



It's strange, but shops in North America generally sell bikes that ride best outside of the city. As North Americans move back to urban centers - and embrace greener lifestyles - it's time we started seeing real city bikes. A real city bike looks sexy with that little cocktail dress and keeps those trousers crisp and pristine. A real city bike doesn't just get you to work, it multi-tasks your entire urban life, from quick grocery jaunts to formal gallery openings. To the Dutch, that sounds just like everyday life, and everyday life is lived on a Batavus bike.





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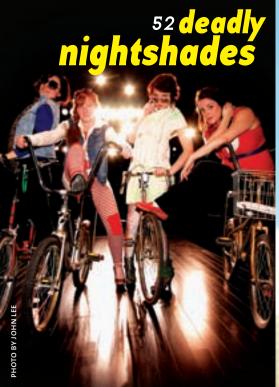
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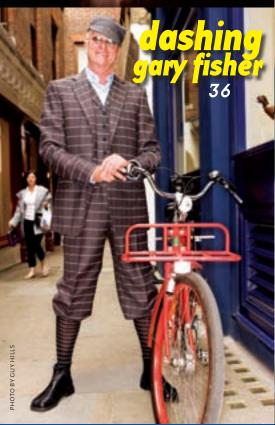
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editorial 3 letters 7 gleanings 10 mitey miss 35 books 42 food 46 ecstatic mechanic 60

18 what women want

22 **austin⁹s** cycling culture

24 russ roc

30 **fashion** pedallers

bike fitting

OUP SECURITY

58 kids bikes

bikeosphere \ is here to stay

momentum

MOMENTUM MAGAZINE reflects the lives of people who ride bikes and provides urban cyclists with the inspiration, information, and resources to fully enjoy their riding experience and connect with local and global cycling communities.

ON THE COVER AND THIS PAGE

Photography by Clancy Dennehy моде<mark>L: Susan Pinkney; sт</mark>үціsт: Amy Walker сьотніма: Jaqueline Conoir jcstudio.com sноеs: Fluevog; віке: Electra Amsterdam Sport 9 MAKE-UP: Mink Makeup Art; HAIR: Missy Clarkson PHOTOGRAPHER'S ASSISTANTS: Dalia Cukmirovich, Honeypants.



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mode matters



"In matters of principle, stand like a rock; in matters of style, swim with the current." - Thomas Jefferson

AS WE WERE putting this issue together we talked about why we were publishing a style issue. Tania, our Associate Publisher, said, "When I started biking to work, my first thought was to pull out all my old clothes." Mia, our Marketing Director added, "I thought I had to go out and buy a bunch of special spandex gear." This is the story for many of us. We started bike commuting for practical or environmental reasons and we girded ourselves for the physical activity. Over time, and learning from more worldly and experienced riders, we saw that we could wear our street clothes, our dresses, even our good shoes while riding. When we realized we didn't have to wear special gear on our bikes – that we could look like ourselves and wear what we liked, we felt excited, liberated.

Style and fashion are not the same thing. Fashion can be bought. Having style is finding your own uniqueness, your own voice, and letting it shine. Our style speaks loudly about us though we don't say a word. So this style issue is dedicated to inspiring you to express yourself while you ride your bike. No one can tell you the right type of clothing to wear, or the right bike for you. One piece of advice we will give: it's much more glamorous to end the ride with all the body parts you started out with – so make sure your fabulous outfit won't catch in your wheels or brake pads, get a bike with a chain guard if you like wearing flowing pants. Invest some time and effort in putting together the ultimate outfit that not only looks awesome, but works well on a bike. And yes, wearing a helmet IS sexy.

Bicycling is suddenly in vogue and in the news. Stories about commuting by bike are reaching even the big, mainstream media outlets (CBS Sunday Morning carried a great story called "Pedal Power" in July). Part of this recent surge of mass market bike love is due to high gas prices, and part is from what bicycles represent: a simpler and more pleasurable way of life with a small environmental impact. Bicycles have always been stylish – it's not just being appropriate that makes them attractive. As our founding editor Carmen used to say, "I've never seen an ugly person on a bicycle."

Wonderful things can happen when great ideas hit the mainstream. Our collective consciousness gets fired up, we get creative, and change can



happen quickly and decisively. I'm especially looking forward to the great biking outfits we'll see in the next couple years, as clothing designers ride their bikes and discover ways to adapt materials and patterns to accommodate life on the saddle. There is still a definite need for more stylish raingear! If you find it - please let us know.

Also in this issue we take you to Austin, Texas and Ottawa. Ontario for a look at bike culture in those cities; we address the importance of bike fitting, and ask women what they

look for in a bike: we review some bike-ish books and learn something about internally geared hubs. And out of respect for eating seasonally and locally, we offer tips on food preserving. We hope you enjoy this issue of Momentum, and encourage you to get in touch if you'd like to contribute to the next one in which we'll look at architecture for a cycling lifestyle.

amy@momentumplanet.com

In July, MOMENTUM conducted its 2008 Reader Survey. We asked you where you live, what you do by bike, and what you think of Momentum so far. Thank you for your heartfelt responses and feedback. We are truly touched by the hundreds of positive responses we received. We are motivated now more than ever to deliver the BEST DARNED TRANSPORTATION-ORIENTED BIKE CULTURE MAGAZINE EVER!

What do you want to see? More infrastructure stories, more advocacy, more cultural trends, more family stuff, more info on cycling

and the law, more gear reviews, more mechanical articles, more fashion, more everything. With your help, we'll do our best to improve the magazine and respond to your wishes in 2009.

Congratulations to Andrew Mitchell of Vancouver, BC who won the survey Grand Prize, a folding Tikit from Bike Friday.

Live Simply.





The Gary Fisher Simple City

- internal geared hub
- full coverage fenders
- cargo capacity
- chainguard
- double-leg kickstand





I really enjoyed reading issue #34 of MOMENTUM, but I noticed a glaring flaw with most of the photos. That is most riders are not wearing helmets! The cover shot of a young woman in a dress complete with dressy pumps riding with both hands off the handlebars seems to be really irresponsible. When her fancy shoes slip off those platform pedals she could end up with a nasty head injury. Or those uncapped handlebars could take a good sized biopsy out of those good looking legs.

Stanton Van Valkenburg Minneapolis, MN

The photos in question were all taken in New York, which does not require adult cyclists to wear helmets. The New York Times, however, reports: "On average, there are 23 bicycle fatalities in the city each year, and in 94 per cent of those cases, the rider was not wearing a helmet, according to a 2006 city report. Nearly three-quarters of

the deaths were caused by head injuries."
My own helmet proudly displays a MOMENTUM sticker on the

back, and I wear it every day. – Terry Lowe.

Yes, we sometimes choose to print photos of people riding bikes without helmets. We like to see what people look like and a magazine full of helmets is not quite as personable as a magazine full of people. Safety is undeniably the top cycling priority. If we sometimes favour aesthetics over didacticism, it is not because we are anti-helmet or that we ignore their role in protecting us from injury. We encourage safe cycling behaviour and trust our readers to make the choice that is right for themselves. I wear a polka-dotted Nutcase helmet. — Amy Walker



WHERE'S MY SUBSIDY?

We recently had our Bike to Work Week here in Victoria and there was a noticeable increase in cyclists for a week or so (at least when the weather was good). It got me thinking about other incentives that might be used to encourage more people to ride. It came to me when my father-in-law told me about how much of a tax rebate he got on his \$30,000 hybrid car (a reduced emission vehicle): \$4,000, between both the Federal and Provincial governments. Cyclists who choose to commute in a zero-emission way, while also reducing their financial burden on the health care system, get... \$0. Not only that, but every cyclist on the road reduces the demand for oil and parking and, in an ironic way, helps keep the price of gas and parking as low as it is - we use less and they use more. Is there something wrong with this picture? It may be time that cyclists insist on something more than free T-shirts and some press recognition once a year.

Cyrus Farivar Victoria. BC

KEEPING THE SAN FRANCISCO BOYS AND GIRLS CLUB BIKING

Just read my first MOMENTUM magazine, which I found on a train. I loved it!

Wanted to add a story about a new Mountain Bike Program for SF youth at the Boys and Girls Club of SF's summer Camp, Camp Mendocino. This 2,000 acre camp, located in the California redwoods between Willits and Fort Bragg, (along the "Skunk" train line and Noyo Rivers) has been serving disadvantaged urban kids for over 75 years offering such programs as hiking, nature, boating, fishing, horseback riding, sports, photography, and recently, ecology and environmental leadership. But there has never been a Mountain Bike program due to no funds to purchase bikes. Money is not easy to come by for non-profits.

In 2007, Sports Basement donated 27 decent mountain bikes and the kids discovered mountain biking, probably for the first time. It was by far the most popular activity!

As a bicyclist myself, and SF Boys/Girls Club Alumni and Camp Mendocino volunteer, I poked my head where these bikes were stored in March of 2008. The summer hires were gone and I had a hunch these bikes probably needed some TLC. To my horror, there were only three bikes out of 27 that were rideable. The worst damages were severely bent rear wheels, broken derailleurs and gear/brake cables, along with the usual cleaning

and tuning up issues.

Now I've always wanted to be a bicycle mechanic, but never got around to it. I barely knew how to patch a tire. The co-operative "Bike Kitchen" in SF, where you can join for a small fee and folks there will help you understand your bike better, offers classes in bicycle maintenance as well as ongoing support from experienced bike mechanics. After four night classes, and lots of reading and learning from my mistakes, I was able

to bring this fleet back to life in time for the summer of 2008 so kids can continue to enjoy the pleasures of riding safely in the redwoods of California.

I am personally determined to not let this mountain bike program die, and will ensure its success until I can't turn a spoke wrench any longer.

Thanks to The Sports Basement for donating the bicycles (and helmets!), The Bike Kitchen of SF for training people for almost nothing, and the SF Boys and Girls Club for allowing me to contribute to this worthy cause.

Fernando Aguilar San Francisco



Please send us your feedback. We seek to continually improve our coverage of self-propelled culture, and we need your help. Tell us about your local cycling scene.

Send us your photos too. Letters may be edited for length

editor@momentumplanet.com

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LETTERS CONTINUE ON PAGE 9

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SARAH EJ. MURRAY (Fashion Pedallers, page 30) is an environmental and lifestyle photographer, who lives in Vancouver, BC. She is constantly exploring her fascination with the human condition through her camera lens. Sarah has balanced her love of portraiture and travel through her photography, and a career that allows her to be a global citizen with an eye on the world. www.sarahmurray.com



SARAH M. MURRAY (Fashion Pedallers, page 30) has worked in the fashion and journalism industries since 1996. It began at a small-town community newspaper until the bright lights of Toronto drew her. There she worked as a modeling agent, modeling school director, model search coordinator, and beauty editor. Since relocating to Vancouver her experiences have grown to include retail manager, editor, freelance writer, stylist, and publicist. Sarah currently gets a thrill finding fresh angles on local designers and creating entertaining fashion shows. www. thehoneymustard.com







shawn granton (Comic, page 44) always seems to finish his comics for Momentum at the last possible minute, causing Amy to bother him for it. Shawn rides his bike, draws things, and drinks coffee in and around Portland, Oregon, but don't hate him for that. tfrindustries@scribble.com

TARA IRWIN (The Object of Desire, page 18) is a part-time freelance writer, a part-time environmental planner, and full time cyclist currently working with the Co-operative Auto Network. She is attempting to experience as much of Vancouver and area before a move to northern BC this fall. She will return to watch as Vancouver becomes one of the best cities in the world to get around on by bicycle.

teaches French to elementary school children. Riding bikes down the street and through the woods has helped Lars overcome his Guitar Hero addiction.



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Opinions expressed in this magazine are those of the authors and do not necessarily coincide with those of the publishers, sponsors, or anyone else for that matter. CYCLISTS CAN IMPROVE BEHAVIOUR, TOO

Charles Montgomery's "Bike Rage" article includes examples of motorists' poor behaviour with which I can readily identify as a year-round commuter cyclist. However there is also another side that is rarely taken up seriously in MOMENTUM and other cycling advocacy magazines. Here is what I observe and experience daily about the habits of too many

- · Ride through red lights
- Ignore the courtesy procedure at 4 way stops
- · Short-cut the wrong way through traffic circles on bike routes
- · Weave at speed in and out among pedestrians and slower cyclists on the Burrard Bridge
- · Ignore the instruction to "dismount and walk bicycle" at construction sites where the temporary crossing has to be shared with pedestrians.

Indeed this last point is the most blatant and discouraging for those of us who want a more positive image for cyclists. My guess is that 90 per cent of cyclists do not get off and walk their bikes. They ride around mothers with strollers, elderly people and anyone else who is crossing. I have seen cyclists many times ride right by construction workers posted at such sites to remind cyclists to dismount.

Michael Clague Vancouver, BC

BACK ISSUES

My name is Michael Dudley and I'm a librarian at the Institute of Urban Studies at the University of Winnipeg. First off I wanted to say that I love the magazine! I've waited years for a publication that addressed the interests of the commuting and utilitarian cyclist, having found all the other more sports-oriented cycling magazines offer little of interest to me. My one regret though is that I only just discovered MOMENTUM! Which brings me to my main question – can I order back issues for our library? I get a lot of city planning and urban studies students doing research on human powered transportation who would love to have access to MOMENTUM.

Michael Dudley Winnipeg, MB

Back issues are available on our website. Look under "Catalogue" for print issues, or under "Archives" for online issues. - Ed.

Congratulations to VICTORIA PRIESMEYER

of Austin, Texas for winning a set of Ortlieb panniers. Thanks to ortliebusa.com



NEWS FROM JAMAICA

I Love your Magazine!!!!!

I'm a US Peace corps Volunteer (its like the Canadian CUSO program) serving in Jamaica. Though we are geographically close, we still get mail very late, and when we get good magazines we share them around.

I just had the unmitigated pleasure of reading issue #30 cover to cover and enjoyed every bit of it. I really enjoyed the "by the people, for the people" vibe of your magazine.

The photos of riding in high heels were great, the Cuban coverage, the info on loving your front brake (and what a great tattoo that graphic would make!) and, of course, the emphasis on undervalued great mechanics.

I also invite you to check out www.smorba.com a local Jamaican biking organization. They have a festival every year with local and international participants, including a relay race where contestants ride around a track carrying increasingly heavy and unwieldy items (like weed wackers, propane canisters, and cases of beer).

Love the magazine, keep up the good work, and when I get back to North America, I'll definitely be contacting you for a subscription!

J.J. Doherty Mavis Bank, Jamaica



IT REALLY IS "STYLE OVER SPEED" LOOK AT THOSE HELMETS!

Riding a bicycle doesn't make you a saint. Nor does it instantly get rid of the bad habits you acquired while driving a car.

Maybe that is why some cyclists seem to ride as fast and carelessly as they might drive, particularly when mixing with pedestrians and other slower cyclists.

Slow down! Smell the roses! Your bike can set you free, but only if you let it.

More info at the slow bicycle. blog spot.com





A "HIGHER" FORM OF **BICYCLE TOURING** >

Cyclists have toured on all sorts of bikes: custom made tourers, production bikes, 3- speeds, singlespeeds, etc. But British cyclist Joff Summerfield has chosen a higher form of bike travel. On his single-speed Penny Farthing he has ridden many thousands of kilometres across Europe, Asia, and the United States.

For the gearheads out there, note the unusual placement of the headlight – inside the front wheel, hanging on a loop from the hub. Just don't try to turn it on while you are moving.

Interesting also that the wheels use solid rubber tires. No flats, but an extremely "firm" ride. Of course, he also gets a terrific view.

Not everyone's preferred way to cycle, but it really isn't the bike that determines how far you can travel.

More, including excellent photos, at: www.crazyguyonabike.com/doc/joff1 www.pennyfarthingworldtour.com



JEWELLERY FOR YOUR BIKE 🔺

I am not normally a fan of "bike bling," but who can resist jewellery for your bike?

While quite a few craftspeople are making jewellery and wearable art from old bike parts, one is making it to put on your bike. And if you want something truly unique, design one yourself. She says that if you give her a black and white line

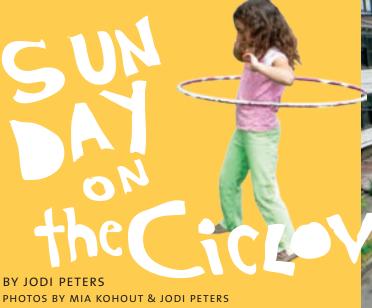


drawing, she will transform it into a head badge.

Replace or cover that old painted or plastic head badge and make your bike feel like a million dollars. What? You think bikes don't have feelings? Insensitive philistine! Now about the matching earrings to hang from your bar ends...

More info at tangerinetreehouse.etsy.com





LAUGHING CHILDREN, RELAXED COUPLES, hipsters on fixies, dogs with owners in tow, owners with dogs in tow – Sunday, June 22 found me pedalling down a street in North Portland, surrounded by a buzz of activity with one noticeably absent feature: cars.

I was riding in a Ciclovia, with a capital C. Ciclovia means "bike path" in Spanish, but has become the international term to describe shutting down city streets to automobile traffic and turning them into giant paved parks for self-propelled people. The concept of the Ciclovia comes from Bogotá, Colombia, where it has so grown in popularity that currently, every single Sunday of the year, 110 kilometres of city streets are closed to automobiles and opened to pedestrians and cyclists – about 2 million of them.

The idea has caught on in the Northern hemisphere. In Ottawa they have been shutting down streets for over a decade on summer Sunday mornings, and El Paso, Texas was the first American city to try it out in 2007. The event that I was lucky enough to catch during a visit to the Towards Car-Free Cities Conference was dubbed "Sunday Parkways," and presented by the City of Portland's Office of Transportation. Nine kilometres of streets in the north of the city were turned into a living belt of recreational bliss.

The energy of the event was contagious – not a frenzied rush, but rather a relaxed, playful, and inclusive exuberance. The very young, the very old, and everyone in between came out to play in the street. Kids were everywhere. Little children rode alongside me on little bicycles. Families passed with a kid in a trailer, one on an attached trailer bike, and one riding a tricycle out in front. Clumps of joggers punctuated the steady stream of cyclists, and stroller-pushing moms and dads wound their way through the comfortably spread-out crowd.

No one was in a hurry to get anywhere because there was nowhere to go, since the route was a giant loop and you ended up back where you started. This event was all about being: being outside, being together, being safe, being active, and having fun! I heard comments such as, "This is the future of civilization," and "All cities should try something like this." I heartily agreed, and was apparently not alone in my enthusiastic endorsement of the event.

Other cities are catching the spirit, with New York shutting down eight kilometres of Manhattan roads for three consecutive Saturdays, August 9, 16, and 23. City planners and neighbourhood residents are experiencing how a community comes alive when you take cars out of the way. Roads that often act as barriers to connection due to the large hunks of impersonal (and lethal) steel hurtling by are transformed into avenues, perfect for exploring the 'hood and meeting your neighbours.





Clothing of the line of the li

Riding a bike in style. We can all do it.

It took years for some of us to discover that we can wear normal nice clothes and ride a bike. (Some of us have yet to discover this).

For all of you seeking to ride a bike and look fabulous, some of these pieces may be what you're looking for.



Mens' regular trim fit cotton knickers by Swrve

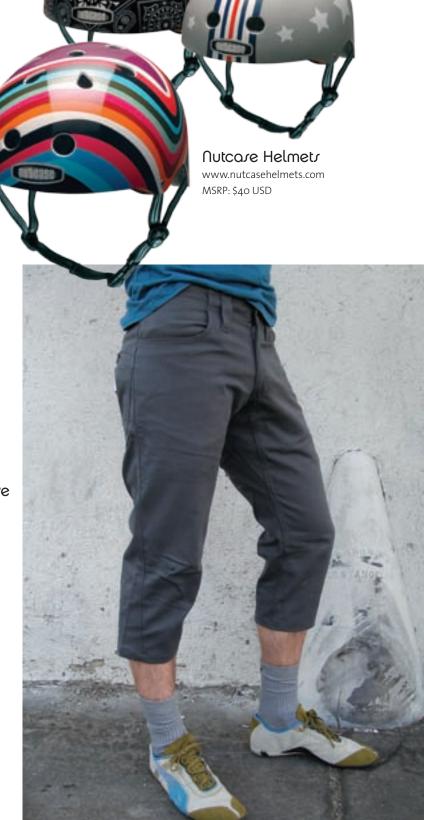
www.swrvestore.com MSRP: \$100 USD



Men's and Women's Wool Britches by Sheila Moon

www.sheilamoon.com MSRP: \$159 USD

MSRP: \$149.99 USD











www.teva.com

MSRP: \$80 USD



Ryderr Aerir www.ryderseyewear.com MSRP: \$39.99 USD



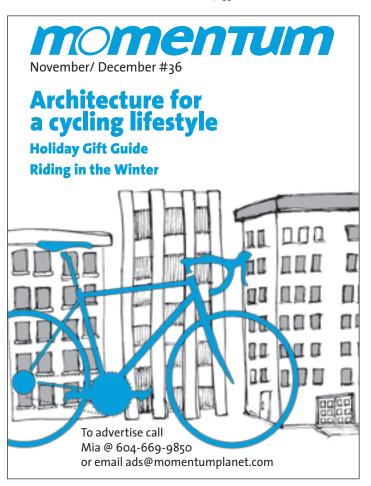
Wool Short Britches by Sheila Moon www.sheilamoon.com

MSRP: \$139 USD



Men's and Women's Quilted Wool Jacket by Sheila Moon

www.sheilamoon.com MSRP: \$235 USD





BY EMILY FREEMAN PHOTOS BY NATHANIEL FREEMAN

ONCE IN A WHILE a perfect item of clothing comes along that allows for safe and efficient riding, but maintains a concern for appearance upon arrival. Patagonia's Sugar & Spice shoe, part of its new line of environmentally-friendly glueless footwear, is really two shoes in one: a demure flat encased by a sturdy removable rubber sole. The sole provides the requisite stiffness for biking, as well as protecting the leather of the flats from toe clips and rain. After the ride, the rubber part can easily be removed and stashed in a bag, or

Items like the Sugar & Spice shoe can be a great advocacy tool, particularly when extolling the virtues of bike commuting to people with legitimate professional reasons for looking good. One of the impediments for would-be or fair-weather bike commuters is the fear of showing up looking disheveled or overly "athletic." Products like this one eliminate the need for spare shoes under the desk, or having to announce your arrival by the knocking of your clipless cleats on the floor.

Beyond the aesthetic considerations, the Sugar & Spice is just a good shoe. It is immediately comfortable even without socks, and engineered for a long life and low environmental impact. Patagonia, as a company, is no Johnny-comelately to the green movement, and has worked since its inception to inspire healthy active lifestyles, and a respect and concern for the planet. This product demonstrates their forward-thinking ethos in action, and looks good doing it.

\$120, in Patagonia stores or online. Men's styles also available.













BY TARA IRWIN

WHAT DO WOMEN WANT? I am certainly not the first person to ask this question, but in this context we speak specifically to bicycles. The question is timely. Women are a growing segment of the cycling population, yet underrepresented in terms of female-specific bicycles, products, and gear. Women are said to control up to 80 per cent of total household buying power, yet the sales and marketing of bicycles still primarily targets a male audience. While the answer seems elusive, clearly we want more than a man's bike painted pink.

Our investigation begins at Jet Grrl Bike Studio, a woman-oriented bicycle and repair shop. Founder Tracy Myerson worked in a variety of cycling stores and taught bicycle repair courses to women in Toronto before opening up Jet Grrl in Vancouver. Her years of experience as an avid cyclist, working in the industry, along with an intimate knowledge of being female, make Tracy very well-versed in understanding the desires and expectations of her female clientele.

Foremost, Tracy stresses that women are looking for a good fit and ensuring that the bicycle will be comfortable and safe. For smaller women especially, finding a bike that fits is often challenging. Selection is increasingly limited as frame sizes move outside of the "average" range. Regarding the mechanical

aspects of owning and maintaining a bike, Tracy says the assumption that women lack interest in the finer workings of their bicycle is outdated and inaccurate. "The majority of women coming into my shop want to know the details, the why behind the repairs that need doing, and the differences

I'm a practical sort of commuter cyclist, so I prize function over form. I actually uglified my sweet little Cannondale with duct tape as a theft-prevention measure. I do have a much less practical, curvy step-through that I whip out on fancy occasions; it's big, slow, and pretty, like a horse, and riding it makes me feel like Lady Godiva. But nothing can top zipping through the streets on my lightweight beater. Also, after years of being saddle-sore, I recently bought a woman's bike seat – the kind with the cut-out in the centre. I don't know how I ever lived without it. It's increased my cycling pleasure infinitely.

Kathy Sinclair Freelance writer / editor Vancouver, British Columbia The perfect bicycle for riding in my urban jungle of NYC must be light, stylish, and swift. It needs to be more comfortable to ride than the subway and faster than a NY minute. Secure bicycle parking is rare in NYC and so it needs to be light enough to carry even with my heavy chain lock wrapped around the base of the seat. Speaking of seats, a comfortable saddle wouldn't hurt as well for all those long rides to the park.

Karla Quintero
Deputy Director of Planning
Transportation Alternatives
Astoria, New York

between various components and options." More than ever before, Tracy says women want to be able to fix their own bikes; and she is noticing this especially among younger women.

"There is a whole new generation of women in their early 20s who are especially interested in knowing how to fix and maintain their bikes." Women want bicycles and components designed to work with their bodies. However, despite the increased interest and push for more womenspecific products, Tracy says the industry remains dominated by men, resulting in a kind of "gap" between supply and demand.

GENDER INTELLIGENCE

Lisa Sher, designer at Rocky Mountain Bikes, knows this gap all too well as a woman who has worked in the bicycle industry for many years. She echoes Tracy, "There is an increasing level of gender intelligence in the industry, but the majority of people designing and making bikes are still men.

THE OBJECT OF DESIRE CONTINUES ON THE NEXT PAGE



I want a bike that is beautiful, solid, relatively fast, a little unusual looking, and has lots of silver components. I have a strong aversion to black anodized items or anything on my bike that might seem extreme, intense, or bitchin'. Most importantly, I need a saddle that does not compromise the health of my parts. (WTB's Deva is my favorite ever, and it comes in white.) I feel better on a bike with a shorter reach and taller saddle height. I have big hands for a woman, so I want them resting on some grips or hoods with a good width. I have a bell on both my touring and city bikes. I use it liberally to avoid getting run over downtown. Bonus: never having to say, "On your left."

I like having different bikes for different rides. Around Minneapolis I ride a fixed-gear Surly Steamroller. For longer trips I ride my geared Capricorn lugged-steel touring bike. I ride Nitto's Dove bar. They are classy-looking and sweep back (similar to what comes on old British 3-speeds). They are the most comfortable and versatile bars I've ever ridden. I like a higher bottom bracket so I don't clip pedals on turns. I have a single front brake left-side mounted because if I have to carry a bag of groceries or flowers, I'm more steady if I carry it with my right hand. I used to ride my fixed-gear around town without a brake. I learned the hard way that it results in sore knees and crashes. Now I can roll faster knowing I can easily stop. For in town, I traded my SPD mountain pedals for flats. I want to be able to ride in all of my shoes. I like Grip King Pedals for their wide stepping surface and textured circles. I can wear my slick-soled tall Frye boots without worry about sliding off the pedals. Good for high heels as well! Carl Atkinson

Shiatsu Therapist/CRC Coffee Bar minder Minneapolis, Minnesota



Must haves for a commuter bike include a solid, well-sized frame (I'm a big fan of steel) with decent componentry and baggage carrying capacity, while also having a classy, unique look (pink grips, air horn, etc) that makes the bicycle an extension of my personality. Gears are often appreciated, but not an absolute. I think my problem is I own so many bikes I have one to fit every mood of the week (gears, no gears, skinny tires, fattie tires, drop bar, riser bar, bullhorns...)

Marsha Ungchusri Austin Texas Engineering is still commonly a practice of taking men's bikes and trying to 'womanize' them."

Lisa points to the growing market potential in women's cycling, but suggests that the disparity comes back to the bottom line. "Dealers and producers are not yet seeing the return on investment necessary to devote the needed resources to design women's bicycles from the ground up."

Ultimately, Lisa suggests that what women are looking for in a bike is something that has been made specifically for their bodies and "is not a compromise." She feels that the industry is beginning to realize this and – in combination with a gradual increase in the number of women working in the industry – is beginning to react. However, to really reach out to the female market, Lisa suggests retailers will have to rethink not only bicycle designs, but also the way they are marketed and sold, and describes differences she has observed. "With women, so much more of the market tends to be word of mouth. "Generally men are more likely to pore over product reviews and technical reports, whereas women tend towards the advice and experiences of others. Women also tend to be more concerned about the quality of service they are receiving in the shop."

THE BEAUTY MYTH?

At one time, Tracy says she resisted the beautification of bicycles, insisting it was about transportation and function over aesthetic, but now recognizes that for some women, looks are a priority. "Aesthetics are very important for some women; bicycles have become almost an accessory. And the truth is if you ride it every day, it is like a pair of glasses. It speaks to some degree about who you are." Lisa agrees that looks matter, but acknowledges that women places varying emphasis on the graphics and colour. "Aesthetics matter, and while this may not necessarily be at the top of the list if women are going to invest in a bicycle, how it looks plays into the equation."



My everyday ride is fitted with nearly everything I want in a bike: Puncture-resistant city tires (there's no time for a flat on my 40-minute commute), an upright retro-Euro configuration with promenade bars, a sturdy basket, and a comfy women's Kevlar-covered saddle. The two-wheeler of my dreams has a chain guard (sometimes you just don't want to deal with getting oil on your wide-leg pants), and a girl's frame (makes riding in a skirt just that much easier), but those are luxuries I can live without for now. The dependable basics – and a super-noisy bell – are all I truly need.

Aurelia d'Andrea Freelance writer / editor San Francisco, California

"There is an increasing level of gender intelligence in the industry, but the majority of people designing and making bikes are still men."



Rock hard top tube, solid bottom bracket, good and grippy handlebars for flyin' down hills, sassy structure: nice curves.

Jen Greene

San Francisco, California

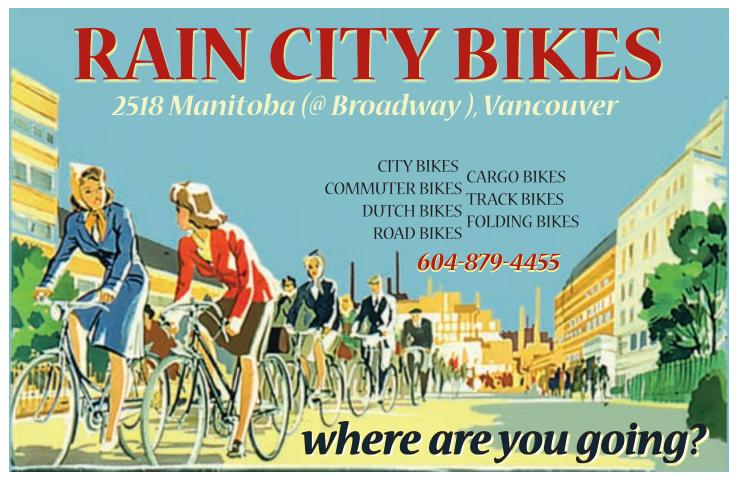


Personally, I want some style to my bike. I want to feel like I'm riding something a little special. It has to fit me just right. It has to be reliable and simple. Most of all I have to have a connection with my bike. I love all my bikes! My oldest bike is a 1986 Specialized Stumpjumper, now set up as single-speed. It's my hardcore winter bike that I ride when the roads are really icy or snowy. It's got character, and was my hardworking European touring companion many years ago. My current everyday bike is a Surly Crosscheck. It has a rack so I can carry stuff as needed. It's my all-around commuting bike - good in the winter as well as spring and fall. I could go anywhere on this bike. My fun ride is a Ritchie Breakaway single-speed – it's so light. I'm the fastest girl on the Midtown Greenway bike path who's not wearing spandex! I love riding this bike, it makes me happy every time I start to pedal. It's such a simple machine and it performs so well. I'm flying on this bike. Mary Gibney

Library worker, artist (www.marygibney.com) Minneapolis, Minnesota As an urban commuter, I prefer the upright position of a cruiser – I really like being as tall as possible in traffic. A basket to carry my bag is essential, and thanks to George from Parts Unknown, I now have a strong set of custom made basket arms that can handle the weight of a laptop, or large bag of groceries – not sure why regular basket arms are so wimpy. My ride needs to be sturdy enough to double a fella;) and have a chainguard to keep the grease off my pant leg. Having panniers that cover rear brakes stops my skirts from getting stuck between the brake pads and wheel, and flowers on my basket seem to make folks smile, and helps deter thieves as well. Quick skirt-saving tip: if you don't have panniers; tie a knot in one or both sides of your skirt when you ride. A bull clip can also be handy on windy days – clip your skirt to the brake cable on your crossbar.

Yvonne Bambrick Community Animator, Centre for Social Innovation Spokesperson, Toronto Cyclists Union Toronto, Ontario





austin's

BY MARSHA UNGCHUSRI

AUSTIN, TEXAS IS no Portland, Oregon or Davis, California and you better believe we've got the trucks to prove it! Yet, despite the heat from both drivers and Mother Nature, Austin possesses a vibrant and diverse cycling scene that has exploded in the last few years. From the growing number of fashion "fixie" kids to business bike commuters, Austin's cycling community continues to flourish as gas prices soar and individuals begin to consider cycling as a mode of transportation instead of just as recreation. However, as bike messenger and Cat 1 road racer John Trujillo is quick to point out, "Riding your bike doesn't have to be viewed as a sacrifice. It can be one of the most enriching things someone can do and it doesn't take very much to get on a bike."

To aid the growing numbers of cyclists taking to the streets, the Austin Cycling Association (ACA) has more widely publicized the Road I class for adults. Taught by League of American Bicyclist's certified instructors, the course is designed for individuals interested in riding, but are uneasy in traffic, unsure of how to fix small mechanical problems, and/or uncomfortable manoeuvring a bicycle. The course currently costs USD \$65, and the ACA is also partnering with the Yellow Bike Project, a local bike co-op, to certify many of their volunteers who will then be able to teach the course as well.

The ACA also offers many group rides and events, and a multitude of other less traditional events pepper the Austin cycling calendar including; roller racing; a love inspired courier service, and multi-stage Alleycats races.



Most recently, Rapha
Continental (the North
American group of the
London-based cycling
clothing company) visited
Austin to sponsor the Rapha
Roller Races as part of Rapha's
International Roller Racing
Series. The city of Austin
could have powered its lights
with the efforts of the riders
as they spun their way into
roller racing history. Roller

Racing has been around since the early 1940s and has taken various shapes and names, including a recent revitalization of the race format in the Rollapaluza in 1999.

The Sunday following the Rapha Roller Races featured another bicycle event that was more about love than speed. Pink: a (love) courier

service is the love child of artist Jaclyn Pryor.
Commissioned by First Night Austin to create a performance piece to welcome in the 2007 New Year, the idea of Pink evolved from the desire to create a community event that would build on itself. Jaclyn's previous performance piece, BREAD,



AUSTIN BIKE ZOO

Inspiring people to understand the relationship between humans and the mechanical world, the Austin Bike Zoo combines the beauty and strength of human movement with theatre, artistry and a dedication to interactive community engagement. The Austin Bike Zoo is a fantasy world of 70-foot rattlesnakes and 17 foot butterflies, where anything is possible with only the power of your own two feet and a lot of imagination.

The Zoo began in 2004 as Cycle Circus Austin

with the collaborative efforts of artists, bicycle builders and teachers. Three or four people run the general workings of the project and about 25 other people work on specific projects. The Zoo has participated in the First night Austin New Years Eve festivities for the past three years as part of the Grand Procession and hosts workshops and creates community festivals throughout the year.

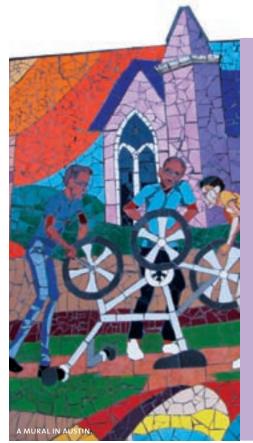
Currently the Zoo's "stable" includes: a rattlesnake, a scorpion, a monarch butterfly, a luna moth, a pedicab peacock, a full sized pedal

powered stage and a variety of other creatures: an egret, a phoenix, and a preying mantis which are in various states of construction plus a variety of other stunt bikes.

involved fresh baked bread deliveries to various

Where do you store a 70 foot rattlesnake? "In a friends backyard. We'd love to have our own warehouse, but we are super fortunate to have lots of friends who support the longevity of our pedal powered menagerie." said Sachi, on of the Bike Zoo's core staff. "For me it is a way to take people to a world so outside of 'normal' that they experience the impossible and realize that it's real."





BIKE+AUSTIN

The idea for bike+austin evolved from several discussions with various bicycle riding friends and the amazing bikeportland.org website, created by the equally amazing Jonathan Maus. The unifying thought was the lack of connectivity between the many groups of cyclists in town. While in its infancy, bike+austin has grown into an eclectic mix of riders. It's for anyone and everyone who celebrates the two wheeled wonder and wants to start some positive dialogue by connecting to groups like the League of Bicycle Voters, the Bicycle Advisory Council, or other groups that fit their style.

The goal? Unite. Inform. Inspire.

The purpose of *bike+austin* is to unite new and experienced Austin cyclists by connecting existing facets of the Austin cycling community including advocacy, transportation, racing, and recreation. *Bike+austin* also strives to inspire the general public to view cycling and cyclists as a valuable part of the transportation ecosystem. Look for the launch of the website with the Cute Commute Calendar in late October! For more information please e-mail bikeaustin@gmail.com

homes where recipients would be invited to join in the bread making and deliveries. With Pink, participants were asked to write love notes that would be rolled into small glass bottles for delivery by bicycle couriers dressed in shades of pink.

As for courier activities, former bike messenger and wrench at East Side Pedal Pushers, Brian Davies, is responsible for organizing a slew of Alleycat races. Welcoming all types of bicyclists to his races, he believes, "People have a misconception that we aren't all in this together. We are all doing the same thing, just with a different take. We like the freedom, the nature, the affordability, and all the other things that bikes have over cars, buses, taxis, etc. So why don't we all just get along? We don't need to be hatin' on each other." One of his premier events is the Giro d'Ghetto (Tour of the City), whose name is a play on the Giro d'Italia. Set up as a multi-stage Alleycat, the race includes a hill climb, time trial, and criterium style racing, with choice bicycle recommendations from the race director – because who really wants to climb a 10 per cent grade on a track bike?

Urban event information can be found on websites such as Megan Rucker's onechick.com or Jason Abels' atxbs.com. While the atxbs.com site presents itself with a bit of salty language, the site is dedicated to "local bike rides for regular AND irregular people," with solid content and well-discussed controversial issues. Both sites highlight the bike-in movies, critical masses, and full moon cruises that also make up the Austin cycling scene.

The City of Austin Bicycle and Pedestrian Program has also stepped up to the plate to

improve the city's infrastructure and make bicycling more feasible. Since the adoption of a Proposed Bicycle Plan in 1972, Austin has been inching towards a more bike-friendly, car-lite society. Fast forward to 2008 with hormonal gas prices and vehicles that devour gas like it's 1999, and Austin is at a tipping point. As Lane Wimberley – a long time cyclist and member of the Bicycle Advisory Council (BAC) – said, "The Austin bicycle culture is wonderfully diverse. It has grown considerably over the past ten years, until finally the local political establishment has begun to take note of a growing grass-roots advocacy. It seems the only thing remaining to elevate Austin to the level of Portland, San Francisco, or Seattle is a hard commitment from city leaders to implement the policies and infrastructure. I think they are now realizing the

potential benefits for quality of life in Austin."

Ya hear that, Portland? We're coming after you, and then we're going after Copenhagen (or so Justin Litchfield, a local triathlete, suggested). I'm with Justin, but first things first. Let's get some people on bicycles.

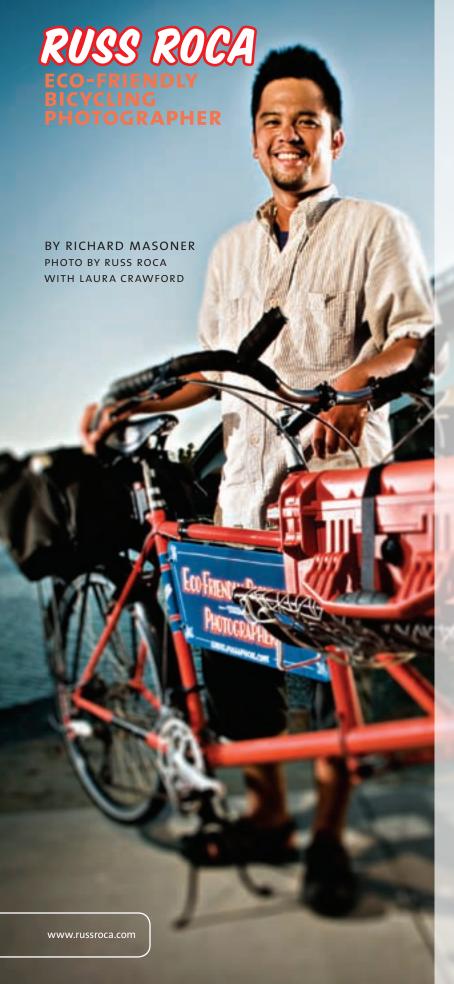
In a twenty-plus page document released by the Street Smarts Task Force earlier this year, the city outlines the vision and mission, which is to "transform Austin in a world class bicycling city," and "to create and promote the best environment for the friendly coexistence of bicycle riders and other transportation users in Austin." Exciting projects buried in the document include "assessing the feasibility of bicycle boulevards," bike boxes, and an increase in safe and convenient bicycle parking and multi-modal transportation. The Task Force also recommended the development of educational programs to promote the use of cycling along with safe methods for cycling, which will "increase confidence which translates into a greater number of individuals choosing to use a bicycle."

What is that saying? If you build it, they will come? Well, Austin, they are en route, maybe a little wobbly, but they are coming. I salute every single person who has been growing the cycling infrastructure in this city I have fallen in love with. So my question to every Austin citizen who rides now: How are you going to help your friend, family, neighbour who decides they are going to ride to work, to the grocery store, or to the park?

It's about 90 degrees (32 for you Celsius folk) and I'm sitting in my driveway with a cold one, staring as the sunset lights the city skyline on fire. A girl just whizzed by on a cruiser and it makes me smile because three more just followed. I think I'm going to throw on a sundress and go for a ride.

Marsha "PrincessHungry" Ungchusri is a road racing, fixed gear loving, xtracycle commuting geek who prefers sundresses to spandex and cute boys who have mad bike handling skills.





A GUIDE FOR foreign travellers visiting California warns tourists, "You won't survive for long without a car in California – California was designed for cars." But when Russ Roca's truck died eight years ago, he decided to see how he could get along without a car in Los Angeles, the epicentre of car culture. His decision led to an entirely new way of life and a new vocation for him as the "Eco-Friendly Bicycling Photographer."

"I was telecommuting doing graphic design, so my only trips were to go out and do groceries," says Russ of his transition to a car-free life. "At first, it was difficult. I felt a bit alienated. I had never ridden in the street before as an adult."

Today, Russ bikes 20 miles or more for his photo assigments, hauling up to 50 pounds of gear on his Bilenky cargo bike and trailer at an average speed of 12 mph. It wasn't always like this for him, though. "Losing the truck wasn't easy," Russ recalls. "I realized it really is an addiction. When you're in its throes, you can't imagine an alternative."

After a few months living without his truck, Russ realized he felt liberated – no parking tickets, no repairs, no gas, no insurance, and no hunting for parking in the middle of the night. "My girlfriend and I hated to go out because when we came home we had to circle for half an hour just to find a parking spot!"

Soon after his decision to dump his truck, Russ started his business as a photographer. "I realized how much I liked being outside and moving, more than sitting at a desk pushing a mouse around" as a graphic designer. Because he no longer had to support a car habit, "I had quite a bit of spare dough, so I could afford to get into photography!"

Russ started freelancing for a local newspaper to hone his skills. When he spoke with Will Swaim, the publisher of *The (Long Beach) District Weekly* newspaper, about a job, Russ didn't disclose his mode of transportation. "I didn't bring it up at first because I needed the gig," Russ admits. "I started getting assignments farther away and that's when I told them that I couldn't take an assignment that was 70 miles away."

Swaim recalls that he was skeptical of Russ's mode of transportation. "But I figured he knew his own limits better than I did," says Swaim, "so if he accepted an assignment, I assumed he'd handle it; and he always has." Russ's transportation mode benefits the *Weekly*, in Swaim's eyes. "On the photo side, the bike is a total icebreaker. Our subjects have frequently reacted with a curiosity that really humanizes the whole experience. And Russ's bike choice makes us look good."

In Southern California, utilitarian cyclists are often seen as criminals. "The first question people ask when I lock up in front of their house is, 'Did you get a DUI?'" says Russ. "A few years ago when I first started advertising myself as the Eco-Friendly Bicycling Photographer, people thought I was crazy. With gas inching ever upwards, I'm slowly becoming less crazy and more of an early adopter."

In spite of his eco-friendly message and rising gas prices, Russ continues to get harassed by Southern California motorists. Although his area of California has perfect cycling weather and mostly flat terrain, Russ and his girlfriend plan to move to Portland, Oregon, next spring. "Everything is such a battle here in Long Beach," says Russ. When he cycles in Portland, though, "You don't have to be a warrior like you do in California. They have their issues in Portland, but it's vastly more appealing than here. The environment is much more accepting of cycling."

Richard takes photos with a cheap point-and-shoot camera while cycling around Santa Cruz, California.



PHOTO OF COPENHAGEN BY JOHN PUCHER

IN SPITE OF their affluence and high rates of car ownership, countries in northern Europe have achieved a high overall rate of bike shares in their urban travel; ranging from almost ten per cent of trips in Belgium and Germany to about 20 per cent in Denmark, and 30 per cent in the Netherlands. What is equally impressive is Northern European women cycle as often as men, and all age groups make a considerable percentage of their daily trips by bike. That is quite a contrast to Canada and the United States, where only about one per cent of trips are by bike, and most cyclists are young men. Two important aims of cycling policies in North America should be to raise the overall bike share of trips while simultaneously making cycling safe, convenient, and feasible for women as well as men, and for all age groups.

HOW TO MAKE CYCLING SAFE AND CONVENIENT FOR EVERYONE

The most important approach to making cycling safe, convenient, and attractive for everyone in northern European cities is the provision of separate cycling facilities along heavily travelled roads and at intersections, combined

with extensive traffic calming of residential neighbourhoods. Safe and relatively stress-free cycling routes are especially important for children, the elderly, women, and for anyone with any sort of disability. Providing such separate facilities to connect practical, utilitarian points of origin and destinations also promotes cycling for work, school, and shopping trips. This contrasts with the mainly recreational cycling in Canada and the USA, where most separate cycling facilities are along urban parks, rivers and lakes, or in rural areas.

As noted in this series of three articles, separate facilities are only part of the solution. Northern European cities reinforce the safety, convenience, and attractiveness of excellent cycling rights of way with their extensive bike parking, integration with public transport, comprehensive traffic education and training of both cyclists and motorists, and the wide range of promotional events intended to generate enthusiasm and wide public support for cycling.

At the same time, car use in northern Europe is made expensive, less convenient, and less necessary through a host of taxes and restrictions on car ownership, car use, and parking. Their land

use policies also foster relatively compact, mixeduse developments that generate more bikeable, shorter trips.

In this first article, the focus is placed on the various types of cycling rights of way. I chose to start here because having a place to ride is the most obvious and basic prerequisite for cycling. There are many different kinds of cycling facilities, and cyclists vary in their preferences of one type of facility over another. These should not be viewed as mutually exclusive alternatives, however, but rather as complements to each other, permitting as many choices as possible to satisfy a wide range of cyclist preferences.

BIKE PATHS AND LANES

From the mid-1970s to the mid-1990s, separate facilities expanded greatly throughout northern Europe. In Germany, for example, the bikeway network almost tripled in length, from 12,911 km in 1976 to 31,236 km in 1996. In the Netherlands, the bikeway network doubled in length, from 9,282 km in 1978 to 18,948 km in 1996. Nationwide, aggregate statistics for the mid 1990s to today are not available, but data for individual cities suggest continued expansion, albeit at a much slower rate

than previously. The main focus now appears to be on improving the specific design of cycle paths and lanes to improve safety.

In 2004, for example, Berlin (3.4 million inhabitants) had 1,140 kilometres of separate bike paths and lanes. By comparison, Amsterdam (735,000 inhabitants) and Copenhagen (504,000 inhabitants) each have roughly 400 kilometres of completely separate bike paths and lanes. Even much smaller cities, however, have extensive cycling facilities. There are 320 kilometres of bike paths and lanes in Münster, Germany (278,000 inhabitants), over 500 kilometres in Odense, Denmark (185,000 inhabitants), and over 420 kilometres in Groningen, Netherlands (181,000).

The bicycling networks in all these cities include numerous off-street shortcut connections that run between streets and traversing blocks, and enable cyclists to take the most direct possible route. The result of all these facilities is a truly complete, integrated system of bicycling routes that allow cyclists to cover almost any trip either on completely separate paths and lanes or on lightly travelled, traffic-calmed residential streets.

Not only has the network of separate cycling facilities greatly expanded since the 1970s, but their design, quality, and maintenance have continually improved to ensure safer, more convenient, and more attractive cycling with each passing year. In addition, most cities have established a fully integrated system of directional signs for cyclists, colour-coded to correspond to different types of bike routes. All large cities and most medium-sized cities provide detailed maps of their cycling facilities. Some cities have recently introduced Internet bike route planning to assist cyclists in choosing the route that best serves their needs. In Berlin and Odense, for example, cyclists can enter their point of origin and destination, as well as a range of personal preferences, such as speed, on-street or off-street facility, avoiding major intersections and heavy traffic, etc. The Internet program shows the optimal route on a map and provides all relevant information about time, average speed, bike parking, and public transport connections.

The provision of separate cycling facilities is the cornerstone of Dutch, Danish, and German policies to make cycling safe and attractive to everyone. They are designed to feel safe, comfortable, and convenient for both young and old, for women as well as men, and for all levels of cycling ability. Virtually all studies of the impacts of separate facilities confirm that most cyclists prefer them. Separate paths, in particular, are perceived as being much safer and more pleasant than cycling on the roadway, thus leading to significant growth in cycling volumes when such facilities are expanded.

TRAFFIC CALMING

It is neither possible nor necessary to provide separate bike paths and lanes on lightly travelled residential streets, but they constitute an important part of the overall cycling route network. Thus, Dutch, Danish, and German cities have engineered traffic calming on most streets in residential neighbourhoods, reducing the legal speed limit to 30 kph (19 mph) and often prohibiting any through traffic. In addition, many cities – especially in the Netherlands – have introduced considerable alterations to the streets themselves, such as road narrowing, raised intersections and crosswalks, traffic circles, extra curves and zigzag routes, speed humps, and artificial dead ends created by mid-block street closures. Cycling is almost always allowed in both directions on all such traffic-calmed streets, even when they are restricted to one-way

travel for cars; this further enhances the flexibility of bike travel. In the Netherlands, Denmark, and Germany, traffic calming is area-wide and not reserved for isolated streets.

Related to traffic calming, almost all cities have created extensive car-free zones in their centres, mainly intended for pedestrian use but generally permitting cycling during off-peak hours. In some Dutch cities, these car-free zones specifically include cycling facilities such as bike lanes and parking. In some cities, the combination of traffic calming of residential streets and prohibition of cars in city centres makes it almost impossible for cars to traverse the city center to get to the other side.

Another kind of traffic calming is the "bicycle street," which has been increasingly adopted in Dutch and German cities. These are narrow streets where cyclists are given absolute traffic priority



PHOTO OF NINTH AVENUE BIKE LANE, NYC COURTESY OF NYC DEPARTMENT OF TRANSPORTATION.

over the entire width of the street. Cars are usually permitted to use the streets as well, but they are limited to 30 kph (or less) and cannot rush bicyclists or otherwise interfere with them.

Traffic calmed residential neighbourhoods, carfree city centres, and special bicycle streets greatly enhance the overall bicycling network in all Dutch, Danish, and German cities. Most importantly, they offer much safer, less stressful cycling than streets filled with fast-moving motor vehicles. Since most bike trips start at home, traffic calming of neighbourhood streets is crucial to enabling bike trips to start in a safe, pleasant environment as cyclists make their way to the separate bike paths and lanes that serve the rest of the trip.

All available evidence shows that traffic calming improves overall traffic safety. The benefits tend to be greatest for pedestrians, but serious cyclist injuries also fall sharply. Moreover, all studies report large increases in overall levels of walking and cycling. There are, of course, many different kinds of traffic calming and it is conceivable that one or another specific kind of traffic calming measure (perhaps traffic circles or speed humps) might detract from cycling safety in some circumstances. Overall, however, there is overwhelming evidence that traffic calming enhances both pedestrian and cyclist safety by reducing speeds on secondary roads.

INTERSECTION MODIFICATIONS

While bike paths and lanes help protect cyclists from exposure to traffic dangers between intersections, they can pose safety problems while crossing them. Thus, Dutch, Danish, and German planners have worked continuously on perfecting the designs of intersections to facilitate safe cyclist crossings. The extent and specific design of intersection modifications vary from city to city, of course, but they generally include most of the following:

- Special bike lanes leading up to the intersection, with advance stop lines for cyclists, far ahead of waiting cars
- Advance green traffic signals for cyclists, and extra green signal phases for cyclists at intersections with heavy cycling volumes
- Turn restrictions for cars, while all turns allowed for cyclists
- Highly visible, distinctively coloured bike lane crossings at intersections
- Special cyclist-activated traffic lights
- Timing traffic lights to provide a "green wave" for cyclists instead of for car drivers, generally assuming 14-22 kph bike speed
- Moving bike pathways a bit further away from their parallel streets when they approach intersections to help avoid collisions with right-turning cars

Given the very nature of roadway intersections, it is virtually impossible to avoid all conflicts between motor vehicles and cyclists, but Dutch, Danish, and German planners have done a superb job of minimizing these dangers.

MAKING ALL ROADS MORE BIKEABLE

No major North American city even comes close to providing a complete and fully integrated system of separate cycling facilities. Thus, it is crucial that roads, in general, be made safer and more convenient for cycling. That includes proper design of drain grates, wide outside lanes and shoulders, repair of potholes, and cleaning up debris on the roadway and shoulders. Roads should also offer clear signage of convenient bike routes and reminders to motorists to share the road with cyclists.

In short, roads should be designed for use by cyclists and not just by motorists. Bicycling is obviously not appropriate on certain high-speed, high volume highways. Nevertheless, cycling is both possible and legally permitted on the vast majority of roads in both Canada and the USA. The legal rights of cyclists to ride on roads must be clearly and convincingly conveyed to motorists and enforced by the police and courts.

CONCLUSION

Cycling remains a marginal mode of transport in most North American cities because it is widely viewed as requiring special equipment and training, physical fitness, and the courage and willingness to battle with motor vehicles on streets without separate bike lanes or paths. Cycling is a mainstream mode of urban travel in Northern Europe precisely because it does not require any of those things.

Providing safe and convenient rights of way is the most important element in making cycling possible for everyone, but it alone is not sufficient. The remaining two articles in this series examine other, complementary and necessary policies.

For more details and background reading, readers may consult the following two articles: "Making Cycling Irresistible," Transport Reviews, July 2008, Vol. 28, No. 4, pp. 495-528, accessible at: http://policy.rutgers.edu/faculty/pucher/Irresistible.pdf

And "At the Frontiers of Cycling," World Transport Policy and Practice, December 2007, Vol. 13, No. 3, pp. 8-57, accessible at: www.eco-logica.co.uk/pdf/wtpp13.3.pdf

John Pucher is a professor in the Bloustein School of Planning and Public Policy at Rutgers University (New Brunswick, New Jersey).









www.sarahmurray.com

ashion eddlers

WITH THE SUMMER Olympics just completed, audiences around the world have spandexclad cyclists hoisting medals fresh in their memories. But for the commuting urban cyclist, walking into the office in a pair of tight shorts probably doesn't cut it. We asked some bike-riding designers for their ideas on what's cool to we<mark>ar on</mark> a bike, and how riding influences their design choices.

> JC INSTITUTE'S SHAHEEN ASLAM, SARA RUIZ AND KATHY LAM WWW.JCINSTITUTE.COM

IN THIS PHOTO (LEFT TO RIGHT): MICHAEL ZIFF, WWW.TWICE-SHY.COM KAREN STARK, WWW.POPOSPONCHOS.COM CHRISTI YORK, WWW.BUENOSTYLE.ETSY.COM JOHN FLUEVOG, WWW.FLUEVOG.COM ALLISON SMITH, WWW.ALLISONWONDERLAND.CA

BIKE: STRIDA 5.0 COURTESY OF AREAWARE, NYC LOCATION AND SHOES: FLUEVOG (65 WATER ST., VANCOUVER)





THE ECO-LABELS: MICHAEL ZIFF
BIKE: City, no-name assembled bike, and
Vintage 1970's custom painted Murray cruiser
LABEL: Twice Shy, Fig Kids, and Clean Slate

FIRST BIKE MEMORY: My purple bike with a purple banana seat. I remember riding around my neighbourhood and feeling very cool.

BIKING AS A MEANS OF TRANSPORTATION: When I sold my car, biking became my main means of transportation.
But really I've always liked cycling to work and even cycling to go out at night for dinner, or to a club.

STYLISH BIKING OUTFIT: On the city bike it's not about style, it's about function. On the cruiser it's all about style, and a hat is a necessary accessory.

WILDEST PLACE: Every year at Burning Man.

FASHION PHILOSOPHY: Modern, playful, and sometimes political. Find your style and make it work for you and stand straight!

PEOPLE SHOULD WEAR ON THEIR BIKE: Whatever they want!

THE CHILDREN'S WEAR CREATOR: KAREN STARK BIKE: Rocky Mountain Element, Rocky Mountain RM7, and a no-name red bike with a baby seat LABEL: Popo's Ponchos

FIRST BIKE MEMORY: Jealousy of my older brother who had cross-country "moto" style bike with a banana seat. I can't even remember what bike I had, but it didn't compare to his. He could get that thing going so fast down the hill of our front yard.

PEOPLE SHOULD WEAR ON THEIR BIKE: Helmets

HELMET HEAD: Throw on a hat

BIKING AND DESIGN: My kid's ponchos are made for kids who need layers but aren't willing to sit still to put a jacket on. They are perfect for kids on a bike, in a bike trailer, or anywhere active for that matter.

wildest Place: The TransRockies seven day stage race. It was insane; the views, the people, the riding, and the organization that went into putting racers into the mountains for seven days. Grizzly bears, mountain goats and neverending hills!

HOPE FOR FUTURE: I would love to see as many bikes on the road in North America as there are in Amsterdam.

THE JEWELLERY ARTISAN: CHRISTI YORK
BIKE: Commuter- Rocky Mountain RC-30
and Vintage Raleigh "Super Bee"
LABEL: BuenoStyle

FIRST BIKE MEMORY: Being doubled on the back of a white glitter banana seat.

BIKING AS A MEANS OF TRANSPORTATION: I didn't get my driver's license until I was about 26 because I've always felt that cars were a luxury, not a necessity, and if I didn't really need one then why own one? Plus they're so damn expensive!

HELMET HEAD: Helmet hair is sexy. So are panty lines, FYI.

PEOPLE SHOULD WEAR ON THEIR BIKES: Big smiles!

BIKING CULTURE AND DESIGN: Sometimes thinking "Oh, I'd better put on a smaller pair of earrings, these won't fit under my helmet strap."

HOPE FOR THE FUTURE: I just want to keep happy by transforming vintage materials into something new and fresh, and hand-making the stuff. I also hope to see dedicated bike lanes, less cars on the bike routes, and better bike etiquette from other riders.



FASHION PEDALLERS CONTINUES ON PAGE 29

MOMENTUM ADVOCACY PARTNERSHIP PROGRAM

"Together we're building а мом*е*итим planet"

What does your ideal North America look like? Ours is one where we can celebrate our community with our family, friends, and neighbours in our streets where people take precedence over cars.

With a bike-commuting mode share of 1 per cent continent wide, we in North America are far behind our European counterparts. According to cycling academics such as John Pucher, there needs to be a fundamental change in transportation planning and infrastructure if we are to achieve a highermode share of bicycle commuting in North America.



HOW ARE WE GOING TO GET THERE?

We need to convince our leaders and planners that cycling is the solution for so many of the problems that we are facing today, including health, gridlock, and pollution. We need better cycling infrastructure now if we are going to build for a better future.

Ideally, we will have leaders in our society that will make all of these changes happen. Until that day comes, we rely on the efforts of our local and national advocacy organizations to host and attend countless meetings, write thousands of letters, and host events with the goal of a better place for all of us to bike safely and confidently.

With this in mind, we at MOMENTUM are proud to launch our Advocacy Partnership Program, where all members of the following advocacy organizations can sign up for a \$5 discounted subscription, and we'll donate \$5 to your advocacy organization, too.

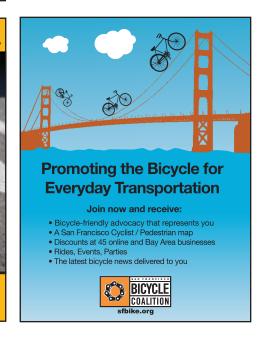
Bicycle Transportation Alliance Cascade Bicycle Club Chicagoland Bicycle Federation San Francisco Bicycle Coalition Vancouver Area Cycling Coalition

This is one small way we can say "thank you" for your efforts. For all of you who don't yet belong to your local cycling advocacy organization, consider joining. Your membership fees support hundreds of volunteer and staff hours of the people making your world a better place to bike safely. They can't do it without your support.

Interested in becoming a Momentum Magazine advocacy partner? Please contact Mia mia@momentumplanet.com











THE WOMEN'S WEAR DESIGNER: ALLISON SMITH

BIKE: Hybrid, a workhorse that's not very fancy but has good parts.

LABEL: Allison Wonderland

FIRST BIKE MEMORY: Learning to ride my first bike, a little yellow number. I still remember the first time the training wheels were off, the feeling of freedom and awe I felt as I rode down the street by myself.

BIKING AS A MEANS OF TRANSPORTATION: I always rode my bike to school and just haven't stopped! The commute home gives me time to clear my head and have the day's problems fly from my mind.

WILDEST PLACE ON YOUR BIKE: Thailand, the rental didn't have brakes or gears and the traffic was pretty nuts and frightening.

MOST STYLISH BIKING OUTFIT: There is not much difference between my regular outfits and biking outfits. The summer is always a fun time to ride around in wedge sandals and pretty dresses. I like to wear 3/4 length wool coats and tall boots in the winter. But be careful your skirt doesn't get caught in your brakes!

PEOPLE SHOULD WEAR ON THEIR BIKES: Everything and anything!

BIKING CULTURE AND DESIGN: Biking details influence my design. For jackets, I always make sure the sleeves are long enough, there is enough room at the back, and that it doesn't ride up at the bottom back hem. But really most of my styles can be worn while riding.

THE SHOE INNOVATOR: JOHN FLUEVOG BIKE: Pederson, every day people ask if I made it myself... I only wish I did.
LABEL: Fluevog

FIRST BIKE MEMORY: I was an eight-year-old kid riding a full frame bike with my leg through the frame, pedalling and thinking, "I can't wait until I learn how to ride a bike." Not realizing that what I was doing was way harder...

BIKING AS A MEANS OF TRANSPORTATION: When I was 40 my wife bought me a Rocky Mountain for my birthday, and that was it. I was on it everyday from then on.

HOPE FOR THE FUTURE: That biking becomes more and more mainstream.

BIKING AND DESIGN: I do shoes, so it's about the shapes and lines. But everyone in my office rides a bike. So I have to make what I design, work with that lifestyle. Having said that, I love when girls wear high heels and ride a bike!

FASHION PHILOSOPHY: I like to make it WOW!

WILDEST PLACE TO RIDE: The opera.



Form-Fitting

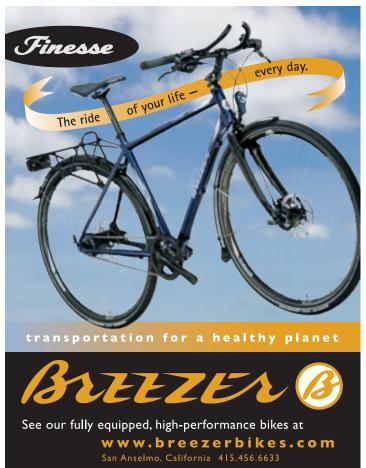


The Civia Hyland's versatile sliding dropouts provide an ideal platform for the Rohloff Speedhub. Also available with Shimano's Alfine hub or XT hub and derailleur—Hyland marries the best to the best. A lot of companies talk about blending form and function; the Hyland exhibits form-fitting function.

Learn how Civia fits your lifestyle at civiacycles.com.

CİVİA









FACE Meet World

"WHAT YOU NEED," Christopher murmured, peering into my face, "is a silicone primer."

Oddly, he wasn't talking about bike frames. I had run into a department store to escape the rain, and a handout in the ladies' room had caught my attention. "Come by the Calvin Klein counter," it suggested. "Receive a FREE Foundation Consultation and Sample!"

I wandered the maze of makeup boutiques until a red-haired woman at the Clinique counter with eerily perfect skin asked if she could help me.

I motioned at my handout. "I'm actually looking for the Calvin Klein counter, but..." I offered, "you could show me what you've got, since I'm here."

"Well, sure," she said as she opened a tube of foundation. "We can dab a little on your hand if you like." I looked down as she spread the fleshtoned liquid on the meat of my thumb. It blended in fine, but bits of lotion stuck in the lines of my skin. It reminded me of women I'd seen (usually in the late-night food and beverage industry) who walked around with tiny channels of makeup dried into their eyelids.

I showed her the bits and told her that's why I'd been avoiding foundation up till now. "Well," she said sweetly, "that's why you need to exfoliate." I thanked her and headed for the Calvin Klein counter.

Christopher was a big, hulking goth fellow in black slacks, a black shirt, and a black leather makeup-brush holster. I showed him the handout, and he brightened and guided me to a stool. "This is great," he grinned as he shook a bottle of beige lotion. "It was getting a little quiet around here."

I picked up a hand mirror and he tsk-tsked and took it away. "I'm going to apply some foundation

to one side of your face," he said, "and I want you to be surprised." I felt the wet brush move in short strokes over the right side of my forehead, cheek, nose, and mouth while Christopher chatted about freelancing for weddings.

"I'd love to do more East Indian weddings," he raved. "Those women are not afraid to use the really strong colours like red, gold, blue, and especially purple. There!" he remarked as he handed me the mirror. "What do you think?"

I looked, and indeed one side of my face was — lighter. I'm half-Indian myself, and — as my friend Dave might joke — I'd just increased in value. "Could you do the other side?" I asked hastily. Taking that to mean that I liked it, Christopher set to work.

"Er, how water-resistant is this foundation?" I asked. "Well," Christopher pondered after I explained that I rode my bike every day, even in the rain, "You will have to touch it up when you arrive and after you've broken into a sweat." I imagined arriving at work with failed foundation dripping southwards, some perhaps settling and drying at the corners of my mouth.

That's when he brought up the silicone primer. "Oh, it's easy and super light," he remarked. "You apply a thin layer over your entire face, let it dry, and then apply the foundation." He leaned in conspiratorially. "The silicone fills in all the little lines, you see. It stays on all day."

I'm guessing the reason the silicone stays on your face all day is because it's a polymer/oxygen found in adhesives, insulators, and male contraceptives. Do you need special chemicals to remove the silicone layer-cake at the end of the day, I asked myself, or do you just peel it off like a mask?



By this time Christopher had added three shades of powder to my eyes, two shades of blush to my cheeks, and a thick, shiny gloss to my lips. The other staff gathered to watch, and even the redhaired clerk from the Clinique counter came by for a visit. They nodded approvingly and I picked up the hand mirror.

"You should hold it at arm's length," Christopher said. At that distance I looked lighter, fresher, and younger. However, as I brought the mirror closer, I transformed into a food and beverage hostess. I thanked him for his time, took his card, and pulled on my coat. "Am I going to be able to drink coffee with these lips?" I joked.

"Oh sure, but always touch 'em up when you're done." He waved. "Enjoy! You look great!"

I stepped outside and quickly opened my umbrella so my face wouldn't get wet. I touched my cheek with a finger. My skin felt like a condom, but apparently I looked great.

Ulrike Rodrigues is a Vancouver-based writer and rider who'd rather be Audrey (Hepburn) than tawdry. Visit her site at www.miteymiss.com for more culture and adventure stories.





BY AMY WALKER PHOTOGRAPHS BY GUY HILLS

A FEW YEARS BACK, Guy Hills, a London photographer and cyclist joined forces with weaver Kirsty MacDougall to develop a new fabric called Lumatwill. The fabric incorporates thin strips of 3M reflective yarn making it highly reflective, providing safety and dazzling effects for the wearer. Since Lumatwill incorporates Teflon, it is also completely waterproof. The wool makes it warm, breathable, and stylish.

Hills does justice to this fabulous cloth by fashioning it into classic tailored clothing smart enough for the genteel, but generously designed for physical activities like cycling.

Dashing Tweeds have been featured in this summer's Wheels and Heels and last year's Prét à Rouler cycle fashion shows in London, in the London Cut exhibition at the British Embassy in Tokyo, and appears in the Fashion V Sport show at the Victoria and Albert Museum. When Gary Fisher told us he was

going to London to be fitted for a bespoke suit, we contacted Guy Hills to learn a little more about this dapper and de-light-ful contribution to cycling apparel.

WHAT EVIDENCE HAVE YOU SEEN OF TWEED (AND BESPOKE TAILORING) MAKING A COMEBACK?

There is a definite resurgence in bespoke tailoring. All the tailors I know are doing very well and say that more young people are interested. People are bored of mass culture and big brands, so once they discover they can order exactly what they want from a tailor and it will be unique, they don't want to go back. Tweed is the original choice for sportswear: it tailors very well and holds its shape. Tweed also has a fun quality in terms of colour as well as being waterproof and breathable. Dashing Tweeds includes all this, modern designs, and Lumatwill technology.

WHAT PROPORTION OF DASHING TWEEDS CLIENTS ARE CYCLISTS?

The ethos of Dashing Tweeds is that anyone can

happily jump on a bike without it being a big deal. Clothes tailored in Dashing Tweeds are not just for cycling, but have cycling in mind, as well as looking good and working in city and country environments. So I'd say most Dashing Tweed customers ride a bike at some time.

HAVE ANY CLOTHING MAKERS FEATURED LUMATWILL OR A SIMILAR REFLECTIVE TWEED FABRIC IN PRET À PORTER / "READY TO WEAR" DESIGNS?

Lumatwill is our name for tweed fabric with reflective yarn woven in. Dashing Tweeds is the name of our cloth collection and brand. We have designed Lumatwill cloth for other designers such as House of Holland and English American and we are happy for them to use our Lumatwill label.

HOW ARE DASHING TWEEDS / LUMATWILL

Dashing Tweeds is doing very well. We have books





DETAILS LIKE THE CYCLING TAB + BUTTON ON A CUFF MAKE THESE SUITS SING. BELOW: LADIES LUMATWILL CAPE — THE FIRST "READY TO WEAR" ITEM AVAILABLE FROM DASHING TWEEDS.

of cloth in all the best tailors, and are launching a small ready to wear collection in Japan this autumn in the best Tokyo menswear store, Beams.

WHAT IS YOUR DEFINITION OF "STYLE?"

We try to achieve an elegant British sporting style but with modernity, no fear of technology, and, of course, a sense of fun. It is also very important that the clothes are very well made and should last for many, many years.

WHAT CAN WE EXPECT TO SEE FROM DASHING TWEEDS IN THE FUTURE?

We have an exciting men's cape coming soon, as well as special trousers that can be worn as plusfours (breeches) and trousers, also some hats and a jacket are on the way.



THE RIGHT PLACE TO RIDE IN THIS SUIT? ANYWHERE A DANDY PLEASES!

BY GARY FISHER PHOTOGRAPHS BY GUY HILLS

IT'S CLEAR THAT the word "Dashing" in Dashing Tweeds is not only about the fashion, but a reflection of its fashion innovator, Guy Hills. He is dashing. His infectious ebullience is genuine. He loves biking and he loves to look smart.

When I arrive at Guy's London home to choose fabric for my bespoke suit, Guy is every bit the marvelous British host. Cups of tea all around. We view all the Lumatwill fabrics, and I get to see pieces made by a variety of Savile Row tailors. Guy models the jackets and trousers and tells us stories of the tailors to Lord Mountbatten. I choose a tweed that is the color of wet pavement and red stoplights.

On the other side of town we meet tailor Russell Howarth in his shop. Let's admit it: getting a custom fitted suit is a splurge. Being fussed over, measured, tucked and plucked, is a pampering of the highest order. During the final fitting, I can't help feeling slightly sad the process is coming to an end. Collaborating with creative, skilled, friendly Brits has been a blast. The suit is perfect!

I feel completely at ease when riding. The suit is based on 1930s cycling designs and moves in all the right places. Worn with the vest, it does very well in the brisk San Francisco summer fog. It was made for the dampness.

Those people who ask, "Isn't that suit uncomfortable?" have never had a suit custom tailored. People are built so differently from one another and we are not symmetrical. I can wear this suit all day, and I get noticed big time at night when the reflective threads in the suit really shine. When I arrive back in San Francisco, the San Francisco Bike Coalition has an action happening at City Hall. What better event to represent in a bespoke suit that lights up the night?



thetoun

Show your town a good time by taking the party on a roll.
Stephen, Susan, and Paulina model outfits and rides that are sleek enough for an evening out on the town.

SUSAN: ALLISON WONDERLAND
SILK-Y DRESS; GAYA CLUTCH, AND
DOTTED LOOP PIRATE BOOTY
BRACELET. RIDING AN ELECTRA
AMSTERDAM SPORT 9 PROVIDED
BY MIGHTY RIDERS.
WWW.ELECTRABIKE.COM

PAULINA: CICI KAITLIN DRESS; GAYA LEATHER BAG, AND DOTTED LOOP PIRATE BOOTY EARRINGS. RIDING A DAHON MUP24 PROVIDED BY JVBIKE. WWW.DAHON.COM

STEPHEN: DAHLIA DRIVE TUXEDO SHIRT. RIDING A STRIDA 5.0 PROVIDED BY AREAWARE.COM. WWW.STRIDA.COM

STYLING: THE HONEY MUSTARD FASHION & MEDIA SERVICES MAKEUP: MINK MAKEUP. SHOES: FLUEVOG (ON SUSAN-MARY JANE, ON PAULINA-MOLLY, AND ON STEPHEN-STILTON). HAIR: MARTIN LARSEN REDSQUARE.CA PHOTOS: CLANCY DENNEHY



Oftawa rolls on two wheels

BY CHRIS GUINCHARD

OTTAWA IS THE capital of Canada, and it is known for its diverse and ever-changing climate, in terms of both weather and politics. As a result of Ottawa's harsh winters, uncomfortably humid summers, and lively political scene, the capital has developed a hearty cycling culture.

Bike enthusiasts in Ottawa can enjoy more than 170 kilometres of paths, many of them running along the scenic Rideau Canal – a UNESCO world heritage site – or the Ottawa River itself. Ottawans love their bikes. The city averages 1.7 bikes per household, and Ottawa has one of the highest per capita populations of cyclists in Canada.

In Ottawa the bicycle predates the car by about 20 years, and Ottawa is home to Canada's oldest and one of its largest bicycle clubs. The Ottawa Bicycle Club (OBC) is nearly as old as the country itself. The club's first meeting was held on August 19, 1882, outside the city limits. According to The Canadian Wheelman, the club decided to meet at a remote location outside the city in consideration of the city's horse traffic and to avoid the burning gaze of the public.

The first bicycles in Ottawa were imported by George A. Mothersill from England for \$300 each – a price that excluded many from the early days of cycling. These first cruisers were owned by wealthier individuals who rode their bikes for the social aspects.

The popularity of cycling in the capital has fluctuated over the years. Its "downs" are mirrored by the post World War II boom and the increased availability of automobiles. Its "ups" can be linked to the environmental movement started in the 1960s and the availability of more economical commuter bikes.

The growth in commuter cycling was recognized by the National Capital Commission, which played a key role in creating the modern networks of scenic paths linking the metro areas of Ottawa

Today advocacy groups like Citizens for Safe Cycling and Bicycle Rights Now are furthering the causes of cyclists in the capital region by fighting for legal and political change.

These advocacy groups tackle a wide variety of issues that directly affect the City of Ottawa's transportation plans. Whether for infrastructure improvements or changes to the Highway Traffic Act, lobbying the municipal government has forced the city of Ottawa to evolve into a city that caters to its cycling citizens.

The Ottawa Cycling Plan is an extensive 20-year strategy currently being implemented in two phases of 10 years each:

The specific vision of the OCP is to develop a City-wide, visible and connected cycling network of on- and off-road facilities that is actively used by all types of cyclists. This network would be supported by various programs, policies, and strategies that would help to identify Ottawa as the premier cycling capital of Canada, and as one of the most sustainable transportation cities in the world.

Cyclists in Ottawa also enjoy a variety of public events like Critical Mass, which takes place on the last Friday of every month, and Sunday Bike Days, which allows cyclists the chance to enjoy 65 kilometres of parkways without worrying about pesky motor traffic.

Chris Guinchard is a bike messenger and apparent freelance writer living in Ottawa.

DUSTIN CUMMING

Dustin Cumming is an Ottawa bike courier and outspoken advocate of cyclist's rights.

WOULD YOU CONSIDER OTTAWA A BIKE-FRIENDLY CITY?

They make an effort to enable cyclists, but they fall short on road quality and a lack of paths in the core.

ANY OTHER LIKES OR DISLIKES ABOUT RIDING IN THE CAPITAL?

Ottawa traffic is pretty tame, so it's easy to manoeuvre. I never really feel unsafe, although the cops do like to ticket you for some pretty petty stuff.



ALEX MAGDZINSKI

Alex Magdzinski is a student at the University of Ottawa, a mountain biker, a founding member of U of O bike club, and mechanic at re-Cycles, Ottawa's bike co-op.

WHAT DO YOU LIKE AND WHAT DO YOU DISLIKE ABOUT CYCLING IN OTTAWA?

I just love it here, I can bike for hours. The city is good for paths, but they're mostly outside the downtown core, in places like Gatineau or the suburbs. I'd say that most places are accessible by bike though.

WHERE DO YOU LIKE TO HANG OUT WITH YOUR FELLOW CYCLISTS?

re-Cycles, Phat Moose Cycles, my place. The large majority of my friends are riders.

HOW DO YOU FEEL ABOUT RIDING ALL YEAR ROUND THROUGH THE OTTAWA WINTER?

It's a bitch, but I do it anyway.

WHAT'S YOUR BEST CYCLING-RELATED MEMORY?

Starting up the U of O bike club, which started me up in the Ottawa bike scene. That's when I really started to get into the biking world.

GOT ANY FINAL THOUGHTS OR MESSAGES?

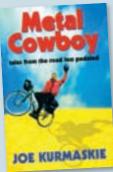
There are a few different types of cyclists out there who have different ideas about how bike advocacy should work. There isn't any conflict between those groups, but there also isn't any co-operation. Those groups need to come together for us to make a real difference.





METAL COWBOY: TALES FROM THE ROAD LESS PEDALED

By Joe Kurmaskie Breakaway Books, 1999 304 pages, \$23 USD REVIEWED BY TERRY LOWE



METAL COWBOY IS the most entertaining book I've read in quite some time. Joe Kurmaskie tells tales of life learned during solo long-distance cycling trips, in North America and around the world. He is a raconteur of the finest order: optimistic, generous, cheerful, and adventurous.

He is also a fine writer. In 40 short chapters, he tells some memorable stories. Like the one about 78-year-old Gordy, who led him on a merry chase through the Colorado hills, riding a no-name bike with little more than a folded tarp and a skillet for gear.

Or of riding the hills of New Zealand with a 50-year-old Italian barber who once competed in the Tour de France (and may have ruined his hands in the process); of misadventures when he mischievously encouraged a campground clerk who was convinced he was Kiefer Sutherland, and what ensued when the rest of the town believed that, too; of having to sprint for a Greyhound bus in a hail of rocks and bottles because he'd entered a diner in a small town in Alabama "in the company of friends with dark skin."

Of watching a kid named Fez jump off Half Dome Mountain in Yosemite with a BMX (and a parachute) just for fun:

"You only die once," Fez told me. "And while I'm here, I'm looking for big air and a clean ride."

"Even if it's your last ride?" I asked. He answered me with a smile, then pedaled into space.

A night in a bar in the Australian outback found him losing a game of darts for a dollar a point. He thought he'd lost \$13. They wanted \$1,300. Think fast. He challenged his rival to a bike race the following day to give him a chance to win his money back. To even the odds, he offered to ride with all his gear aboard. Kurmaskie won that race, but only because his opponent crashed, and he kept going. His opponents caught up with him a few hours later, admitted they'd just been having a bit of fun with him, and gracefully allowed that he'd won that race "fair dinkum."

This book is "laugh-out-loud" funny in spots, and sombre and moving in others. Its main lesson is that life is what happens when you keep yourself open to new things, and to the kindness of (most) strangers. Especially on a bike.

ROADSIDE BICYCLE REPAIR: A POCKET MANIFESTO

By Sam Tracy
Speck Press, 2008, 120 pages, \$12 USD
REVIEWED BY LAURA BUCCI



Tracy's wife, Kerri Spindler-Ranta, are peppered throughout the book, along with instructional black and white images. While these seem helpful for the most part, beginners may be left wishing for more clarity. A novice at maintenance will find

this book challenging. The expert rider may just be at home with the vast array of technical jargon and will find this a handy reference.

But should you take this slim-sized pocket book on the road? That depends on how patient you are. Tracy rambles, creates outrageous scenarios, and often writes in a cumbersome manner. In talking about brakes, he says, "The pads would happily gouge long canyons from the tires' sidewalls, lacking better guidance, through which the pentup inner tube would earnestly try to escape." He is having fun, but is the reader? If you're lounging back and perusing the book pre-trip, then perhaps you'll warm up to his prose and humour.

Tracy does a good job of helping you familiarize yourself with your bicycle and envision possible breakdowns. But on the road, you may find your frustration mounting as you try to isolate the actual instructions.

An eclectic online resource section wraps up the book and is well worth a browse. Included are links on ice biking, bike culture, bike messenger groups, advocacy, and more.

I HADN'T EXPECTED to read about taco chips, suicides, or hand grenades, but Sam Tracy has managed to include all this and more in his third book on bicycle maintenance, Roadside Bicycle Repair: A Pocket Manifesto. There is no doubt that he is a radical-minded bike aficionado and an extremely knowledgeable bike mechanic as he delivers step-by-step instructions on major bike components: wheels, seats, stems/handlebars, brakes, and drivetrains. Tracy suggests being prepared, whether you're a commuter, a messenger, or a cycling tourist; appropriately, he starts off with a discussion of essential tools for the road and "Flight Check," a chapter on components to check before you get going.

The book offers how-tos on fixing flat tires, adjusting V-brakes and front and rear derailleurs, replacing spokes, and more. Breakdowns on the road sometimes necessitate improvising, and Tracy does not fall short in offering solutions such as bending spokes and slotting them backward into the hub. All fixes are executed with a minimum of tools.

A nice collection of aesthetic shots taken by

BOOKS ON WHEELS: FREE BOOKS AND BIKE REPAIRS, TOO

BY SHELLEY BRIGGS

MY FRIEND WARD and I started Books on Wheels in January 2007. We drive around in a bus and give away books and do free bicycle repair. The bus is called the "MobookMobikeMobile." It is filled with books, bicycle parts, and tools. Our mission is to promote literacy and alternative transportation. We provide our services to anyone, but we concentrate on working in low-income neighbourhoods.

I had been working on bikes for a few years, and always liked the idea of mobile bicycle repair, since people who really need their bikes probably don't have another way to get to a shop. I was in a car accident in January 2007, and left with a settlement cheque. I figured I would buy a bus and try it out.

Ward and I were hanging out at my house one day soon after this, and he noticed I had circled a bus in an auto magazine. I told him what I was thinking, and he said he had always wanted to have a

bookmobile. Ward owns a used bookstore in Richmond, Virginia, called Chop Suey, and always has plenty of books. We agreed to split the cost and bought the bus the next day. We gutted it, painted it,

and started asking for book and bike donations.

We get every type of book, but mostly children's books, which is perfect because those are always the ones in highest demand. The majority of the books are taken to schools that are poorly funded and without a lot of books.

We do bicycle repair at our events. We set up anywhere: parks, street corners, restaurant parking lots. We park the bus and unload our bike stands and tools. We decide on locations based on where people we know live or work and can put posters up in the neighbourhood to let people know where to bring their bike on a certain time and date for repair. The most common type of repair is flat tires. After that, people always need brake work.

www.bookonwheels.com booksonwheelsrva.blogspot.com



MIXES MUSIC, WRITING, AND RUSH HOUR, IN CANADA'S MOST MULTICULTURAL CITY

IN THE WEE Toronto morning hours, when there is little traffic and only a few hunting night herons flying overhead, CBC Radio host Tom Allen cycles to work.

Allen has been the host of the popular classical music morning show Music & Company for ten years, delighting audiences with stories and music history factoids while they prepare themselves for the day.

That tradition changes this year when CBC's new fall lineup comes into effect on Labour Day. Music & Company's classical music mandate is being replaced with a more eclectic program

featuring Canadian music from a
number of genres. Happily, Allen
himself remains in place with the
new show.

"It's going to be a very
bright, fun, morning
show," he explains.

"We're going to be
playing a lot of great
music, singer/
songwriters,
jazz, some
world music,

TOM ALLEN HOSTS CBC'S MORNING SHOW ON RADIO 2 WEEKDAY MORNINGS FROM 6-10AM

maybe a little bit of classical. It's very different from what we've been doing, musically, but in terms of my role in it, it's about the same: I'll be a storyteller. I'll be presenting music that I like."

Allen's soothing voice and humourous anecdotes (often recounting the lives and times of composers) are what have made Music & Company such a well-loved show. For him, storytelling and entertaining are a family legacy.

Both his grandfathers were preachers and Allen says his family culture has always included words and storytelling.

With such an upbringing, it's hardly surprising that he has published three books since 1999, but Allen confesses he didn't even think about writing as a career option until he was almost 30. In fact, a number of his accomplishments seem to have been serendipitous.

Professionally trained as a trombonist at McGill, Boston University, and Yale, Allen is the only member of his family to pursue music as a career. He spent the mid-1980s playing gigs, from jazz to ballet, in New York City before retuning to Canada to play with a Toronto-based brass quintet.

After seven years touring with the band, he decided he was ready to try something new.

A chance encounter with an old school friend working at the CBC landed him his position with Music & Company.

"We bumped into each other one day and he said he was looking for a musician who was a writer, and that was me. I got the job. It was great, very lucky." Regardless of how he got his start, Allen's ten

Regardless of how he got his start, Allen's ten years with the popular program are a testament to his engaging manner and vast musical knowledge.

Whether he is humming the opening bars of a piano sonata, or drawing attention to a sweet trill at the end of an overture, Allen's comments offer listeners a better understanding of the classics they may have heard hundreds of times, or perhaps are hearing for the first time.

That fine appreciation for details extends beyond music to include the human relationships explored in his books, the city where he lives, and the pros and cons of rush hour cycling.

"Toronto is a fantastic city. It's got wonderful neighbourhoods. It's a city in many ways, but it's also a collection of neighbourhoods, and on a bike, especially, you can really take that in. There's a huge ethnic and immigrant population that's from all over the place. On a bicycle, you can go from India to Portugal to Italy all in a matter of minutes. It's a terrific city that way."

Though cycling in a car-centred city with a large suburban population can be intimidating, Allen remains optimistic. "It's not for the timid, especially in rush hour," he advises. "When you're in rush hour, man, you gotta be strong. You gotta yell, you gotta really make your presence felt. It's not for the meek right now in Toronto, but there are more and more bike lanes and it's becoming more approachable."

Of course, when he rides through the city in time for his broadcast to begin at 6 am, there's hardly any traffic. Allen translates that calm into a new day's beginning for his loyal radio listeners.

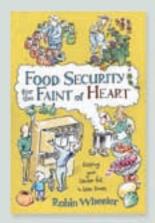
FALL RELEASES FROM NEW SOCIETY PUBLISHERS

Food Security for the Faint of Heart Robin Wheeler

US/Can \$16.95

This is a terrific book, warmly written, funny and smart. I'm impressed. I really recommend the book, and I'll put it in the food storage section of my store once it is out.

Sharon Astyk author of Depletion & Abundance: Life on the New Home Front and blogger, www.sharonastyk.com







The Human-Powered Home

Tamara Dean

US/Can \$29.95

We do have all these limbs and muscles--it's kind of a relief to be reminded how much they can accomplish.

Bill McKibben, author of Deep Economy

WWW.NEWSOCIETY.COM · 800 567 6772

In July of 2008 the B:C:Clettes, Yancouver's all-female bicycle-inspired dance troupe embarked on a six day tour around Vancouver and Salt Spring Island. Performances were set up in various towns, and the distance between destinations travelled by bicycle, the gear carried on the bikes and between several trailers. The Clettes invited several of their friends to join them and I answered the call. I packed up my gear, hopped on an Amtrak Cascades train from Portland's Union Station, and embarked on a journey unlike any I've been on before.

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DAY 1: Vancouver to Ladysmith via Horseshoe Bay Ferry – 36.3 mi/58.4 km No need to worry, the group of two down successfully make it to the first stop with little trouble.



DAY 2: to Duncan - 24.1 mi/38.8 km Picturesque countryside and the first real hill of tour-over 1 km up, up, up! We looked like a band of nomads at our encampment at the Islands Folk Fest. (Well, I guess we were!) Liz's engineering degree comes in handy for packing up her gear.



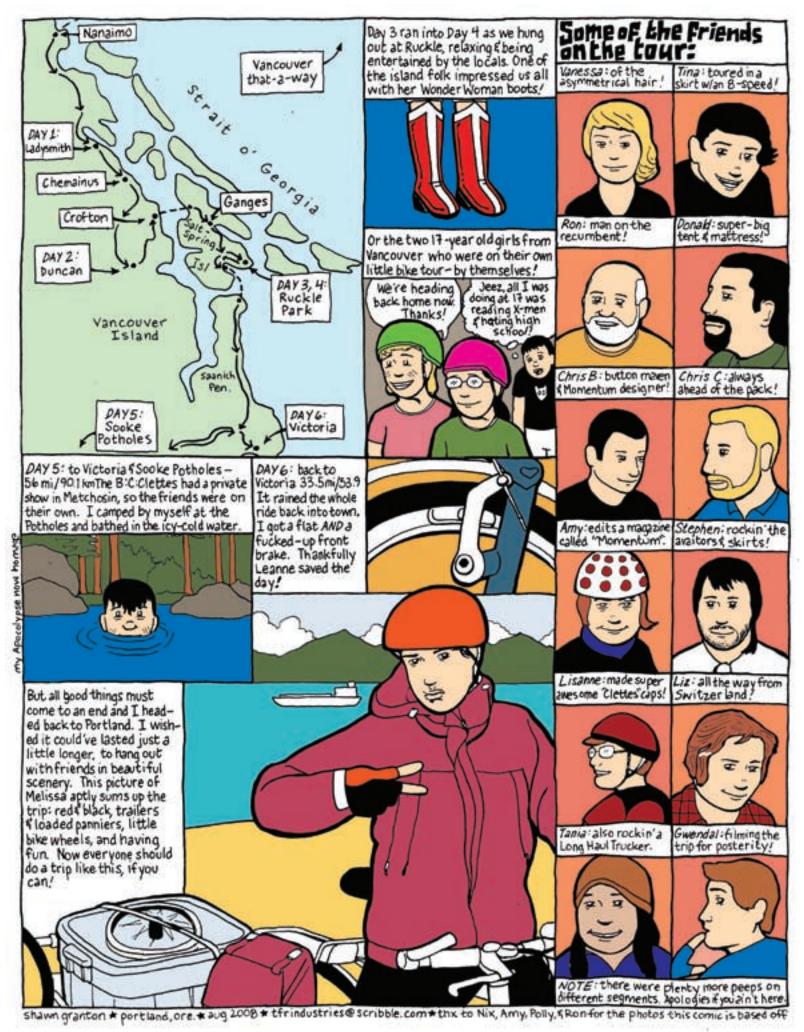
The B:C:Clettes performing at Ladysmith
I to r: Erin, Lori, Nix, Red Sara, Lau, Leanne,
Polly, Melissa not pictured: Jen
joined later on tour: Keltie, Jeanie

DAY3: to Ruckle Park, Salt Spring Island via Crofton – Vesuvius Ferry – 22.1 mi/35.6 km. The day started with rain, and the Clettes performed in the covered beer garden at Folk Fest. Luckily the rain ended when we departed.



The Clettes do a bang-up job in Ganges and we retire to Ruckle Park where a catered dinner awaits. The park, right on the waterfront, is beautiful.







PACK IT IN FOR The planet

IF YOU'RE GOING to bike in fashion, why not create your own ways to eat in style? You can tote your food and eat it too, all while being self-sustainable and lessening your impact on the environment.

▲ CONSCIOUS TOTES

Handmade in Barangay, Philippines, sweatshop-free and fair-trade BaZura bags are made by a women's co-op using recycled foil juice containers collected daily from local schools. Bags like this colourful ice cooler, which doubles as an insulated lunch tote, help divert more than 75,000 juice containers from landfills every day while helping women to support their families in an ecologically responsible way. \$34.95; bazurashop.com

▼ CUTLERY TO GO

Don't have time to make a lunch and often find yourself eating on the go? Bring along a travel kit like this one-of-a-kind eco-friendly flatware set by McMinnville, Oregon artist Brielle Deppe. Made from cotton and bamboo fabrics, the kits contain a 100 per cent bamboo fork, knife, spoon, chopstick set, and washable cloth napkin. If bamboo is not your style, Deppe also offers kits featuring elegant vintage silverware and modern flatware. A kit for toddlers is also available. \$16.00-\$22.00; ponyup.etsy.com

COZY COFFEE ▶

If you're a slave to
the paper cup or
occasionally find yourself
without your travel
mug, tuck this handy
little coffee cup sleeve
in your bag and set your
own trend by giving paper
coffee cup sleeves a pass.
Greensleeves coffee cup
sleeves, made by Vivian
Klose, a San Jose, California



artist, are made to fit most paper coffee cups, and are 100 per cent cotton and machine washable. \$3.99; dreamerscloset.etsy.com



VINTAGE-STYLE EATS ▶

Atlanta-based artist Becky Striepe uses vintage fabrics and buttons to create her chic one-of-a-kind lunch kits. Each kit includes a 100 per cent recyclable stainless steel lunch box, five machine-washable cloth napkins, and recycled flatware, all contained in a handmade tote with plenty of room to spare for extra munchies. \$45; glueandglitter.etsy.com



▲ MARKET-STYLE CARRYALL

Whether you're heading off to your local farmers' market or to a late summer picnic, take along Reisenthel's classy basket and turn some heads. Made from high-grade polyester, the basket features a strong, lightweight aluminum frame, hard bottom, and collapsible handles, and can handle a 25-kilogramkg load. It also includes a handy zipped pocket to stash your money in. A rainproof cover is available to help keep your goodies dry. Visit reisenthel.com/us for store locations.



HOW DO YOU deliver something as delicate as a cupcake in New York City using a Bilenky cargo bike? "Very carefully," says Brad Baker, co-owner of Trackstar Courier in NYC. "The logistics of transporting cupcakes by bike? You really have no idea," he laughs.

Baker, who opened the Manhattan-based business in 2003 with his two partners, invested in a cargo bike at the suggestion of Hodari Depalm, the 2005 cupcakes' icing just melted completely. And the cupcakes were bouncing up and Cargo Bike World Champion. Depalm owns Checker Courier, a delivery service also located in Manhattan that uses only cargo bikes.

"We decided to go with the Bilenky because that bike was the nicest," explains Baker, who says much of the cargo that his staff of seven riders transports is heavy stuff. Many of the clients who rely on Trackstar's cargo bike services are fashion and PR companies, so delivering cupcakes is an entirely new experience for his couriers.

"I was afraid that I wasn't going to be able to use them," says Debbie Weiner, co-owner of Sugar Sweet Sunshine, the Manhattan bakery that makes the cupcakes. "But they're willing to work with us to try to come up with solutions. It's a whole new animal for them. Most of them have delivered food before, but delivering cupcakes is a different thing compared to delivering fried chicken and without telling them beforehand ... I asked people to tell me how the cupcakes mashed potatoes."

from the start that using a bike to deliver cupcakes would be a good match with her burgeoning business. And in the two months they've been working together, she has been more than pleased with Trackstar's speedy delivery times and professionalism. "They were able to get the product [to customers] super quick on the bikes," she says.

Working together to figure out how to get the cupcakes where they need to

annihilated," she says.

In addition to the obvious complications that come to mind when one thinks of transporting cupcakes by bike, melted icing was one thing Weiner hadn't anticipated.

"We realized that with Trackstar we got a greenhouse effect where the down. We don't have that problem when we use foot messengers, which was curious because they go in the subway. And we didn't understand why the heat was so extreme so that the cupcakes would be destroyed on the bikes."

Baker and his staff use CETMAracks and Ortlieb bags, as well as refrigerator bags and ice packs, to deliver the delicate little cakes. And while Weiner says that refrigerating cupcakes is not something the bakery normally does, it has become the solution that keeps the icing from melting during transport.

"Everything that we sent out using Trackstar we refrigerated for a half-hour prior to their picking [an order] up."

To put this method to the test, Weiner conducted a few experiments.

"I took a few of my major customers and randomly sent over cupcakes got to them, what condition they were in, and how they tasted. And what we Weiner learned of Trackstar from a neighbouring establishment. She believed were doing seemed to work. They said the cupcakes looked great and tasted fantastic, and there were no complaints," she recounts.

> Baker estimates that Trackstar delivers between 80 and 100 cupcakes per week, with their largest delivery so far containing more than 200 cupcakes. But, according to Weiner, business will be ramping up soon.

"This is our slow time. So this is a good prelim of what these guys can expect come the fall."



IT'S HARVEST TIME, and the bounty of produce to be found at farmers' markets and U-pick farms might have some of you wondering how to make those luscious flavours last through the fall and winter months. Many fruits and vegetables lend themselves well to preserving and canning. And the trick to doing this, according to farmer Bernice Neff, lies in having a good book at hand and starting out with the basics.

"Get a good, simple canning book. Bernardin [a home canning equipment manufacturer] puts out a good book. The bookstore, or even the grocery store, they'll have a canning book. Start reading up a little bit, and pick something you want to do," Neff says. "Maybe do jams first, and then just graduate yourself into something a little more complicated. Pickles are very easy, and jams are easy. But maybe pick just one thing and then study each thing carefully.

"Make sure you get good, ripe fruit," she adds.
"What you can do is buy fruit in bulk and freeze it, and then make your jams afterward."

As a farmer with Glenwood Farms in Langley, British Columbia, Neff has been making canned goods for more than 24 years. She learned how to make preserves and canned goods from her grandparents, and she suggests seeking out others who have experience in canning and preserving.

"Find somebody my age, maybe older, maybe younger, who likes doing it. Hook up with them or ask them to do a group talk," says Neff.

"People who are experienced but don't necessarily do it anymore would love to talk about it. It gives them something to do. A lot of people my

age do it like this," she says, gesturing toward her table at the West End Farmers Market in Vancouver. "But there are some people who would love to contribute and see the younger people carry it on."

Neff differentiates between canning and preserving, noting that they aren't the same process. Pickled foods and jams require only a water bath. As well, pickled foods and jams are preserved with natural ingredients, such as salt, vinegar, and sugar. Neff says that canned foods, such as puréed pumpkin and whole tomatoes, require a pressure canner to be processed safely. They are never preserved with plain water or without a natural preservative.

"If you do any kind of canning, you need to get a pressure canner, or sometimes a water bath. But with vegetables you would never use a water bath. That needs a pressure canner," Neff says. "I don't can anything; I just pickle it. Or I make sauces."

She notes that the use of natural preservatives is important for making sure the food is properly preserved and doesn't go bad in the jar.

"Follow the recipes. There are some recipes where you can buy pectin and use no sugar or low-sugar. I use full sugar because I want to make sure that [the jam] is preserved and the lids don't pop. If you use no sugar, chances are it's not going to be preserved. And it can start fermenting."

When asked about common mistakes first-timers make, Neff says that sticking to the directions is key.

"I think you just have to follow the instructions," she adds. "It's really not that hard. But if you like it, you just get into it."

 Buy fruit that is in season, says Karin Brauch, owner of Preserved BC Sunshine Artisan Foods, who sells her products at the Trout Lake and Kitsilano farmers' markets in Vancouver. "Go pick your own; don't just buy it at the store. Or go to a farmers' market, because it comes in fresh and from the farm. Go for wild or organic whenever possible."

- Stick to sugar when making jams, and use organic cane sugar if you want to avoid using white sugar. Using an alternative sweetener like honey will result in jams that are very runny and have a predominant honey flavour.
- You can also use liquor or even wine as a preservative; Brauch even uses tequila and rum in her jams. But search for a recipe that includes alcohol as an ingredient before experimenting.
- Start cheaply and with the basics: borrow a large pot for a water bath or buy an inexpensive one.
 Make sure it has a rack for holding the jars in place in the water, and use a good jar lifter for removing the hot jars from the water bath.
- Be careful when buying second-hand jars.
 Old jars or jars that have been knocked about could be chipped, which could lead to the jars shattering while in the water bath.
 Glenwood Farms' Bernice Neff recommends buying flats of new jars at the end of the season, when they often cost less. And always buy your sealing lids new.
- Although properly sealed jars will last for years, once you open a jar, refrigerate it immediately. A lack of preservatives and other chemicals often found in storebought foods means canned and preserved foods will spoil quickly if not refrigerated.
- Always return jars to someone who has been good enough to bless you with their creations. It just might mean you'll get seconds and thirds!



BY TERRY LOWE

TANIA GETTING SET UP BY ROBIN ON A BATAVUS PERSONAL AT CURBSIDE IN TORONTO. PHOTO BY GWENDAL CASTELLAN

FOR SOMEONE OF reasonable fitness, riding a bike for transportation should feel as natural and comfortable as walking. If it doesn't, you probably need to adjust some aspect of your bike. Pain or numbness in your knees, lower back, shoulders, or particularly in your wrists, is a sign that your bike probably doesn't fit you correctly. A bike that fits is comfortable to ride and is more efficient, in that you'll do less work to go farther, and probably faster.

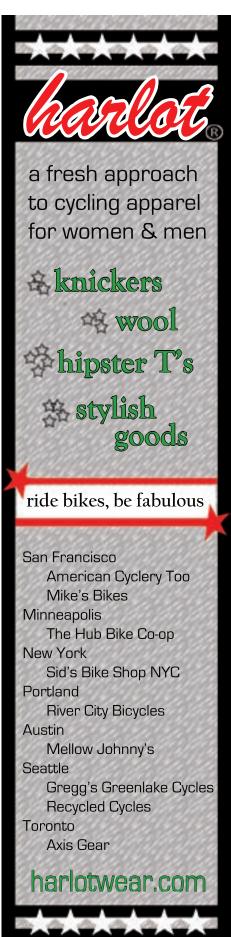
Physiotherapist and long-time cyclist Daniel McDonald kindly offered these comments on common cycling-related symptoms.

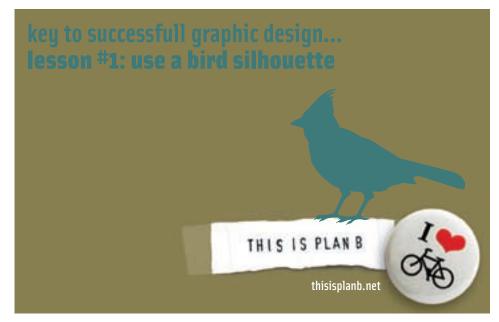
What are the most common cycling symptoms you see that are not crash- or injury-related, and what do you do about them?

- 1. Low back pain. Usually, there is an underlying pathology that is irritated by riding position. I work on a person's specific condition, whether that's a problem with their range of movement, or strength, or both. I also make suggestions about what to look at on their bike, or get them to see a bike fitter for a professional fit.
- 2. Anterior knee pain. The most common problems I see here are combinations of tight lateral structures of the knee, weak medial quads, flat feet, and weak glutes. These are common problems that predispose one to anterior knee pain. The treatment plan would be to correct these problems with strengthening programs, stretches, sometimes taping in the short term, orthotic referral to correct any foot issues, and a referral to a bike fitter who would look at cleat adjustment.
- 3. Neck pain. Same as for low back pain above.
- 4. Numbness in the fingers (ulnar nerve compression at the base of the hand) occasionally appears. The solution is to address why the compression is occurring in the first place, after the neck and other areas where the ulnar nerve can be affected are assessed and ruled out.

Compression could be caused because the rider is not wearing any gloves or wears gloves that don't have enough padding at the base of the wrist. It could also be because the rider is set up in a position where there is too much pressure through the upper limbs and not enough on the saddle and pedals.

CONTINUED ON PAGE 51









What are the reactions to your diagnoses? Are the symptoms relieved?

On the whole, people are happy to know what is going on and why it's occurring. With a diagnosis they are then able to do something about it. In most cases, if you sort it out before it becomes chronic, the problem can be resolved.

SEAT HEIGHT AND LEG EXTENSION

The most common maladjustment will not cause any pain or even any noticeable discomfort, but it definitely affects efficiency: many riders do not have their seats up nearly high enough. You should be able to stretch your leg completely straight with your heel on the pedal at the bottom of the stroke. Obviously, you're not going to ride like this, but when you move your foot to its natural position on the pedal, your legs should be in the best position for riding (your knee slightly bent at the bottom of each stroke). After making this small adjustment, you should notice an immediate improvement in efficiency.

YOUR RIDING STYLE IS KEY

Before proceeding, you need to have a clear idea of what your riding style is. Plainly stated, that means, "Why are you on this bike, anyway?" Are you a commuter? Are you perhaps curious about long-distance tour riding? Or are you an aspiring racer with dreams of the Tour de Wherever that won't subside? Your bike-fitting needs will differ according to your answer.

OTHER FACTORS

Seat tilt. Your seat should be level and comfortable to sit on. "Comfort" is key here. Many bike seats are very uncomfortable because they're modelled after racing saddles. The natural inclination is to tilt these seats a bit forward to take pressure off

sensitive parts. This is unwise because it slides you forward and shifts your weight onto your arms, and your wrists will protest. Find a seat you're comfortable on, and keep it level.

Fore-aft seat position. You have to experiment with this, and much depends on your riding style. If you like to crouch and hammer like a racer, you want the seat set back to give your pedal strokes more power. If you prefer a more upright ride, you want the seat more forward so you can sit up comfortably. There is no perfect position; it largely depends on how you want to ride, but even small adjustments can make a big difference.

"The most common maladjustment will not cause any pain or even any noticeable discomfort, but it definitely affects efficiency: many riders do not have their seats up nearly high enough."

Handlebar reach, height, and position. Not surprisingly, these are affected by seat height and fore-aft position. If you want to go fast (crouched over), you want bars that are farther forward and down low. If you're more leisurely, you want them up and back a bit so you can reach them from your more upright position.

Ideally, you want the "reach" set so you're leaning forward somewhat without too much weight on your arms, with a slight bend in your elbow. If your wrists are sore after long rides, it's probably because your arms are locked straight, and you're using them to support too much of your weight.

PROFESSIONAL BIKE FITTING

Professional bike fitting is designed to maximize your riding efficiency. If you're an aspiring racer, or foresee some long-distance touring in your future (or have a physiotherapist's referral), you need this. Most quality bike shops offer this as a service. Tell them your riding style, and what you want to achieve from the session. (If they don't ask you this up front, you might want to go elsewhere.) Take your bike with you because they need to measure both you and it.

After measuring, they may be able to adjust your bike on the spot. You might just need a new handlebar stem or the seat adjusted a bit. On the other hand, the bike fitter might not be able to do anything; you might be told that your bike cannot be adjusted to fit you because it's too big or too small. Therefore, it's probably best to get yourself "fitted" before you buy that nice new bike you've had your eye on.

For the determined "do-it-yourselfer" there are a number of bike-fitting kits available. You'll need determination, a patient assistant, and perhaps a stationary trainer rig.

There are countless web pages devoted to this topic. The two listed below are quite informative. Jim Langley assumes that there is a "perfect" fit, and shows you how to achieve that on a very specific type of bike. Peter White, on the other hand, says there is no such thing due to differences in bikes and riders, and distills his own experiences fitting himself and numerous customers in his shop.

Who's right? Actually, they both are. It all depends on your size and shape, and what you want out of your bike.

www.jimlangley.net/crank/bikefit.html www.peterwhitecycles.com/fitting.htm



THE DEADLY NIGHTSHADES PHOTOS BY JOHN LEE digitalfabrik.ca

THE DEADLY NIGHTSHADES ARE a bike gang of "best friend" designers who are at the forefront of a new, sustainable, fashion movement. They are a group of recent – and one soon-to-be – Ryerson Fashion School grads who ride through the streets of Toronto with a pumpin' pink ghetto blaster, and make no secret of their love for parties. They are also a collective of young environmentalists, stealing the fashion industry's spotlight with a dynamic method for raising awareness.

Their motto: Step 1: Matching jackets... Step 3: Take over the world.

Cat Essiambre, 24, Niamh McManus, 23, Laura Mensinga, 24, Meaghan Orlinski, 22, Irene Stickney, 25, and Patricia Youn, 23, are the women behind the Deadly Nightshades. Their recent film, A Night Out with the Deadly Nightshades, screened at the Toronto Alternative Fashion Week last April, has attracted the attention of the fashion world. It documents the sustainable styles of this young and forward-thinking crew.

"Sustainability is the ability to live today without compromising the future," explains Orlinski, a.k.a Meg-Oh. "It's about awareness, intelligence, and creativity."

"As both a designer and a consumer, I keep myself informed. As a designer, I try to understand the materials I choose to work with and their life cycles, their impact on our environment and on our bodies.

This new paradigm in design, introduced in 2002 by William McDonough and Michael Braungart, means using systems powered by renewable energy, in which materials flow in safe, regenerative, closedloop cycles. The idea of forming a gang evolved according to the same theory. "Biking is just part of all of our lives," explains

McManus, a.k.a. Namtron. "It's the best way to get around in the city; fun, eco-friendly, body-friendly, and most importantly, it lets you see your city and enjoy being in it! We started thinking about a gang when we'd all be party-hopping on our bikes, decked out and ready to cause some trouble."

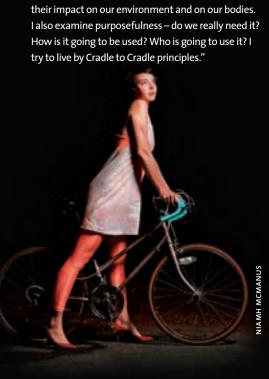
"The bike gang aspect started last summer," adds Mensinga, a.k.a. Mzungu. "We all chose bikes as an alternative form of transit. Soon enough, summer resulted in a general desire to ride through the city in matching jean vests, blaring West Side Story or something equally ridiculous from a boom box."

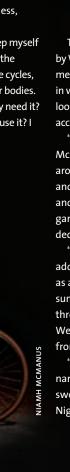
"The Deadly Nightshades became the official name for the gang when Irene and Laura made sweet matching denim vests with 'Deadly Nightshades' on the back," McManus concludes, closing the regenerative loop.

By riding bicycles to their numerous appointments, working with eco-boutiques like Toronto's Green is Black, and sourcing sustainable materials and local production for their designs, the Deadly Nightshades are the perfect ambassadors for a new, renewable fashion ethos. They live by the principles of sustainability, and they spread their ideas with a creative energy that captures the imagination.

"People smile when I tell them about the Nightshades," Orlinski says. "It's fun, silly, and really positive. People like that." Director of the Nightshades film, George Browne, agrees. As an avid cyclist, the film was a way to express his love for fashion while also promoting environmental awareness.

"I was originally going to do a simple fashionshow-on-wheels film for F.A.T. (Toronto's Alternative Fashion and Arts Week), but it needed to have a strong message about getting people out of their cars while documenting the sorry state of our wasteful, 'disposable' clothing industry. After meeting the Deadly Nightshades it







was obvious they should be the messengers."

The responsibility of reshaping the fashion industry is one the Nightshades take very seriously... mostly.

"Our mission is to create awareness of responsible fashion without shoving it down people's throats. We want to make fashion accessible... and enjoy a shot of tequila along the way," explains Essiambre, a.k.a. Big Red.

For these girls, accessible doesn't necessarily mean "bikeable," but the two do go well together.

"Our ultimate goal is to produce looks that are hot – functional or not. But heels on wheels are a must!" Essiambre and McManus list their fresh, "untainted" status in the industry as the reason they are sure to succeed on their mission. "We offer creativity. We offer energy. We offer inspiration. We offer new thinking. We offer looking damn good," says Orlinski, laughing.

"What are the Deadly Nightshades going to teach/offer the fashion world? To have fun, goddamnit!" adds Youn, a.k.a. Patti Milk Shake.

Jokes aside, their passion for fashion is combined with a strong sense of responsibility for the impact their industry has on the world.

Mensinga is the first of the group to have developed a brand name for her creations. She is one of the designers behind Gilded Panther, a line of environmentally friendly silk-screened, spraypainted hoodies and T-shirts. The line is currently "sweatshop-free," and by fall, they intend to be completely sustainable.

Having achieved that, Mensinga wants to take the Nightshades' message to an even wider audience. She counts involvement with international bike initiatives, like Project Rwanda, as an important means of spreading sustainable thinking beyond the fashion industry. That organization, founded by Swiss mountain bike racer Thomas Frischknecht, reveres bicycles as symbols for renewal and hope. Projects like Coffee Bike help Rwandans move past their debilitating history and into sustainable business practices.

Mensinga finds inspiration in such new experiences. "I want to travel as much as possible, learn by immersing myself in new cultures, and by putting myself outside my comfort zone. I want to go back to Africa."

Five of the six current Nightshades graduated last May and their plans for the future include hosting a fashion-themed art show in New York, opening a Vancouver chapter of the bike gang, designing the Deadly Nightshades underwear line, and, of course, taking over the world!

The Nightshades are happy to add Jesi the Elder to their roster of fun femmes fatales. She brings a line of great hand-made t-shirts and being the seventh member, will ensure that Nightshade decision-making processes are truly democratic.



nightshadesbikecrew.blogspot.com

NE STICKN



Riding at night? Got a flat? So Or maybe you're just thirsty.

Riding at night? Got a flat? Sore hands?



Blaze 1w from Planet Bike www.planetbike.com





Soma Deco rack www.somafab.com MSRP: \$37.99 USD

Bilt Vite www.bilt.ca MSRP: \$15 CAD (\$11.50 kids version)



www.ergon-bike.com MSRP: \$29.95 USD



www.parktool.com MSRP: \$24 USD



www.bilt.ca MSRP \$14 CAD



Crank Brothers pedals

www.crankbrothers.com

MSRP: \$90 USD



Planet Bike Peace Pump

www.planetbike.com MSRP: \$10-\$20 USD



Planet Bike Spoiler Fender

www.planetbike.com MSRP: \$30-\$35 USD

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www.btac.org



your security quotient

BY LARS GOFLLER

WHAT'S THE WORST thing about riding your bike in the city? The long walk home...

Protecting your two-wheeled transport is key, even if it's a beater. How you lock your bike depends on how much you want to spend on a lock, how long you're locking it up for, and how paranoid you are about bike theft. That is to say, it depends on your personality. There are several types of bike security personalities.

THE "DEVIL MAY CARE" RISK-TAKER

You lean your bike against the store window (and against the store owner's wishes) so you can see it while you're shopping. If you're feeling careful, you might flip your bike upside down, or shift it into top gear to make it hard for a bike thief to make a quick getaway.

THE CARELESS CLAIRE

You take care to lock up your bicycle. Your frame and maybe one wheel are locked securely to a post. However, you don't notice that the post has no signs on it and is only five feet tall. Thieves simply lift your bike over the top of the post and throw it into the back of their truck if they can't just ride it away.

THE BUDGET BOB

You lock your frame to something solid using the second cheapest cable lock you could find: the one with the braided cable only 10 mm thick rather than the more expensive 20 mm option. Thieves will snip through your cable with bolt cutters in half a minute. If your bike is budget, too, you just might be okay. Unless you live in Toronto.

THE DIY SPECIALIST

To save time and money, you meticulously use a soldering gun to drop solder into every bolt on your bike. Now you only need to lock up your frame



because your wheels won't come off. Of course you're screwed if you get a flat, but if the ladies don't find you handsome, they'll at least find you handy.

THE GEARHEAD

Taking the high-tech road, you've swapped quick releases for anti-theft skewers from Delta Hubloks (\$27.50 for both wheels) or Pinhead (\$80 for both wheels, seat, and headset). These systems require a special key, so your components can't be easily stolen. Your Canadian-made Stocks Lock (\$132 to \$146) is made of steel cable threaded through a one-piece U-lock to resist twisting and prying. This lock could secure your whole bike, but you're a gearhead so your bike's too expensive to lock up anyway.

THE MINIMALIST

You ride a fixie, and wear no helmet, a tight T-shirt,

and your pants cut 12 inches too short. Your wheels and seat are bolted on, and you sling your chain lock over your shoulder. So long as the thief doesn't own an adjustable wrench, your wheels and seat are safe. If your bike gets stolen, check Craigslist under "vintage road bikes."

THE OVER-PROTECTIVE PARENT

Using three separate locks, you fasten both wheels and the frame to an immovable object. You own a seat leash (\$11.99) or carry your seat (and possibly all your quick releases) around with you. Since the Bic pen scare you've used flat-keyed U-locks such as Kryptonite's New York Fahgettaboudit (\$129.99), made of "triple-heated boron manganese steel."

THE ACCOUNTANT

The decision about which lock to buy isn't made over the thickness of the steel, the materials used, or the type of locking mechanism. You read the small print and buy the lock with the best insurance coverage, like Kryptonite's New York series (\$104.99 to \$129.99), which carry up to \$4,500 coverage.

Bike thieves are like bears; they'll grab whatever is easiest to get, whether it's the slowest runner or the weakest lock. Don't think about your bike as a whole; every part can be removed with simple tools, especially the wheels and seat. Heck, with cable cutters and an Allen key, someone could steal your handlebars, and a wheel will cost you \$100 to replace, even if your bike only cost you \$150.

Want a good visual guide to locking up your bike? Check out "Hal Grades Your Bike Locking" online at www.streetfilms.org/archives/hal-grades-yourbike-locking/

Trust in Allah, but tie your camel tight.





All we need to ride is a bike in good working order, a lock, and maybe a helmet. But, what if we want more? Check out these great bike models from 2008 and a sneak peek at what to look for in 2009.

Trek District

www.trekbikes.com MSRP: Not available at press time





www.DefeatsTheCar.com MSRP: \$3999 USD







PackMax Duo by De Fietrfabriek

www.DefeatsTheCar.com MSRP: \$2249 USD



www.geekhousebikes.com MSRP: Not available at press time





www.raleighusa.com / www.raleigh-canada.ca

MSRP: \$770 USD

Dahon muXXV

www.dahon.com MSRP: \$2999 USD



Rans Fusion

www.ransbikes.com MSRP: \$995 USD

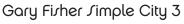


Mari SoulVille 3 Mixte



Radish by Xtracycle

comes with fenders (not pictured here) www.xtracycle.com / www.xtracycle.ca MSRP: Not available at press time



www.trekbikes.com MSRP: \$549.99 USD



Giant Twist Freedom DX W

www.giantbicycle.com MSRP: \$2250 USD



the big need for little bikes BY CHRIS KEAM

"How about a campaign to bring back the kids' starter bike of yore – or a contemporary version?" Michael Clague, MOMENTUM #33 Letters

MOMENTUM reader Michael Clague has reason for concern. The inevitable Google search for youth bicycles delivers few modern interpretations of the simple, straightforward versions children used to ride. As with many adult models, the formerly utilitarian kid's bike has become an off-road plaything, plagued by unnecessary features and overbuilt construction.

It's not just a sentimental journey to look down memory lane and find favour with the classic designs. Nor is it a feat of great prescience to suggest it's time to revive the kind of bicycle that a child can use as daily transportation. Some builders are recognizing this trend. Better bikes await the discerning young rider. Some things to consider:

IT IS ABOUT THE BIKE

The best bike is almost always the lightest, most durable model in your price range. Unless it won't get ridden because it's the wrong style, colour, or brand.

"I know that some kids make better choices after hearing about a variety of bike types and their benefits ... and some just want that new or cool thing that their friends have," says Paul Bogaert of The Bike Doctor in Vancouver. "Just don't get the cheapest one of that type available. That is the biggest mistake. Hopefully the family can negotiate a good decision and avoid an unnecessarily heavy or otherwise inappropriate bike – which may slow down their kids and make a family ride much slower and harder than need be."

SIZING THEM UP

Kids' bikes come in five main sizes: 12, 16, 18, 20, and 24. Because, for some reason, all bikesizing methods are confusing and different... the numbers in this instance refer to wheel size (in inches) rather than frame size. Typically, inseam length should be your guide to bike sizing rather than the child's age, as kids all grow at different rates. Here's a rough guide:

AGE	CHILD'S INSEAM	BIKE SIZE
2–4 years	14–17 inches	12 inches
4–6 years	16–20 inches	14 inches
5–8 years	18—22 inches	16 inches
6–9 years	20–24 inches	18 inches
7–10 years	22–25 inches	20 inches
9+ years	24–28 inches	24 inches

GIVING KIDS THE GEARS

The next factor to consider: brakes and gears. First-time riders at any age are probably going to be better off with a single-speed, coaster-brake-style bicycle so that they can concentrate on balancing, pedalling, and being aware of potential hazards. Fiddling with gears or hand brakes too big for small hands will turn the joy of cycling into a frustrating exercise in failure. This could sour the child's experience. That said, for older children, the additional range and speed gears provide may make the investment worth while.

KIDS' BIKES - THE NEXT GENERATION

"Kids should also enjoy riding a bicycle that is configured and built like a quality adult bicycle," says
Sean Virnig, the founder of Rawland
Cycles in Northfield,
Minnesota. Virnig is planning to unveil a new 24" children's model at the 2008 Interbike show,

based upon the "Olaf," a hand-built single-speed 650B-sized adult bike.

"This model will allow kids to benefit from the proper riding position, unlike that of the BMX bicycle, which is really designed for out-of-the-saddle sprints and jumps around a BMX track," adds Virnig.

Rawland isn't the only manufacturer reacting to the need for a better kid's bike. Miele's Potenza Elite 2008, the Gary Fisher PreCaliber series, and even kid-sized racing bicycles such as the Luath models from British builder Islabike point to an increasing array of quality choices. Which is a good thing, because finding a reasonable deal on a vintage kid's bike is practically impossible. High demand for yesteryear's cachet, unsurprisingly, means high prices. What's being sold, of course, is far more than just a bike. Classic children's bikes evoke memories of freedom and adventure.

Michael Clague remembers, "When I set out to find bikes for grandchildren, I was looking for something similar to what I had bought for my daughter when she was five or six... it extended her range and she could travel around the neighbourhood quite independently!"

The remembrance of rides past may imbue the view of Memory Lane with a rose-coloured tint, but the bike is back – for young and old alike. Coming with it: a rebirth of classic bicycle functionality for children... and the rediscovery of a world where kids can get around on two wheels, too.

you can take on a date

BY MATTHEW CARD

TOURING SHORTS

I'VE LONG WANTED a pair of bike-specific casual shorts, but I've been turned off by the extreme look of mountain bike "baggies," and by the junior high gym teacher look of most touring shorts. I'm sure both types work just fine, but there are aesthetics to consider. The kings of style, Rapha, released their refined version of casual cycling shorts, the "touring short," this past spring and I jumped at the opportunity to test a pair.

Highly technical without looking the least bit sporty, the Rapha shorts are as low-key as any of my street clothes. I rode in these shorts out to dinner on numerous occasions, and to business meetings without being self-conscious; they look as appropriate with a T-shirt as they do with a button up. (Rapha makes both styles of shirts to match as part of the "Fixed" line.)

The shorts are made from a feather-weight nylon composite with the feel of tropical-weight dress wool, but the durability of Carhartt canvas: months of riding on a hard-edged, worn out, skinny saddle did no perceptible damage. Strategically located patches of a stretchy material on the thighs and lower back make these fit like a glove both on and off a bike – no binding whatsoever, even under hard efforts and long climbs. One of my favorite details is the satin-lined front hem, which allows the shorts to slide easily over your thighs if you are wearing cycling shorts underneath or not.

My one complaint would be a lack of back pockets. While they do feature two discrete pockets – one up front tucked into the waistband and the other straddling the spine in the rear – they are only large enough to hold a skinny wallet, mobile, and a couple of keys. I like to carry a lock in my rear pocket, but was out of luck here.

Are they worth the \$110 price tag? For looks? Absolutely. And for comfort?

They sure beat Carhartts.

FIXED SHORTS

Much of Rapha's early reputation among the practical cycling set rested on these knickers and countless reviews speak highly of their merits. I've ridden in knickers from several of the major players (Chrome, Swrve, and non-cycling-specific knickers from Arcteryx) and find attributes I like in each; I'd be hard pressed to pick a winner amongst them.

The quality of the Rapha knickers easily bests that of other brands and the trim fit – slim, if not snug for big-thighed sorts – is more tailored than the rest. The stitchwork is top quality and the details, like the rubber buttons, soft pull tabs on the zippers, and silicon-striped waist band strip, are all quite useful. Discrete flashes of plaid lining provide some flair to the otherwise minimalist look. Of course you pay for the details: the Rapha knickers are at least \$50 more expensive than the nearest competitor.

I loved the look, feel, and function of the knicker's fabric (a composite material from Schoeller), but I found them unpleasantly warm for rides above 60 degrees – these are definitely for cooler days. And while the moderate padding in the seat made longer rides on a skimpy saddle far more comfortable than if wearing jeans, I was quite conscious of the padding off the bike. I'm assuming – and hoping – that the pad will flatten a bit with wear and additional washes.

FIXED BACKPACK

After 15 or so years of being a bike racer, messenger, and all-around cyclist, I own a closet full of all manner of shoulder bags and backpacks, bike-specific and otherwise. One I've never found is a small-sized backpack that I've liked.



There are plenty of medium-to-big bags on the market, but few companies have put much energy into something just big enough to carry the essentials for a day at the office or an afternoon adventure.

Rapha apparently saw the same market hole I did and released the "Fixed" backpack. Quietly styled and perfectly compact, the bag is designed to carry just the essentials. There are three easily accessed external pockets and (my favorite feature) a terry-lined sunglass pocket tucked into the top.

Being myopic, I really appreciate a secure pocket to tuck my glasses safely out of the way. There is also a padded laptop pocket that holds a small to medium laptop, and a sleeve for

a hydration unit or loose papers. The bag opens "clamshell" fashion, so it's easy to access every corner and stuff it to full capacity.

The straps are minimal and the back of the bag is padded with spine-hugging pads; I've stuffed the bag to the bursting point with bulky groceries and it never felt ungainly or uncomfortable. I'm 6'2" and most smaller bags look downright silly on me, but the Rapha bag fits snugly in the middle of my back, due, in part, to the deep yoke from which the straps hang. This positioning also makes it near impossible to hit the bag with the back of your helmet, a common occurrence with most other backpacks.

If you're a gear junkie or hoarder, the Rapha Fixed bag isn't for you. If you travel light and keep your necessities pared to a minimum, you'll be thrilled with its performance. As with all things Rapha, the bag's price is steeper than other brands, but I think the performance, design, and craftsmanship warrants it.



A FEW YEARS AGO, during a dull stretch of bike touring, I tried to convince my riding partner of the merits of internally geared bicycles. Obviously I did a poor job – she dismissed them as complicated and boring, and declared herself uninterested in the whole idea. If you'll allow me, dear reader, I'd like to take another kick at the can.

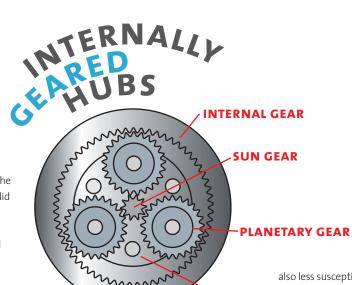
Internally geared hubs date back to the late 19th century, and they duked it out with external gearing for a few decades before the derailleur (the little gadget that pushes your chain from one gear to the next) became the predominant bicycle shifting mechanism.

Externally, the set-up of an internally geared bicycle is quite simple – the bicycle's chain wraps around the front chain ring and a single rear chain ring, like a single-speed drive train. Most internally geared hubs rely on internal planetary gearing to provide multiple gears from a single rear chain ring; instead of simply turning the hub of the bicycle's rear wheel, the rear chain ring drives a mechanism inside the hub that delivers two or more gears.

The mechanism inside the hub is made up of one or more planetary gear sets, each of which is made up of a number of individual gears connected to one another – a central "sun" gear that is connected by several identical "planetary" gears to an "annulus," an outer gear with inward-facing teeth. Each planetary gear set provides two gear ratios.

A basic Sturmey-Archer three-speed hub has a single planetary gear set, and delivers three different gears, like so:

LOW GEAR — the rear chain ring drives the sun gear, which transfers this input through the planetary gears into the annulus, which directly drives the hub.



CARRIER

MIDDLE GEAR/DIRECT DRIVE – the rear chain ring drives the annulus, which directly drives the hub. In this gear the sun and planetary gears are still spinning, they're just not having any effect.

HIGH GEAR – the rear chain ring drives the ring in which the planetary gears are held, with the planetary gears driving the annulus, which directly drives the hub. The sun gear in this configuration is stationary.

The more gears a hub has, the more planetary gear sets it will contain – each with a different ratio to produce different gears. Many companies make hubs with eight internal gears. Rohloff, a German company, manufactures a hub with 14 different gears, while Fallbrook Technologies, using spheres rather than gears and a design based on drawings by Leonardo da Vinci, has developed a hub called the NuVinci with infinitely variable gearing!

The advantages of internally geared hubs are numerous. Because all of the gears are internal, they are not exposed to dirt or the elements, and therefore require much less maintenance. They are

also less susceptible to damage or wear and tear than derailleur-equipped bicycles. Shifting between internal gears can be accomplished even when the bike is stationary, eliminating the need to anticipate gear changes before stopping. Since the bicycle's chain works in direct drive without having to move sideways, it can be easily covered or enclosed, protecting the rider's clothing from damage and the chain from dirt and the elements. A direct drive set-up also means better chain line, and therefore better efficiency of power transfer between rider and wheel. Finally, because it has only one chain ring, an internal hub can be built into a wheel that is dishless – that is to say, a wheel that has spokes of equal length on both sides – and therefore stronger.

Internally geared hubs have their downsides as well. They're often quite heavy, generally heavier than an equivalent externally-geared set-up. They can also be quite expensive, with eight-speed hubs costing between \$200 and \$300 and the 14-speed Rohloffs retailing for well over \$1,000. Finally, with the exception of the Rohloff, they don't offer the gear range of a modern front-and-rear derailleur-equipped set-up.

For serious utilitarian cyclists, internally geared hubs are worth considering. After nearly a century of existence, they've been developed to the point that they're once again a worthy alternative to the derailleur.





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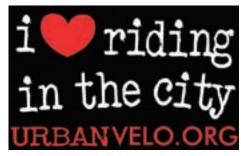










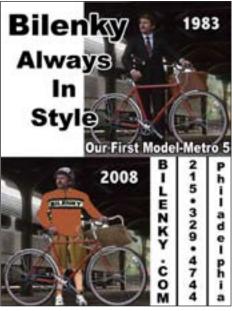
































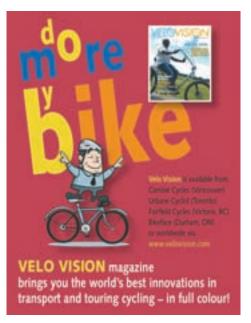








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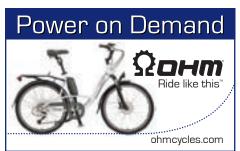




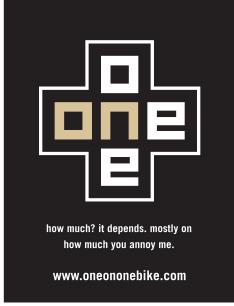




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BIKEOSPHERETAY!

Lights, camera, cue music, ride.
On July 18 at the Centre A Gallery in
Vancouver, BC, MOMENTUM MAGAZINE
proudly presented the Bikeosphere Art and
Fashion Show. Bikeosphere, conceived by
publisher Amy Walker, intends to capture the
world through the eyes of people who ride
bikes. A symbiosis of urban sustainability,
cycling culture, and style, the Bikeosphere is a
diverse, sexy, and practical world that grows
the more we inhabit it.

The Friday evening gala featured works by artists from across North America, and was highlighted by a fashion show, featuring designers who create stylish, fashionable, and most importantly, bike-able clothing. MOMENTUM'S version of the catwalk – the bike lane – was ridden in style. The models (who are real bike riders), Michelle, Jackie, Jesse, James and Susan showed us that bike-able clothing can look great. We at MOMENTUM are thrilled with the success of the show – and are already excited to do it again next year. We are also taking offers to take *Bikeosphere 2* on the road.







FASHION SHOW PHOTOS BY REUBEN
WALKER. ARTWORK PHOTOS, CLOCKWISE
FROM TOP: FULL MOON IN JUNE 2012
BY JORDY BUCKLES, PHOTO BY JASON
VANDERHILL; BLUE BIKE BY MORGAN
FITZPATRICK, PHOTO BY AMY WALKER;
AGENT MISCHIEF BY TIAGO DEJERK, PHOTO
BY JASON VANDERHILL; BIKE QUILT BY LINDA
VAREKAMP, PHOTO BY AMY WALKER.

















Bikeosphere was presented by Nutcase and Crumpler and supported by Lighthouse Brewery, Hollyhock, Transcontinental, On the Rivet and Centre A Gallery.

With special thanks to the Mark Anthony Group, Raincity Bikes, 4th Floor Distribution, The Honey Mustard, Sara Ross, Mighty Riders, JV Bike, and the Vancouver Area Cycling Coalition (for providing valet bike parking).

A huge thank-you to all of our amazing volunteers without whom this show and the Bikeosphere would not exist...

Missed the show? Check out a video online. www.momentumplanet.com/blog/tania-lo/bikosphere-2008-recap

Bike-able clothing + fashion provided by Allison Wonderland, Cici, Crumpler, Erin Templeton, John Fluevog, Nutcase, Pascale Mark, Ryders Eyewear, Scout, Sheila Moon, Sombrio, Swrve, Togs

Bikes highlighted in the fashion show: Masi Soulville, Electra Amsterdam Classic 3, Electra Amsterdam Sport 9, Strida 5.0, Dahon Mu, Dahon Curve, Batavus Old Dutch.



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