

Introduction

Founded in 1999 by Yves Béhar, fuseproject is an award-winning San Francisco-based integrated design and branding agency. The experience and mediums practiced by the fuseproject design teams span products, environments, graphics, packaging, apparel, environmental design and strategy across wide array of industries as diverse as technology, consumer products, beauty, furniture and sports

The combination of technological innovation and design, or the notion of design 'from the inside out' is a hallmark of fuseproject's work. The agency takes a long-term strategic approach to developing and enhancing brands considering not just the outer shell, but the relevant functional purpose and emotional connection of the product itself. It achieves brand-building innovations by creating conceptual narratives and messages that are communicated through a product's experience.

fuseproject's recent clients include GE, Jawbone, Barnes & Noble, VerBien/Augen Optics, Samsung, Jimmyjane, Herman Miller, Issey Miyake, Peel, One Laptop Per Child, PUMA, and Swarovski. Its work has been featured in leading general interest and business publications in the USA, including New York Times, Business Week, Fast Company, Forbes, AdWeek and Times magazine, as well as in many leading publications worldwide.

fuseproject has received more than 200 awards from IDEA, Green Dot, Red Dot, I.D. Magazine, iF and Spark, among others. In 2010, fuseproject won a record 14 IDEA/Fast Company awards. And, in 2011, the studio was awarded 6 CES Innovations awards; 1 Red Dot award and 2 iF 2011 Awards.

Since 2004, fuseproject has been listed in the top 3 design firms by Business Week. Additionally, Yves Béhar was recognized as one of TIME magazine's 25 visionaries for 2007 and as one of Creativity magazine's Creativity 50 for 2008. He is also the recipient of the prestigious National Design Award for industrial design, awarded by the Cooper Hewitt Smithsonian National Design Museum.

The studio's work has been internationally recognized by museums, including solo exhibitions at the San Francisco Museum of Modern Art and the Musée de Design et d'Arts Appliqués Contemporains in Lausanne, Switzerland, as well as works included in the permanent collections of the Museum of Modern Art, the Cooper Hewitt Museum NY, the SFMOMA, the Chicago Athenaeum, The V&A Museum in London and the Munich Museum of Applied Arts. In 2010, fuseproject curated its first design exhibit at the Yerba Buena Center for the Arts in San Francisco.

LOCAL:

The LOCAL bike, a stylish and functional utility bike, is a new approach to modern living; traditional bicycles can no longer accommodate everything we need to take with us to work and play. The LOCAL bike understands that you have bags, or kids, or surfboards to carry wherever you go. As the needs of our lives evolve, LOCAL bike is there to ensure we can still enjoy riding a bike.

The project emerged out of the Oregon Manifest design challenge that brought together a custom bike builder and a global design houses to rethink bicycle design for a new generation. fuseproject partnered with local bike builder Jeremy SyCip to create LOCAL.

We focused on designing a useful tool for a local life, which meant re-imagining the traditional definition of the "cargo bike". Existing cargo bikes are large and heavy, with extended front designs that are intimidating to new riders and potentially disconcerting for carrying precious cargo. They are not meant for the everyday, too heavy and imposing for riding around the neighborhood. Because the LOCAL is meant to allow riders the same comfort and convenience they get with a car, we needed to ensure the bike would fit with many types of lifestyles.

An iconic design and integrated safety mechanisms ensure that anyone, from soccer mom to cyclist, will feel comfortable with the LOCAL. It is the bike version of the practical pick-up truck and provides sustainable transportation you can live with. The sturdy, flexible front platform carries the groceries, surfboards, lumber and kids, creating an ideal vehicle for a self-powered life.

We found innovative solutions for load placement and steering options, ensured you could secure all kinds of cargo and relieve the hassles usually associated with taking a bike out for the day. We integrated some key elements in the bike: locking, lighting, bags and even music with our wireless JAMBOX speaker! These are things that we would otherwise have to carry separately, but now LOCAL has a place for each. Finally, for a safe, easy and clean grease-free experience, we are using a Shimano "Alfine" internal hub with 11 gears with front and rear hydraulic disk brakes.

The sporty and functional LOCAL bike takes a new approach to modern living, giving people a new and sustainable method of transportation.

Design Credits: Yves Behar, Josh Morenstein, Nick Cronan, Noah Murphy-Reinhertz





