

# The Yellow Bike Project

## Contact

By Scott Froschauer

and

S.A.F.E. -Streets Are For Everyone



The Yellow Bike Project is a response to our collective need to memorialize fallen cyclists designed and fabricated by experimental artist Scott Froschauer.

Each installation consists of a full scale steel sculpture of a bicycle mounted atop a 16' pole. The yellow color and shape of the bike sculpture is a reference to traffic signs which caution drivers of the presence of bicycles. The choice of yellow also comes from the very first Yellow Bike which was designed for Sebastian Montero. He lost his life while riding near his High School in Reseda, CA. His favorite color was yellow.

Beneath the bike sculpture is a sign that connects the bicycle sculpture to the rider being memorialized with their name and the date of the incident. The sign also names "Streets Are For Everyone," the non-profit bicycle advocacy organization that is a partner in the project and the hashtag #SafetyMatters..

Jeff Knopp Memorial in Sunland

## Press

ABC7: Marine veteran killed while riding bicycle honored with first-ever LA "Yellow Bike" memorial

LA Times: With pedestrian and cyclist deaths rising, activists erect permanent memorials

## Who Pays For These?

Currently The Yellow Bike Project is self-funded by Scott Froschauer. If you would like to make a donation to support the project, email me. Or consider purchasing some of our merchandise: 100% of the profits from the sales of Yellow Bike stickers go to installing Yellow Bikes.

You can also order packs of 50 stickers at a discount so you can sell them to raise funds for your own Yellow Bike Installation.

100% of the profits from the sales of Yellow Bike shirts go to installing Yellow Bikes.

Buy one on Amazon, or we can work to design one for your installation.

Click on the image  
to go to Amazon  
Click on the image  
to go to the store

## For More Information

Scott Froschauer

S.A.F.E. -Streets Are For Everyone

Website

Instagram

Website

Instagram

For more information on how to get a Yellow Bike memorial, email me

## Ghost Bike Inspiration

The Yellow Bike Project derives it's soul from the Ghost Bike movement. A Ghost Bike is a community created memorial in the form of a bicycle painted white and chained to a location near where a bicycle fatality has occurred. The benefit of the Ghost Bike is also a shortcoming, by acting without municipal authority or authorization a Ghost Bike can be placed very soon after a tragedy has occurred. But without government approval such a memorial is short lived. The goal of The Yellow Bike Project is to create memorials that can navigate municipal beauracacy and provide community awareness as highly visible and long term markers.

More information on Ghost Bikes:

Ghost Bikes on Wikipedia

LA Weekly Article on Ghost Bikes in Los Angeles and Co-Founder Danny Gamboa

GhostBikes.org

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