

## GET A MOOF ON GOING DUTCH IN THE CITY

"The bicycle is an essential part of Dutch society," states Sjoerd Smit, the product developer behind the Moof, when questioned about that nation's favorite vehicle.

"Our politicians and royal family ride them as well as the butcher and the baker. This is the core of the Dutch bicycle: It is functional for everyone." Moof wanted to update the traditionally elegant aspects of Dutch bike design "for the modern city". The result is a tubular, pared down bicycle, complete with solar-powered front and rear lights, which are built into the frame. Having roadtested a pre-production model on London's streets, two things became apparent – firstly that it complemented the city's newest bike shelter (with its exterior modeled from triangular, stainless-steel panels and an

interior double-decker storage system for 76 bikes) by Sarah Wigglesworth Architects.

And secondly that the Moof is a very high bike.

"I guess it's because the average Dutchman is tall," counters Smit. "We made a bike that would fit our friends, so the result is quite tall." Indeed, a 2007 University of Munich research paper concluded that the Dutch were the tallest nation in the world, with their men averaging 185 cm. (American men rank ninth in the global rankings.)

"We will introduce a slightly smaller version," promises Smit. "This will make the product also suitable for the international market – and for our smaller friends."

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Jumpsuit:  
Ashish  
Shoes:  
Basso & Brooke

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Styling assistant :  
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Model:  
Anja Krvina at Profile  
Bicycle: MOOF

