



# corduroy

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Industrial designer Adrian Van Anz understands the importance of protecting our environment. He also understands the importance of looking good while doing it. As the creative brainchild behind "Deminger Cycles," a line of custom-built engine-powered hybrid bikes, Van Anz is proving that good design and good deeds can intersect.

The popular moto-hybrids are a study in utilitarian design, with every part serving a unique function. Their aesthetic is borrowed directly from early American board track racing motorcycles, while the hardware features a low emissions lark that gets 150 miles per gallon. The appeal of the hand-built, custom-made bikes has not been lost on the Hollywood elite. Jason Lee is a proud owner, as is fellow hipster thespian Giovanni Ribisi. Other members of the ever-expanding Deminger club — all of whom are noted to be both design and eco-conscious — include director Kevin Smith and half of Green Day. Needless to say, Brad and Leo should be jumping on board in the very near future.

Having grown up watching his architect father build recumbent bicycles in the family garage, Van Anz learned to approach design from a very tactile starting point, deconstructing and then constructing objects with his hands, in order to create a final product that was extraordinary and new. He first started customizing computers, with kitschy design elements like flames on the tower, or a built-in functioning cigarette lighter. He then moved on to bikes. In all of Van Anz's designs, the creative process is just as important as the finished product. "A beautiful sculpture is great," he says, "but a piece that smells like the raw wood and leather it was built from and communicates the hundreds of hours spent building it, is far more interesting to me."

Van Anz hopes the Deminger will become a viable mode of eco-friendly personal transportation in the future. If he gets his way, our environment may be in good hands after all.

**Adrian Van Anz**

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photography: peter van der