

# velo

## 3rd Gear

*Bicycle Culture  
and Stories*

gestalten

# Drops &

# Hooks

*On fixed-gear style, extreme frames, custom paint jobs, and alternative apparel*

There are beautiful women in Moscow, and then there are beautiful women in Moscow who ride Pashleys wearing Prada. Cycling is not just fashionable, it's a fashion tribe. It's social and self-expression: let-me-introduce-myself and who-are-you? It's reflective polka-dot socks and high-performance pants made from inner tubes. Or Kenzo and capes. In the morning, we clip in wearing a pair of leather trainers that we won't change out of all day, from bike to business lunch to dinner party to dancing. Repeat. Sure, you can get a frame that functions—or you can get a frame that cantilevers, takes wing, or has James Brown lyrics scribbled all over it. In code. Maybe it was painted by an artist—you'd recognize the name if we told you—or maybe we chose the design from 10,000 colors online. We supersize our own chainrings or buy forks custom-finished to represent the Seven Deadly Sins. We ride tandems with lovers and three-seaters with friends. And we think the pennyfarthing never went out of fashion.

Text: SHONQUIS  
MORENO

opposite page: Night Riders  
YVR by Stefan Feldmann



# Grander

oppiste page: Ridehouse  
Martin (page 72)

Text: SHONQUIS  
MORENO

## Touring

*On mountain bikes, cross-country, ATB, travel bikes, long tours, quick rides, downhill, and freedom*

We ride not to feel the wind in our hair, but because when we ride we feel like we are the wind. We pedal cross-country to get there on our own two feet. Sometimes we charter helicopters to the summit just to make the downhill longer. We've felt the damp in our bones while bothying in Scotland and had asthma attacks in the suburbs of Shanghai. We stay in hotels that have pedal-through check-in and wear clothes made of fabrics that your military hasn't even dreamed of yet. When we get lost, it's because we want to, in gnarly single track, Sequoias and silence, icy rivers and cols, panoramas and the impossible Pacific Coast Highway. We've got ATBs and fat wheels and snacks in our packs and they've always brought us home again, thirsty. We've changed more flats than we can count, almost rode into the Arctic Circle, flipped over our handlebars and landed on our feet. Twice. We've been rained on. We've been curious. We've been very, very cold. We ride because bicycling is a free country. And on the way, we've seen sunsets you'd never believe.



# Crosstown

## Cadences

Text: SHONQUIS  
MORENO

*On cargo bikes,  
folding bikes,  
e-bikes,  
pedelecs, tech-  
connected  
bikes, and  
the new  
commute*

We're sick of the Metro closing at midnight, waiting for the lift at the Covent Garden station, and sweating on the L train in summer. We're sick of gas prices and car insurance and trying to find parking that isn't there. We even think that Kiss & Rides aren't very kissy. Policemen park in the bike lane to write us tickets for not riding in the bike lane. But that's okay. Who says quality of life in the city is low? We're not the young parents who moved to the suburbs. We carry our kids in cargo trikes and buy fresh tubes from a vending machine on the corner. Yeah, there are bike shops that sell bikes, but ours serve vegan brunch and host wine tastings; they're concept shops and clubhouses. We use our folding bikes to tow canoes and go from pedaling to paddling, from pedaling to pedelec. We bike to nightclubs and bars, on first dates and blind dates. Wearing our helmets. Sometimes. Our bikes navigate by Bluetooth and commute to work through snow and they look good enough to hang in the living room. My bike looks just the way I want it to. No one else has a bike like mine.

opposite page:  
Boréal Bikes  
(page 148)



# Breakaways

oppiste page:  
Festka (page 218)

Text: SHONQUIS  
MORENO

*On racing  
bikes, sports,  
speed,  
velodrome  
drama,  
competition,  
and high-tech  
geometries*

Forget fifth gear, the race is fixed. There's pedaling, yeah, but then there's speed. We race the course, we race the guy in front of us, we race the clock. We like competition: Bring it on. There's getting around, but then there's geometry. There are the artisans and the artists, but in this tribe we like the engineers best. This is technique. This is technical. This is high tech. Mountain bikes devour mountains and road bikes get on the road, but our wheels toggle to meet any flavor of terrain. In the following pages, you'll find speed demons and derring-do. Look for the pros, the velodromers, the time-trialers, the streetcats, and the messengers. Yeah, there are miles of freshly painted bike lanes, but then there's drafting off the M4, in the middle lane going south on Seventh Avenue. Potholes? Potholes are opportunities. We ride short courses over hairpin turns and dream about setting land-speed records. The titanium in our knees sets off security at airports, and on weekends, we eat carbon and cobblestones for breakfast. We like to go fast—and whatever we do, we don't brake.



# Imprint

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and Stories*

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