



VELOBAZE AG

BÜRO
Wagistrasse 7
8952 Schlieren

TELEFON
+41 44 773 20 20

FAX
+41 44 773 20 22

E-MAIL
hello@velo.com

INTERNET
www.mtbcycletech.com

Press release, **not released until: 08.12.09 19h**

The Papalagi 953 by MTB Cycletech wins the design award „Goldener Hase“

A chief is knighted

The bicycle market is currently riding the retro wave introducing one „cult bike“ after the other – but Butch Gaudy can lean back: He has already created the true classic, the indestructible trekking bike Papalagi 25 years ago. A quarter of a century – an eternity in our fast-pace environment with annual releases of new models. Remaining true to one idea, product and material through decades of fast-changing trends, undoubtedly marks a visionary. Butch Gaudy always regarded steel the material of choice for the Papalagi. Despite all consumer trends in the past decades: He never considered aluminum, let alone carbon, for the trekking bike. A steel frame is comfortable to ride and - if necessary - can be repaired anywhere in the world. Steel is real. During the long development history of the Papalagi, premium steel from three of the most renowned producers of tubing were used. The Papalagi 953 serves a clientele that may do without a car but not a status symbol that boasts two decades of expertise in design and construction. A clientele that covets just this pure look of a model without shocks. Time confirms the validity of this concept. The Papalagi is hard to surpass in terms of simplicity and functionality. Insiders have long considered the Papalagi, named after the literary figure of a South Seas chief, the chief of trekking bikes.

It is remarkable that this classic now finds admirers in entirely new circles such that it wins a design award originally designated for architectural design. The jury of „Goldener Hase“ had to deliberate first whether it should honor a product that has been conceived over two decades ago. „Yes, we can“, they decided unanimously. The requirement that it is a new product is formally given, since it uses a new tube set.. But the Papalagi 953 was given the honor for the persistence of its creator, the refinement of details and the conviction that seemingly perfect designs can still be improved. This attitude attracts attention far beyond bike circles. The „Goldener Hase“ recognizes the Know-how and the passion of Butch Gaudy, as well as the functional and formal sustainability of the Papalagi design. Both the chief and its creator are knighted with this award.



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Der goldene Hase is an annual award given by the journal Hochparterre, Swiss Television and the museum for design in Zürich. Honored are the best projects in architecture, landscape and industrial design, with a bronze, silver and golden hare (=Hase) each.

After today's awards ceremony (08.12.2009), the Museum für Gestaltung presents the honored projects with an exhibit in the foyer of the museum (until 10.01.2010).

Hochparterre reports about the award, the juries, the winners, the nominees and their products in "Die Besten 09" (available 08.12.2009).

Swiss Television features the winners and their products in a special edition of Kulturplatz (09.12.2009 at 22.50h on SF1.)



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Further information:

Sabine Krippendorf
Marketing MTB Cycletech
+41 79 210 88 08
sabine@velo.com