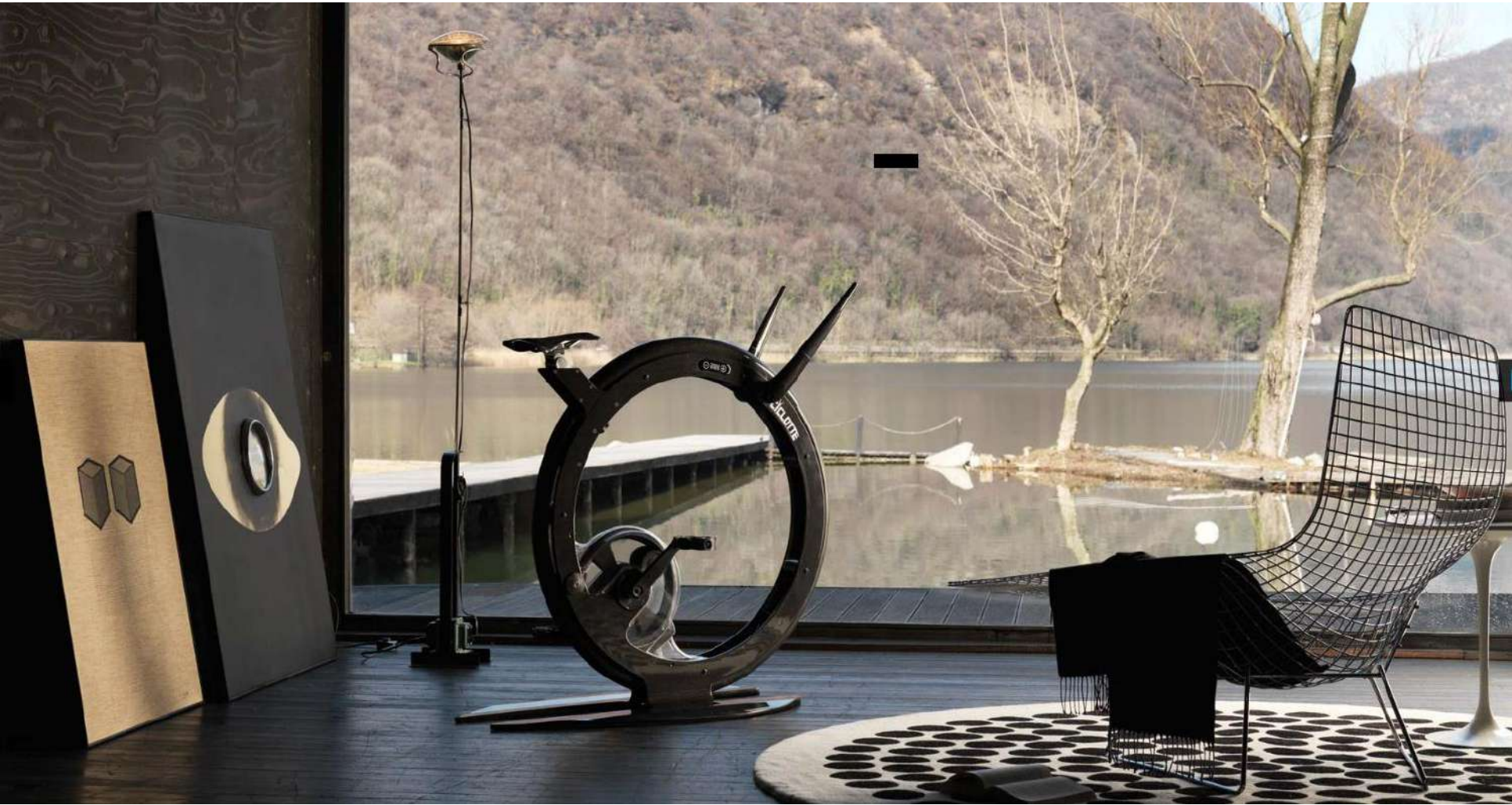


Presentazione Ciclotte



CICLOTTE[®]

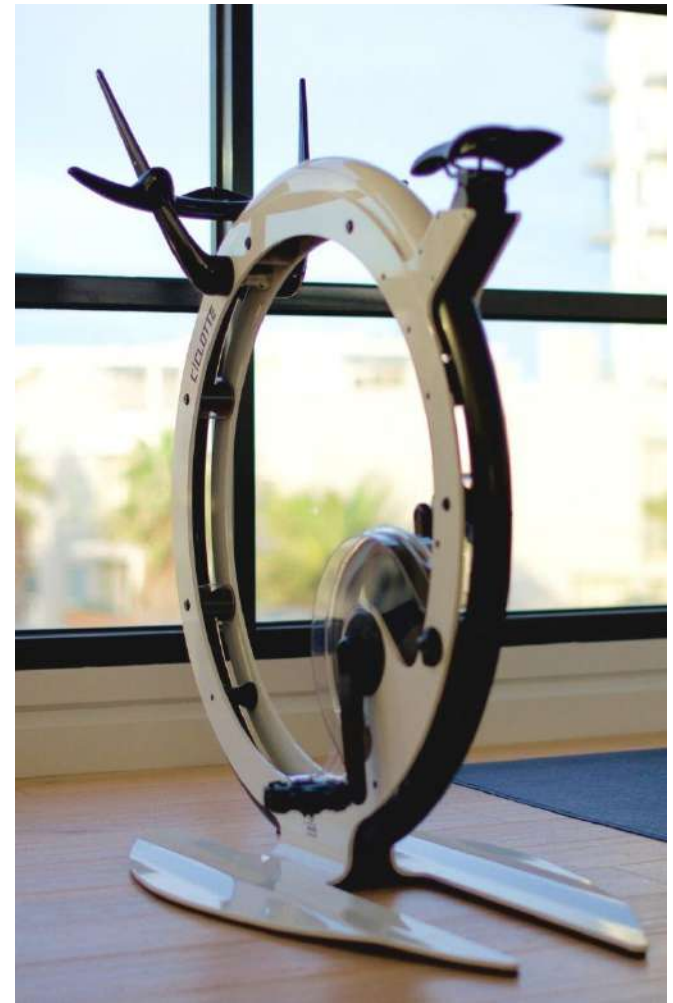
Ride on Design

The concept and its launch

Ciclotte is the exercise-bike created by the designer Luca Schiappati, as a **piece of design with a strong visual and emotional impact**, positioned in the market segments defined as "luxury design entertainment" and premium fitness instruments for private use.

Since from its launch in 2010 at the "Honour Hall" of the Triennale Design Museum in Milan, and even before in the occasion of the first exhibition attended by the product's prototype in 2009 at Fuorisalone, the design of the object has firmly confirmed its **strength and the interest in fitness tools and entertainment objects that could be displayed at home almost like a sculpture.**

Evolution of Ciclò, the innovative concept of mono-wheel city bike that since 2007 is part of the permanent collection of the Triennale Design Museum along with the pieces that have made the history of Italian design, Ciclotte was born from the need to bring, in everyday's life, a design that is an **authentic expression of contemporary living where work and relax, exercise and leisure share the same dimension**, within fluid spaces in which all objects can dialogue between each others.



Product Line



Ciclote Bike

With essential lines, inspired by ergonomics, Ciclotte classic is designed to faithfully reproduce the dynamics and performance of on-road cycling.

Manufactured using exceptional materials like carbon, steel and glass fibres.



Ciclote Teckell

Ciclote Teckell, the first-ever made with exquisite crystal, offers a stylish ride with a distinct personality. A unique transparent exercise-bike to add value to every living context.

Shapes and surfaces simplify themselves: design becomes minimal and pure.



Dumbbells

Thanks to the innovative patented hooking mechanism, the dumbbells' weight can be changed from 1.5 kg to 6 kg, allowing the user to perform real workouts on design weights.

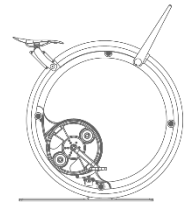
The set, with its iconic circular shape, recalls the history of the Bike sharing its aesthetic.

Ciclothe: an internationally recognised brand

Ciclothe products are present in the world's best luxury malls, design furniture stores and concept stores, have participated in the major sporting, fashion and design events collaborating with the leading brands in the industry and have been exhibited at the most important trade fairs.



Best Luxury Malls around the world:



London



Paris



Paris



New York

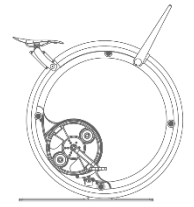


Seoul



Istanbul

Best design furniture and concept stores around the world:



Paris



Seoul



Hong Kong



Hong Kong

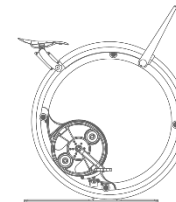


Doha



Caracas





Best events around the world:



Formula 1 together with Motorhome Ferrari



Le Tour the France together with Tissoft



Milan Fashion Week together with Dsqared2



Korea Golf Tournament together with Clef C&H Inc.



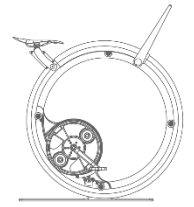
The Asian Games together with Tissoft



Arte & Golf Tournament together with Manchester United



Best exhibitions around the world:



Paris



Milan



Florence



Shanghai



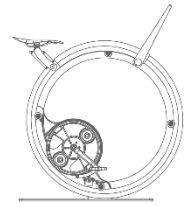
Dubai



Cannes

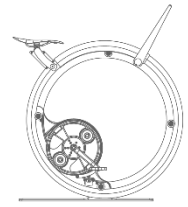


Some of our top clients around the world:



Ciclotte International Awards

So far, Ciclotte line has collected 10 international design awards and nominations around the globe, which have further contributed to the recognition and status of Ciclotte in the design sector.



The most important ones definitely are:

The **FIBO Award** as the "best fitness tool of the year" in the design category.

The **nomination by Wallpaper**, together with the first iPad and the Riva-Aquarama motorboat, as the best "life enhancer product".

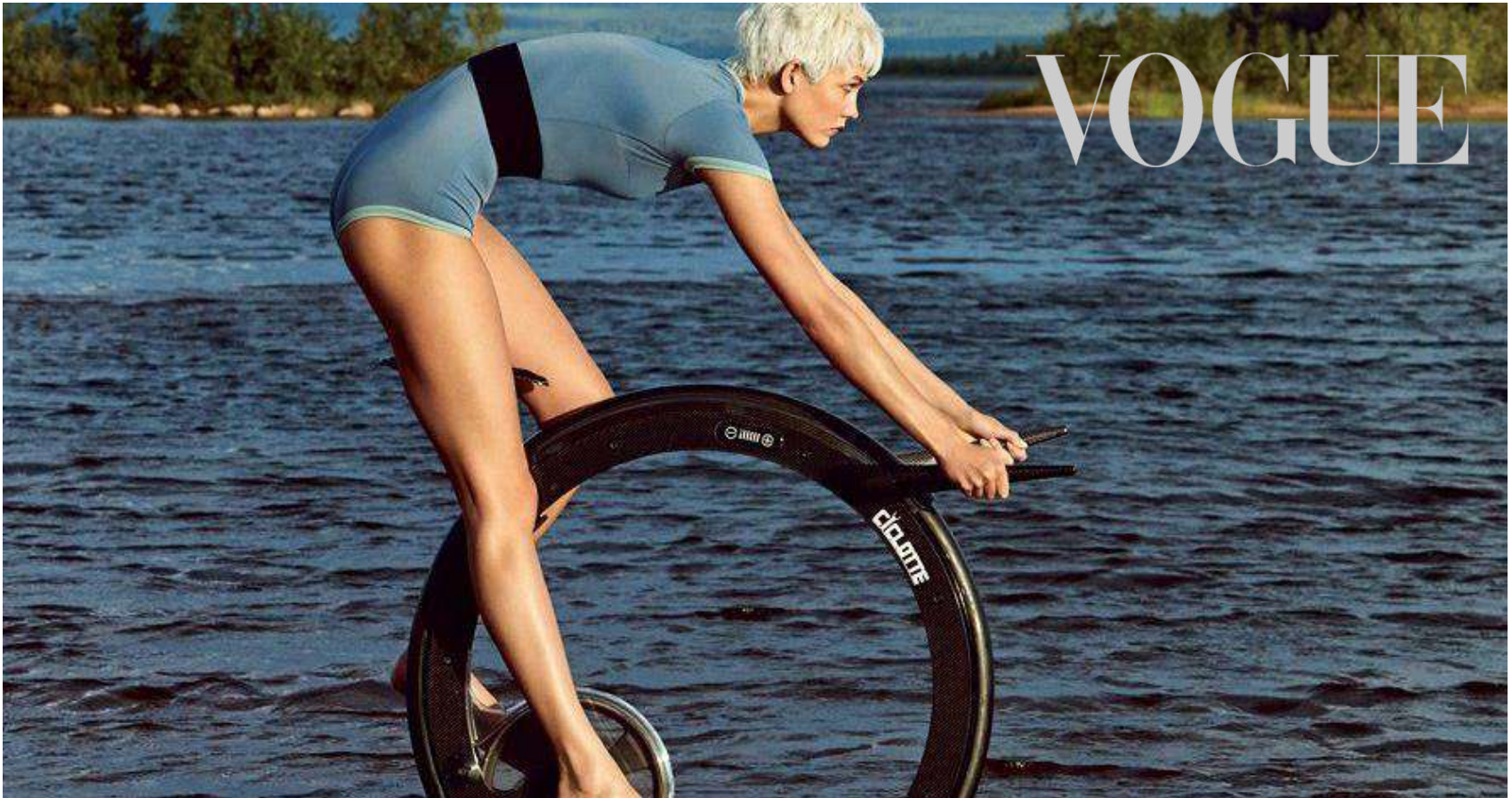
The **Qualitech Award by Sea-tech**, as the "best product for yacht interiors".

The **BORN Awards nomination** in the category of "Sports & Leisure".

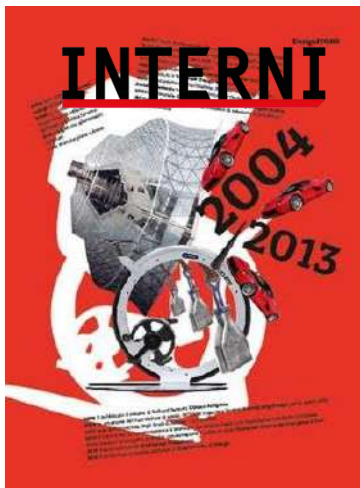
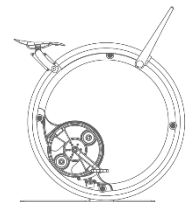


Ciclotte Press Release

Ciclotte has been featured in **over 400 articles** published by leading design, luxury and lifestyle magazines on a worldwide basis.



Ciclotte Press Release



CICLOTTE®

Ride on Design

Ciclotte goes to HOLLYWOOD: movies, commercials and TV series

In order to maximize the product visibility, creating both the status of a "cult object" and a wide-spread awareness at an international level as the only "design bike", several placements inside important movies, commercials and TV series have been secured.

In particular, we highlight the presence of Ciclotte in:



The Avengers Age of Ultron

the movie part of the series produced by Marvel Studios and distributed by Walt Disney Studios Motion Pictures.



PROMETHEUS

Prometheus

the famous colossal by Ridley Scott, played by Guy Pearce, Noomy Rapace and Charlize Theron.



Nike Air Jordan

ADV commercial made by the renowned sport brand Nike Air Jordan for the London Olympics Game 2012.



In addition, Ciclotte took part in commercials made by Toyota for the Asian market and Fila for the Japanese market and in TV series and programs like "X-Play Ultimate Buyer's Guide" (USA), "Equation of Life", "Sweet Enemy", "The Temperature of Love" (Korea) and "Anata no Shiranai Italia he" (Japan).



Co-branded collaborations

To position the products in a very exclusive market segment, limited co-branded series have been developed with exclusive brands in the 4 key sectors of luxury, fashion, jewellery and sport.



roberto cavalli

Roberto Cavalli

characterized by the institutional colors of the maison and the iconic animal prints.



Tonino Lamborghini

Tonino Lamborghini

a carbon fibre Ciclotte characterized by the distinctive red mark with the iconic "Bull".

SWAROVSKI
GEMSTONES™

Swarovski Gemstones with 500 topazes, rubs and zircons cut by the precious stones division of the Austrian brand.



CICLOTTE®

CICLOTTE DESIGN, FITNESS, FURNITURE



CICLOTTE BE PART OF OUR WORLD



CICLOTTE®