



## Coast Cycles Wins Red Dot Award: Design Concept 2015



*"I started out wanting to create a bicycle that suits everyone's personal mobility and storage needs," says Jansen Tan, founder and creator of Coast Cycles. "To actually win the Red Dot Award: Design Concept 2015 for my concept is more than I ever expected, and we are so privileged and grateful to receive it. This is a wonderful motivation for me to work even harder at designing better bicycles for the future."*

Singapore's very own homegrown lifestyle bicycle brand, Coast Cycles, has won the prestigious Red Dot Award: Design Concept 2015, for the Quinn cargo bicycle in the Mobility Category. The Red Dot Award: Design Concept 2015 is the first major award Coast Cycles has won since its inception in 2014.

The Red Dot Design Ranking for design concepts tracks and measures the success of a company in producing exciting new design concepts over time. The Ranking reflects the sustainable design innovation capability of a company, and extends recognition to these companies to encourage them to continue investing in design.

### Inspiration behind the Quinn

The Quinn is a compact bicycle designed to suit anyone who needs to commute with a bag, whether it be a laptop bag, messenger bag, tote bag, or handbag.

The concept of keeping the additional weight near the bicycle's centre of gravity by placing the storage compartment where the top tube usually is means the bicycle is more stable when riding. It also means the user can keep an eye on the bag at all times. This design is especially thoughtful in catering to those who need to commute in busy metropolitan cities where safety and security of personal assets are critical.

### Judging criteria

There are 31 categories across the board. Entries are judged based on five criteria – design innovation, aesthetic quality, realisation possibility, functionality and usefulness, emotional content and impact.

A jury comprising 20 international judges agreed that the Quinn, with its excellent design quality, was well deserving of the Red Dot Award.

The awarding ceremony was held on 25 September at the Red Dot Design Museum Singapore, and winning designers flew in from all over the world to receive the award.