the lesser known artistic aspects of bikes.

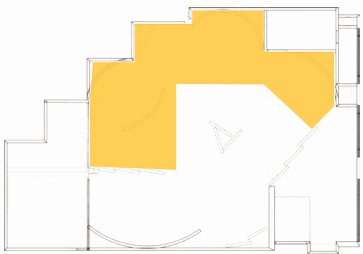


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Creative Cycling



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Tag, you're it.

Bicycle head badges were originally created to distinguish bikes from each other, but quickly became an elaborate artform.

The first five head badges were all made by Philadelphia manufacturers in the late 1800's and early 1900's. The head badge on the bottom right was created by local artist Jen Green at her store, Revolution Cycle Jewelry.

Left to right:

Top row: Eclipse Bicycle Company; Wanamaker Special; Black Beauty. Haverford Cycle Company.

Middle row: Brandywine. F.M. Dampman Cycle Company; Aristocrat, Supplee-Biddle Hardware Company.

Bottom row: Krampus. Revolution Cycle Jewelry.

Music to My Gears

From the mid- to late-1800's sheet music dedicated to bicycling was a popular art form.

All of the music displayed here was published in Philadelphia. Notice the riders along the Schuylkill River on the cover of *Bicycle Glide*.

Left to right:

"Sweetheart I Love None But You", by Herman Perlet. Published by The Philadelphia Press. 1895. Lithograph. *Bicycle Glide*, by W. Diederich. Published by Lee & Walker. c1880. Lithograph.

American Wheelmen's Two-Step March, by T.H. Ervin. Published by J.F. Bellois, Jr. Lithograph. All sheet music from the private collection of Ms. Dottie Batho.

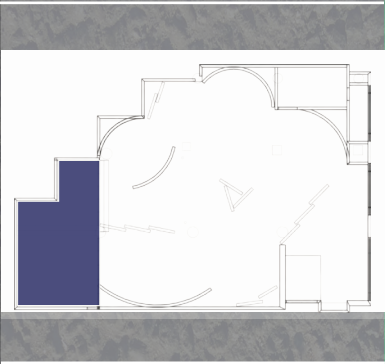
The Draisine's in the Details

Charles Willson Peale created this illustration of a draisine, or "walking machine" after seeing one in Europe.

Using this sketch as inspiration, he commissioned Philadelphia's first "bicycle" from a Germantown blacksmith in 1819.

Draisiana or Pedestrian's Hobby-Horse, by Charles Willson Peale. Undated.

Ink on paper. On loan from the American Philosophical Society



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Section 2: Bike Shop

Ann immediately sees the draisine as she turns towards the replica Bike Shop. It is propped on a raised platform, with several other displayed bikes around. Ann reads about the displayed bikes- there are so many different kinds!- on a reader rail, and then steps up the two stairs to the top of the platform to get a closer look at them. Moving into the “workspace” of the shop, Ann allows herself to be mesmerized by the glittering display of bikes hanging from the tall ceiling above.

Goals


- Show the many ways design is incorporated into bikes, and give visitors opportunities to explore those possibilities.
- Interpret the importance of local bike shops to the community

SHOP LOCAL

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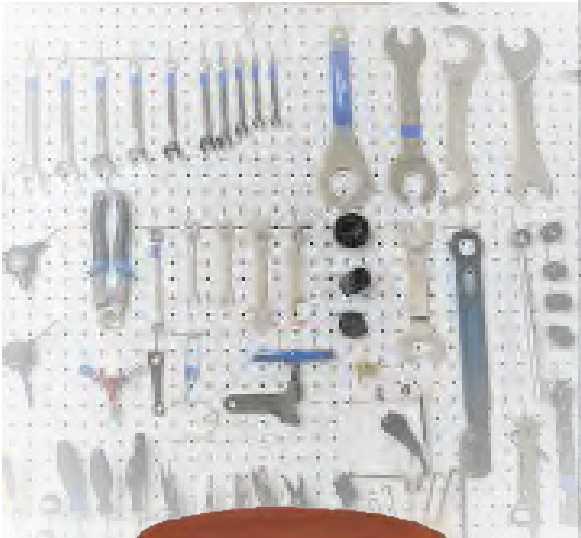
WALKTHROUGH

Bike Shop

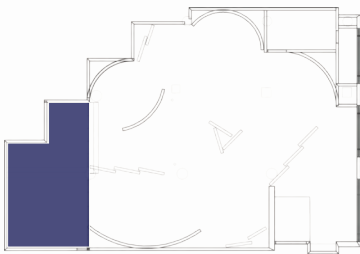
After a moment, Ann notices other visitors using tools attached to the wall to work on a bike on a repair stand. Next to the visitors is a low counter with stools and iPads. Above the counter, an “exploded” bike is displayed on the wall, and each bike part is labeled, with a short description of its function. Ann sits at the counter and sees that the iPad contains a digital interactive called *Custom-Built* where she can design her own bike, and learn some basic bike repairs.



Section 2: Bike Shop



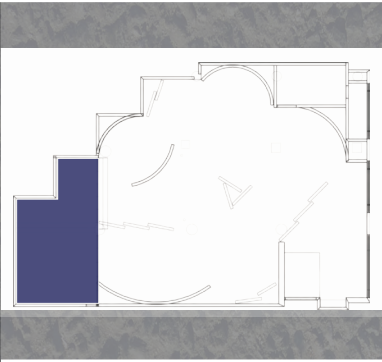
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WALKTHROUGH

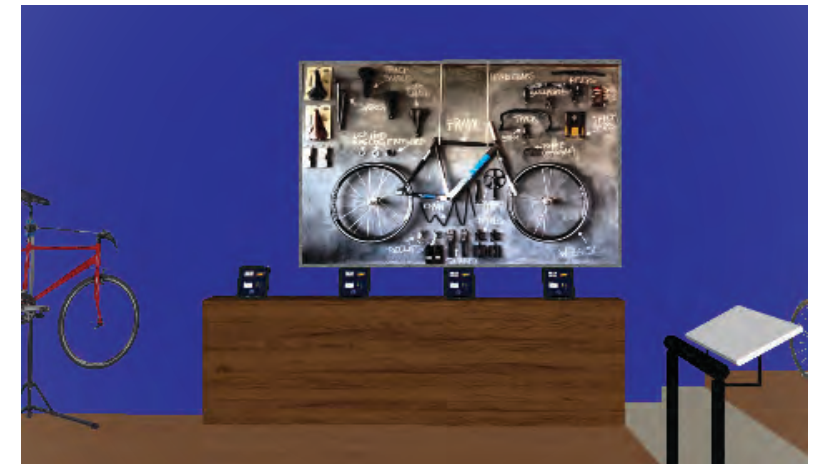
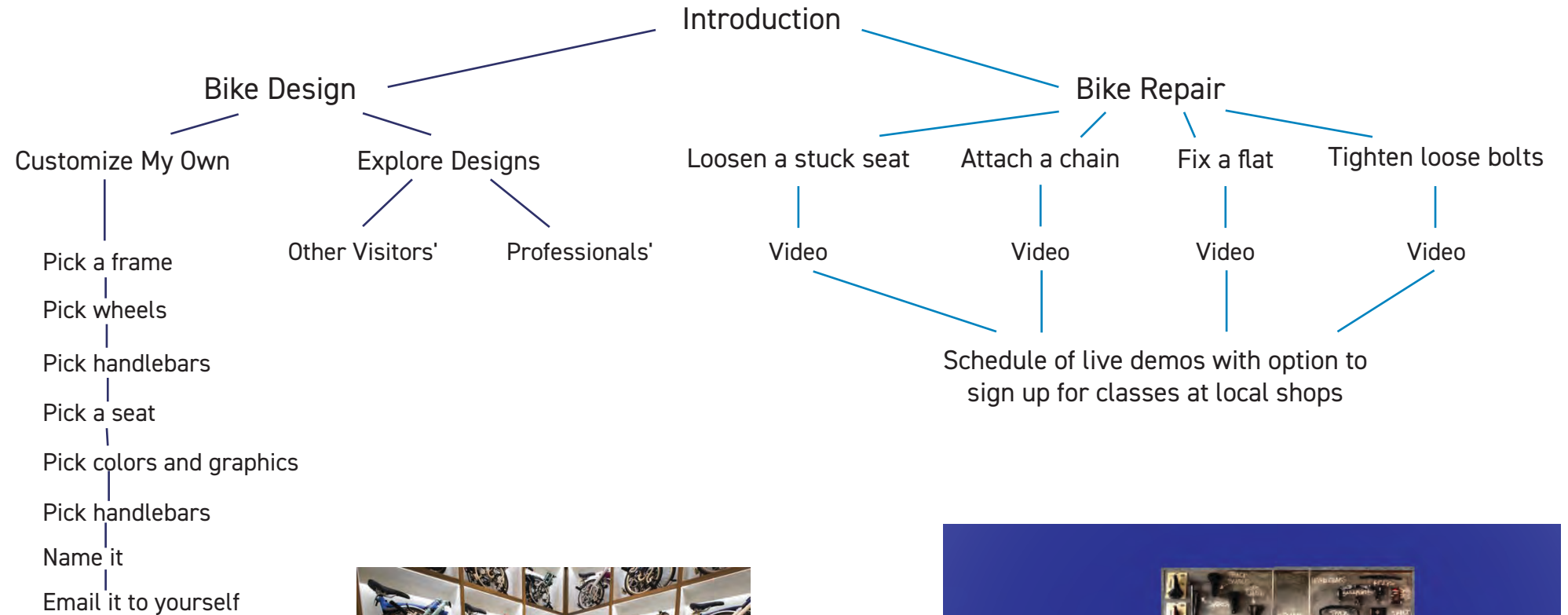
Custom-Built

Section 2: Bike Shop

Goals

- Let visitors express themselves through bike design, and learn how to approach basic bike repair.

Interface Diagram



WALKTHROUGH

Shop Local

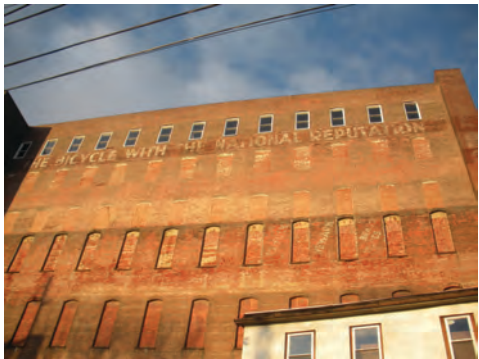
After emailing herself her design, she checks out some profiles of local bike shop owners displayed on rotating wheels on the wall. She also examines a wall graphic about Neighborhood Bike Works, and is impressed at the many ways they make biking more accessible to both youth and adults in Philadelphia. Ann exits the Bike Shop feeling artistically inspired, and motivated by the local support of biking in Philly.



Section 2: Bike Shop

Goals

- Bring the personalities and personal stories of local shops to visitors.



BIKES, LIBERTY, AND THE PURSUIT OF HAPPINESS



Client:
Rosenwald-Wolf Gallery
University of the Arts
333 S. Broad Street
Philadelphia, PA 19102
215.512.1339

Developer/Designer:
Frick & Associates
2510 Federal Street
Philadelphia, PA 19146
573.808.2230

Date:
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WALKTHROUGH

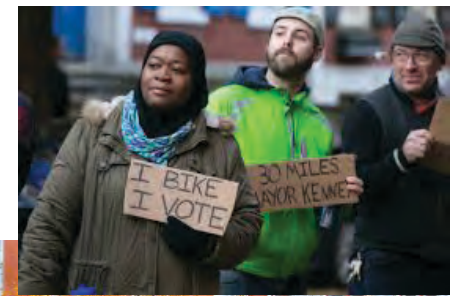
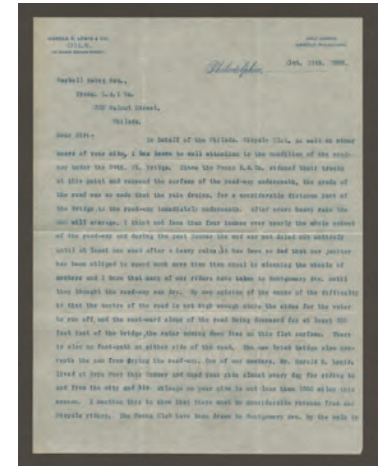
Section 3: Pushing the Limits

Ann maintains that motivation as she peruses a timeline leading into the next section, *Pushing the Limits*. With this section, the exhibition has transitioned from celebrating biking as a means of self-expression, to now celebrating it as a means of social and structural change in Philadelphia. The timeline focuses on the many bicycling community groups that have existed in Philadelphia since the early 1800's, and the positive impacts they have had on the city. Some of this content focuses on the role of biking for environmental activists, and Ann recognizes the Bicycling Coalition of Greater Philadelphia. She knew they are the leading group for cyclists in the region, but is surprised to read about their many contributions to Philadelphia's communities and biking infrastructure.



Goal

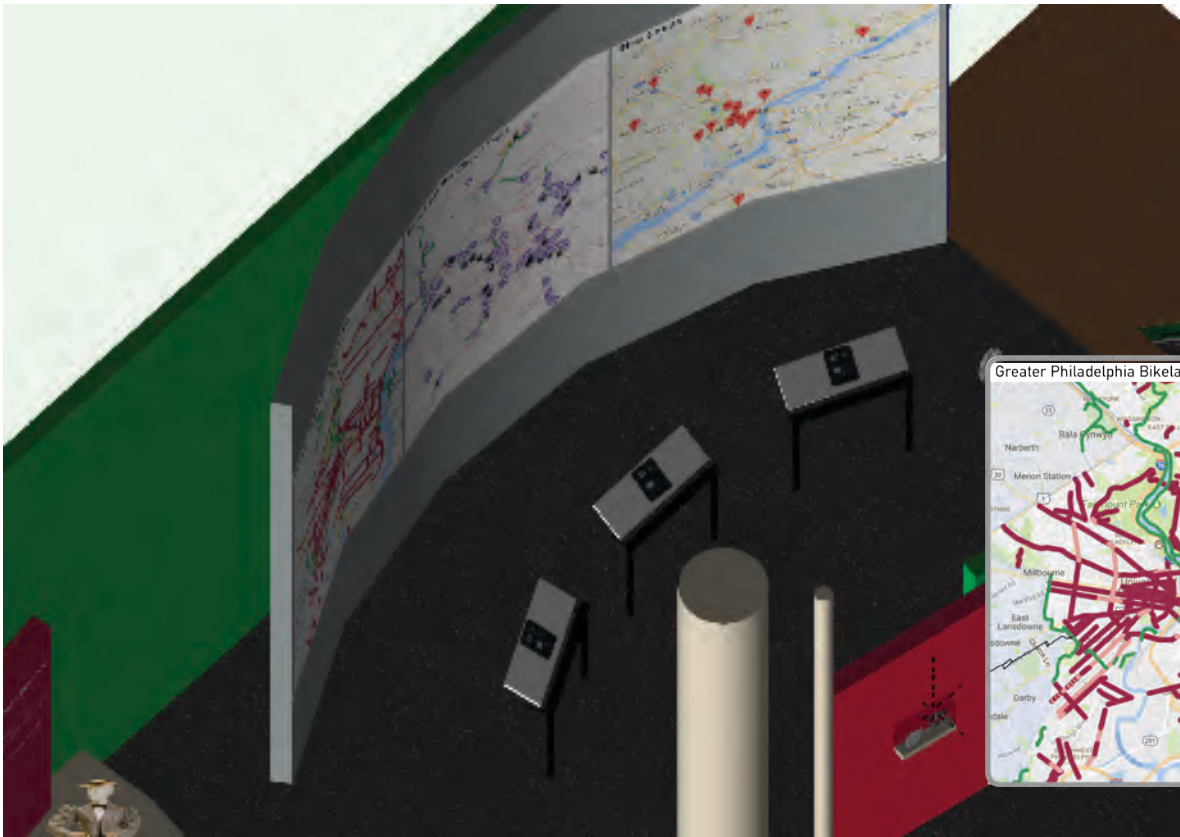
- Introduce biking as a means and result of social and structural change in Philadelphia



WALKTHROUGH

Getting Around

Across from the timeline, three large projected city maps explore this infrastructure evolution. Ann steps up to a reader rail in front of one of them, and realizes that she can control the displayed map using an iPad on the rail. There are many maps related to specific biking topics to choose from. Some of her favorites show the extent of the Circuit Trails System, the location of bike shops, and best routes and pitstops based on other visitors' feedback. Ann is also excited about the many historic maps and biking routes she is able to display. She can even layer these with any of the other maps, so she can see how Philly's biking infrastructure has changed over time. Although she is running low on time, Ann knows she wants to further explore this interactive, so she downloads the app for the interactive on her phone.



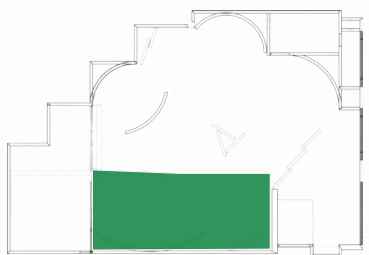
Section 3: Pushing the Limits

Goal

- Familiarize visitors with the many ways biking is integrated into Philadelphia. Allow visitors to see how biking routes and infrastructure have changed in Philadelphia.



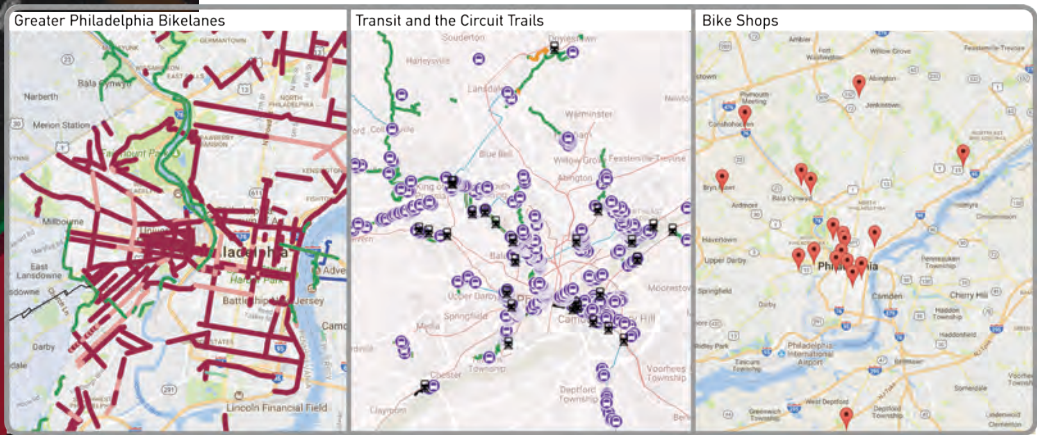
BIKES, LIBERTY, AND THE
PURSUIT OF HAPPINESS



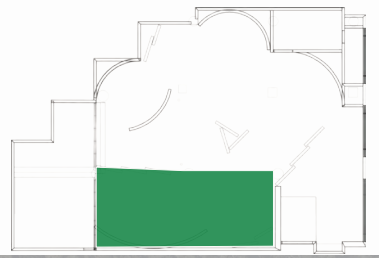
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WALKTHROUGH

Steady as She Goes

In the far corner of the section, an intriguing juxtaposition draws Ann's interest. Two mannequins with bikes stand side-by-side on a raised platform. One wears a woman's bicycling ensemble from the early 1800's, the other wears a modern woman's Spandex biking outfit. Ann is struck by the bold and confident stance of both women, each proudly presenting a bike representative of their era. Layered walls behind the figures feature a large photo and quote. The photo shows biking suffragists from the 1800's, and the quote reads, "She is riding to greater freedom." A subsection panel and reader rail explain how the bicycle was an invaluable tool of liberation for women in the past, and the ways that Philadelphia biking groups, such as Women Bike PHL continue this progression.



Section 3: Pushing the Limits

Goal

- Compare and contrast biking's role in Philadelphian women's lives of past and present. Introduce visitors to the Women Bike PHL group.



"Woman is riding to suffrage on the bicycle" - Elizabeth Cady Stanton

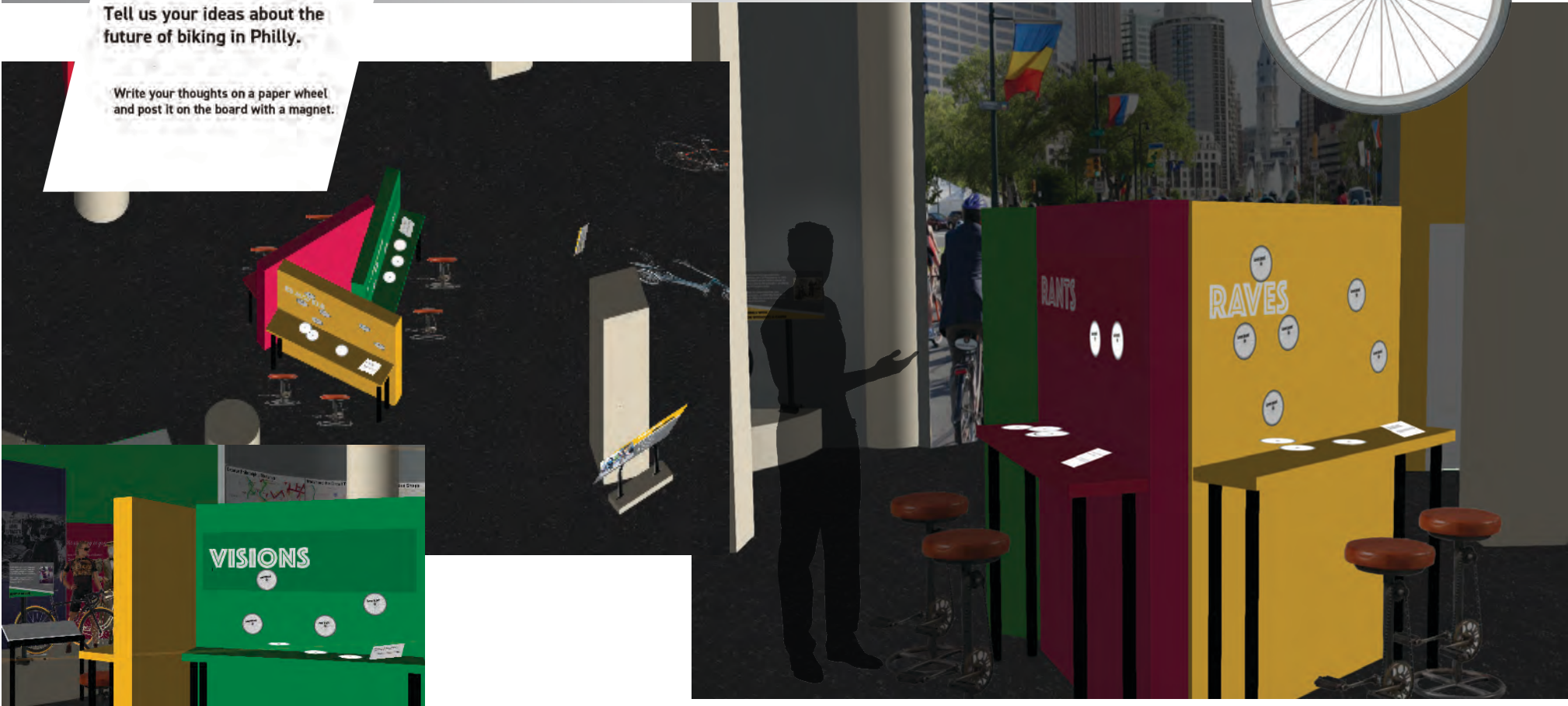
WALKTHROUGH

Intersection

Turning towards the exit, Ann takes the time to inspect a couple more projected potholes. Looking up, Ann realizes she has arrived at an intersection at the center of the exhibition. Here, between the ideas of biking for individual needs and biking for social progress, sits three walls for visitors to share their opinions on biking in Philadelphia- one for Rants, one for Raves and one for Visions. As the section panel states, creating better biking conditions involves the consideration of all residents- not just those who bike. Ann definitely has a few rants to share, but spends most of her time writing raves and visions to contribute to the feedback.

Tell us your ideas about the future of biking in Philly.

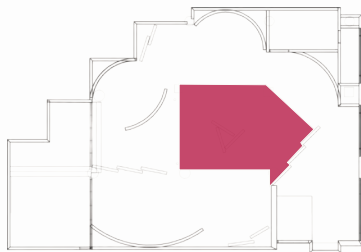
Write your thoughts on a paper wheel and post it on the board with a magnet.



Goal

- Show the differing perspectives of biking in Philadelphia, allow visitors to contribute content to the exhibit.

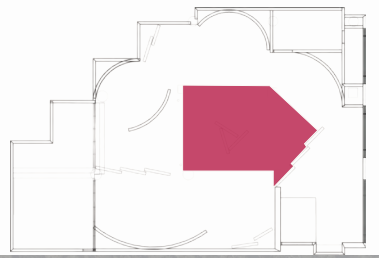
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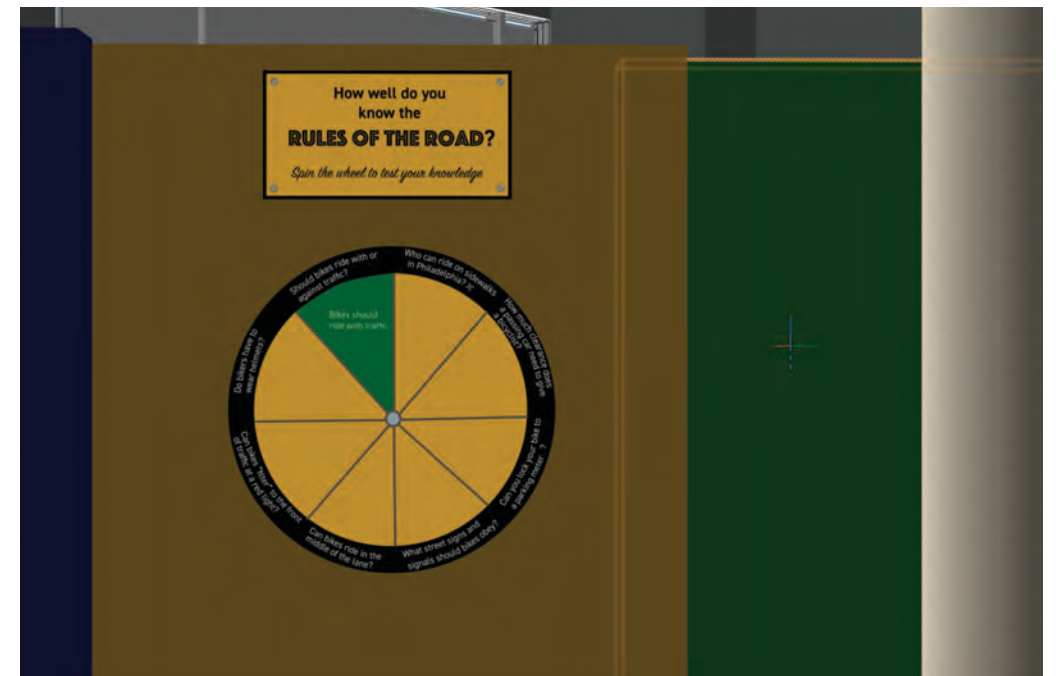
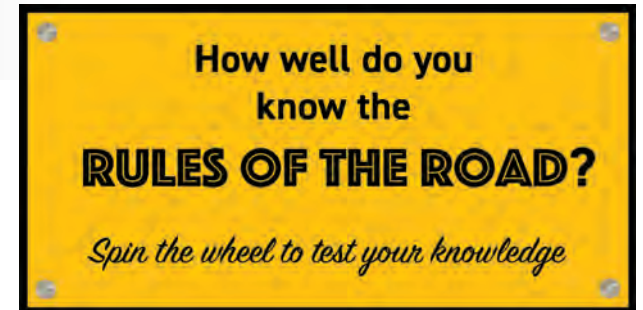
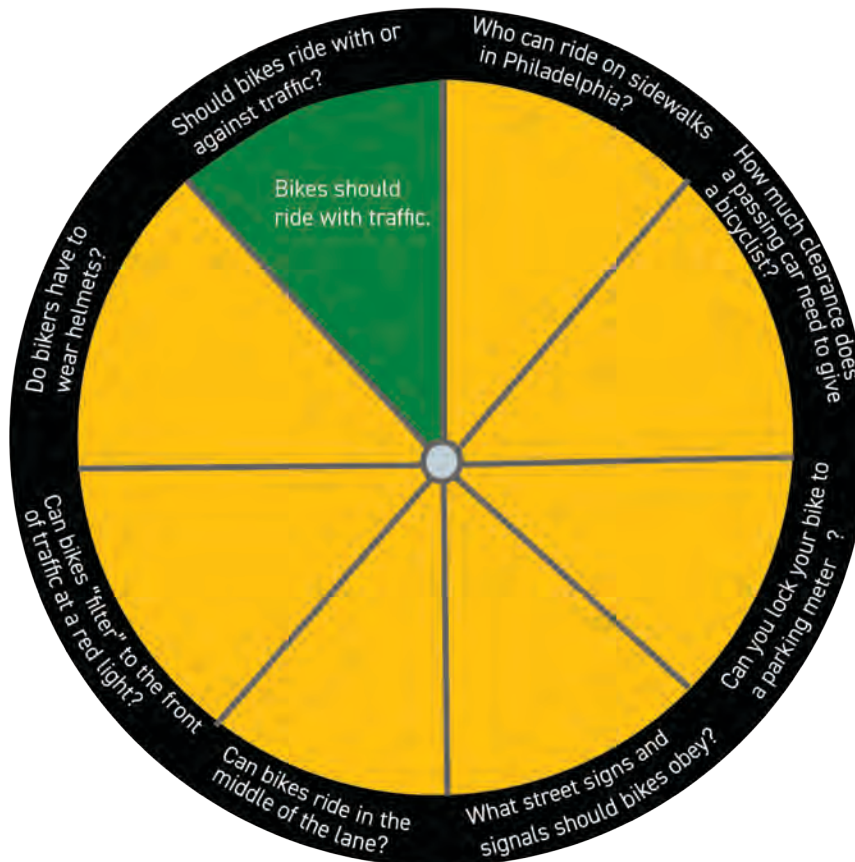
WALKTHROUGH

Rules of the Road

On her way out of the intersection Ann stops to spin an interactive wheel of Philly biking trivia. She knows a couple of the answers from the projected potholes, but is surprised to learn some of the biking laws. An iPad next to the wheel features the Bicycling Coalition's website, where visitors are able to get much more in-depth information about biking in Philadelphia. Surrounding the iPad are posters, flyers and newspaper articles. Some are replicas of historic documents, and some are present-day notifications. Ann wasn't aware how often biking issues are part of the contemporary news.

Goal

- Layout some of the guidelines for biking that Philadelphians should know, in a fun and interactive way.



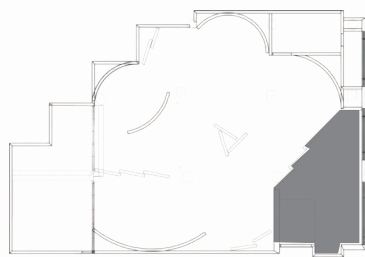
WALKTHROUGH

Exit Experience

Ann needs to get going, but takes a spin on the high wheel before she leaves. It's cool how she can look right out onto Broad Street while she pedals. She grabs some pamphlets on biking clubs and events from the nearby shelf, and then heads out the door. It is early evening, and the sky is beginning to darken as she exits the building. The beautiful displayed bikes are putting on an eye-catching show as their lights pulse from the windows. Feeling even more enthusiastic about her love of biking and the city of Philadelphia, Ann unlocks her bike and rides away.



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APPENDIX



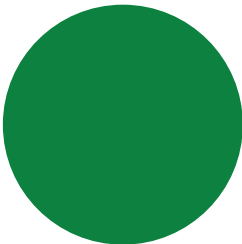
BIKES, LIBERTY, AND THE
PURSUIT OF HAPPINESS

TITLE.....Phosphate, 80-700pt

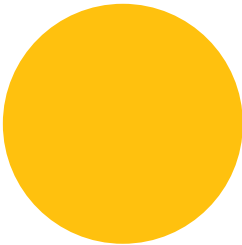
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Body Text.....DIN Alternate Bold 12-130

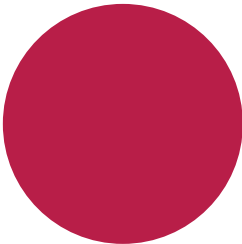
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Y: 100
K: 13



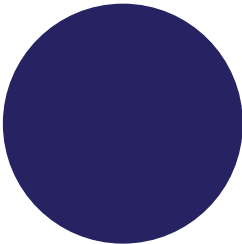
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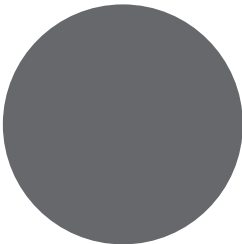
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Y: 65
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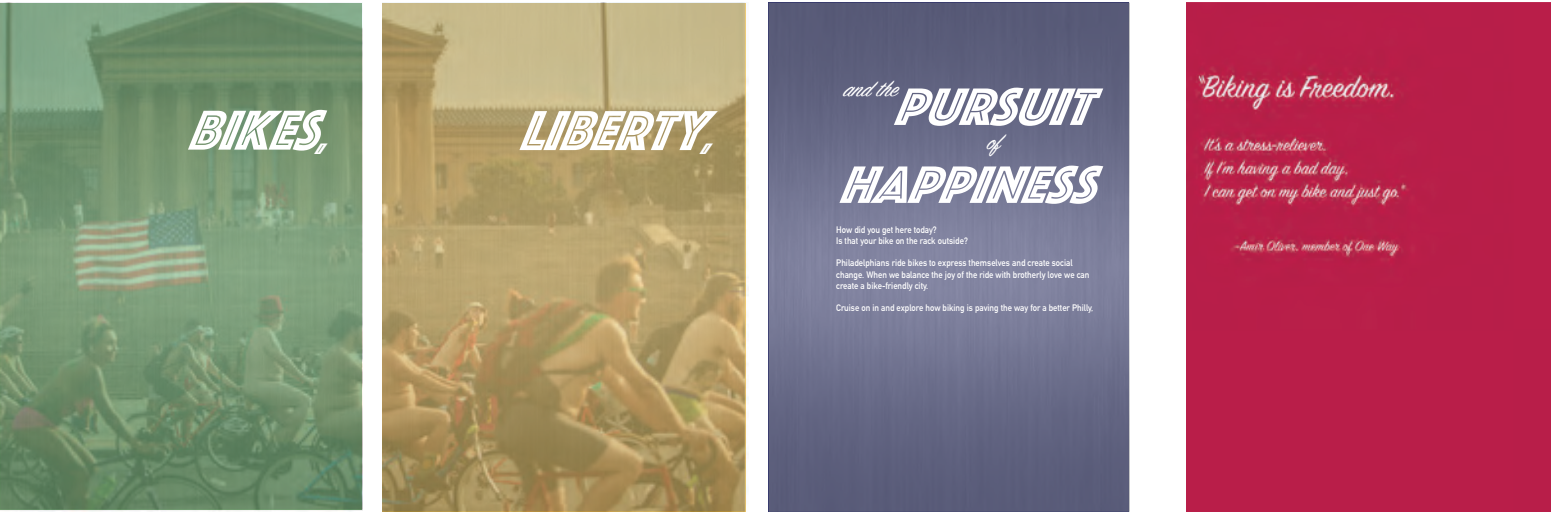
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K: 24



C: 0
M: 0
Y: 0
K: 73



TYPICAL GRAPHIC LARGE



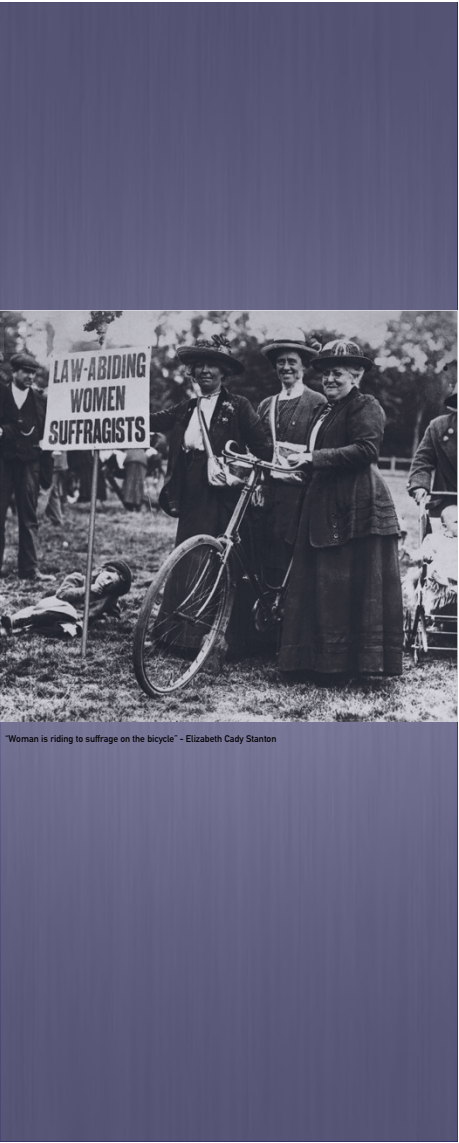
5' x 7' Wall panels- Introductory metal sheeting and section vinyl quotes



4'-8"

4' x 10' Wall panels- Section graphics

14' x 4'8" Wall graphic



"Woman is riding to suffrage on the bicycle" - Elizabeth Cady Stanton

TYPICAL GRAPHIC MEDIUM



FREEDOM IN MOTION

From the Naked Bike Ride to local bike shops, bicycling allows Philadelphians to express themselves in many ways. We use our bikes to assert our independence via:

-  *Active participation*
Exercise, racing, and doing tricks
-  *Personal transport*
Work commutes and joy rides
-  *Bike design*
Customization to fit your style

SHOP LOCAL

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Section Introduction Panel - 4' x 1'9"

Reader Rail

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GETTING AROUND

Secondary Panel

Bikers have long represented the rebellious spirit of Philadelphia. In 1819, Philadelphia issued the first citation for riding a bike on the sidewalk— an offense that still happens today.

Today, the Naked Bike Ride, bike messengers, and One Way bring flavor to the Philly bike scene by crossing the lines of convention.



A woman being pulled over on a penny farthing in Philadelphia, 1897.
Philly courtesy of Philadelphia Historical Society

REBELS WITH (OR WITHOUT) A CAUSE

TYPICAL GRAPHIC SMALL



Section Panel in situ

Tag, you're it.

Bicycle head badges were originally created to distinguish bikes from each other, but quickly became an elaborate artform.

The first five head badges were all made by Philadelphia manufacturers in the late 1800's and early 1900's. The head badge on the bottom right was created by local artist Jen Green at her store, Revolution Cycle Jewelry.

Left to right:

Top row: Eclipse Bicycle Company; Wanamaker Special; *Black Beauty*, Haverford Cycle Company.

Middle row: Brandywine, F.M. Dampman Cycle Company; *Aristocrat*, Supplee-Biddle Hardware Company.

Bottom row: *Krampus*, Revolution Cycle Jewelry.

Object Label - 6" x 4"
DIN Alternate Bold 12pt



Pothole sidewalk graphic and projection



GRAPHICS SCHEDULE

Entrance / Exit					
Element	ID #	Type	Size	Materials	Notes
Graphic	GR.EE.A.1	Exhibition Title Panel	5' x 7'	Aluminum	These three graphics to be attached to three walls at entrance with brackets.
	GR.EE.A.2	Exhibition Title Panel	5' x 7'	Aluminum	
	GR.EE.A.3	Exhibition Title Panel	5' x 7'	Aluminum	
	GR.EE.B.1	Window Graphic	5' x 5'	Vinyl	
	GR.EE.B.2	Window Graphic	5' x 5'	Vinyl	
	GR.EE.C.1	Tertiary Panel	22" x 14"	Foam Board	

Section 1: Freedom in Motion					
Element	ID #	Type	Size	Materials	Notes
Graphic	GR.1.A.1	Wall Graphic	14' x 4'6"	Vinyl	
	GR.1.A.2	Wall Graphic	5' x 5'	Vinyl	
	GR.1.A.3	Wall Graphic	4'6" x 2'	Vinyl	
	GR.1.B.1	Section Intro Panel	4'10" x 1'9"	Foam Board	
	GR.1.B.2	Subsection Panel	2'9" x 1'9"	Foam Board	
	GR.1.C.1	Tertiary Panel	22" x 14"	Foam Board	
	GR.1.D.1	Photo Wall Graphic	4' x 10'	Aluminum	Attached to wall with brackets.
	GR.1.E.1	Extended Object Label	6" x 4"	Acid-free card	
	GR.1.E.2	Extended Object Label	6" x 4"	Acid-free card	
	GR.1.E.3	Extended Object Label	6" x 4"	Acid-free card	

Section 2: Bike Shop					
Element	ID #	Type	Size	Materials	Notes
Graphic	GR.2.A.1	Section Intro Panel	4'10" x 1'9"	Foam Board	
	GR.2.B.1	Reader Rail	3' x 1'	Foam Board	Mounted under acrylic panel
	GR.2.B.2	Reader Rail	3' x 1'	Foam Board	Mounted under acrylic panel
	GR.2.C.1	Wall Graphic	2'6" x 4'10"	Vinyl	
	GR.2.C.2	Wall Graphic	4' x 2'	Vinyl	
	GR.2.D.1	Tertiary Panel	1' x 1'	Foam Board	Shop Owner Profiles
	GR.2.D.2	Tertiary Panel	1' x 1'	Foam Board	
	GR.2.D.3	Tertiary Panel	1' x 1'	Foam Board	
	GR.2.D.4	Tertiary Panel	22" x 14"	Foam Board	
	GR.2.E.1	Extended Object Label	6" x 4"	Foam Board	
	GR.2.E.2	Extended Object Label	6" x 4"	Foam Board	
	GR.2.E.3	Extended Object Label	6" x 4"	Foam Board	

Section 3: Pushing the Limits					
Element	ID #	Type	Size	Materials	Notes
Graphic	GR.3.A.1	Section Intro Panel	4'10" x 1'9"	Foam Board	
	GR.3.B.1	Reader Rail	3' x 1'	Foam Board	Mounted under acrylic panel
	GR.3.B.2	Reader Rail	3' x 1'	Foam Board	Mounted under acrylic panel
	GR.3.B.3	Reader Rail	3' x 1'	Foam Board	Mounted under acrylic panel
	GR.3.B.4	Reader Rail	3' x 1'	Foam Board	Mounted under acrylic panel
	GR.3.C.1	Wall Graphic	5' x 3'	Vinyl	
	GR.3.C.2	Wall Graphic	5' x 3'	Vinyl	
	GR.3.C.3	Wall Graphic	5' x 3'	Vinyl	
	GR.3.C.4	Wall Graphic	4' x 7'	Vinyl	
	GR.3.D.1	Subsection Panel	2'9" x 1'9"	Foam Board	
	GR.3.E.1	Photo Wall Graphic	4' x 10'	Aluminum	Attached to wall with brackets.

Section 4: Intersection					
Element	ID #	Type	Size	Materials	Notes
Graphic	GR.4.A.1	Wall Graphic	14' x 4'	Vinyl	
	GR.4.A.2	Wall Graphic	14' x 4'	Vinyl	
	GR.4.A.3	Wall Graphic	14' x 4'	Vinyl	
	GR.4.A.4	Wall Graphic	2' x 1'	Vinyl	
	GR.4.A.5	Wall Graphic	14' x 4'	Vinyl	
	GR.4.B.1	Extended Object Label	6" x 4"	Foam Board	
	GR.4.B.2	Extended Object Label	6" x 4"	Foam Board	
	GR.4.B.3	Extended Object Label	6" x 4"	Foam Board	

GRAPHICS PLAN

BIKES, LIBERTY, AND THE PURSUIT OF HAPPINESS

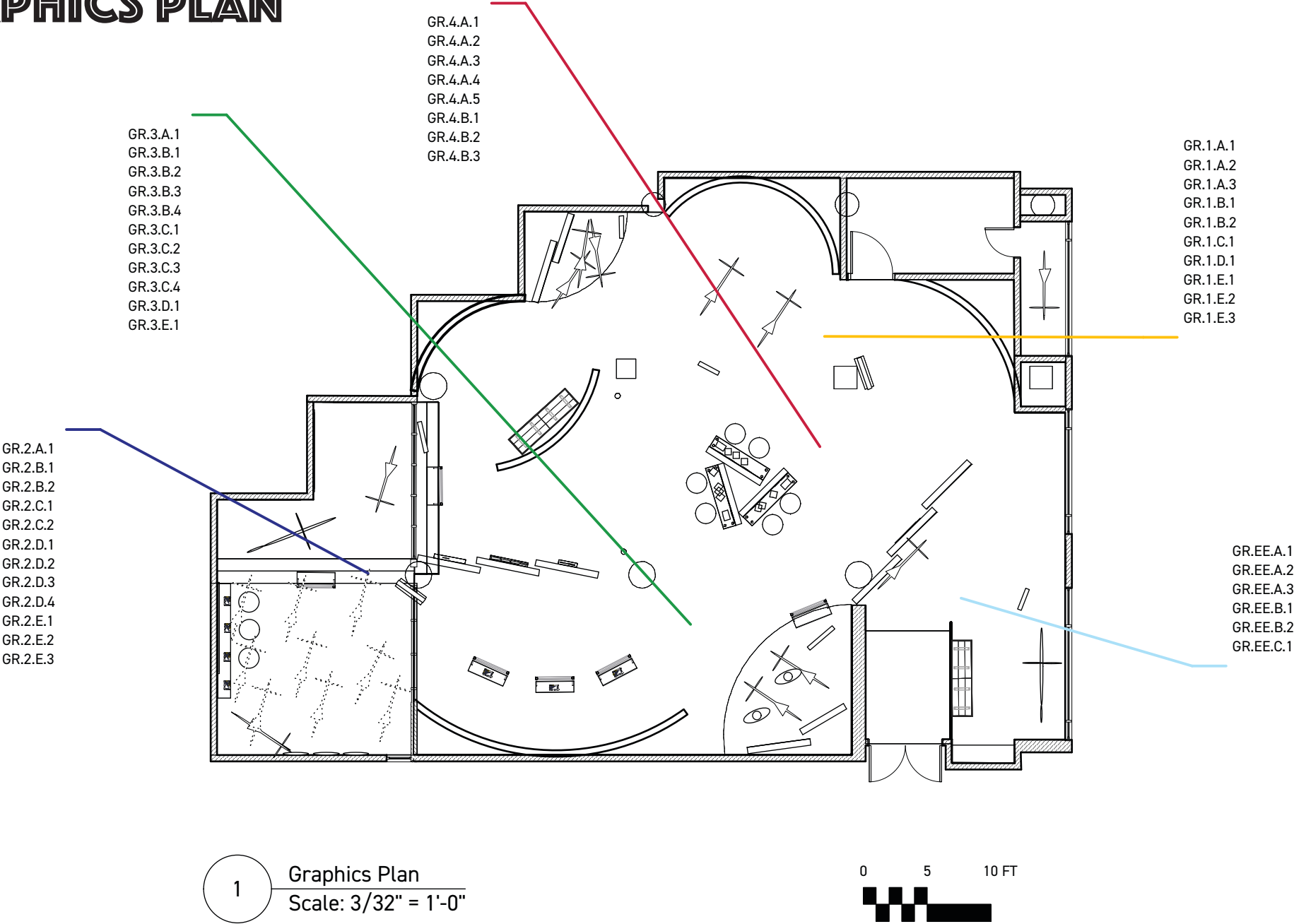
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Sheet No.

1



OBJECTS / ARTIFACTS SCHEDULE

Entrance / Exit					
Element	Accession #	Type	Size	Materials	Notes
Object / Artifact	OB.EE.1	Hybrid Bicycle	5'6" x 3'6" x 1'8"	Aluminum alloy, plastic, rubber	
	OB.EE.2	Custom-Built Bike	5'5" x 3' x 1'3"	Steel, plastic, rubber	In south window of gallery facade. Custom-built by community members.

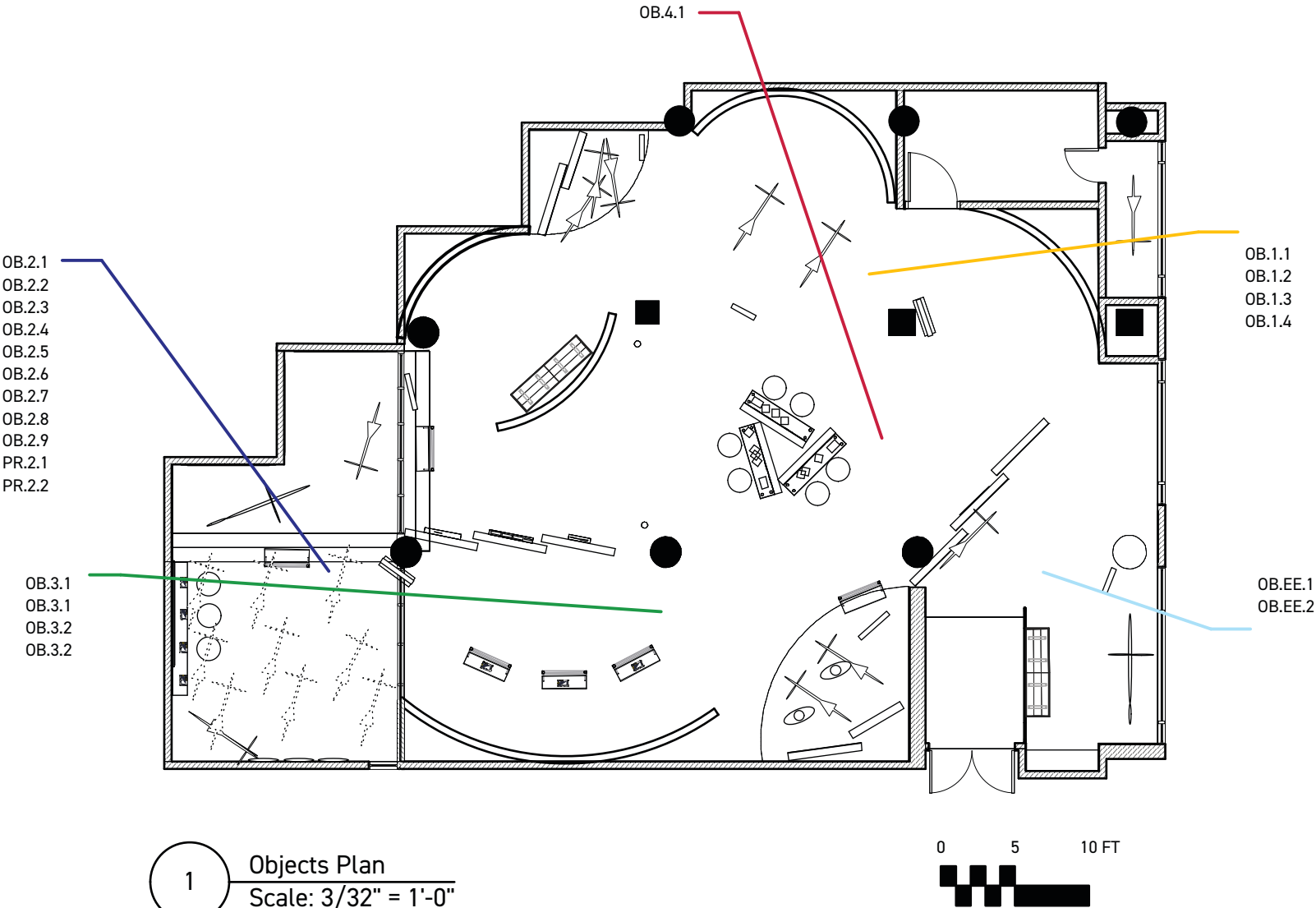
Section 1: Freedom in Motion					
Element	Accession #	Type	Size	Materials	Notes
Object / Artifact	OB.1.1	Bikes (3)	5' x 2'6" x 1'3"	Aluminum alloy, plastic, rubber	One Way and Wheelie Kids bikes.
	OB.1.2	Head badges (6)	2" x 3.5" each	Aluminum, brass, steel	
	OB.1.3	Bicycle sheet music (3)	10" x 13" each	Ink on Paper	
	OB.1.4	Charles Willson Peale draisine illustration	6.15" x 3.6"	Ink on Paper	

Section 2: Bike Shop					
Element	Accession #	Type	Size	Materials	Notes
Object / Artifact	OB.2.1	Draisine	42" x 50" x 41"	wood, paint, fabric	On loan from Smithsonian. Ca 1818.
	OB.2.2	High-wheel / Ordinary	57" x 51" 28"	Steel, paint, wood	On loan from Bicycle Heaven museum, Pittsburgh
	OB.2.3	Beach Cruiser	OB.2.3 - OB.2.8 average 5'5" x 3' x 1'3" each.	Aluminum alloy, rubber, plastic	
	OB.2.4	Custom Trick Bike		Titanium, rubber, plastic	
	OB.2.5	Three-Wheel Easy Rider		Aluminum alloy, rubber, plastic	
	OB.2.6	Lowrider		Aluminum alloy, rubber, plastic	
	OB.2.7	Banana Bike		Steel, rubber, plastic	
	OB.2.8	BMX Bike		Aluminum alloy, rubber, plastic	
	OB.2.9	Historic Philadelphia Bike Shop Sign	5' x 2'	Wood, paint, metal	"REAL CYCLE MANUFACTURING"
Props	PR.2.1	Exploded Bike Diagram	7'2" x 4'10" x 6"	Chalkboard, chalk, Aluminum alloy, rubber, plastic	Mounted on wall with brackets.
	PR.2.2	Hanging Bikes (9)	Approximately 5'6" x 3'6" x 1'8" each	Aluminum alloy, rubber, plastic	Hanging from installed framework for hanging bikes on ceiling.

Section 3: Pushing the Limits					
Element	Accession #	Type	Size	Materials	Notes
Object / Artifact	OB.3.1	Historic Woman's Bicycling Ensemble: Jacket, Divided Skirt, and Gaiters	Circumference (Bust): 32 inches (81.3 cm) Waist: 24 1/2 inches (62.2 cm) Center Back Length (Skirt): 37 inches (94 cm) Circumference (Leg hem of skirt): 77 inches (195.6 cm)	Roller printed cotton plain weave	On loan from the Philadelphia Museum of Art
	OB.3.1	Modern Woman's Bicycling Outft	Top and Shorts: 37" Chest, 32" Waist, 40" Hips. Medium women's helmet, and size 9 Women's shoes.	Spandex, nylon, rubber, cotton.	
	OB.3.2	Historic Woman's Bike	42" x 50" x 41"	Rubber, metal	
	OB.3.2	Modern Woman's Racing Bike	5'5" x 3' x 1'3"	Titanium, rubber, plastic	

Section 4: Intersection					
Element	Accession #	Type	Size	Materials	Notes
Object / Artifact	OB.4.1	Posters (~10)	~11" x 17" each	Paper, yardstick	Historic replicas and modern.

OBJECTS / ARTIFACTS PLAN



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2

FABRICATED ELEMENTS SCHEDULE

Entrance					
Element	ID #	Type	Size	Materials	Notes
Large Metal Fixture	LMF.EE.1	Ramp Railing	9' x 4' x 4"	Aluminum Alloy	
Furniture	FU.EE.1	Bench	6' x 1'6" x 1'6"	Aluminum Alloy, Foam/pvc upholstery	
Temporary Walls	TW.EE.1	Introductory Walls (3)	5' x 7' x 6"	MDF, paint	5' x 7' metal sheet graphic will be secured to front of each wall. Secured with floor cleats.
Interactive	I.EE.1	High-Wheel Bicycle	57" x 51" 28"	Aluminum Alloy, Steel,	Modern. Custom-built by community members.

Section 1: Freedom in Motion					
Element	ID #	Type	Size	Materials	Notes
Plinth(s)	P.1.1	Section Graphic Plinth	2'6" x 9" x 6"	Plywood with concrete textured finish.	Holds bike rack.
	P.1.2	Rebels Section Plinth	Quarter ellipse, 7'1" x 8'1". 1'3" high.	Plywood with concrete textured finish.	Rebels section
Decks	D.1.1	Small Case Deck	1'6" x 4" x 2"	White Sintra; Ethafoam, linen	For wall case 1 of Cycling Creations subsection.
	D.1.2	Medium Case Deck	2'6" x 4" 2"	White Sintra; Ethafoam, linen	For wall case 3 of Cycling Creations subsection.
	D.1.3	Large Case Deck	3' x 4" x 2"	White Sintra; Ethafoam, linen	For wall case 2 of Cycling Creations subsection.
Large Metal Fixtures	LMF.1.1	Bike Rack	2' x 3' x 2"	Steel	Holds section graphic.
	LMF.1.2	Metal Pole (2)	3'6" tall, 1" square base.	Steel	Holds graphic for Joy of the Ride interactive, and graphic for Rebels subsection.
Small Metal Fixtures	SMF.1.1	Bike Trainer (2)	62" x 22" x 52"	Steel	Stabilizes Joy of the Ride interactive bikes.
	SMF.1.2	Mount (3)	Rod stem 3" tall, with two 1.25" arms, and 1" square base.	Brass	Holds historic and modern bike head badges.
	SMF.1.3	Mount (3)	Rod stem 6" tall, with two 1.25" arms, and 1" square base.	Brass	Holds historic bike head badges.
	SMF.1.4	Mount (4)	2" long rod stem with bracket.	Brass	Attaches to plexiglas plate to mount documents.
Plates	PLA.1.1	Plates (4)	10" x 13" plexiglas plate with attached brass bracket.	Plexiglas, brass	Attaches to brass stems to mount documents.
Vitrines	V.1.1	Medium Case Vitrine	2'6" x 4" x 1'6"	Plexiglas	For wall case 3 of Cycling Creations subsection.
	V.1.2	Large Case Vitrine	3' x 4" x 1'6"	Plexiglas	For wall case 2 of Cycling Creations subsection.
	V.1.3	Small Case Vitrine	1'6" x 4" x 1'	Plexiglas	For wall case 1 of Cycling Creations subsection.
Interactives	IN.1.1	Bike	5'6" x 3'6" x 1'8"	Aluminum alloy, rubber, plastic	Bike 1 for Joy of the Ride interactive.
	IN.1.2	Bike	5'5" x 3' x 1'3"	Titanium, rubber, plastic	Bike 2 for Joy of the Ride interactive.
Temporary Walls	TW.1.1	Photo Wall for Rebels Subsection	4' x 10' x 6"	MDF, paint	Sits on plinth for Rebels section. Metal sheet graphic will be secured to front of wall. Secured with floor cleats.
	TW.1.2	Quote Wall for Rebels Subsection	5' x 7' x 6"	MDF, paint	Sits on plinth for Rebels section. Secured with floor cleats.
	TW.1.3	Section Divider Walls (3)	5' x 7' x 6"	MDF, paint	Each wall holds one case for Cycling Creations subsection. Secured with floor cleats.
Furniture	FU.1.1	Bench	6' x 1'6" x 1'6"	Aluminum Alloy, Foam/pvc upholstery	

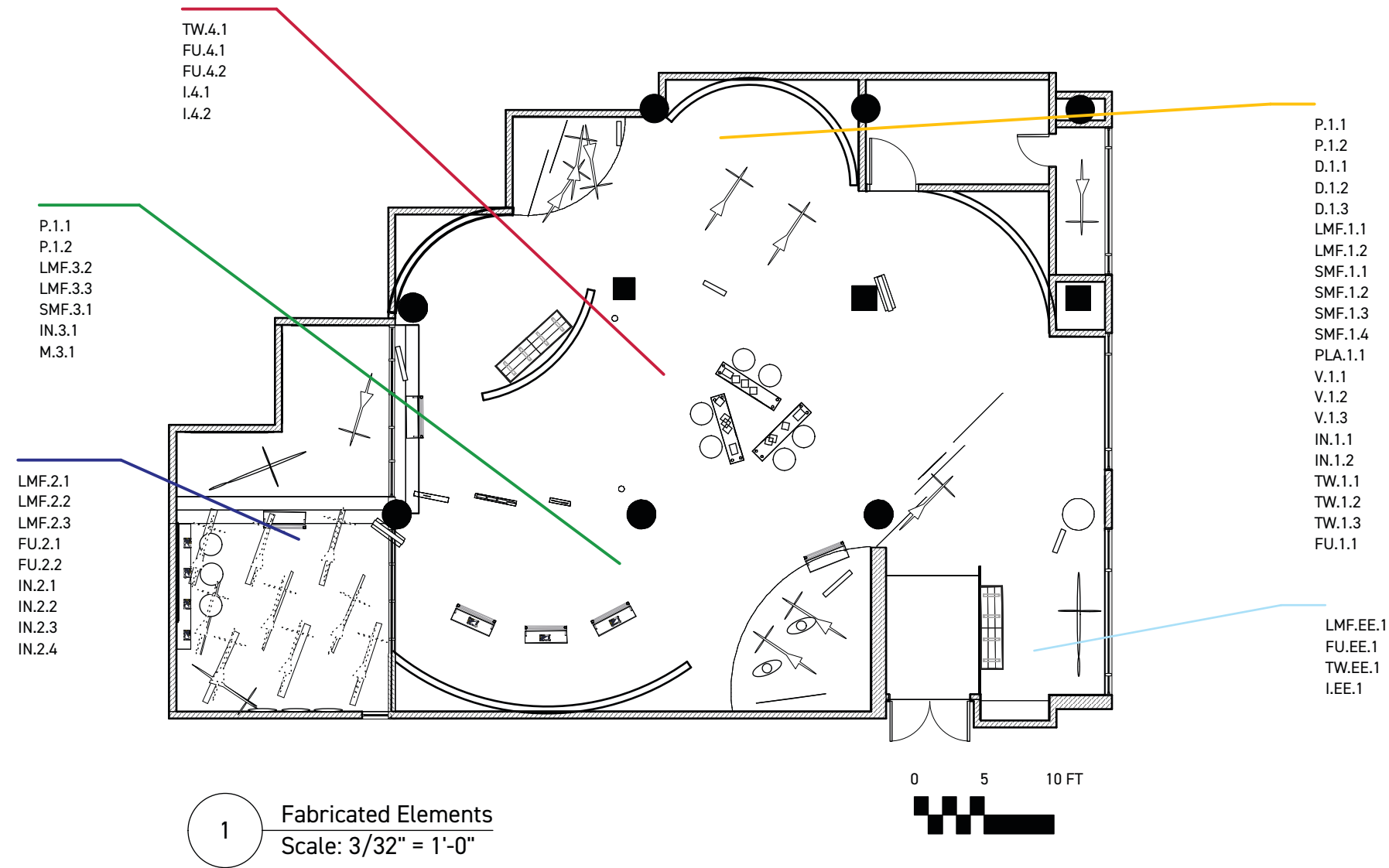
Section 2: Bike Shop					
Element	ID #	Type	Size	Materials	Notes
Large Metal Fixtures	LMF.2.1	Bike Rack	2' x 3' x 2"	Steel	Holds section graphic
	LMF.2.2	Stanchion (2)	10' x 3'6" x 1' (when fully extended)	Aluminum and canvas.	Protects historic bikes.
	LMF.2.3	Bike Repair Stand	41"-75" tall, 40" wide	Aluminum, plastic	
Furniture	FU.2.1	Stool (3)	1'5" Diameter, 2'6" tall	Aluminum, Foam/pvc upholstery	
	FU.2.2	Wooden Counter	9' x 1' 2'10"	Painted plywood	
Interactives	IN.2.1	iPad (4)	8" x 5" x .5"	Aluminum, glass, etc.	
	IN.2.2	Bike	5'6" x 3'6" x 1'8"	Aluminum alloy, rubber, plastic	
	IN.2.3	Tools	Various	Metal, rubber, plastic, etc.	Tools are tethered to the wall, and have short descriptions of their uses. Some can be used on the bike interactive.
	IN.2.4	Wheels (3)	24" diameter	Aluminum, rubber	Wheels feature profiles of local shop owners and can be spun by visitors.

Section 3: Pushing the Limits					
Element	ID #	Type	Size	Materials	Notes
Plinths	P.1.1	Section/Sub-section Graphic Bases (2)	2'6" x 9" x 6"	Plywood with concrete textured finish.	
	P.1.2	Display Plinth	Quarter ellipse, 11'10" x 10'. 1'3" high.	See above.	
Large Metal Fixtures	LMF.3.2	Reader Rails (4)	3' x 1'3" x 1'	Aluminum, Acrylic	
	LMF.3.3	Bike Rack	2' x 3' x 2"	Steel	Holds section graphic.
Small Metal Fixtures	SMF.3.1	Bike Trainer (2)	62" x 22" x 52"	Steel	Stabilizes displayed bikes.
Interactives	IN.3.1	iPad (3)	8" x 5" x .5"	Aluminum, glass, etc.	iPads sit on reader rails, and control the projections on opposite mapping wall.
Mannequins	M.3.1	Women figures (2)	6' tall, 3' wide	Fiberglass	

Section 4: Intersection / Exit					
Element	ID #	Type	Size	Materials	Notes
Temporary Walls	TW.4.1	Intersection Talkback Walls	5' x 7' x 6"	MDF, paint	Secured with floor cleats.
Furniture	FU.4.1	Desks (3)	4'11" long, 1' deep. Has four 3'6" legs, and a 2" thick MDF top.	Aluminum, MDF, paint	Each desk is attached with brackets to one of the three intersection walls.
	FU.4.2	Stool (6)	1'5" diameter, 2'6" tall		Aluminum, Foam/pvc upholstery
Interactive	I.4.1	Spinning wheel of Biking Trivia	24" diameter	aluminum, rubber, graphics	Attached to exit wall with metal brackets.
	I.4.2	iPad	8" x 5" x .5"	Aluminum, glass, etc.	

FABRICATED ELEMENTS PLAN

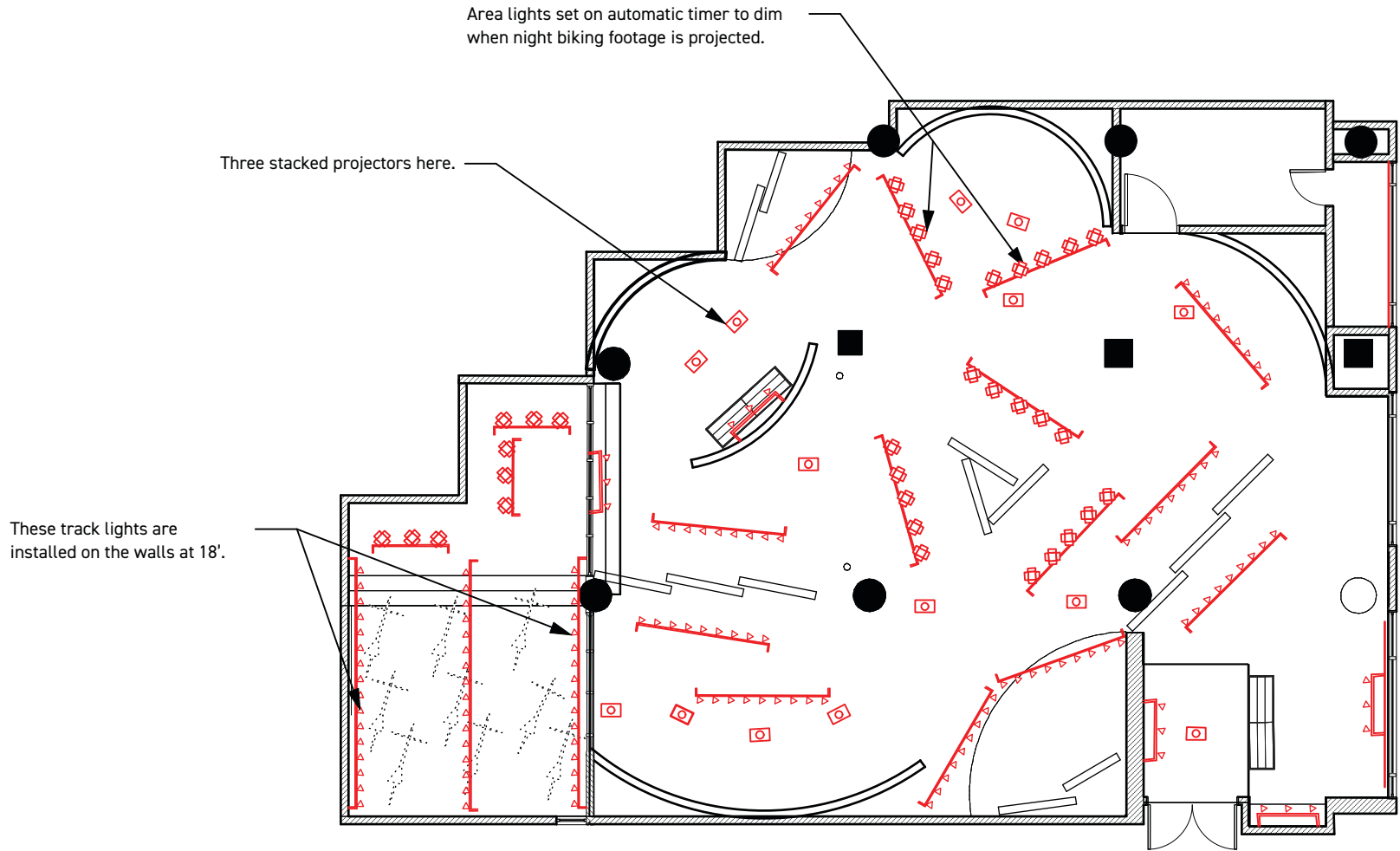
BIKES, LIBERTY, AND THE PURSUIT OF HAPPINESS
Client: Rosenwald-Wolf Gallery University of the Arts 333 S. Broad Street Philadelphia, PA 19102 215.512.1339
Developer/Designer: Frick & Associates 2510 Federal Street Philadelphia, PA 19146 573.808.2230
Date: 12/7/17
Sheet No. 3



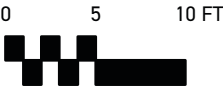
LIGHTING SCHEDULE

Fixture Type	Manufacturer	Description	Catalog #	Lamp Type	Wattage	Volts	Mounting	Lamp Color Temperature
A	HALO	Track Lighting	L806NF8040AH	LED	17.71	120	Track lighting	4000
B	Epson	PowerLite X27 XGA 3LCD Projector			284	100-240	Wall/ceiling mounted	
C	Altman Lighting	Micro Par Narrow Spot	50PAR16NSP	LED	50	120-240	Track lighting	
D	Moda Light	Tape light	VDC2017604	LED	132	12	Wall/bike mounted	4000

REFLECTED CEILING PLAN



2 Scale: 3/32" = 1'-0"
Electrical / Lighting Plan



Legend

- Tape Lighting
- Track Lighting
- ⬢ Theater Lighting
- Projector

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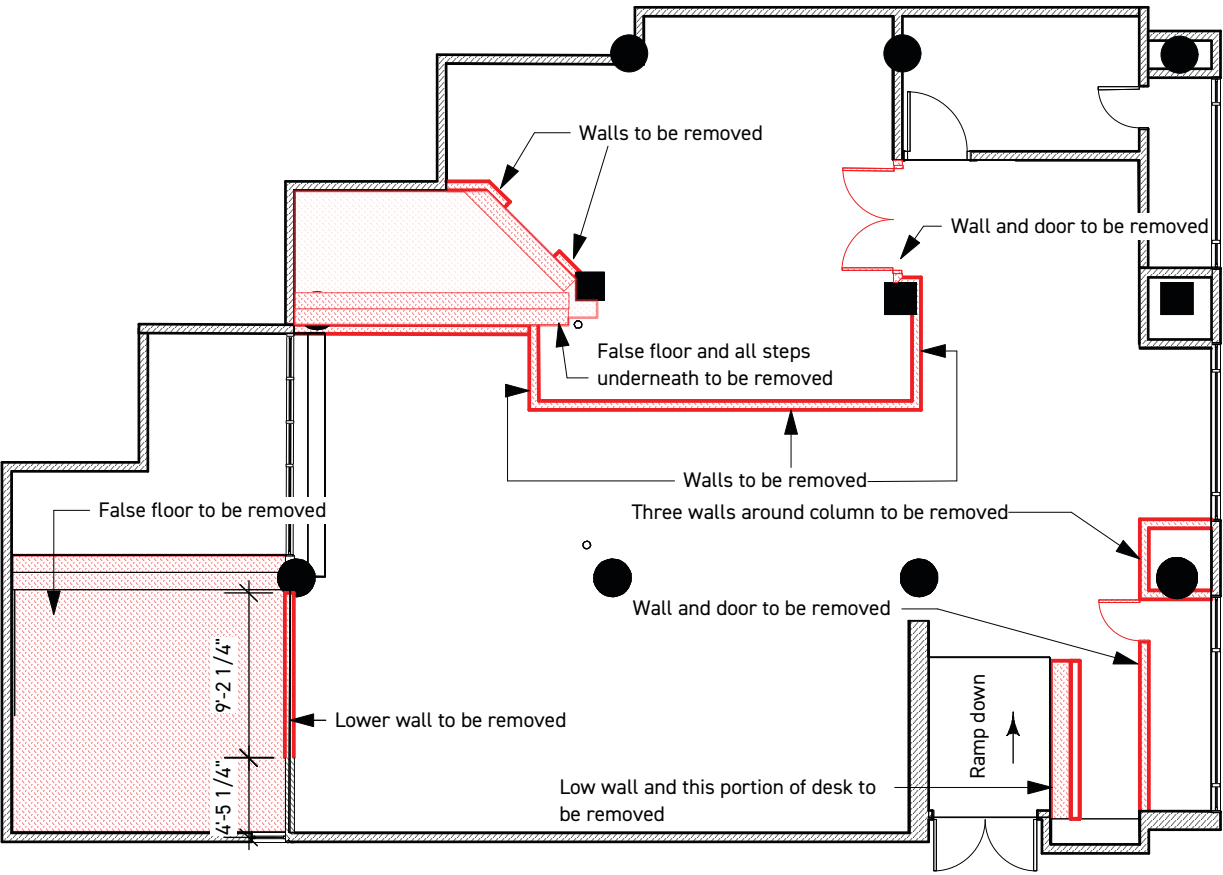
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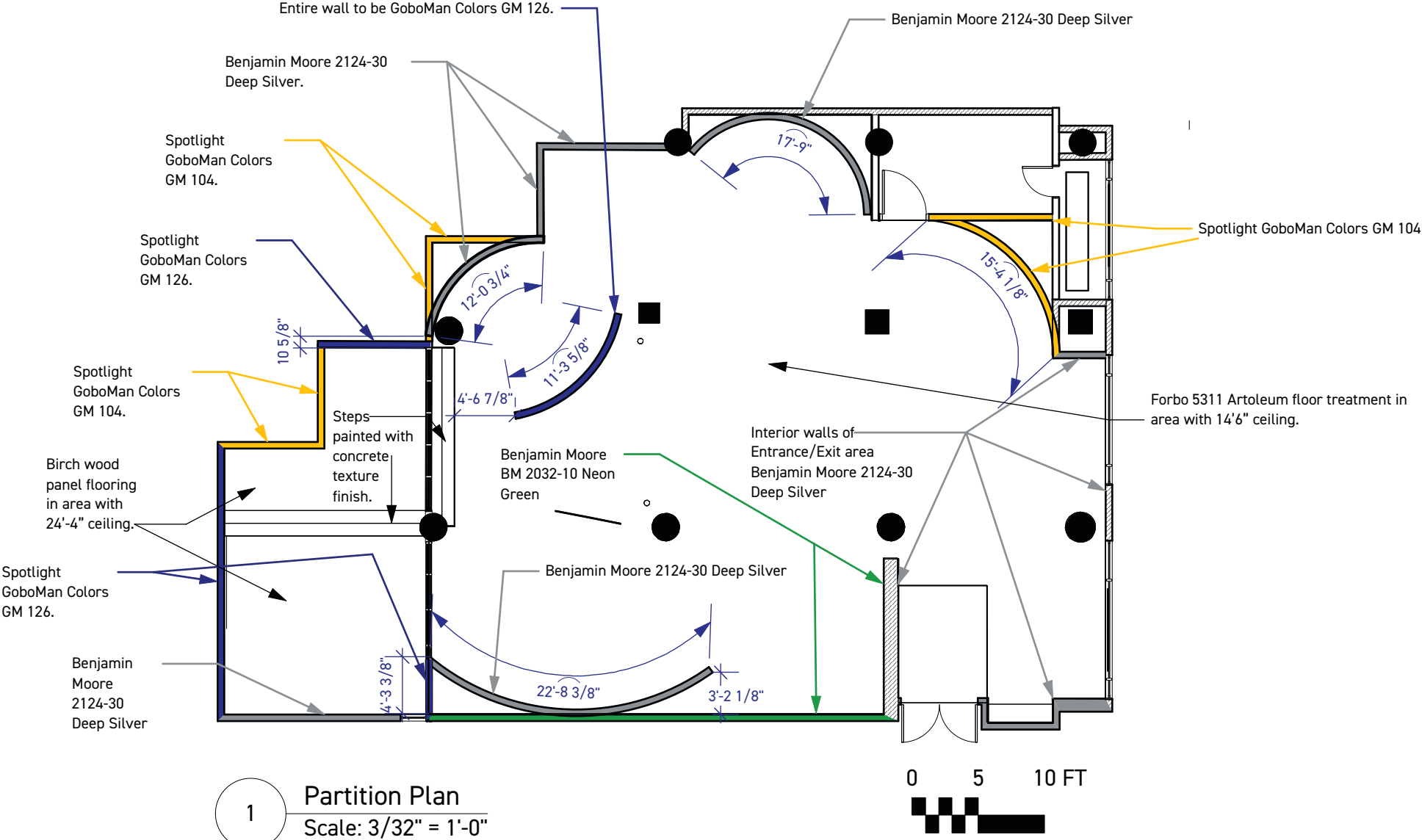
DEMO PLAN



1 Demo Plan
Scale: 3/32" = 1'-0"



PARTITION / PAINT PLAN



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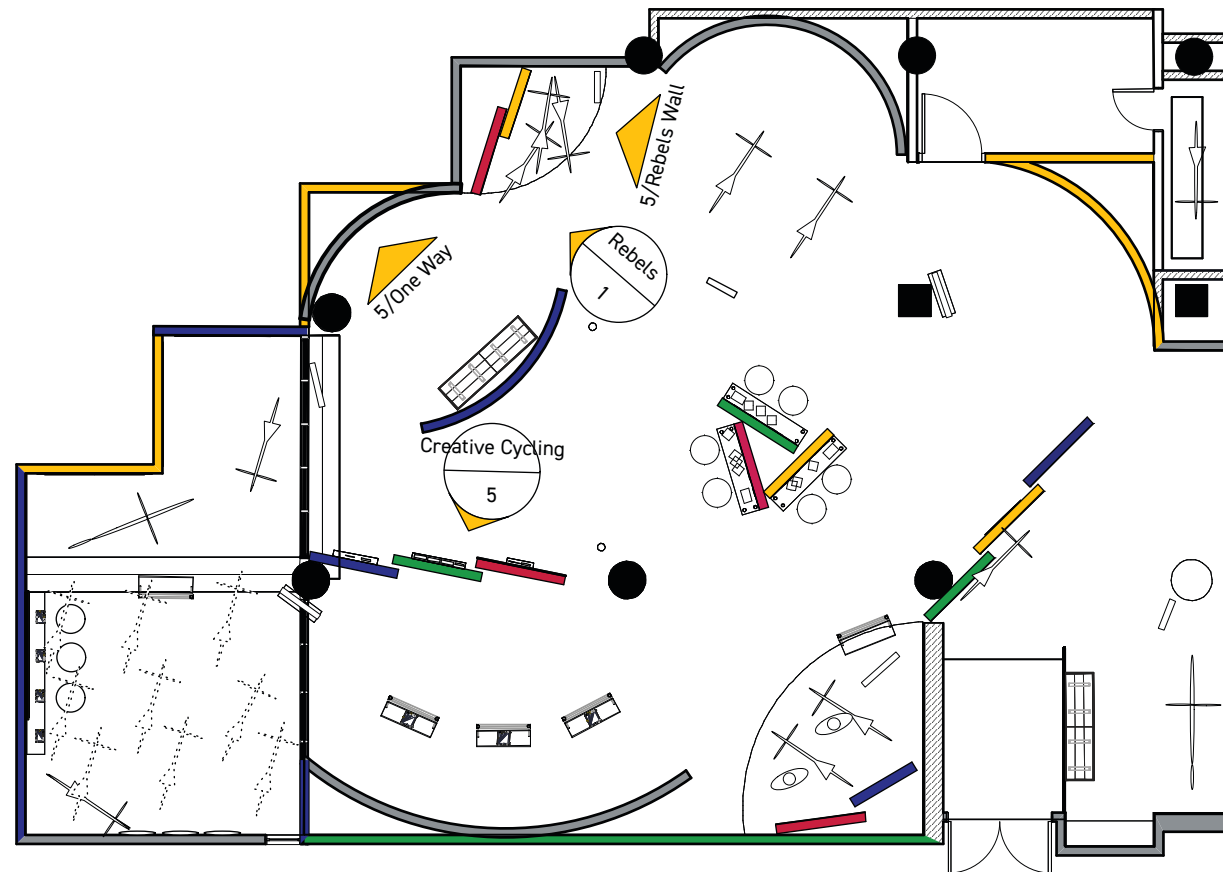
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TEMPORARY WALL PLAN



KEYED ELEVATIONS



1 Keyed Elevations Plan
Scale: 3/32" = 1'-0"

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9

Page 49

ELEVATIONS

Creative Cycling

1 Elevation - Creative Cycling in Situ
Scale: 1/8" = 1'-0"

3 Plan View - Creative Cycling
Scale: 1/8" = 1'-0"

0 5 10 FT

All decks 2" tall.

2 Elevation - Creative Cycling in Situ
Scale: 1/8" = 1'-0"

0 5 10 FT

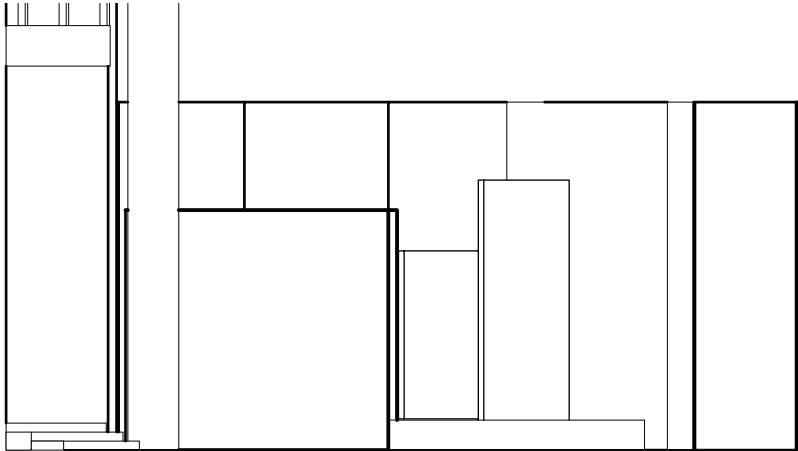
4 Elevation- Creative Cycling - Close Up
Scale: 1/4" = 1'-0"

ELEVATIONS

Rebels



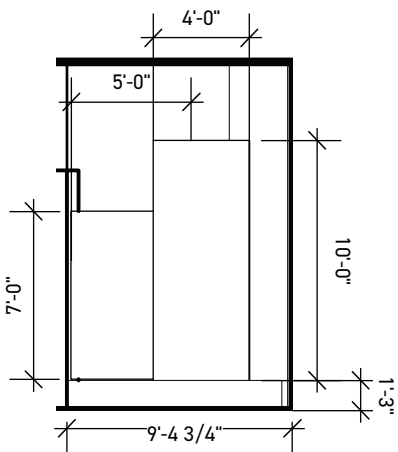
1 Elevation- Rebels
Scale: 1/8" = 1'-0"



2 Elevation- Rebels
Scale: 1/8" = 1'-0"

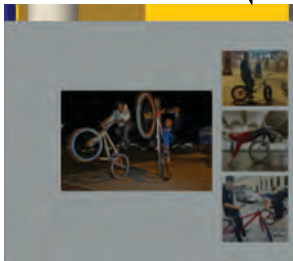


3 Elevation- Rebels Wall
Scale: 1/8" = 1'-0"

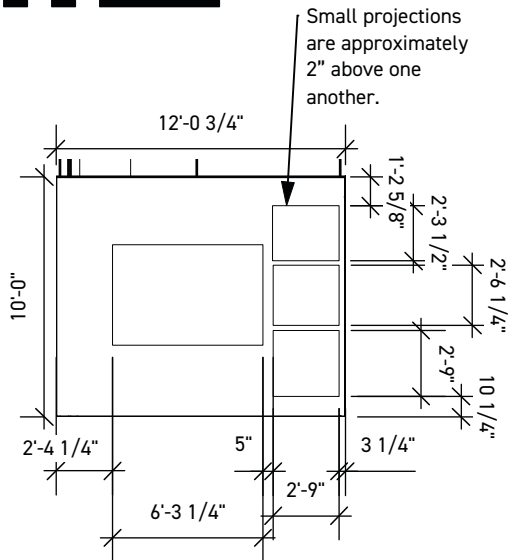


4 Elevation- Rebels Walls
Scale: 1/8" = 1'-0"

Flattened view of curved wall with four separate projected film shorts.



5 Elevation- One Way Film
Scale: 1/8" = 1'-0"



6 Elevation- One Way Film
Scale: 1/8" = 1'-0"

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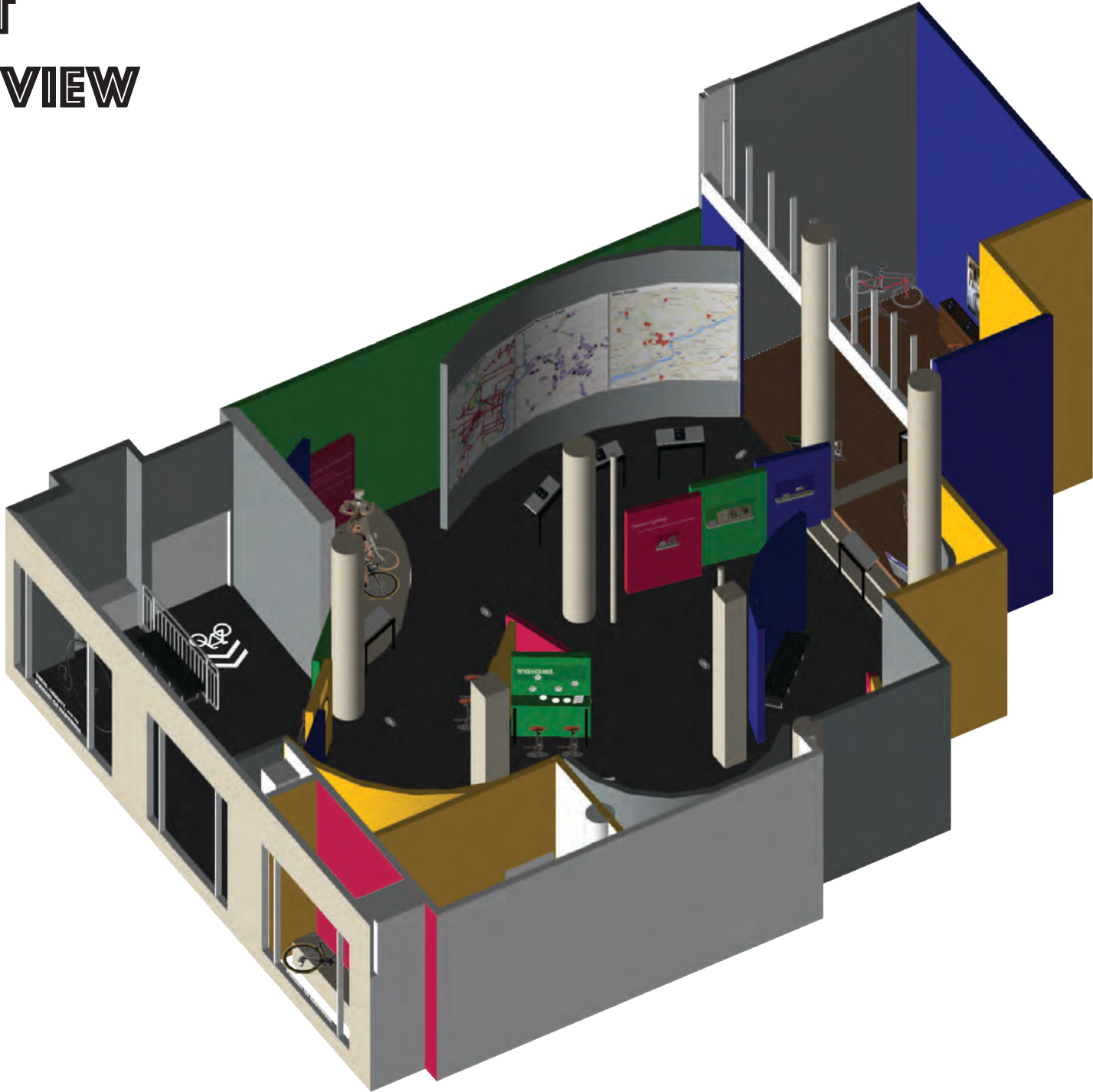
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NORTHWEST
ISOMETRIC VIEW



SOUTHWEST ISOMETRIC VIEW



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Sheet No. 12

BUDGET

Professional Services- \$120,000

- Research/Interpretive Development
- Exhibition Design
- Graphic Design
- Miscellaneous Expenses

Consultant Services- \$140,000

- Lighting Design
- Philadelphia Historian
- Bicycle Historian/Sociologist/Expert
- Bicycle Interactive Fabricator

Media- \$150,000

- UI Design
- Multi-media Design
- Prototyping
- Implementation

Construction- \$80,000

- On-site Construction

Fabrication- \$150,000

- Off-site Construction

Installation and Loans- \$80,000

Contingency- \$30,000

Total- \$750,000

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