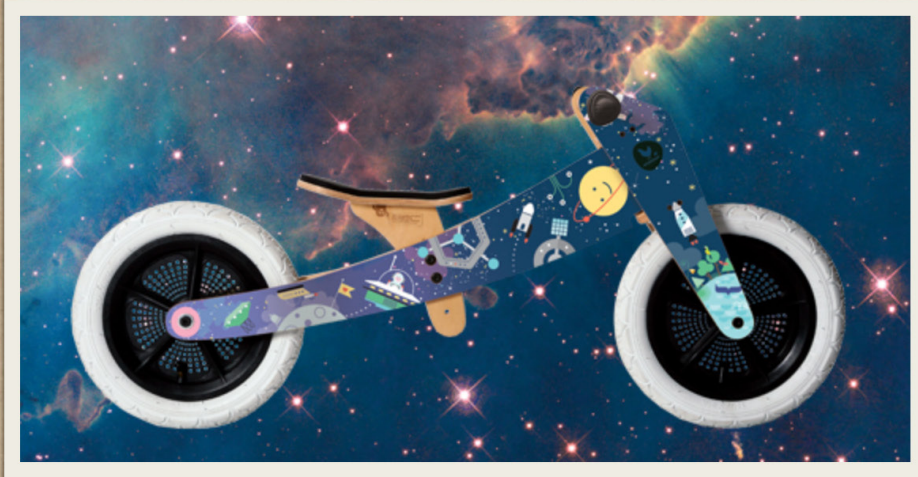


space bike

art by neal whittington



Human exploration into outer space has inspired our imagination for centuries.

Since 1961, that dream has become reality, fueled by a spirit of optimism and cooperation.

But today, our planet faces different challenges.

Climate change, population growth, wealth disparity, threats to international security. Here at Wishbone Design Studio, we believe creativity can solve any problem.

Our Space theme Wishbone Bike inspires you & your little one to believe in your dreams. Trust your innovative power. Imagine a brilliant future.

First imagine it, then build it, step by step.



the space bike story...

Let's rewind a couple of years. In 2014, we launched Wishbone Bike Recycled Edition – a little kids bike made from recycled residential *carpet*.

That's right – carpet. People get pretty damn excited about our little “carpet bike”.



We won international design and eco awards in New Zealand, the US and Germany. Our RE bike was **featured in *The Guardian*** as Circular Economy in action. At the world's premier cycle show, designers from bigger brands were hanging around asking Rich how he did it.

What's all the fuss, we thought.

Here's the thing. Technology has brought us to a point in history where pretty much anything we can imagine, we can create.

One Friday avo, we cracked a beer and wondered how to make a better Wishbone Bike. It should be stronger, easier to adjust, adjust further, look sharper, and – what the hell – let's make it from waste.

And that's it. That's our trick. Turn your imagination to the problem at hand. We imagined a better bike, and built it. Not bad.

With Space Bike, we wanted to remind you of the mind-boggling achievements already notched up. When the human race gets inspired and joins forces, there's no stopping us. What a future lies ahead!

“imagination is more important than knowledge”

Einstein, 1921

In the 1950s, human beings were captured by the concept of space travel. Designers imagined rocket-shaped cars and homes, while US and Russian astronauts methodically invented outer space travel. Check.

Since the 1970s, technology and information has dominated our imaginations. We can transmit voice through microtubes of light, send nanorobots inside to treat cancer, and invent super-materials, only one atom thick. Check.

Today, we are entering the Age of Imagination. Beyond knowledge – intuition, creativity and imagination becomes the primary creators of economic value. That's great news for our kids and the future of our planet.



In the words of Juriaan Kamp (co-founder, *The Intelligent Optimist*):



“Humanity is and has been a huge problem-solving machine. There’s not one challenge today that we don’t have at least the beginning of an answer for. Seven billion people means seven billion unique talents that are increasingly working together on the Internet. Talents keep meeting new talents, developing new solutions and opportunities in an ever-faster way. We have everything we need – technology, money, ideas – to steer the world clear from any climate disaster. We should realise and trust our innovative power. There are not enough problems for the solutions we have.”

from the artist – neal whittington

The space bike was inspired by mid century picture books as well as the shapes and symbols seen in old Soviet & US space merchandising. I love the fictional vehicles they created, that notion of futuristic living and travel. I imagined that this project is also tapping into the exploration that a child can enjoy on a bike, the feeling of freedom and being able to go anywhere and do anything...

