

BIKE FOR BRAIN HEALTH

SUPPORTING Baycrest

Experiences with dementia never take the same shape. Neither should the solution.

This system is built around a bike that shifts and morphs, dependant on its environment. The tangled yet recognizable bike reflects both the disorientation caused by dementia as well as the determination to navigate a path forward through fundraising. The bike transforms into a framing device to highlight participants in photos and as a wayfinding element during the event day. The motion system serves to foreground the ever-changing challenges faced by individuals and their families; while remaining grounded in a familiarly uplifting tone that the event is known for.

VIEW MOTION SYSTEM HERE
(Make sure to scroll!!)

