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#JUL2020

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#influencers #italy

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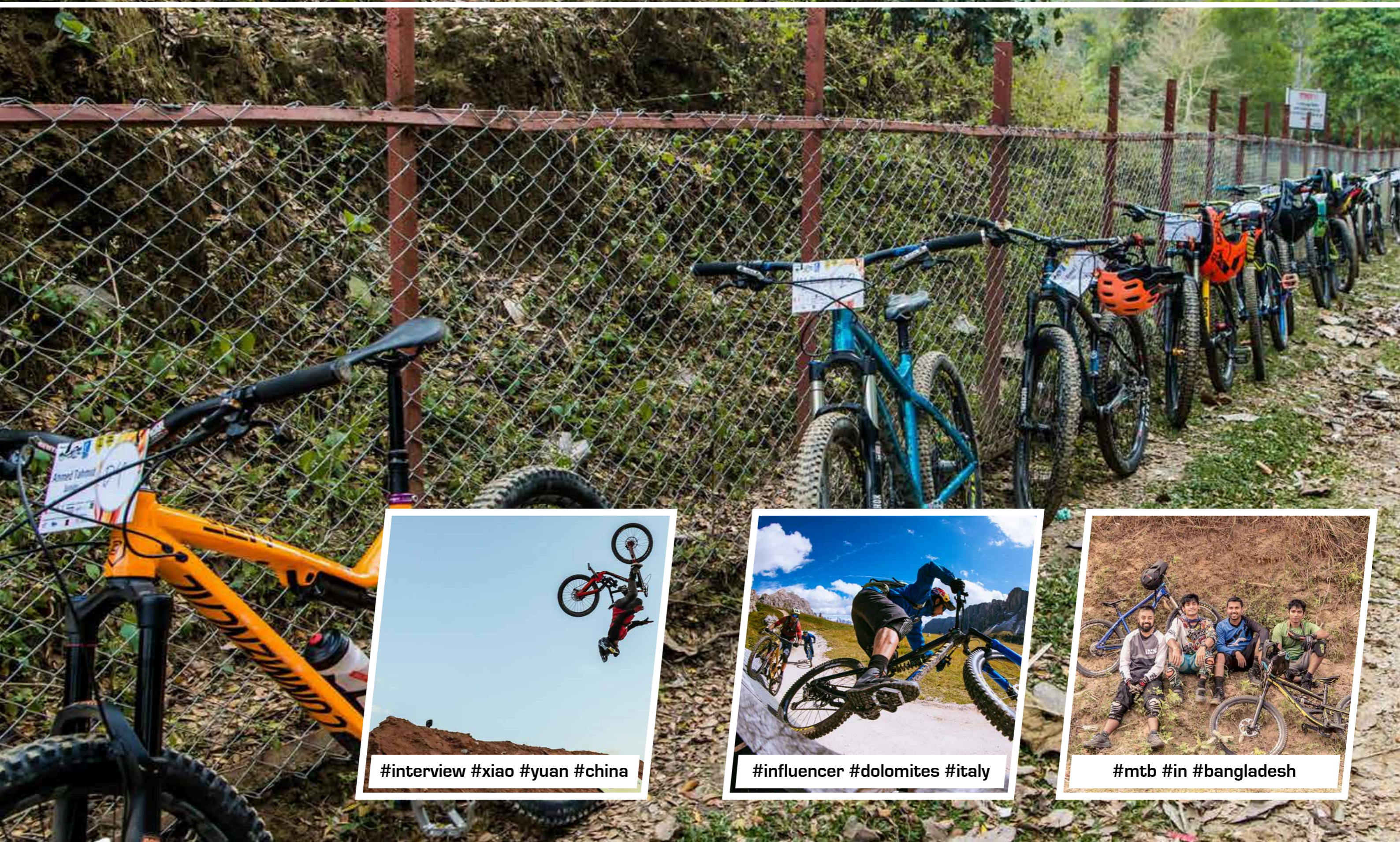
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Insta360, Xiao Yuan, Mesum Verma

Aurelius Satlow

I N T E R V I E W

何俊源
Xiao Yuan

Within the Chinese Mountain-bike scene you're definitely a countrywide well-known rider. Almost every MTB rider here saw your backflip on a DH-bike. But perhaps our readers out of China never heard about you.





So, could you tell us something about when and where you're born? Where are you living now and what's your profession and your job?

I was born in 1992 and come from a beautiful small town by the seaside, called Fangcheng Gangdongxing, in Guangxi Province of China. Recently I live in the city Hangzhou. Four years ago I started building the tracks in Yongfeng - Mountain Bike-park (Brave Peak Bike-park) and after I quit that job last year I didn't head out for other kinds of jobs, I more regard myself as a freelancer and wanted to go on building spots for mountain biking. As a team with my good friend, we're now building pump tracks countrywide. After a project is done we go for training to every place that's good for riding.

What was your first mountain bike?

My first mountain bike was a KONA Entourage FR.




A lot of Chinese young people pick Basketball as their favourite sport or in case of bikes it's riding road-bike. So how you got infected by riding mountain-bikes?

In 2012 I came in contact with XC. At this time I belonged to the normal working class, so only on the weekends did I have 2 free days to meet with some colleagues or friends to go on pretty far trips to ride XC. But then I found that this activity was a kind of bit boring for me. So I began looking for some off road and mountain trails to ride and then I found what a nice feeling it is to ride there, so I got more and more into that!



 **Insta360**



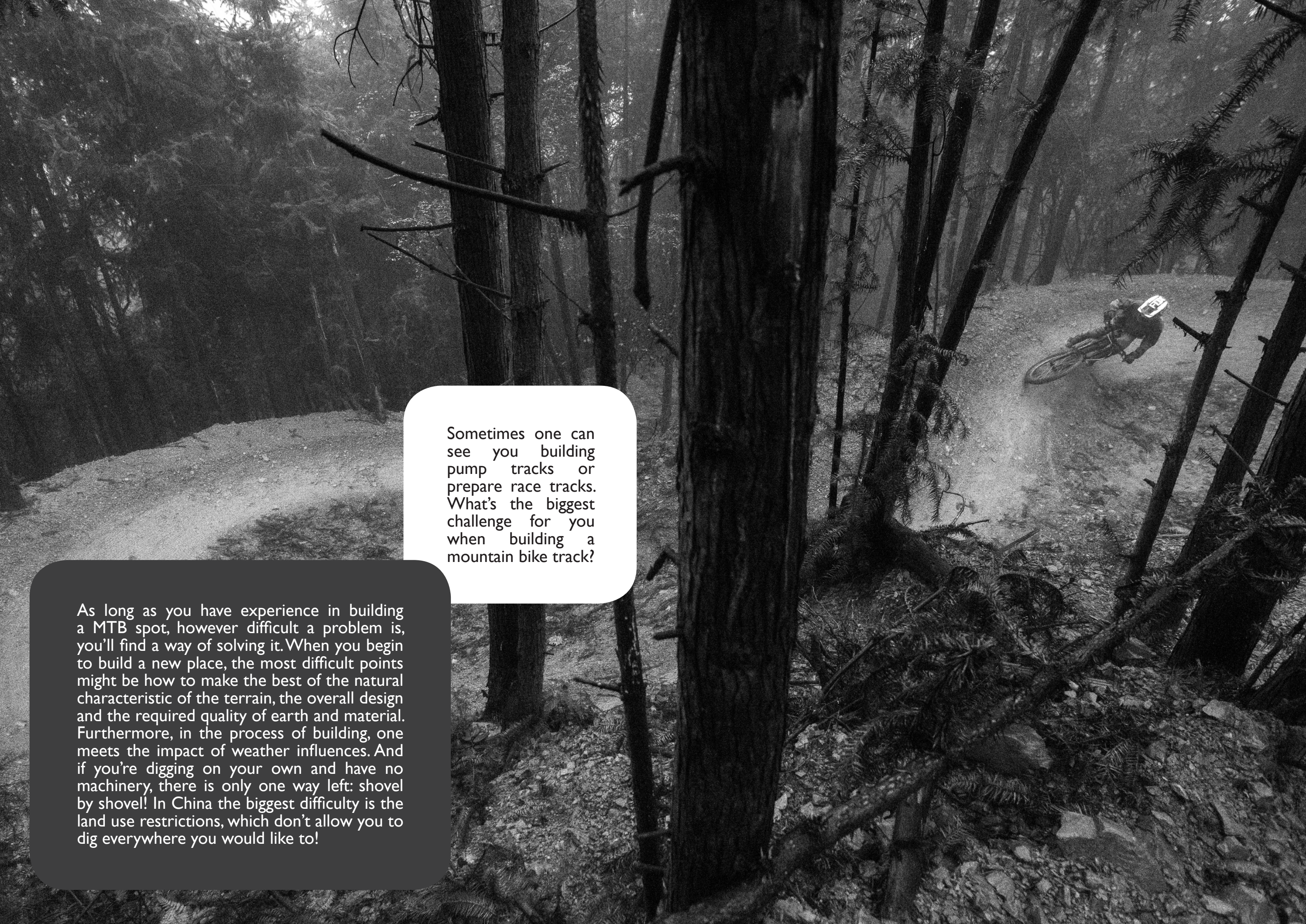
Were there any mountain bike trails or parks, when you started riding? Where did you practice to become such a good rider?

The time I started riding MTB there were no real mountainbike parks in Dongguang Humen [a city's name where Xiaoyuan was located], and also there weren't any rideable mountainbike tracks near my home. The only chance was to use our own hands to create some trails to enable us to ride. About 3 km from my workplace I found an empty area, where I built a spot with two simple Double jumps and a berm. At that time I got up early in the morning at 4:30 AM to set off for practice riding. Every day was like this.



Mountain biking is now not only a hobby for you. For you it seems to be far more. Can you explain a bit what does mountain biking mean to you?

In the beginning, mountain biking was just a hobby for me, but then I realized that for me it is more a way of living and an attitude towards life. Riding not only makes me happy but the whole issue of riding also let me gain a lot of practical experience, a kind of experience that is related to all aspects of life, and this is what makes me love riding even more!



Sometimes one can see you building pump tracks or prepare race tracks. What's the biggest challenge for you when building a mountain bike track?

As long as you have experience in building a MTB spot, however difficult a problem is, you'll find a way of solving it. When you begin to build a new place, the most difficult points might be how to make the best of the natural characteristic of the terrain, the overall design and the required quality of earth and material. Furthermore, in the process of building, one meets the impact of weather influences. And if you're digging on your own and have no machinery, there is only one way left: shovel by shovel! In China the biggest difficulty is the land use restrictions, which don't allow you to dig everywhere you would like to!

Recently you posted a how-to / DIY video, where one can learn to build a double-jump. Have you been afraid when jumping this kind of huge jump the first time? If so, how do you overcome your fear?

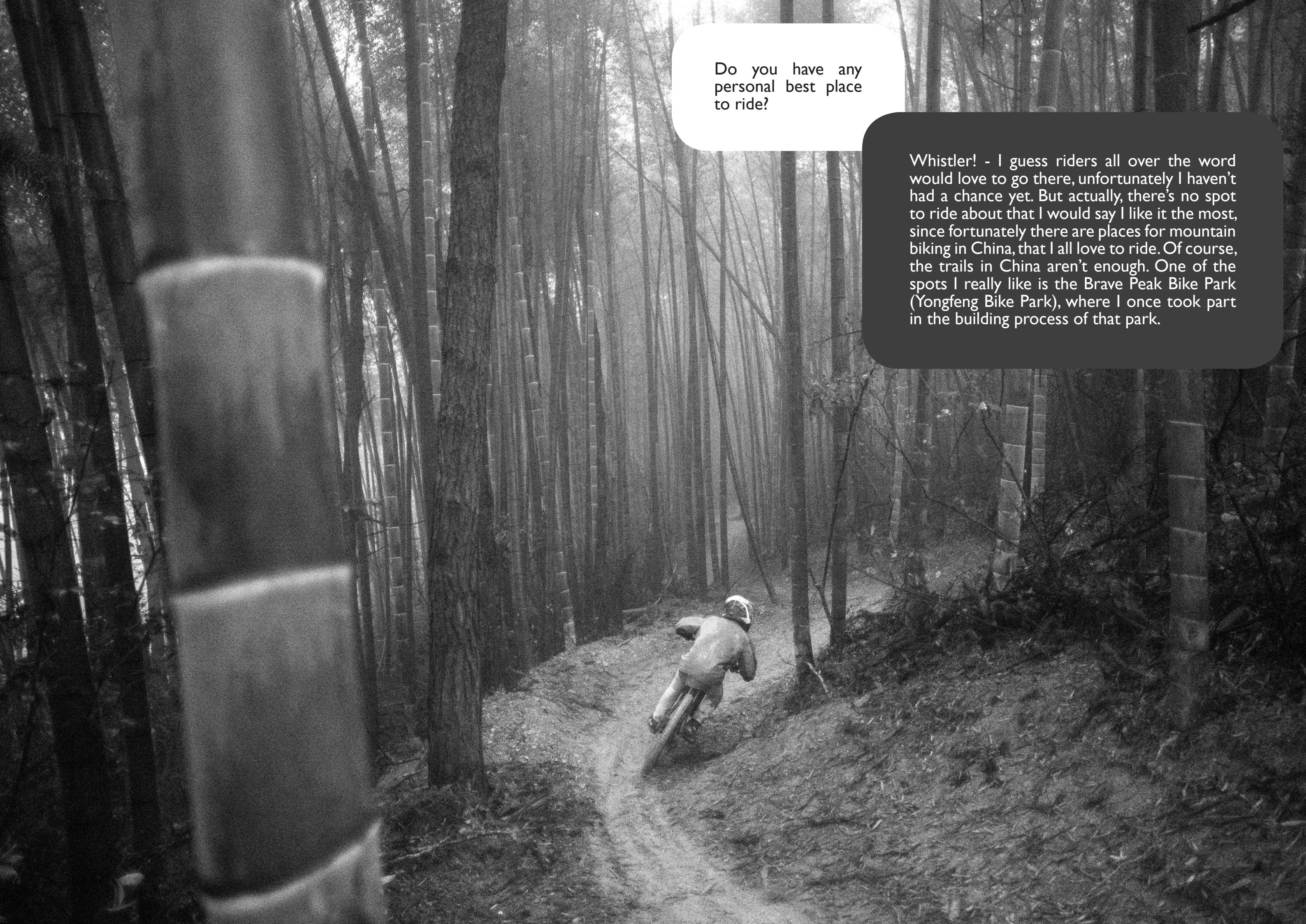
Actually, the first jumps I built near my home weren't big at all, they're all within the range of my capability. But once you've trained on a jump long enough, you will gain enough deep experience, so you need to break through and build a bit bigger jump. When I'm trying a new trick I'm a bit afraid of course, but I'm able to motivate myself to relax and then I'm telling to myself "I'm just riding my bike!" and try my best to relax. The first time could be a failure, perhaps also the second, the third, the fourth time all won't succeed, but I don't fear the fails at all, because if I were afraid, I wouldn't dare to try. With enough relaxation the fear will be far away from me!



I'm actually not good at racing, for me personally it's more about gathering with good friends to ride! At every race there are some new riders whom I can motivate and make them even more eager to improve their riding skills. Of course, every competition is also like a "mid-term exam", as we have it in our Chinese school system, so when taking part at a race the differences between you and your friends and other riders becoming quickly obvious and then I feel really stimulated to go on improving my riding skills.

In the last years you successfully took part at some races like the „International Downhill Race in GuiDe“ or the „Songshan International Downhill Race“ in Yunnan. What does racing mean to you?



A black and white photograph of a person riding a mountain bike through a dense forest. The rider is seen from behind, wearing a helmet and a light-colored jacket, navigating a narrow dirt trail. The forest is filled with tall, slender trees, and the ground is covered in fallen leaves and branches. The lighting is soft, creating a serene atmosphere.

Do you have any
personal best place
to ride?

Whistler! - I guess riders all over the world would love to go there, unfortunately I haven't had a chance yet. But actually, there's no spot to ride about that I would say I like it the most, since fortunately there are places for mountain biking in China, that I all love to ride. Of course, the trails in China aren't enough. One of the spots I really like is the Brave Peak Bike Park (Yongfeng Bike Park), where I once took part in the building process of that park.



What are your plans for your near future?

Strive to improve my riding skills, learn better trail-building techniques, create more places and tracks for riding mountain bikes, including pump tracks and Dirt jump spots, to bring more people in contact with the mountain bike sport and better understand its culture.

Are there any quotes
or rules you live by?

Do what you love
to do! Things you're
not doing now, you
probably later won't
have a chance to do.





INFLUENCERS IN THE DOLOMITES

Ale de Lullo

Ale de Lullo

Let's face it: the world of advertisement is all about social media numbers in these days. Doesn't really matter who you are, why you are doing it and how you get there. All that matter are your numbers. And mountain bike is no stranger to this form of promotion of their brand.

I had this conversation multiple times with Darren Berrecloth, Geoff Gulevich and Richie Schley, three OG freeriders with countless movie segments and covers in the past 3 decades, and the last trip to the Dolomites was no exception... we've been debating, while we were doing exactly what an influencer does even it felt like it didn't apply to us cause we all are in the business before the influencers were even a thing!





Influencers are a product of our social media times, they've built their reputation in Instagram, youtube or even Facebook, they weren't just doing the riding for the fun of it, or for what extreme sports were born for: Pushing boundaries of the sport through the vision of a bunch of talented individuals that were exploring new terrain and new limits of the human abilities versus nature and elements.

None of these, for the majority, the Instagram riders are good riders, but they drove a paved road and rode what was ridden before, not as good as the real world riders, but they showed to the people thru their own channels and for the most of their public, with no knowledge or memory in the sport, it just look original, new and never done before.

When the internet started

as mass medium they were used to say it was revolutionary cause if you want you can be connected to someone in the north pole.. back then I didn't realize the potential cause I don't know anyone down there, so I had no need and internet was basically google only, a source of info... but then social media and came someone find out what was needed: a new platform for advertisement. So you can advertise now until that guy in the north pole.

it is frustrating for pioneers to have a fraction of the popularity of the top followed guys but reality is that legends came late, for age and underestimation of the new media. New needs were born, and pioneers haven't seen them because they were busy pioneering and being rad. So, cracks were open and influencers came in the equation.

But what is the difference





then? Why we feel legit, and they aren't? just because we were here before them and we pioneered something in our sport we deserve to be here while they are just poaching? In the end we were, and still, doing the same thing thru the big movies productions that were the pinnacle of media of the 90's and the following decade, and thru internet now, just the media are different.

Last summer Dolomitisuperski, a skiers' service in the Dolomites' winter season, gave us a call with an invitation to explore the huge summer offer of trails, the Dolomiti Bike Galaxy, in the picturesque landscape of the Italian Dolomites it was a no brainer to say yes! Without even realizing it was a full influencers job since they wanted us to advertise what they have built to get more people to know and eventually get there. It was not for a

brand but for a location, so just going from bike park to bike park and from valley to valley just exploring a new terrain riding as much as we can. We had a blast discovering new trails every day. And they say the time you have more fun on a trail is the first one riding it... because it's new!

This range of mountains in Italy is the heart of the Alps and the dolomites are protected from the UNESCO as world heritage and are formed by a particular kind of rock that is eroding fast, speaking in geological times, and gives the mountains an unique shape made of towers of rock that are popping out the top of green forest and grassy mountains fields. Unique and beautiful.

The offer in terms of trails is huge, about 100 lifts in 12 valleys with more than 400 km of trails and almost 25.000 meters of vertical drop! Trails are for every





kind of riding style: flowy trails, epic single-tracks, breathtaking ridges, alpine rocky trails, technical steep forest trails, a couple of trails built from Gravity Logic (the same builders as Whistler's) great for some air time and lots of fast medium technical natural trails. The 'Dolomiti SuperSummer' ticket deal has it all and they are well built and maintained.

Mountain bikes and E-bikes rentals, shops, guides and schools are available in every village. Skills parks as well as kids' park are completing the offer of a zone that is willing to grow in popularity in the mountain bike tourism. You can ride every day in a different bike park or you can go creative and build your own tour riding your way to link the different parks with connecting trails and maybe find out that there is even more to discover once you are there.



We did a bit of both because we had no time to ride the whole thing, we choose our own path connecting Val Gardena and Arabba with lifts and trails from our base camp in Canazei - Val di Fassa (home of an enduro world series stop) and we've been driving only one day to San Martino Di Castrozza.

We've been forced, due to the lack of time, to skip some iconic Dolomites trails like Alta Badia, Kronplatz, Plose and Cortina. But you can connect a lot of the locations being based in any of the villages partnering with this ticket offer that is 147 euros for 5 days of riding in a 7 days' timeframe.

So just to ride once every trail in the parks you probably need 2 weeks and you'll realize you just scratched the surface of this area with some of the longest and ancient trails in Europe.



From the Roman Empire till WW2, Italy has seen many centuries of human kind evolution and hundreds of trails have been shaped the way up and around these mountains left to us to ride them on a bike, even without the hassle of any conflict.

We rode as much as we could in those five days and we never did a trail twice. At the end of the week we felt anyways like there was a lot more to be ridden, and we were already talking about a comeback for next summer, cause the more you ride, the more you want to ride.

So If you are looking either to shred a lot of new parks or to some backcountry style type of adventure in the middle of some of the most breathtaking mountains on heart, but always having a bar or a 'Rifugio' close by with an espresso, great wines and beers, fine cuisine and



warm hospitality during your riding days this is, hands down, the place to visit.

In the end being influencers for a few days wasn't that bad at all, it felt like long days riding with friends in a beautiful landscape, that is what us and most of the mountain bikers are doing this sport for.

So, yes, we were proud to be influencers cause fellow bikers from all over the world should get influenced from us and ride here at least once in their life.

And to hear iconic riders that have been riding, literally, all over the globe, pioneering the most of the spots that are classics now, telling you that the Dolomites became straight away one of their favorite spots on heart where to ride and having good times it's priceless!

And MUST influence better than any social media superstar.

RIDERS BIO:

Richie Schley is one of the original freeriders, along with a bunch of other riders he pioneered the sport in the late '80s and never stop since.

Geoff Gulevich and Darren Berrecloth were the next generation and went big and steezy pushing the sports boundaries, they've been traveling the world competing Rampage and slope style contests for many years and pioneering tricks, stunts and sizes.

All together they had hundreds of covers and dozens of movie segments that inspired generations of mountain bikers all over the world

LOCATIONS:

- 1 Cortina d'Ampezzo
- 2 Kronplatz-Plan de Corones
- 3 Alta Badia
- 4 Val Gardena/Alpe di Siusi
- 5 Val di Fassa/Carezza
- 6 Arabba/Marmolada
- 7 3 Cime Dolomiti
- 8 Val di Fiemme/Obereggen
- 9 San Martino di Castrozza/Passo Rolle
- 10 Rio Pusteria-Bressanone
- 11 Alpe Lusia/San Pellegrino
- 12 Civetta

SUPERSUMMER CARD for Bikers

Day pass	€ 47,00
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KIDS	€ 175,00

Tickets are available on location or on the www.dolomitibikegalaxy.com website as well as detailed info on the offers.

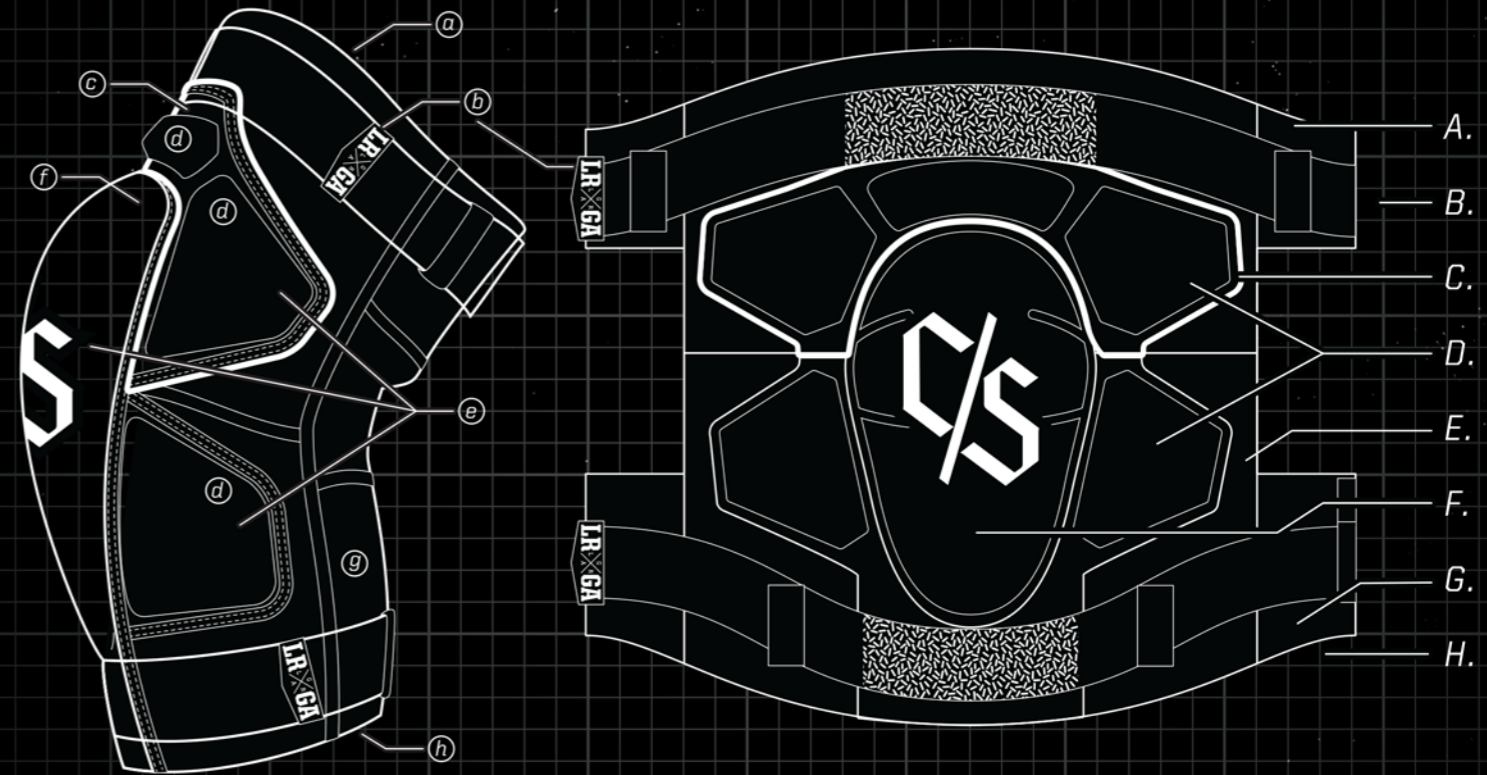
VIDEO

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Nurul Alam Nishan, Asif Aminur Rashid

Ahmed Tamid Chowdhury

MTBIN

বাংলা

BANGLADESH

Mountain biking is a new sight in the eyes of most people in Bangladesh. Unofficially, the sport has been gaining popularity since 2013, but it is still considered an amateur sport. Usually, Enduro and XC are the two most popular in Bangladesh. Enduro mountain biking become more attractive for the majority of cases. So here is a broad description of Enduro Mountain Biking in Bangladesh.



A few enthusiast riders first started the game in 2012. Tarequr Rahman is the first person who introduced mountain biking in our country. Unfortunately, he is no longer alive. He founded a team called Rantoseeds in 2013. They have organized mountain biking races and trained local riders to develop this sport. Through this team, mountain biking spread in our country. The team successfully hosted two races in 2016 and 2017. It can be said that since then, several cycling clubs of the country have organized more mountain biking race events. Through race events, this sport has become known as a racing sport, and has gone one step further. Meanwhile, the largest cycling group in Bangladesh, named BD Cyclists, organized the XC MTB race event here in 2015. Since then, XC racing has become popular as well. Thus gradually the sport has been able to get a response among the mountain biker enthusiasts. In the next step, a community called MTB Bangladesh was established in 2016. Its purpose



is to transform mountain biking into a strong platform by organizing races and providing riding support for the enthusiasts. They have already successfully organized several categories of race every year, such as Enduro, XCO, urban race events. MTB Bangladesh organized a warm-up race event in 2019 with the consent of the Asian Enduro Series (AES). Nowadays mountain biking





has become more widely known since the community was founded.

Since the sport is still amateur in our country, so far we have not got any specific track approval from government initiative. So we are practicing skills at our nearest local trails, and the races are organized there. However, with the help of the forest department in the Chittagong Hill Tracts, we are able to determine a suitable track in a sanctuary that is Hazarikhil in Chittagong. We have designated it as an enduro track

because it has some active features. This track is a big playground for our Enduro mountain bikers. We formed this track by adding more features for practice and racing. Our community MTB Bangladesh arranged most of the Enduro race events so far here. There are many other local shorter tracks inside the city where we always practice. The riders find trails, then they build necessary features for Enduro riding. After that they practice, and race. Moreover, we have built a pump track in 2018 in Dhaka on our own initiative with our own funds, where all of the riders have been able to grow their skills. This is how we do mountain biking.

Recently at the end of 2019, Bangladesh Cycle Federation was established in our country with





government intervention.) This is the first time that the riders of our country have participated in the SA Games 2019 in Nepal under the auspices of Bangladesh Cycle Federation. Many riders from different teams have had the opportunity to participate in two categories (XCO and Downhill) of mountain biking. It is the biggest support we have ever had representing mountain biking at an international event under the auspices of the Bangladesh Cycle Federation.

Through the formation of different teams, mountain biking has become a competitive sport in our country. All the founding Enduro biking teams



in Bangladesh ♦ Rantoseeds, Trail
Creeks, RockSlayers, Vindreckers
♦ have become well known here.
Each team does mountain biking as
following their initiative. Competition
always grows up among the racers
of all the teams in each race event.
On weekends and every month, we
enjoy the trails together, each rider
competing with the other. Sometimes
we go out to find new tracks in the
mountains. We all camp and party
together which is an enjoyable time
for all of us. Having mountain bikers
of all ages in our country has truly
become a supportive game for all of
us.

Mountain biking is going ahead

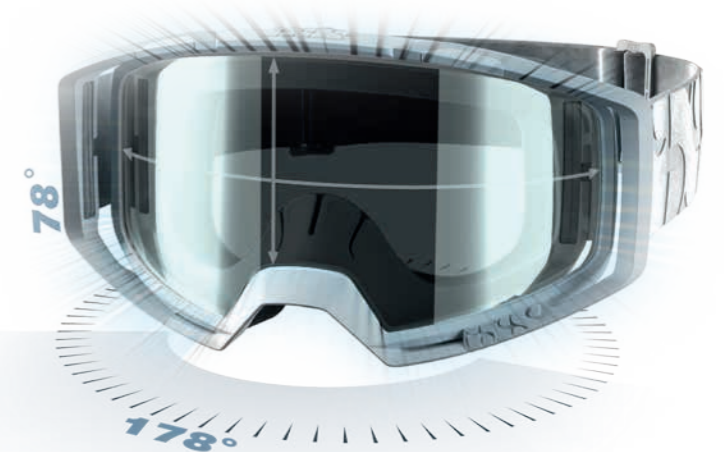


step by step in our country. XC and Enduro riding are the two most popular categories here as mentioned. Riders are growing up with their skills through the training. Currently the most popular among the Enduro riders of the country are late Tarequr Rahman, Abid Rahman Chowdhury, Tahmid Chowdhury, Niloy Chowdhury, Arafat Rahman. Since 2016, our top riders have been participating in various international race events. Collectively, everyone is trying to raise mountain biking to a professional level. We hope that with the support of the government and the private sector, we will be able to make a professional foundation in this sport.



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#SPECIALTHANKS

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