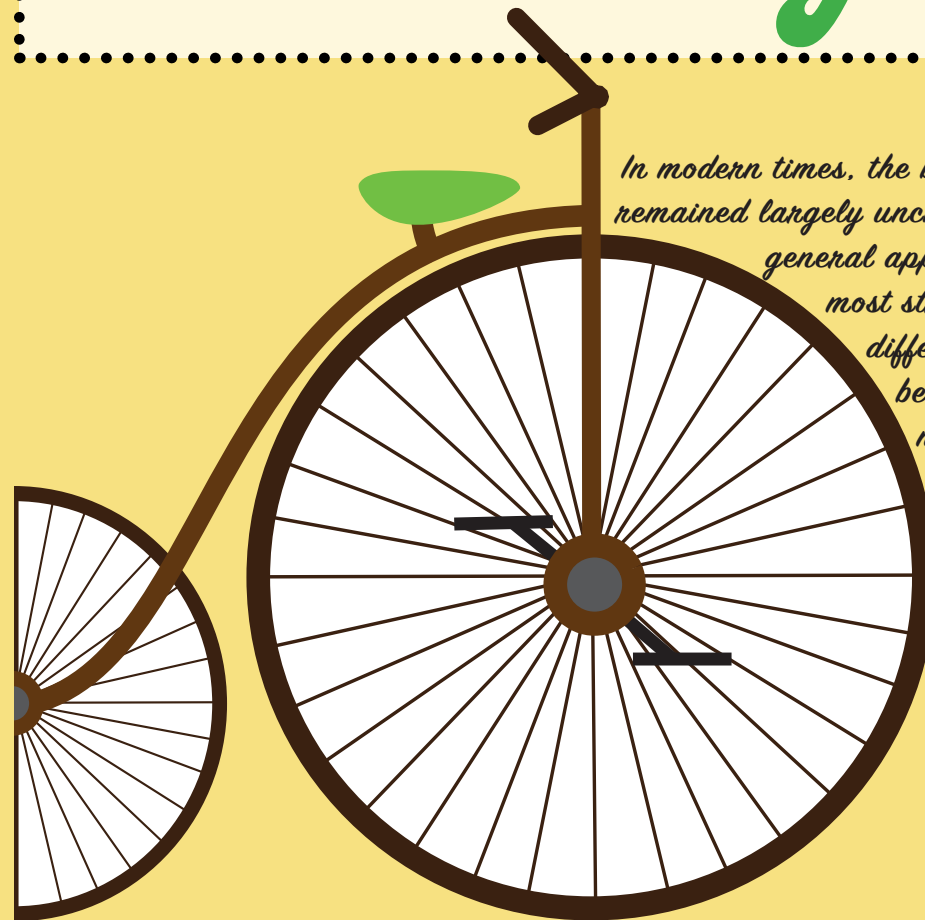


dried
tomatoes



Graphic designer Erik Adigard founded McShane Adigard Design (M.A.D.) in 1989. The firm has since designed Web sites, multimedia installations, and print publications for global clients, including Wired magazine.

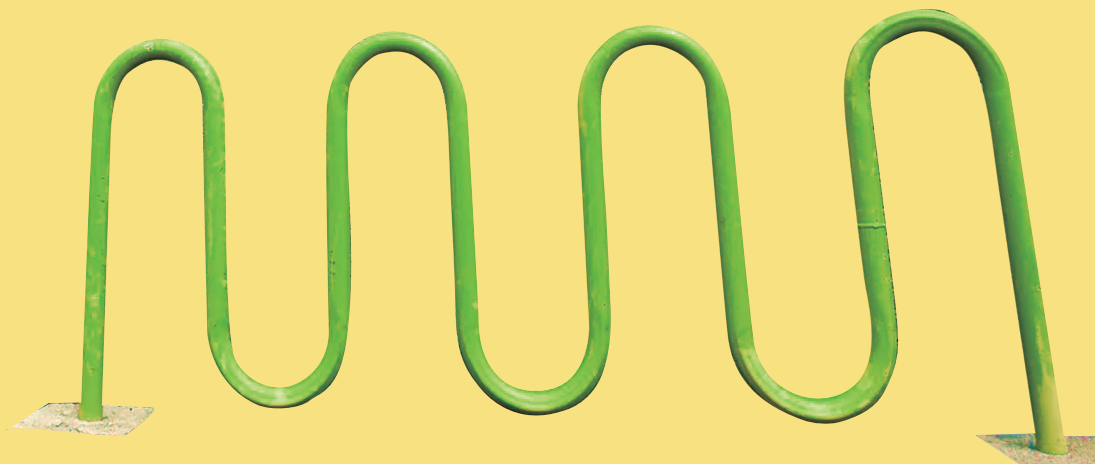
history



In modern times, the bicycle has remained largely unchanged in general appearance. The most striking difference between bikes now and what came before is the increased integration of different forms of technology to bicycles.

discover

Whether you are traveling on business or on vacation, there are more options than ever before to experience your final destination by bicycle. Just because you're going to a strange new city doesn't mean you have to hang up the helmet. If anything, it's a unique opportunity to experience a city in a way that will leave you with a deeper sensory impression. Pedal on!



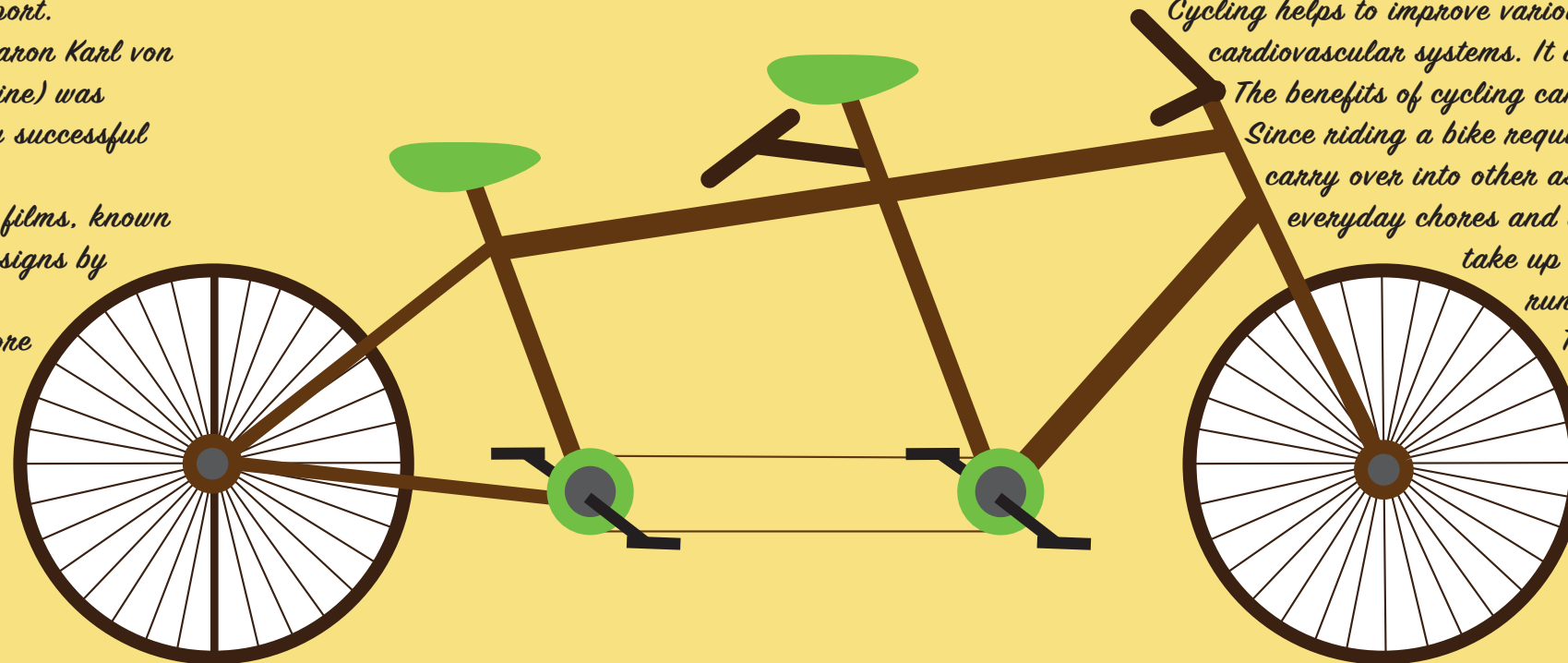
cycling

benefits

Bicycles are a wonder of modern technology, persisting to this day despite there being many other more efficient means of transport.

The first bicycle historically confirmed was made by Baron Karl von Drais in Germany. His 1817 "running machine" (or Laufmaschine) was patented a year later in 1818, becoming the first commercially successful device of its kind.

The penny-farthing bicycle is a staple of classic silent films, known for its distinctively enormous wire-spoke front wheel. With designs by Eugène Meyer that would later be improved upon by James Stanley, the bicycle turned sleeker, more lightweight, and more stable. It had its own problems, however. The penny-farthing was fairly hard to mount, and a person's ability to actually ride it was limited by their leg length. Traveling at higher speeds could also cause it to become unstable. In general, riders would need to be extremely skilled in order to properly use it.



Riding a bike, whether as part of your commute or for fun, has several health benefits.

Cycling helps to improve various systems of the body, including your muscular and cardiovascular systems. It also helps you develop and strengthen muscles all over.

The benefits of cycling can have a positive impact on your overall quality of life. Since riding a bike requires a good amount of balance and endurance, that can carry over into other aspects of your life. You might find it easier to complete everyday chores and tasks or that you have increased stamina after you take up cycling. Compared to other forms of exercise, such as running, bicycling is relatively low impact.

The benefits of cycling are not just for the cyclist, but help enhance the environment. A major environmental concern is global warming. Cycling helps reduce carbon emissions which scientists believe contribute to global warming. It also reduces pollutants in the air which are a threat to health.

