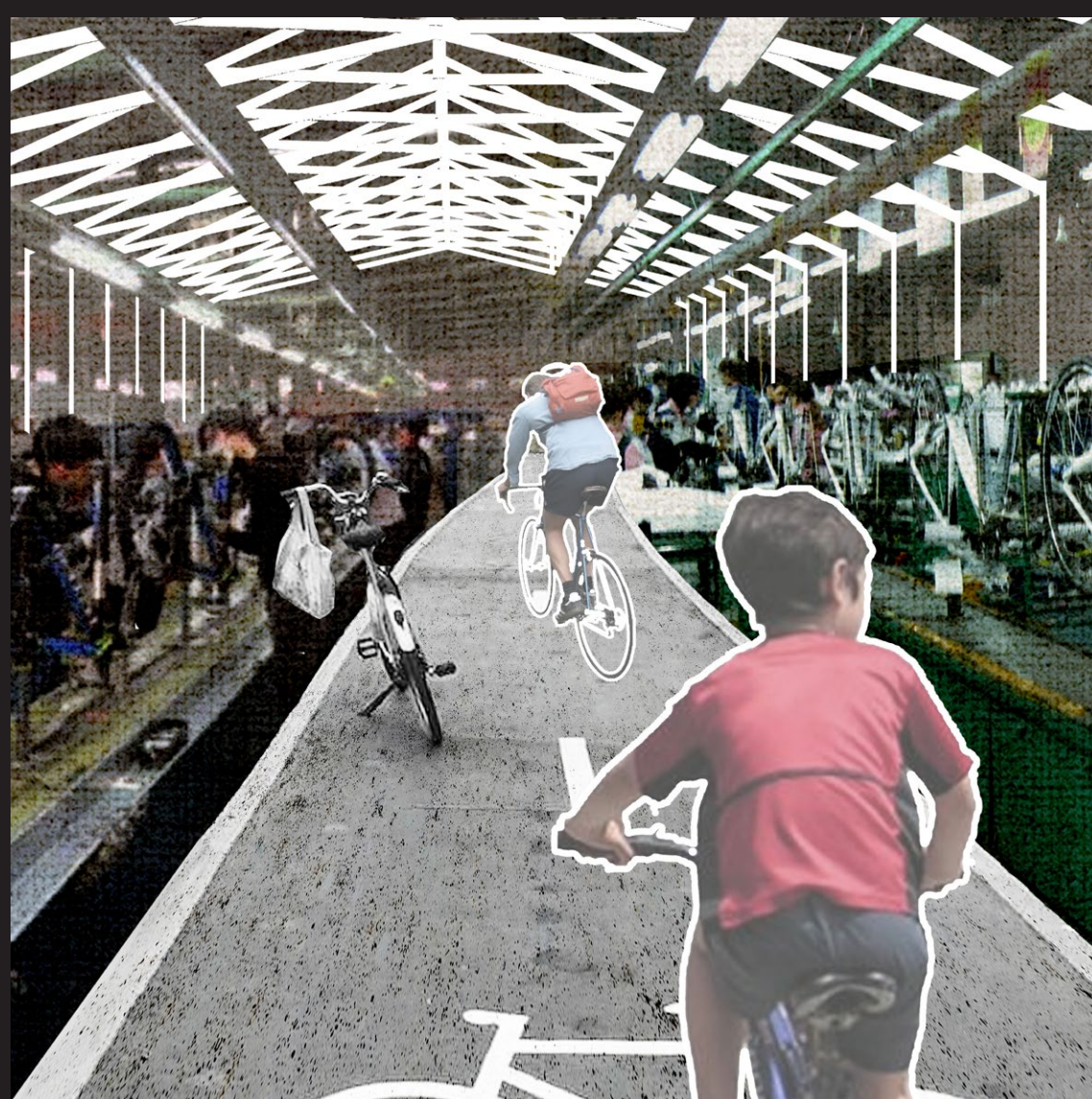
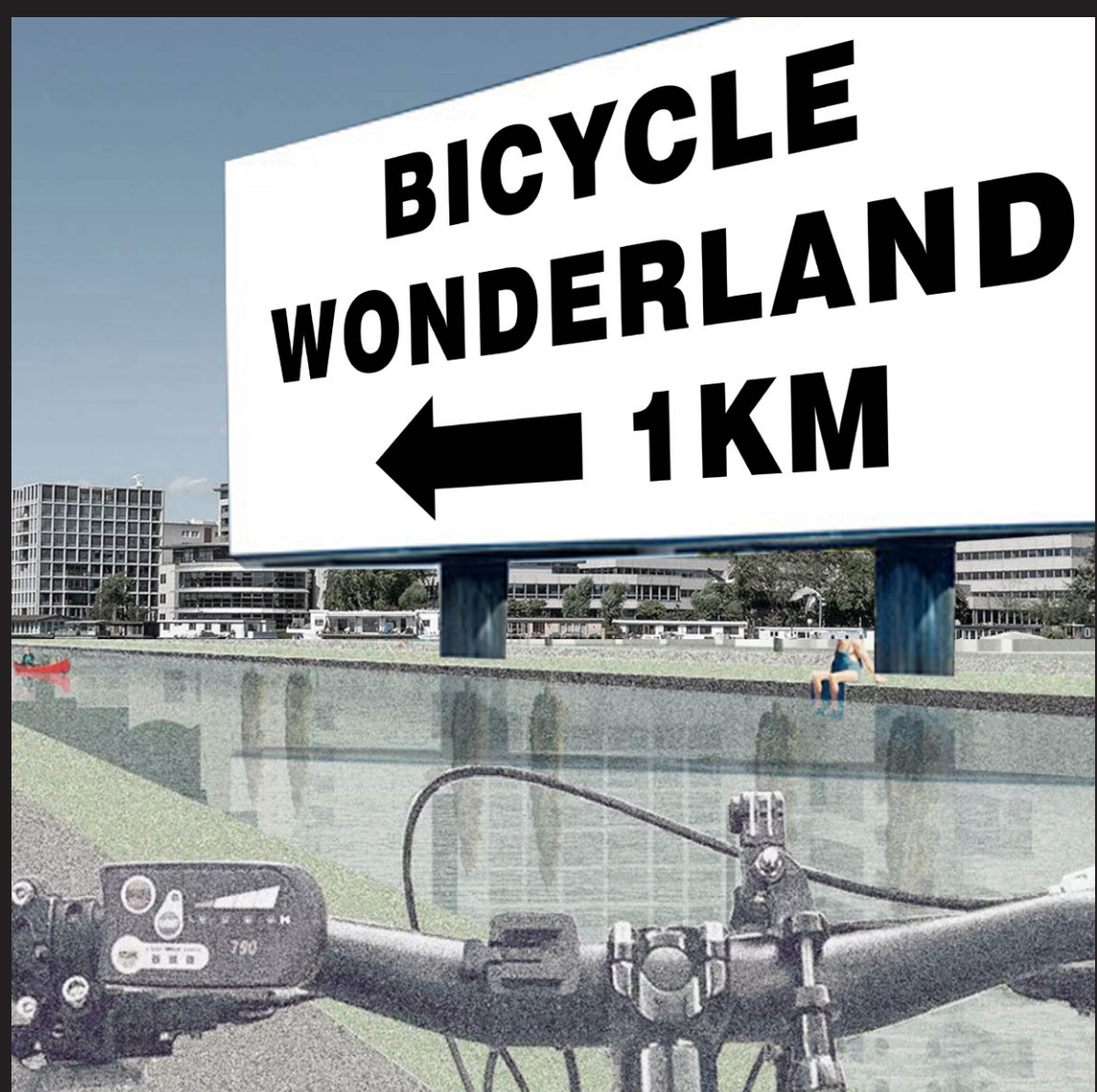
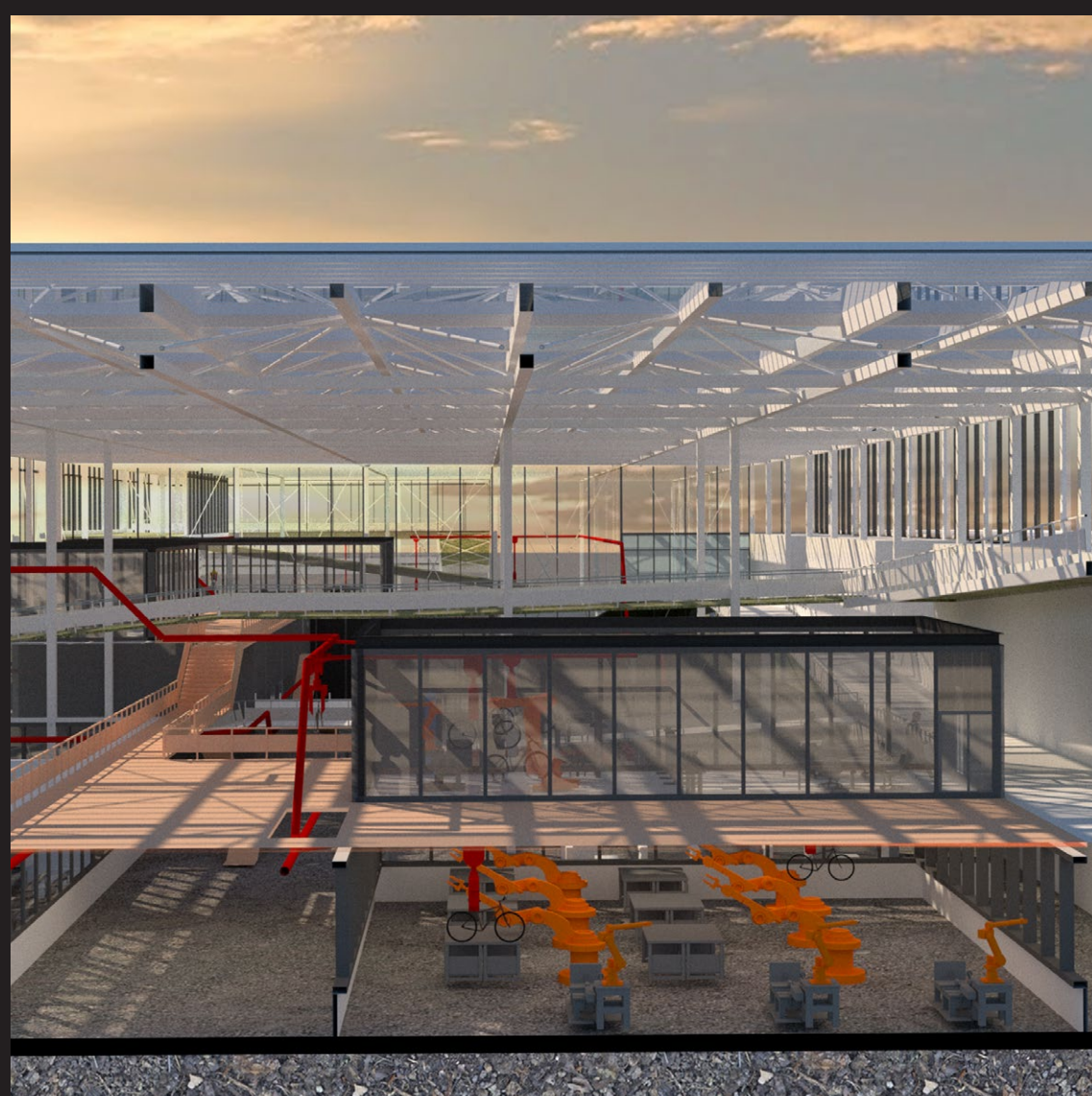
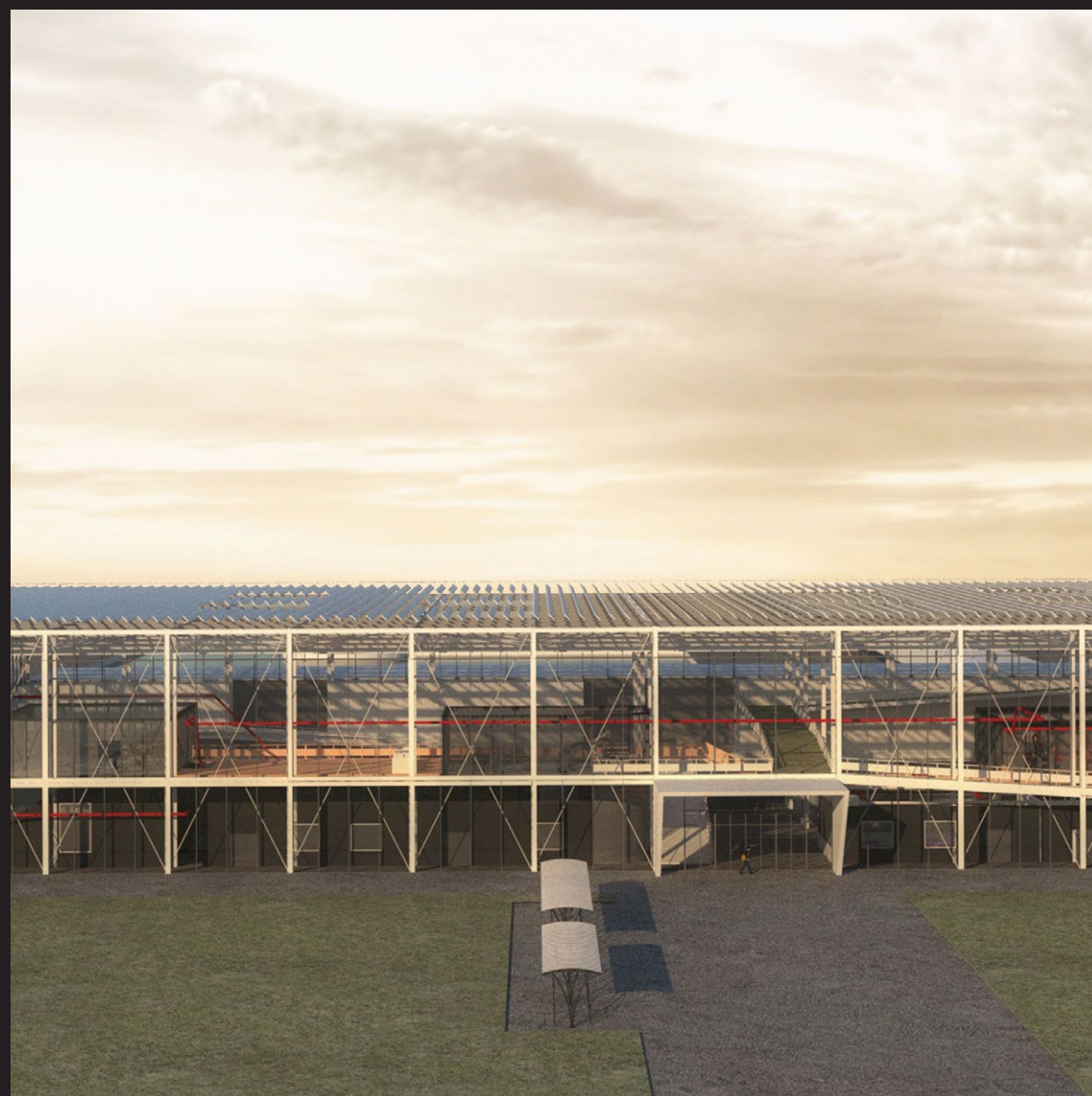
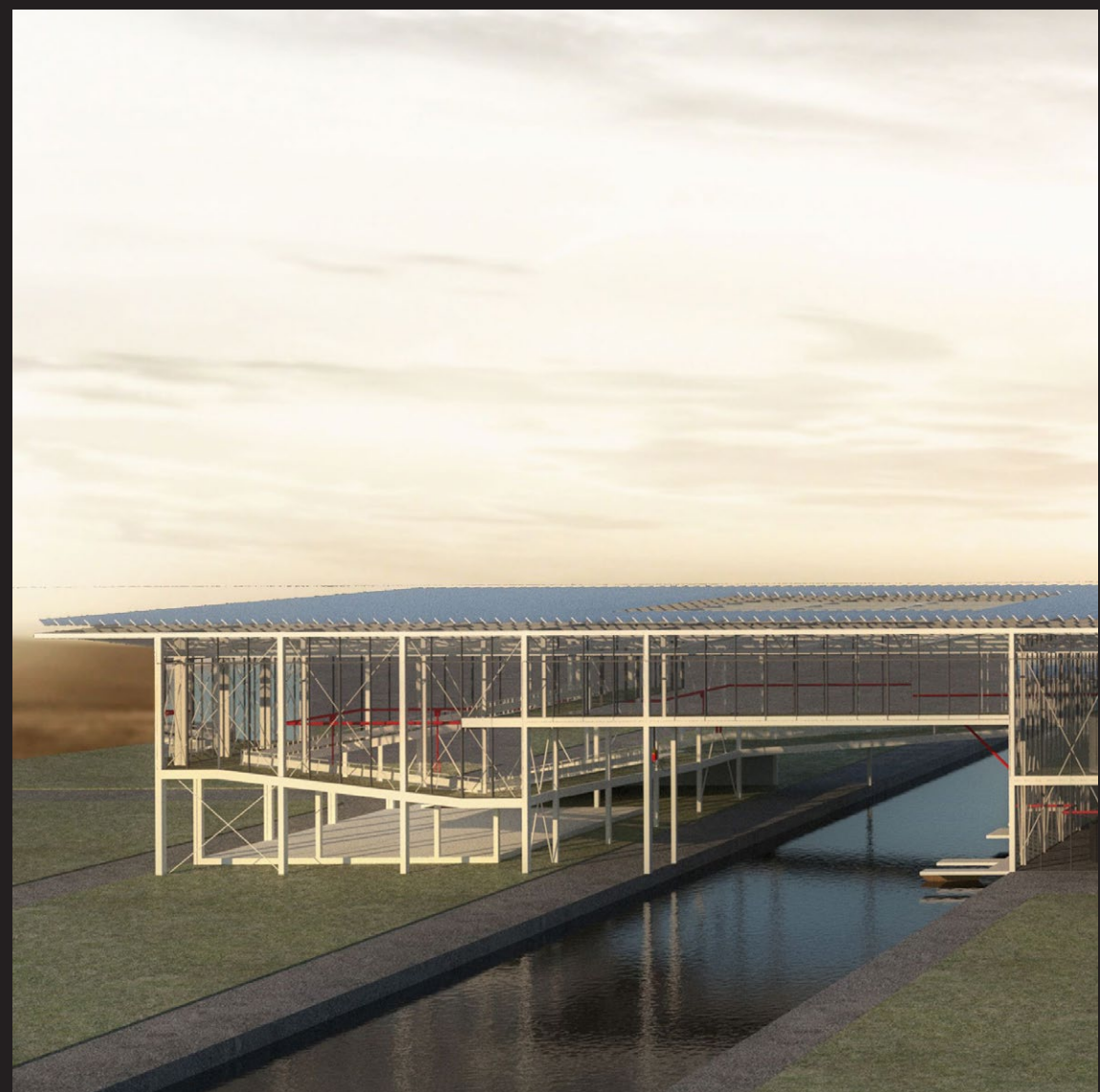
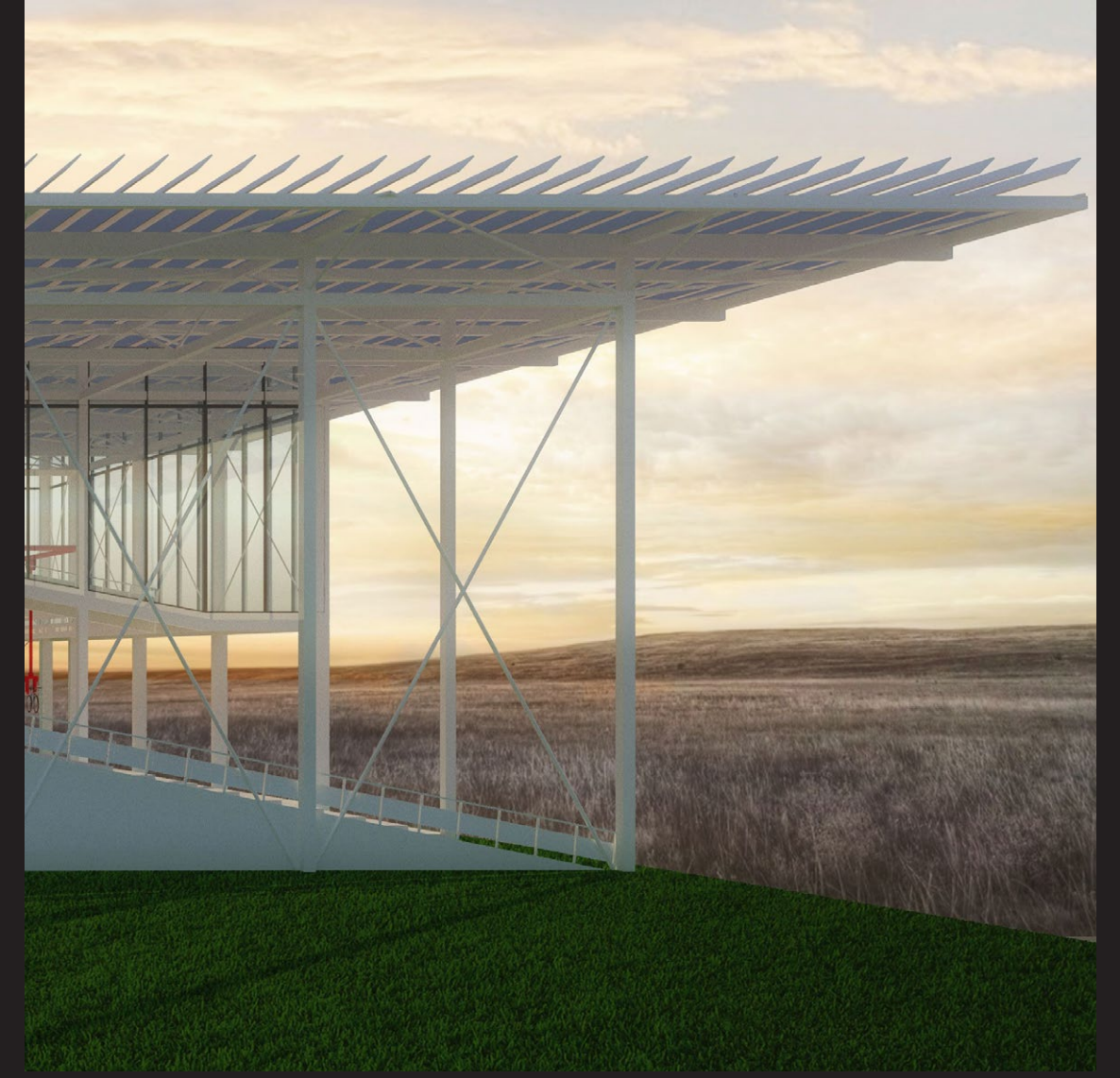
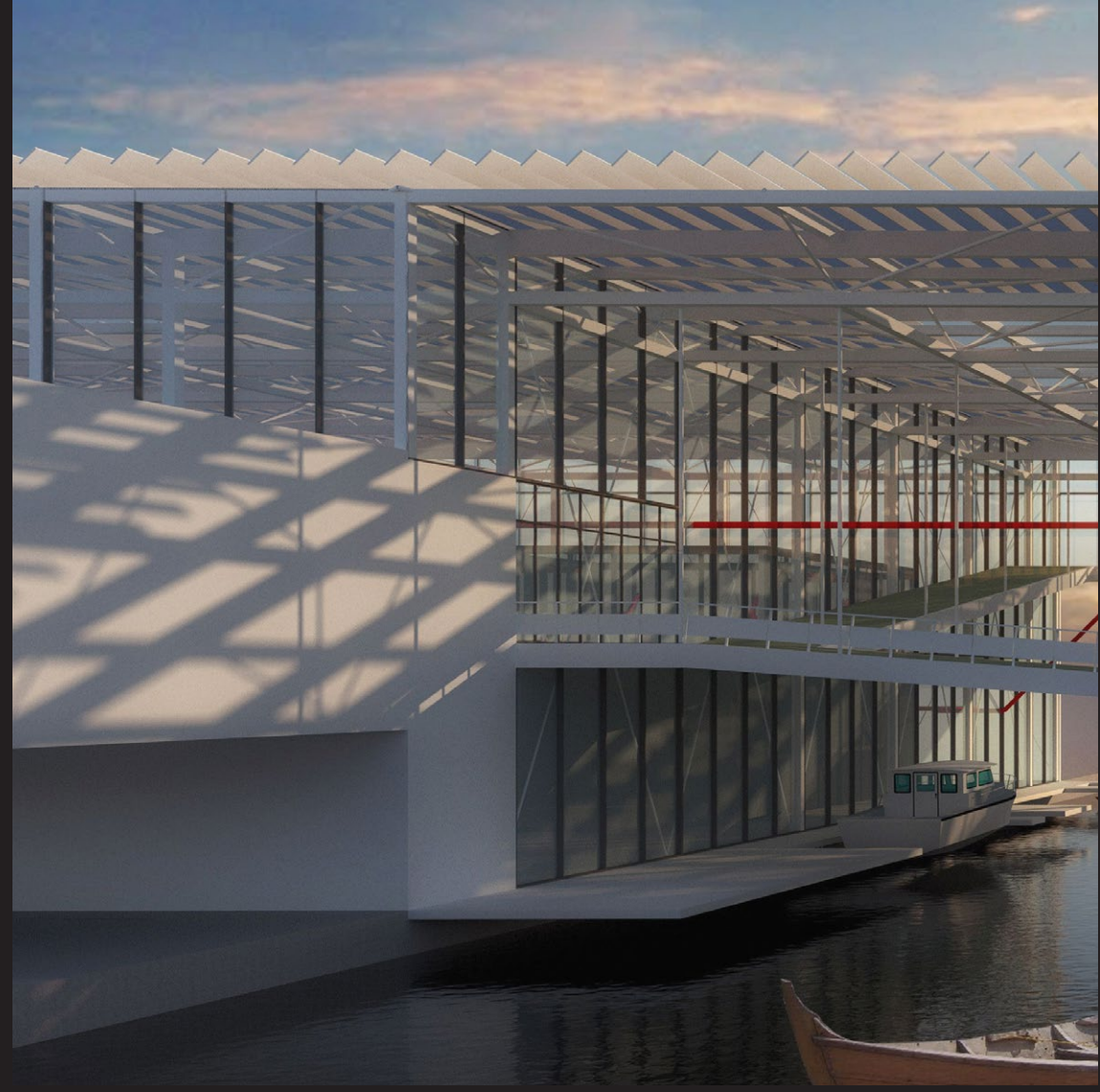
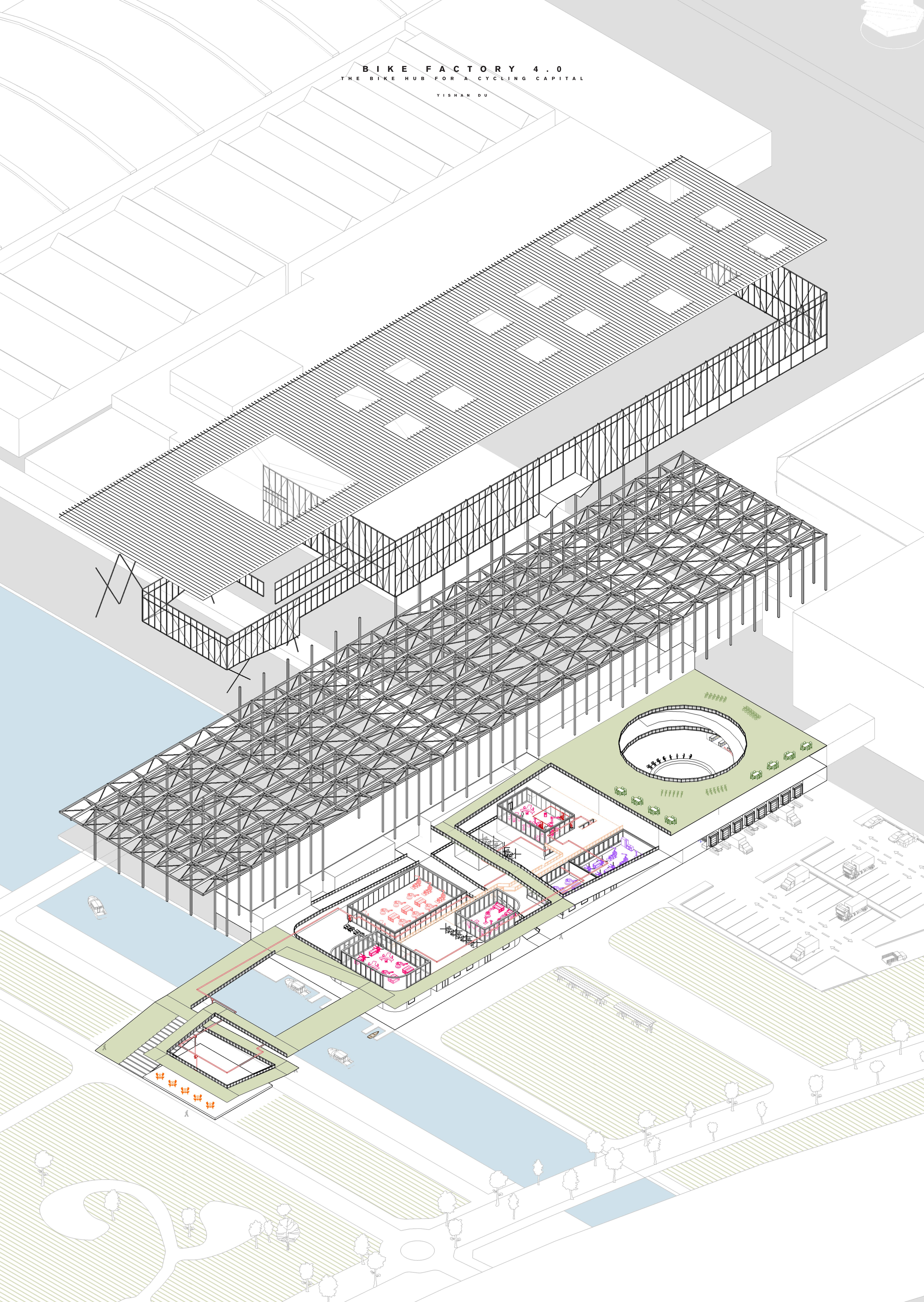


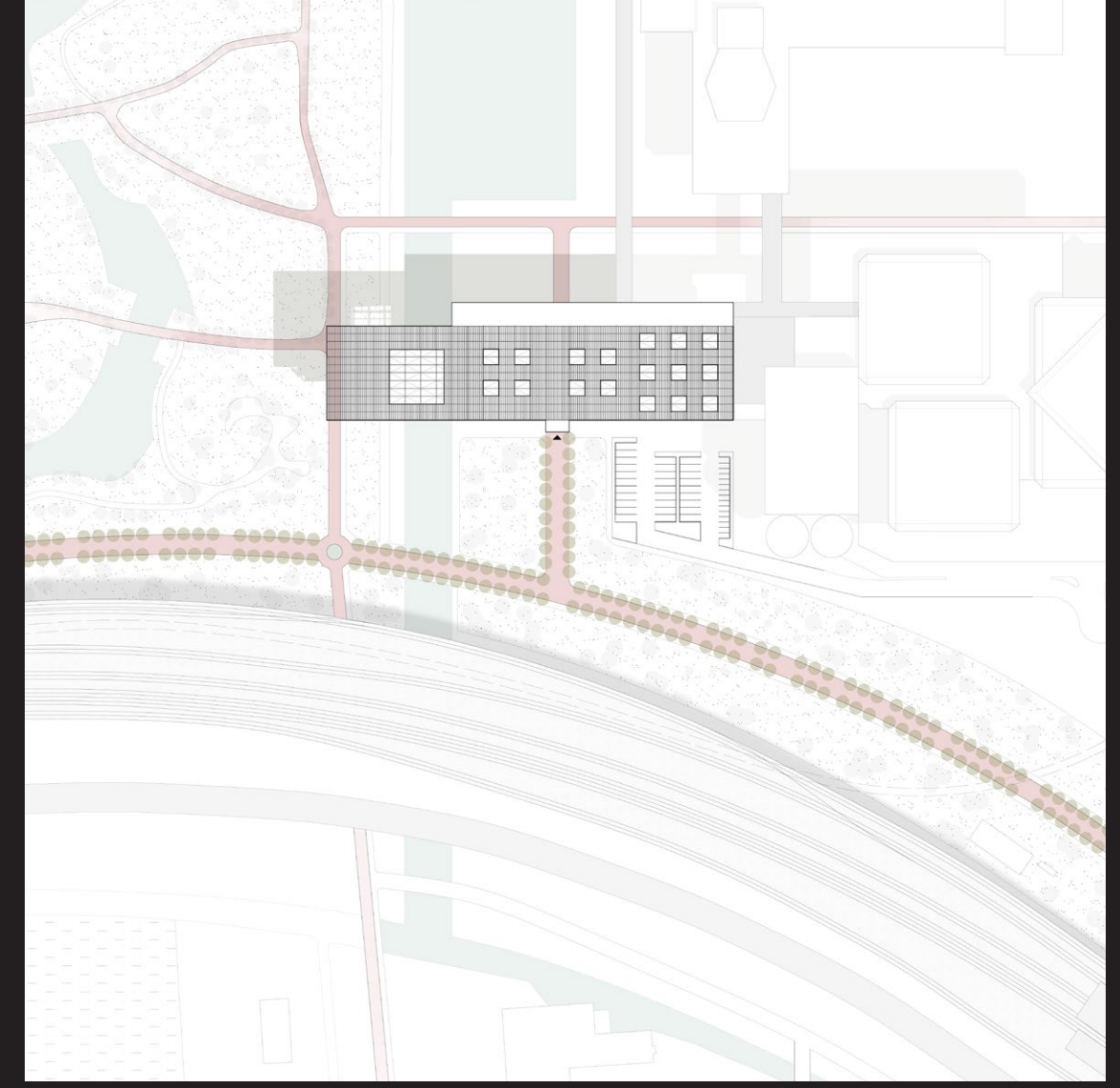
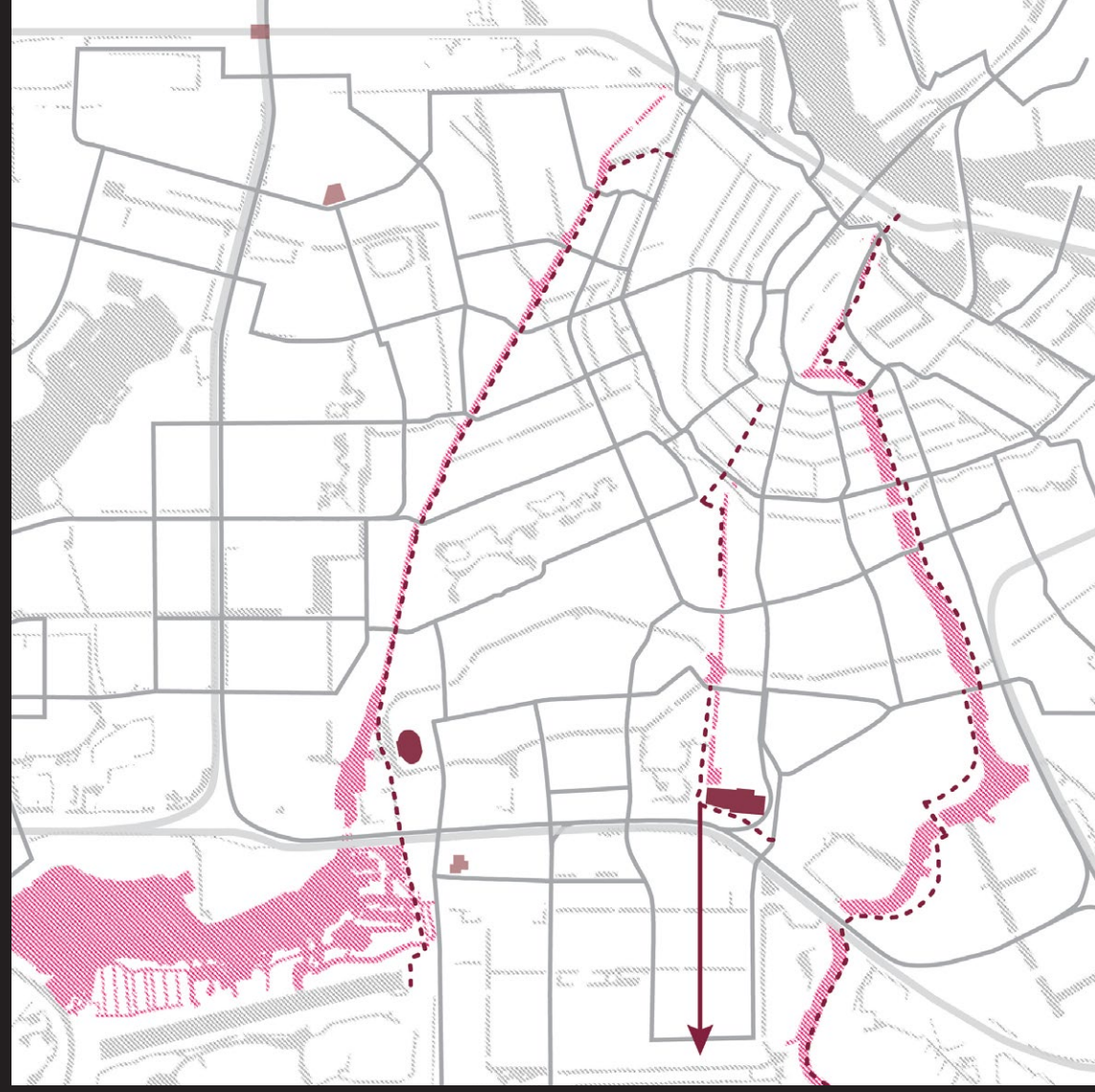
BIKE FACTORY 4.0
THE BIKE HUB FOR A CYCLING CAPITAL
YISHAN DU





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WHAT KIND OF BUILDING IS NEEDED AS A BIKE HUB ON THIS VERY JOINT, RAI AMSTERDAM, AND TO PROMOTE BIKE AS A LIFESTYLE FROM 'EXPERIENTIAL KNOWLEDGE' FOR RESIDENTS TO A 'COMMON SENSE' FOR EVERYONE?

IF WE TAKE A STEP BACK TO THE HISTORY, JUST AS THE NAME RAI INDICATES, DE RIJWIEL AUTO INDUSTRIE (THE BICYCLE&CAR INDUSTRY) OR THE RAI COMPLEX HAS LONG BEEN A PLACE FOR EXHIBITIONS OF BICYCLES, MOTORCYCLES AND CARS EVER SINCE IT WAS ESTABLISHED IN 1861, BEING THE SECOND STEP OF THE TRADITIONAL MANUFACTURE-

EXHIBITION- MARKET CHAIN OF THE CURRENT "INDUSTRY 3.0" ERA. YET TO DEVELOP A "BIKE HUB", WE NEED A STEP FURTHER: INDUSTRY 4.0, WHERE THE 3 STEPS ARE COMBINED TOGETHER ON SITE.

SO THE STRATEGY IS: FIRST INTRODUCE URBAN BIKE GRID INTO THE BUILDING AND CREATE A CYCLE-THROUGH CIRCULATION; THEN CENTRALIZE THE CIRCULATION WITH BIKE FACTORY 4.0, WHERE THE WHOLE MANUFACTURE PROCESS IS OPENED TO CUSTOMERS. TURNING THE FACTORY ITSELF INTO EXHIBITION AND MARKETING PLACE.

