

Chinese city creates cellphone sidewalk lane

September 15 2014, by Didi Tang



In this photo taken Saturday, Sept. 13, 2014, residents look at a sign with the words "China's First Cellphone Lane" explaining the use of a lane which separates those using their phones as they walk from others in southwest China's Chongqing Municipality. The Chinese city took a cue from a U.S. TV program and created a sidewalk with a separate lane for those with heads tucked into smartphones, as a reminder not to tweet while walking the street.(AP Photo)

Taking a cue from an American TV program, the Chinese city of Chongqing has created a smartphone sidewalk lane, offering a path for those too engrossed in messaging and tweeting to watch where they're

going.

But the property manager says it's intended to be ironic—to remind people that it's dangerous to tweet while walking the street.

"There are lots of [elderly people](#) and children in our street, and walking with your cellphone may cause unnecessary collisions here," said Nong Cheng, the marketing official with Meixin Group, which manages the area in the city's entertainment zone.

Meixin has marked a 50-meter (165-foot) stretch of [pavement](#) with two lanes: one that prohibits cellphone use next to one that allows pedestrians to use them—at their "own risk."

Nong said the idea came from a similar stretch of pavement in Washington D.C. created by National Geographic Television in July as part of a behavior experiment.

She said that pedestrians were not taking the new lanes seriously, but that many were snapping pictures of the signs and sidewalk.

"Those using their cellphones of course have not heeded the markings on the pavement," she said. "They don't notice them."



In this photo taken Saturday, Sept. 13, 2014, residents walk on a lane painted with instructions to separate those using their phones as they walk from others in southwest China's Chongqing Municipality. The Chinese city took a cue from a U.S. TV program and created a sidewalk with a separate lane for those with heads tucked into smartphones, as a reminder not to tweet while walking the street. (AP Photo)

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