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Diversity, Culture, and Bicycling, Blog 2

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Diversity and Culture in Cycling

<https://rampages.us/creerfi/>

Farrah Creer



Media, Culture, Diversity, and Cycling



People linked from the media traveled from all over the world to capture the UCI bike race located here in Richmond, VA. I even went up to a random photographer and asked where he was from, and he stated he was from the Netherlands.

A photographers main assignment is to capture the race, and most likely emphasize on the country they reside from within the race.



This scene was taken at the exit of the cobblestone trail hill at Libbey Hill.



These photos were taken at the start/finish line at 5th and Broad St.



UCI BIKE RACE 2015 RICHMOND, VA

The Immersion of Advanced Technology Used as A Source of Media:

A fee mobile app was created by Richmond 2015, it enables fans attending the races from all over the country or cycling fans cheering from all over the world to keep tabs on the event through live streaming of the race championship races.

The Richmond 2015 Mobile App was developed by Eventbase, which has developed apps for events such as the London Olympics, Sochi Olympics, South by Southwest and the Sundance Film Festival. The digital experience blends an elegant event website with racing details (video, rosters, schedules, etc.), social innovation and event navigation.

[SEPTEMBER 29, 2015](#) BY [CREERFJ](#)



UCI ROAD WORLD CHAMPIONSHIPS
RICHMOND 2015 | USA
Hosted by **VIRGINIA IS FOR LOVERS**

Cycling and Diversity

As I gazed among the crowds during the bike race that took place on September 23, 2015, I could immediately identify very little diversion within the crowd. Although, location can mean everything when it comes to diversity. It was said many people came from abroad to Richmond, VA to watch the 2015 UCI Cyclo-cross World Championships. I watched the Men's Elite Individual Time Trial race take place in Hanover country just a few minutes before they take the task of long hills on Brook Road and Wilkinson Road in Henrico Country, which will eventually bring the racers back into the city through Virginia Union University before turning into downtown. However, there is diversity amongst the bike race competitors. It is a rare opportunity for the athletes to compete for their country, just as they do during the Olympic Games. Competitors in today's race were from many different racial and cultural backgrounds. Some of the countries the competitors came from are: Germany, Belgium, France, Canada, and many other countries around the world!

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...Sports Culture?!

As we reflect that our history and culture of many and, really all countries constitute the basis of its survival and progress, we support individual and collective actions in the fields of art and sports... which in many cases begin with family upbringing. Also, guided by the eternal values of sports, such as participation, peace, equality, cooperation and sportsmanship, and believing in Henry Ward Beecher's motto whereby

“real culture is the culture that helps us work towards the social improvement of all”,

we promote practices that serve the intellectual, ethical and physical development of people in all the countries where we operate; at the same time, we support the participation of our staff in cultural and sports events. Sports also propagates religion, faith, and even gambling. So, yes. That means there is even such a thing as sports culture.

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The Culture of Cycling

Cities that are usually actively support a large volume of cycling would include Denmark, the Netherlands, Germany, Belgium, Sweden, China, Bangladesh, and Japan. These cities have a very strong bicycle culture, which means they have a very high cycling infrastructure. This would include segregated bike lanes and extensive buildings that cater to urban bicyclist, for example, bike racks. VCU and many other urban campuses' in North America have or now, some have already, or starting to adopt bicycles catering habits such as mentioned above. Also, towns in some countries, bicycle culture have been a fundamental part of their "scene" for generations even with the lack of official support. North American cities with a very strong bicycle culture include: Madison, Portland, San Francisco, Toronto, Montreal, Lincoln, Peoria, and the Twin Cities.

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Was Diversity Present in The Wheelman?

What did diversity look like in the pages of *The Wheelman* during the late 19th century? The only sense of diversion I could pick up in *The Wheelman* during the late 19th century was maybe a difference in social class or hierarchy amongst others. They were separated between "riders" and "non-riders". With that being said, I don't believe true diversity was present at all in the photographs presented in *The Wheelman*.

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