



**APPROVE**

# A Meh-xploration of “Epic”

by BikeSnobNYC

# Part I:

My “Epic” Credentials











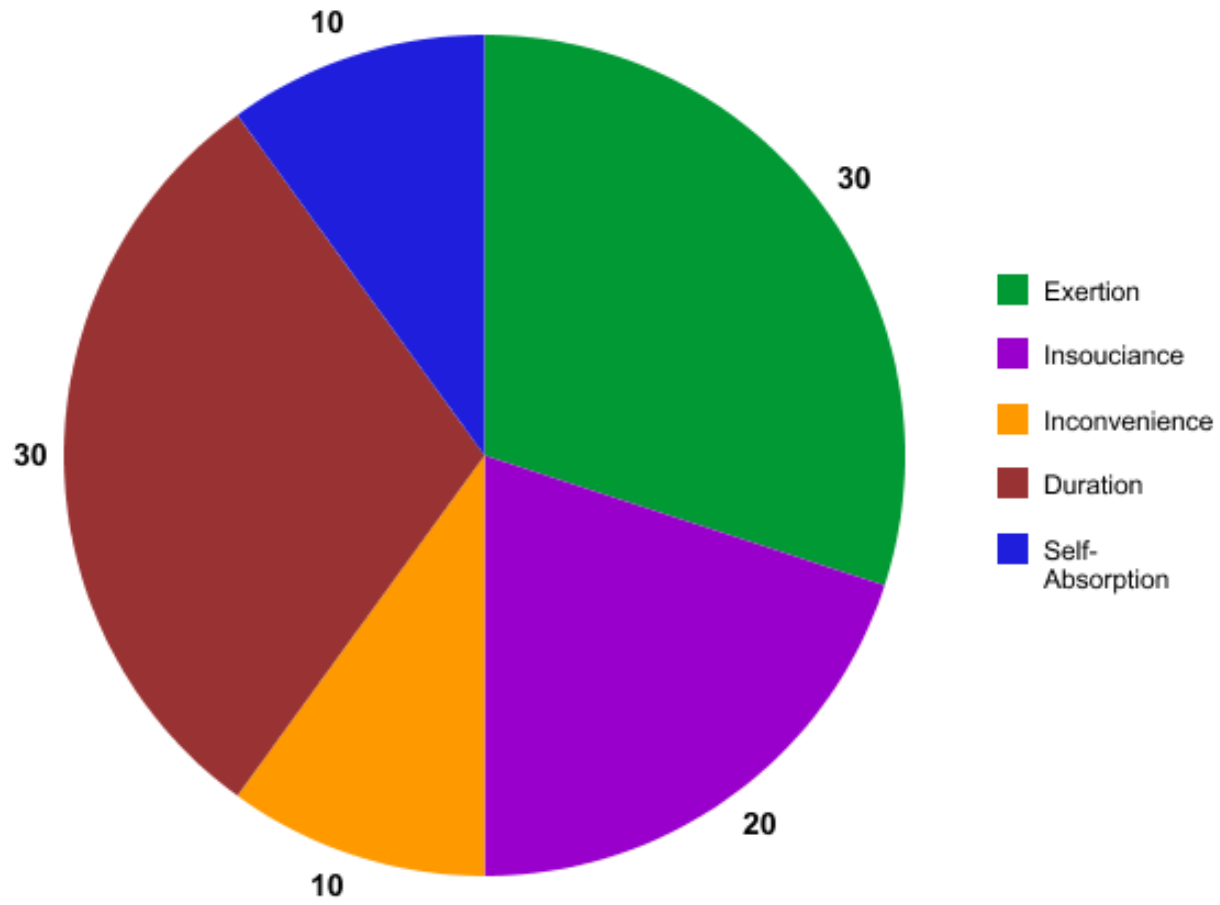
## Part II:

- Marketing “Epic”



No formula exists for epic. It happens when the right conditions are present and it cannot be manufactured. Mental, physical and emotional stress are all components as is suffering, which in the case of cycling, usually means extended periods of self-inflicted pain. Exposure, distance, duration, elevation, great camaraderie, road surfaces, waning sanity, exhaustion, rapidly fading sunlight, weather, empty pockets and broken chains. And competition both healthy and not so healthy are all likely a part of any epic ride. Epic is essentially the result of a series of intense experiences and hard riding.

Components of an "Epic"



## R I D E R S

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### **Not a Team**

The Rapha Continental riders are not a team. At least not in the typical sense, or the racing sense. We are a group of individuals united in effort and focus, and we do cooperate. But we're interested in more than winning races, and sometimes even racing. We're interested in winning hearts and minds and sharing our experiences, telling stories and inspiring rides.

We're looking for personality and passion, and the willingness, eagerness even, to perform in the interests of exploration and documentation. We want style, an aesthetic, a point of view and a voice.

The Continental is about participation, exalting any and all who endeavor to ride with passion and heart. Central to the project is our desire to discover the places and people that do and have done the style of riding that we've begun to call – Continental.





## ABOUT THE BIKES

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Our approach to building bicycles for the Rapha Continental Riders is a reflection of our environment both in terms of riding and in terms of the people, builders and brands local to the Pacific Northwest; Portland in particular. Inspired by the style of riding we've come to affectionately, if not with tongue-in-cheek, refer to as Gentlemen's Racing or Epic'ing. It calls for steel and timeless classics to be lovingly, and with great deliberation, paired with lightweight nano-technology – on these bikes leather and carbon play well, ride heroically and look stunning together.

# Part III

- The “Trickle-Down Effect: When “Epic” Goes Awry

The largest city of the Arab World.  
Over fourteen and a half million people.  
The longest river of the World  
Cradle of one of the oldest civilizations.  
Sand.  
Dust.  
Dirt.  
5 fearless fixed gear pilots.  
On the hunt.  
Where are the Pyramids?













This morning I woke up and mailed some packages, got some coffee and then found myself at this cozy little spot in Brooklyn, overlooking the East River and the Williamsburg Bridge.

Hours later I biked up the West Side bike path. At 158th St. I had to climb basically from sea level to about 200' over a small distance, since the bridge bike path is flat. I was able to climb with some roadies on my single speed, which was nice for my ego! Hah!

When I got into NJ I saw some entrance to Fort Lee Park. Part of my adventure is taking my time, so I thought I'd check it out. Turns out that bicycles aren't allowed. Gee, thanks, Jersey!

Got through many parts of NJ with ease and took some photos (I've misplaced my camera's USB cable - ARGH!!!), climbed some fun hills and got to my destination in about four hours. Travelling 30 miles in four hours isn't a great pace, but I'm doing this for the adventure, not to win some race.



Books about bikes bore me. Magazines, too. They remind me of the saying, "Writing about music is like dancing about architecture." I don't want to write about bike riding, I just want to ride.

This video, '[The 1910 Challenge](#),' is a masterpiece and makes me want to do one thing; ride my bike.

# WHY I LIVE WITH 57 THINGS (AND WHAT THEY ARE)

THE LESS YOU HAVE, THE MORE EPIC YOUR LIFE. 45 [retweet](#)

Written by *Everett Bogue* | Follow me on [Twitter](#).



Long time readers of this blog, and anyone who's picked up a copy of *The Art of Being Minimalist* know that I've had a storied relationship with the personal possessions that I own and acquire.

## **Why you have so much stuff.**

Basically, I think that we've been duped into buying things by an advertisement-dominated society for the last 50 years. The Internet is just now allowing us to break free of this mess and start to realize that the junk doesn't

matter.

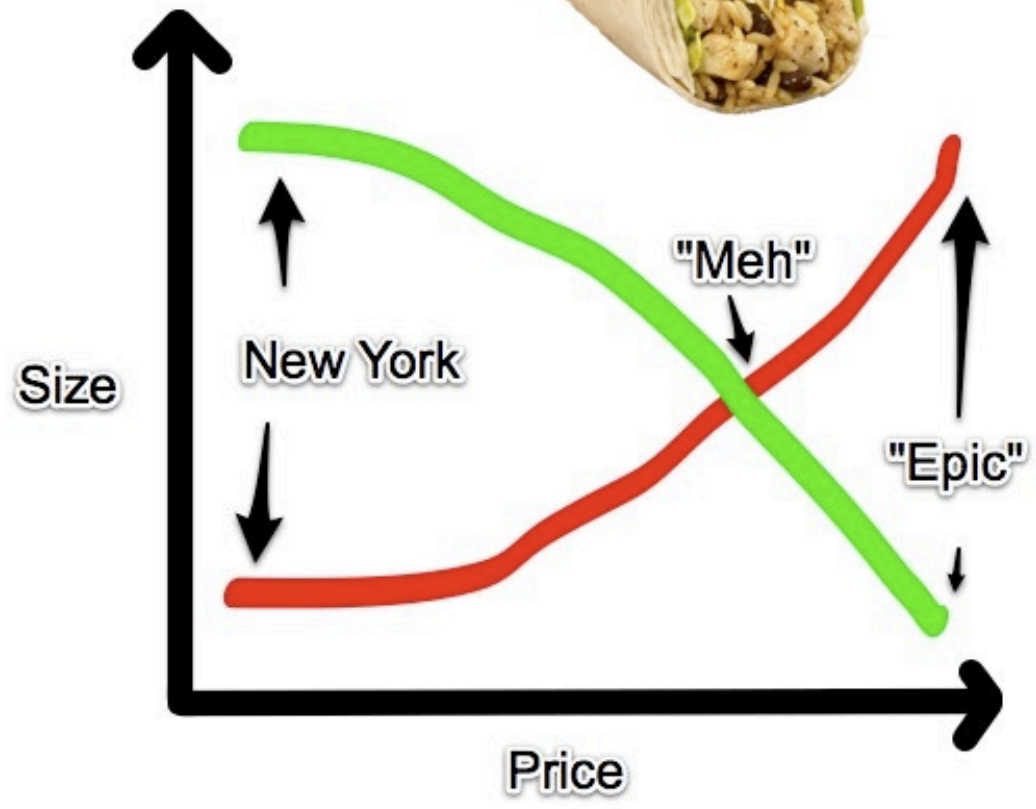
Because I live with less stuff, and don't buy much, all of the money I make from my minimalist business can go towards experiences such as travel and learning.

In my mind experiences are what life is worth living for, not possessions.

## Part IV:

- “Epic” Burritos







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