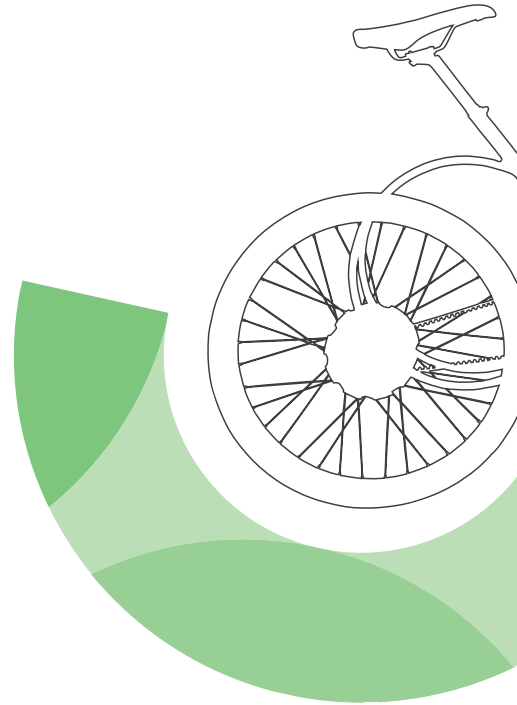


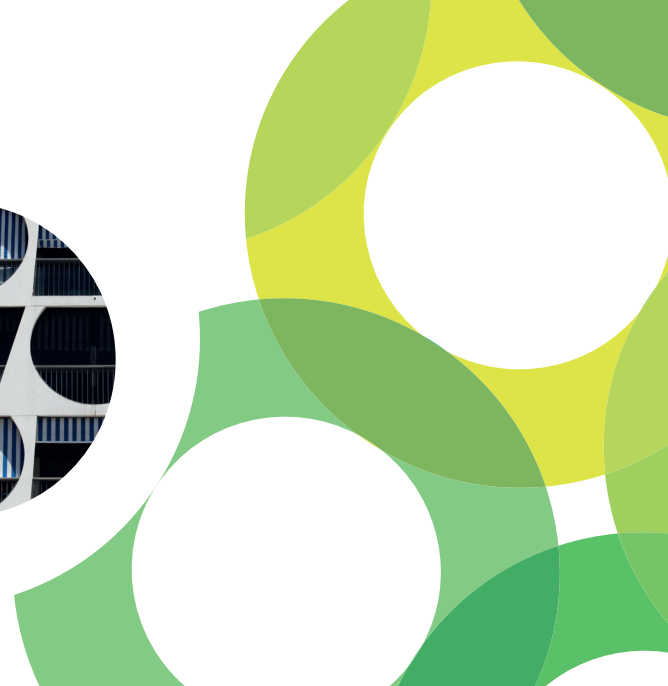
INSPIRED BY THE CITY



LA GRANDE MOTTE  
BY  
**CAMINADE**  
Design by **CAUSSE**

# LA GRANDE MOTTE, A UNIVERSAL SOURCE OF INSPIRATION

The seaside resort of La Grande Motte is the 1960s masterpiece of visionary architect Jean Balladur and now carries the official 'Patrimoine du XX<sup>e</sup> siècle' (20th Century heritage) label to recognise its significance in France's cultural heritage. Characterised by global architectural influences (e.g. Mexico, Brazil, India) and strong identifying features (homogeneity, boldness), La Grande Motte continues to be a playground and inexhaustible source of inspiration for designers and creatives everywhere.



# THE BIKE

## LA GRANDE MOTTE

BY  
**CAMINADE**  
Design by **CAUSSE**

The town of La Grande Motte proudly showcases avant-garde works of art and original designs. So it's natural that it has inspired a bike, one that reflects this iconic resort.

Soft mobility and electric power look forward to tomorrow's transportation, while curves and circles symbolise dynamic shapes like constantly evolving urban areas and architecture. By inheriting the qualities of this seaside resort and its philosophy, the La Grande Motte bike represents a change of scenery and freedom.





## CAMINADE, FRENCH-MADE BIKES

'Made in France' is one of Caminade's founding principles. Based in the Eastern Pyrenees, the young brand designs and handcrafts premium steel-frame bicycles using the latest technology. And as form is as important as function, every Caminade bicycle is a work of art boasting timeless aesthetics and sleek lines.

Creating a bike for La Grande Motte acknowledges Caminade's expertise and its ability to combine design and technology into an everyday item for everyone.



THE BIKE  
LA GRANDE MOTTE  
BY  
CAMINADE  
Design jg CAUSSE



Two versions available: with electric assistance or automatic gear hub.



LA GRANDE MOTTE  
Choice of 3 colours.



*What I find fascinating about Jean Balladur's architectural work is his constant and committed pursuit of blending complementary masculine and feminine qualities. I wanted to honour this approach by designing a bike with feminine lines, but which retains a masculine character, resulting in a clean and stylish design.*

*When designing La Grande Motte, Jean Balladur dedicated more than two-thirds of the land area to green space, pedestrians and cyclists! That was ground-breaking at the time. So this bike, the fruit of my partnership with Caminade, invites everyone to discover and enjoy this incredibly visionary urban space.*

*As for the lime green, this is a nod to the awning colour that Jean Balladur chose for certain pyramids and shows how he inspired even the smallest of details. ..*

**JG CAUSSE - DESIGNER**

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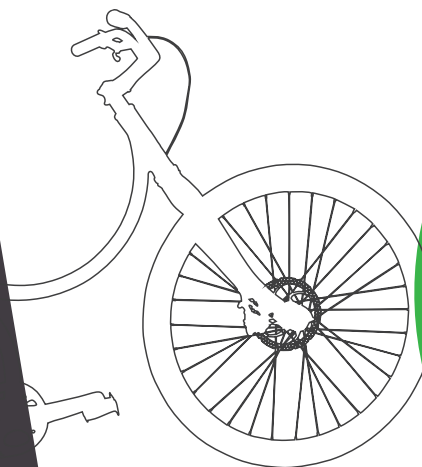
## See, Try and Enjoy the Experience

Caminade framebuilding workshop

City of La Grande Motte Tourist Information Centre

  
Shop: [www.caminade.eu](http://www.caminade.eu)

LA GRANDE MOTTE  
BY  
CAMINADE  
Design JG CAUSSE



GRAPHIC DESIGN: Irisio & Novelus

TRANSLATION: [www.primoscrib.com](http://www.primoscrib.com)

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