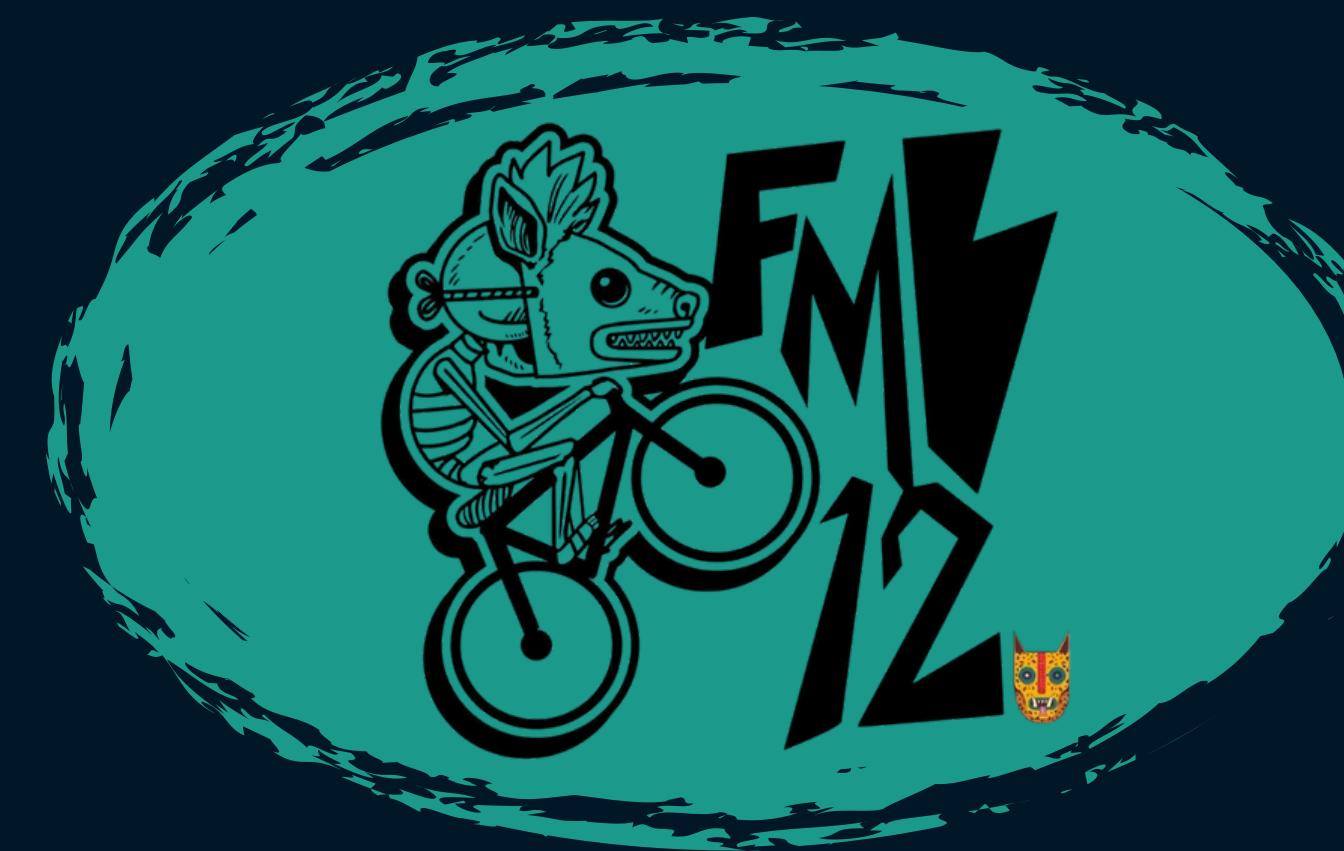




Organizing Committee of the
World Bicycle Forum 12 BC



**EXPERIENCE: ROLLING CUMBIA SOUND SYSTEM,
BICYCLE AND LIVING NEIGHBORHOOD**

www.bicihumanitariafmb.org

Our Organization

We are a humanitarian organization that promotes the right to mobility by donating bicycles to underserved communities.

We believe that access to a bicycle transforms lives: it facilitates access to education, employment, and development opportunities. With each delivery, we promote inclusion, equity, and territorial justice by offering sustainable and dignified solutions.

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Rolling Sound System Experience: Cumbia, Bicycles, and a Living Neighborhood

- Airbnb offers responsible tourism mobility with social impact.
- It combines sustainable mobility, vibrant culture, and social transformation in Latin America.
- Participants explore authentic neighborhoods of Mexico City on vintage bicycles, accompanied by the Sonidero Rodante and cumbia sonidera music.
- The model aims to be a benchmark in responsible tourist mobility, merging history, rhythm and solidarity into a multisensory urban experience.

Rolling Sound System: Cumbia, Bicycles and Living Culture in Motion

- Description:

Sonidero Rodante offers a bicycle tour of Mexico City, blending tourism, solar energy, and popular culture to the rhythm of cumbia sonidera. [View on the map](<https://maps.app.goo.gl/ZiemGd258Vbv6GkG8>).

- Route Details:

- Distance: 16.7 km
- Duration: 4 hours

- Mode: Cyclist with solar-powered mobile sound system

- Itinerary:

1. Start: 9:00 a.m. at Taller Etapa Reina, Medellín 257, Colonia Roma Sur
 - Route towards Paseo de la Reforma: Integration into Paseo Dominica.
2. 10:00 a.m. Martínez de la Torre Market, Colonia Guerrero: Tasting and community gathering.
3. 11:00 a.m. Plaza de las Tres Culturas: Cultural Stop.
4. 12:00 p.m. Tianguis de La Lagunilla: Popular culture and music.
5. 1:30 p.m. Return: Final at Taller Etapa Reina.

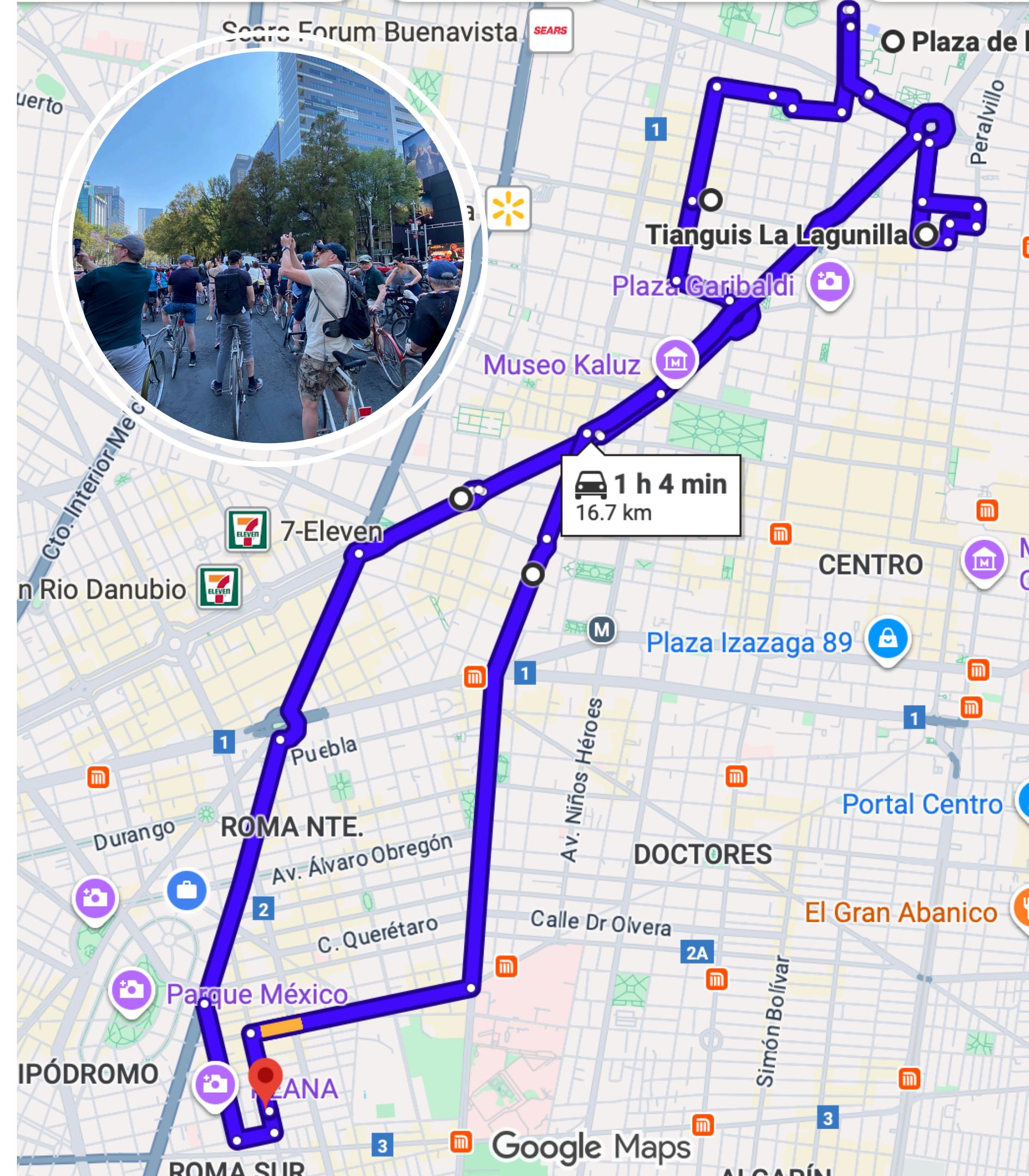
- Approach:

- Sustainable mobility
- Community culture
- Solar energy in cultural events

- Benefits:

- Tangible and intangible heritage

Responsible tourism that supports the local economy.



🔧 Components of the Experience



🚲 Restored Vintage Bicycles:

- Up to 200 handcrafted restored classic bicycles (1980-1990), manufactured in Japan, England and the USA, evoking elegance in urban cycling.
- Electric bicycles, tricycles and adapted bicycles are also available to promote inclusion and sustainable mobility.

☀️ Rolling Sound System:

- Worksman tricycle (1966) adapted with solar panels, capable of generating enough energy to operate a horn, a controller and a microphone, transporting the living culture of the sound system operators along the route.
- Meeting with Authentic Sound System Operators from Mexico City.
- They transform each stop into a cultural and commemorative celebration.

🚐 Infrastructure and Support:

- It includes security logistics, vans, translators, and local guides.
- Each stop combines history, community, and hospitality.

✨ Added Value:

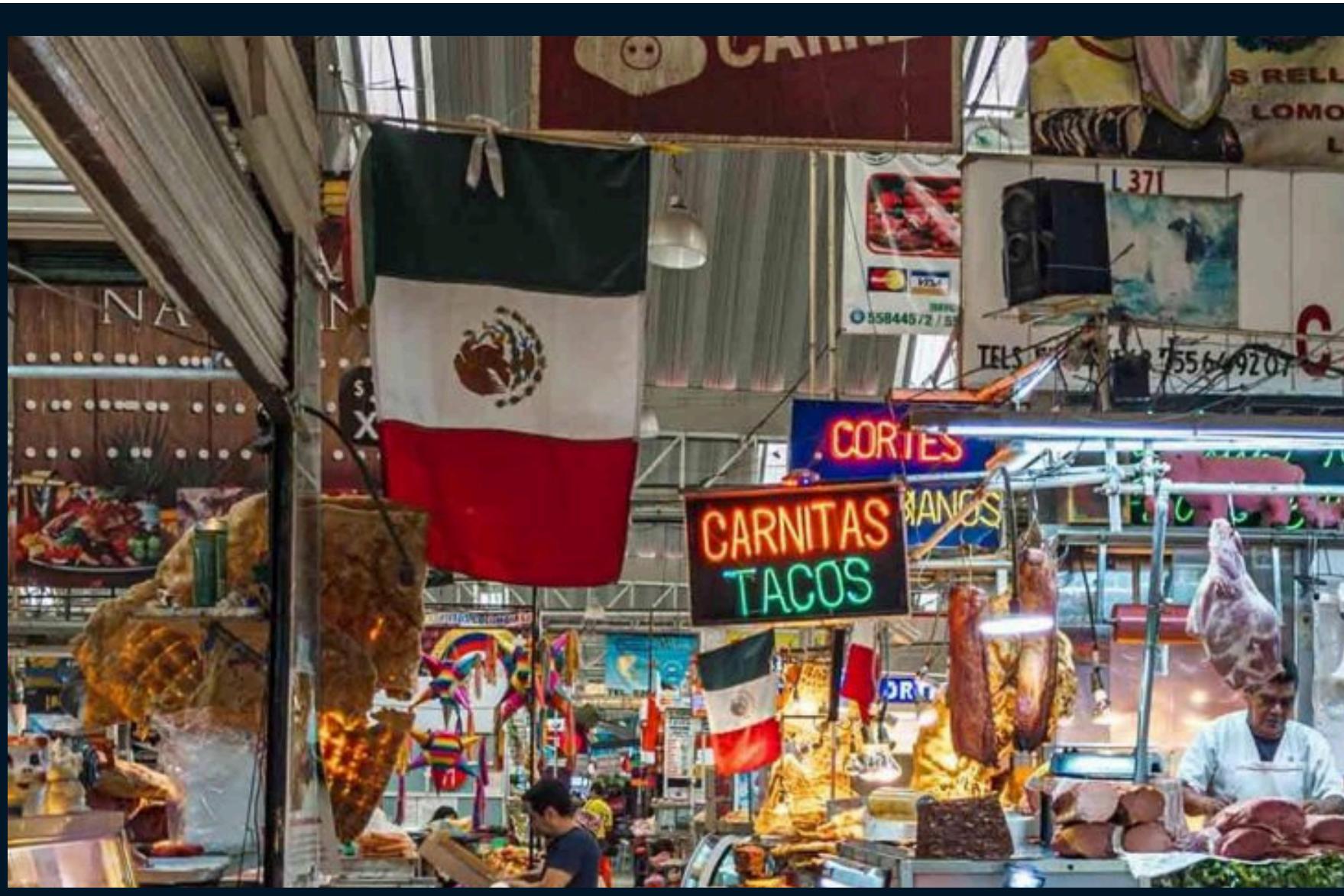
It's more than a tour; it's a human encounter with merchants, musicians and neighbors, where the bicycle becomes a vehicle for social connection.



Cultural and gastronomic itinerary

🚩 1. Departure – Medellin 257 Roma Sur (9:00 a.m.)

- Meeting point at one of the country's most contemporary monuments, a symbol of light, memory and hope.
- Here the ride begins with the bikes ready and the Rolling Sound System on.
- The route covers 5.4 km along Paseo de la Reforma, passing by urban icons such as:
- The Fountain of Diana the Huntress
- The Angel of Independence
- Columbus Circle
- The Alameda Central and the Palace of Fine Arts.
- A brisk walk, full of history, rhythm and iconic landscapes.



🌯 2. Martínez de la Torre Market (10:00 a.m.) – Chilango Breakfast.

One of the most authentic markets in the city, where you can feel the neighborhood, history and flavor.

Founded in the 1950s, it is known for its popular atmosphere and traditional cuisine.

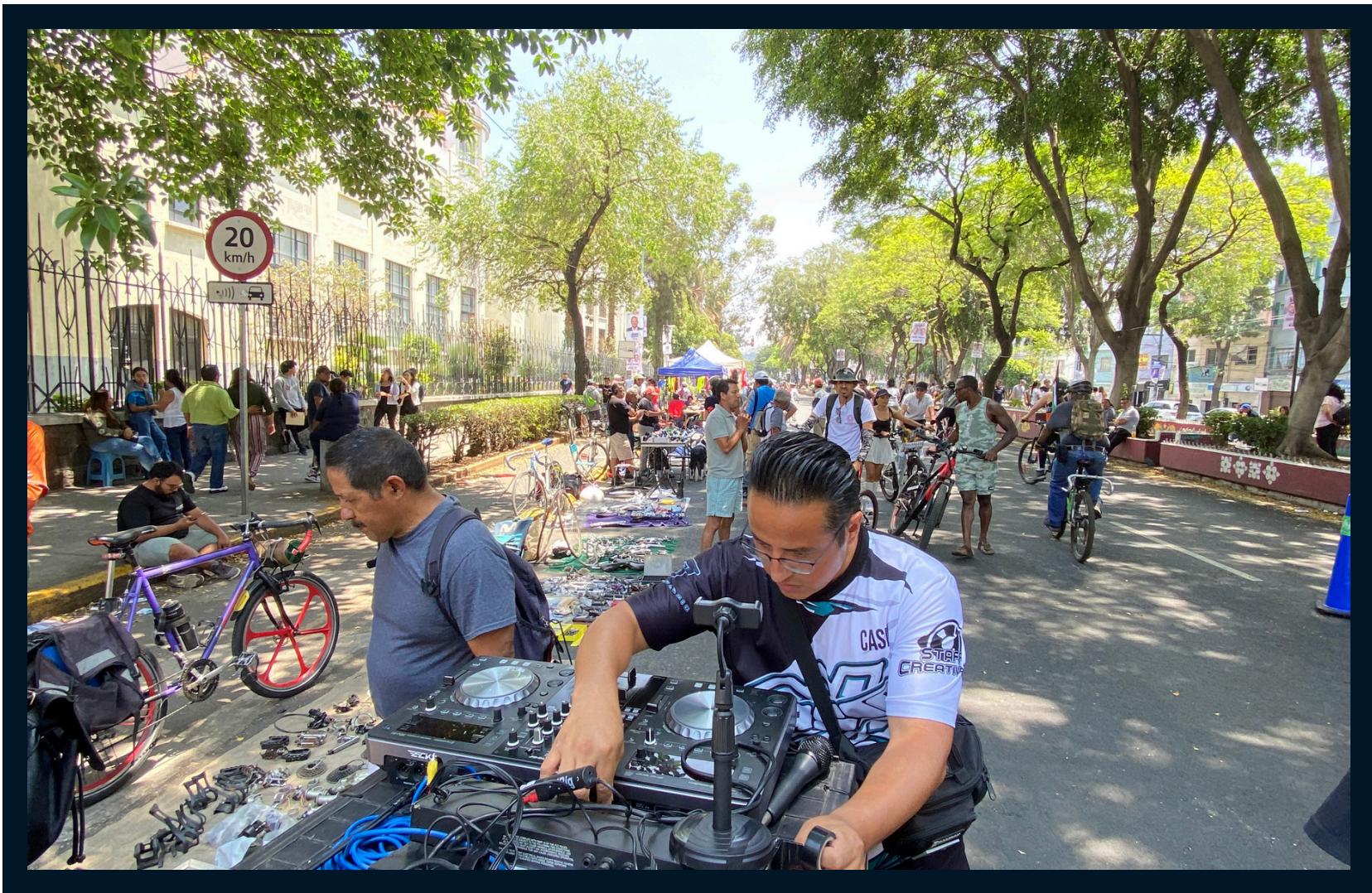
Here you can enjoy dishes such as:

- Tacos de achicalada, a Tlaxcalan heritage.
- Cecina and longaniza Guerrero style.
- Chicken broths in clay pots.
- Fresh fruit drinks and tropical fruits of the day.

Breakfast at the market represents a direct immersion in the culture of Mexico City and its everyday energy.

Cultural and gastronomic itinerary

📍 3. Plaza de las Tres Culturas – Tlatelolco (11:00 a.m.).

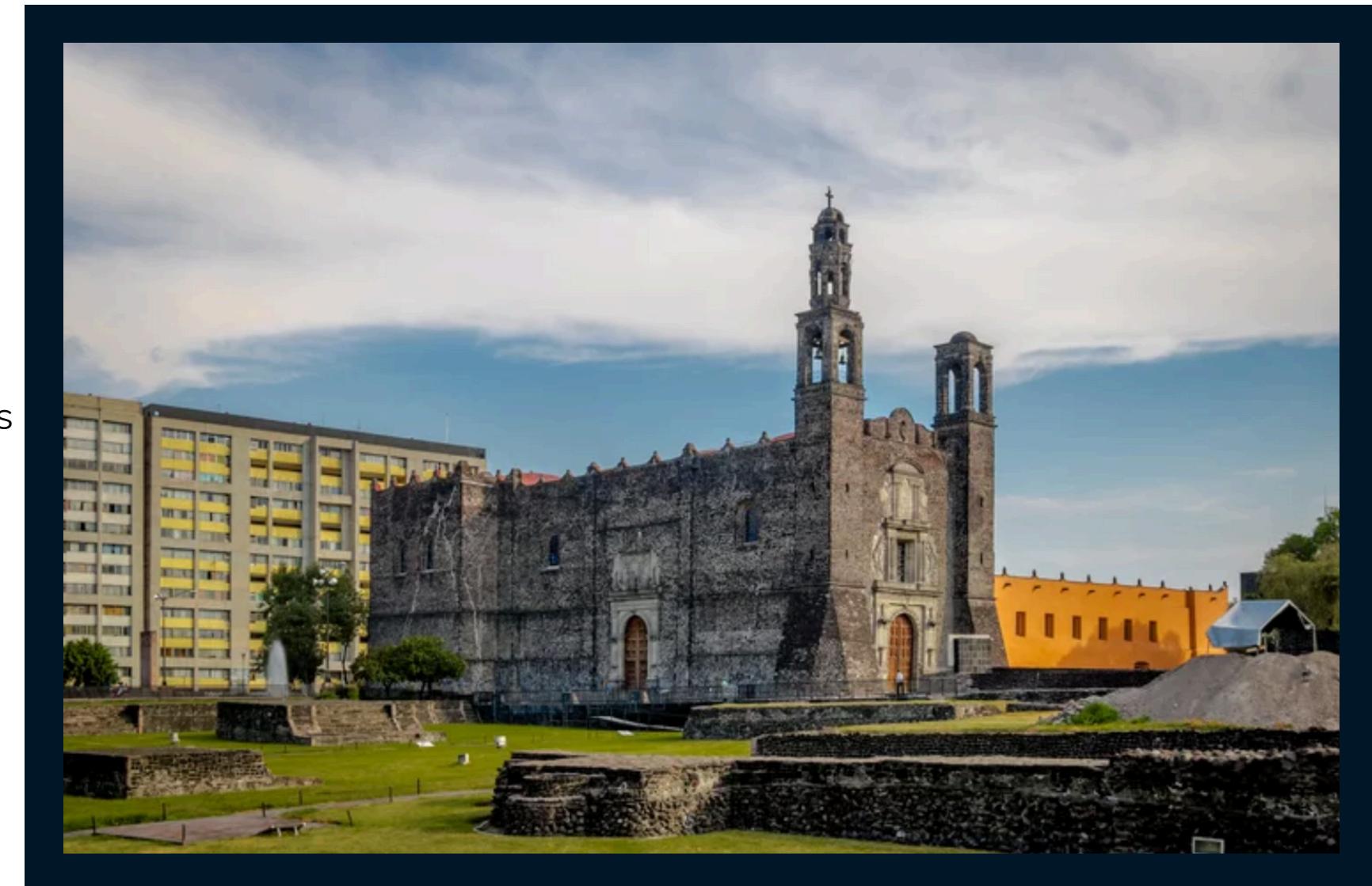


A historic space that encapsulates the essence of Mexico: the union of three worlds.

- Pre-Hispanic era: Tlatelolco was the main Mexica commercial center, founded in 1338.
- Colonial era: The Spanish built the Church of Santiago on the ruins of the temple.
- Modern era: In the 1960s the Nonoalco-Tlatelolco Urban Complex was built.

In 1968, the square was the scene of the October 2 Massacre, an event that marked the contemporary history of the country.

Today it is a place of memory, art and reflection, where cyclists can explore its spaces and learn about its living history.



🍻 4. Tianguis de La Lagunilla – Tepito (12:00 p.m.)

The route continues 1.3 km east, towards one of the most emblematic markets of Mexican popular culture.

La Lagunilla is a meeting point between tradition and modernity, with more than 300 stalls selling antiques, clothing, vinyl records, food and the classic micheladas of the neighborhood.

It is also the territory of the Sonidero Movement, where music, dance and commerce coexist in harmony.

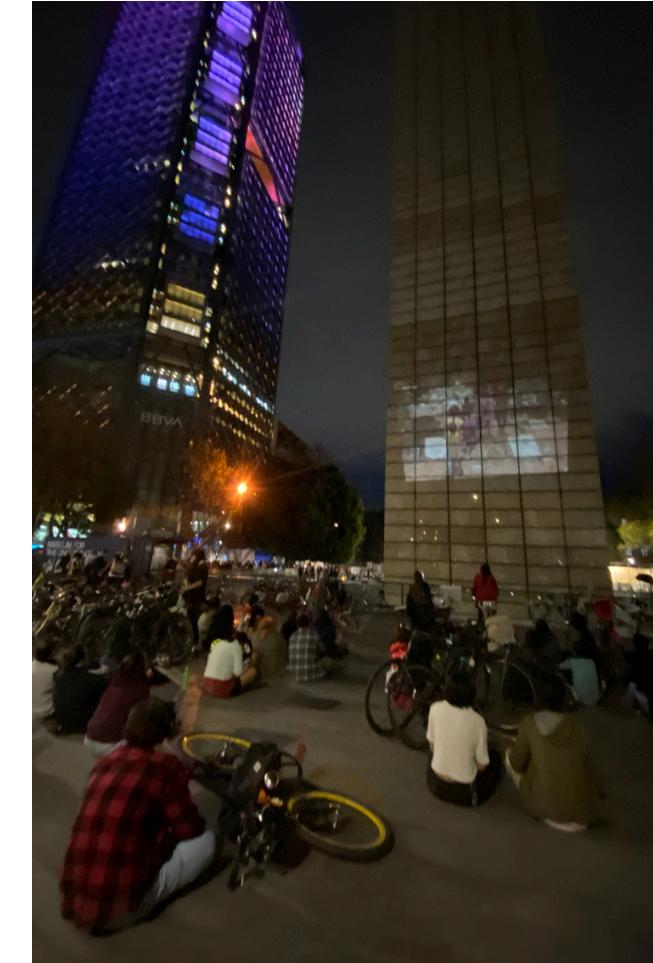
This space offers a total sensory experience: color, history, food, and community.

5. Closing - Return to Estela de Luz (1:30 p.m.)



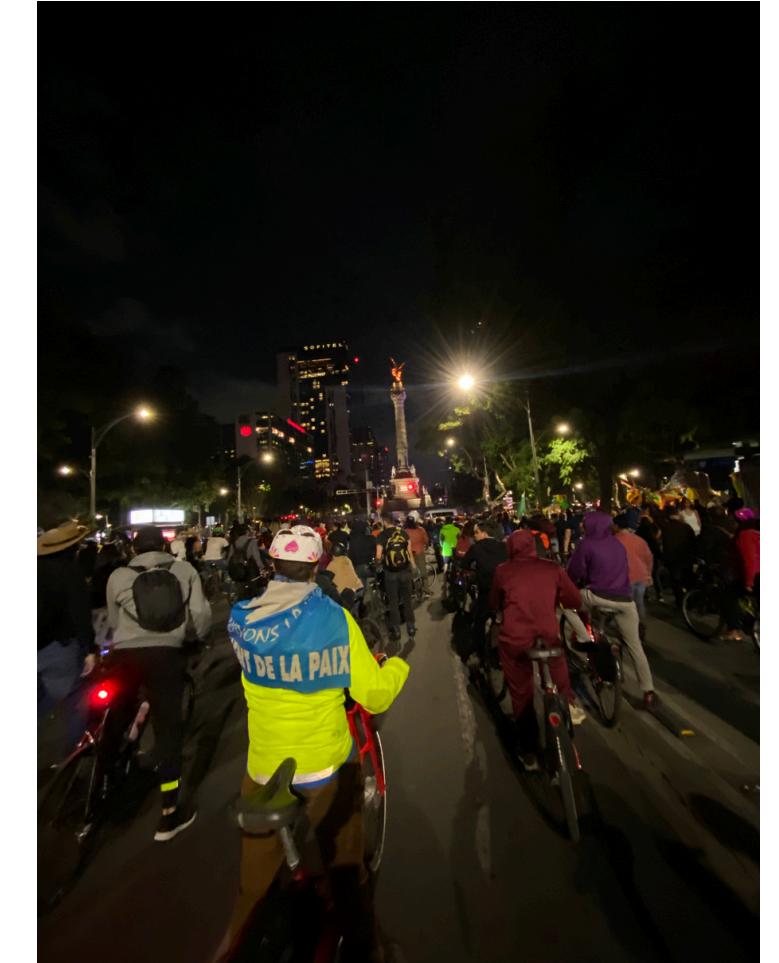
Photograph taken during the mass rental to the Belgian community.

- The tour ends with the option of returning as a group via Reforma to Medellin Street 257.



- Option for Night Rides with Local Cycling Groups

An immersive experience that invites you to cycle under the city lights, accompanied by local cyclists who know every corner. The route winds through vibrant streets, cultural plazas, and authentic spaces where true urban life pulsates. Amidst cumbia music, street aromas, and film screenings in unexpected locations, the night transforms into a sensory journey that transcends conventional tourism.



Project Objectives



Social Responsibility

To facilitate the fulfillment of social and environmental responsibility commitments by accommodation and tourism companies, through a sustainable mobility model with humanitarian impact.



Sectoral Strategic Alliances

"To foster open collaborations with local actors, strengthening solidarity networks between the tourism, cultural and social sectors, and promoting joint development with FMB12's international partners in the United States and Europe."



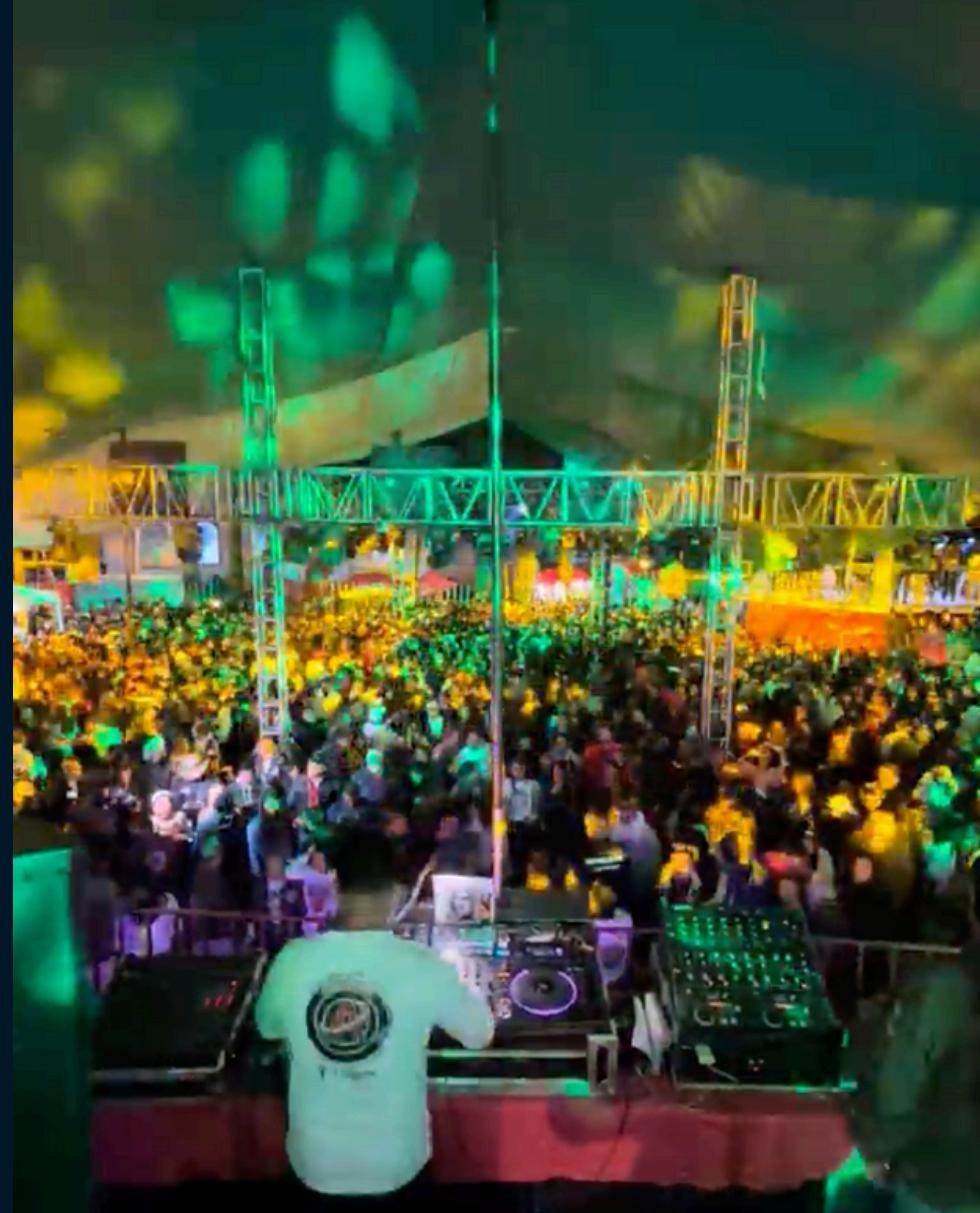
Local Job Creation

To promote the creation of jobs in the regions where we operate, especially in the areas of maintenance, logistics and management of solidarity bicycles.

💰 Costs and logistics of the Experience

🧩 What's included

- 🚲 Vintage bicycles in excellent condition, ready at 8:30 a.m. at Medellin 267, Roma Sur.
- ☀️ Solar energy system that powers the Sonidero Rodante, intangible cultural heritage.
- 🎵 Live music throughout the ride.
- 🗣️ Bilingual tour guide (Spanish–English) who explains the history, culture and meaning of each point on the tour.
- 🍴 Accompaniment and coordination in the restaurants of the Martínez de la Torre Market and in La Lagunilla, guaranteeing attention and local logistics.



💰 Cost per participant

\$500 MXN per person. This cost is allocated to:

- Logistics operation and bicycle maintenance.
- Solar energy and supporting transport.
- Fair compensation for sound system operators, guides, and community staff.
- Support for bicycle donations in marginalized communities in Mexico.

Thank you so much

Thank you for considering this model of solidarity mobility. Together, we can transform the way we move and live.



Contact us



(+ 52) 5614533711.



contacto@bicihumanitariafmb.org



www.bicihumanitariafmb.org



Sullana Street 684, Lindavista Sur, Mexico City.

