

Velo Vision is published quarterly by Peter Eland (trading as Velo Vision). Daily news and updates can be found on www.velovision.co.uk

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Velo Vision and Velo-Vision
We weren't first with the name. Velo-Vision (note the hyphen) is a progressive HPV-friendly bike shop in Kürten, near Bergisch-Gladbach, Germany, who also make their own recumbents. Velo Vision magazine exists in friendly harmony with Velo-Vision in Germany. Contact them on www.velo-vision.de or Tel +49 2207 912 328

The cover illustration is part of the San Francisco Bikeway Mural, described in the article which begins on page 20. It was photographed specially for the cover of Velo Vision by Roy Harrington, using a Wisner 4x5 view camera and a 200mm Nikkor lens with Fuji Velvia film. Roy is a professional photographer who specialises in black and white fine art: examples of his work can be seen on his website: www.harrington.com. Grateful thanks also to Peter Nurkse, whose drive and enthusiasm made the whole article, and cover, possible.

Opposite: taken by Stefan Thonett (with Pete's camera) from the back of Peter Eland's tandem trike, on the ride between Spokesfest and Cyclefest last summer.

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BUOYED UP BY BIKES

As **Velo Vision** makes its appearance, the pain of the first print bill is offset by the huge optimism I feel as I contemplate the task ahead. It's hardly a task, really – it's a pure pleasure to report on the activities, dreams and beliefs of people who, like me, feel passionately about cycling. People making their living by riding, defining the urban logistics of the future. People who keep cycle cultures across the world alive. People who push for a cleaner future with the kaleidoscope of human power beyond cycling. All the people who, around the world, are promoting, using, creating, celebrating or just plain enjoying bikes.

It's a fascinating field, and full of promise. I'm confident that, with the help of many of you reading this, I'll never run short of material.

To do this justice, I want **Velo Vision** to be a good read, with production values to match. It should be a magazine you can give to non-cycling friends. They'll find an interesting article or two, and perhaps come away with a taste of why we believe bikes matter.

You should also enjoy the magazine yourself, of course. I'll try to balance the technical and the practical with the inspiring and esoteric. The format and content will evolve as we go along, so feedback is very much appreciated.

Velo Vision takes adverts, clustered at the back of the magazine, and limited in number. In this way, the 'calmness' of the editorial section is unaffected. I believe that interesting advertisements from companies themselves passionate about cycling enhance the magazine.

Many readers will have been subscribers to **Velo Vision's** predecessor, *Bike Culture Quarterly*, when the company behind it, Open Road, went into liquidation. I was editor of BCQ, and was made redundant shortly before the end. I should make it clear that I was not involved in the management of the company. Also, the former directors of Open Road are not involved in **Velo Vision** in any way, except possibly as potential advertisers. Although in its time Open Road created some wonderful publications, **Velo Vision** will be a very different business.

My guiding philosophy is 'Keep it Simple'. And punctual. I'm concentrating full-time on the magazine and website, and have absolutely no plans to do anything else. I'll also try to keep **Velo Vision** open and transparent – keep an eye on the website, where you'll find the latest news of progress. If you have questions, feel free to ask.

Before I sign off, thanks once again to all of the many people who have encouraged and supported me in getting **Velo Vision** started. I'll do my very best to make it a magazine to remember.

PETER ELAND