

OFF

MAAP

PAAM X MAAP

MELBOURNE STREETS

JOE KAY >>SOULECTION

ELASTIC INTERFACE

BLUESIGN

VOL.1

THE FRONT

OFF THE FRONT MAGAZINE VOL. 1 SKU: MAP-MAM022_MIX

2000575075951





Welcome. It felt like time for us to tell the stories that are important to us.

For Volume 1, we've made sure a bunch of those stories are about our home town of Melbourne.

It's where we learnt our most important piece of advice, always lead off the front.

OFF THE FRONT
OFF THE FRONT
OFF THE FRONT

OFF THE FRONT
OFF THE FRONT
OFF THE FRONT

④ Road Movies Tom Owen on 'Breaking Away' ⑥ **Sounds, Movements and Energy Vortexes with Joe Kay**



⑩ You've probably never heard of Elastic Interface

⑫ **Backwards & Forwards with Perks and Mini** ⑳ In Tandem, with All The Gear And No Idea ㉓ A Riding Playlist



㉔ 'The Evolution of the Cycling Cap' but have they evolved, really? ㉖ Lose Yourself.

A MAAP Guide to Melbourne ㉚ **Don't go looking for Rubber N Road in NYC** ㉜ A story about Good Chemistry and cleaning up cycling



A twice-yearly publication
created by MAAP
Copyright 2021
Printed in Australia on
recycled stock

OFF THE FRONT

VOL. 1

OTF



ROAD MOVIES

BREAKING AWAY 1979

WORDS: TOM OWEN

I don't watch a lot of bike films. As someone who watches bike races for a living, it feels too much like being at work.

Do bus drivers watch bus films when they're on their day off? Speed with Keanu Reeves is a bomb-ass movie, but if you've spent five straight days steering the 108 around town, it's probably not the first VHS in your collection you'd reach for.

Which is why I love *Breaking Away*. It's not really a bike film. There's none of the po-faced pseudo-suffering, no weird choirs of Belgian blokes chanting, no rehashes of the same Texan guy's life story with 17 seconds of previously unseen interview footage. It's just a soul-soothing, coming of age story. With bikes.

The film follows Dave, a small-town American daydreamer who fantasises about emulating the effortless panache of Italian pro cyclists. He's so fanatical he teaches himself Italian and starts singing opera at the breakfast table.

He and his three friends enter a team in the local university's annual bike race, taking on the wealthier students they frequently clash with around town. It's this race in all its madcap glory that forms the final dramatic payoff of the film.

It's a joyful story of growing up, fitting in. Of class and confidence. And yes, there are bicycles.

That race really exists, I recently learned. It is called the Little 500 and it's a big deal — with 25,000 spectators turning up each year. Students at Indiana University, mostly from within the 'Greek' system of fraternities and sororities, vie for places on one of the 33 college teams. Some spend three years training and don't make it into the race squad itself.

The race has its own vernacular, too. It's track racing, but not as you know it. The competitors must use identical 'official' bikes which are assigned to each rider at the start of the year. The teams compete in qualifiers for months, in the hope of securing a spot in 'the Little 5', as it's known. Perhaps most

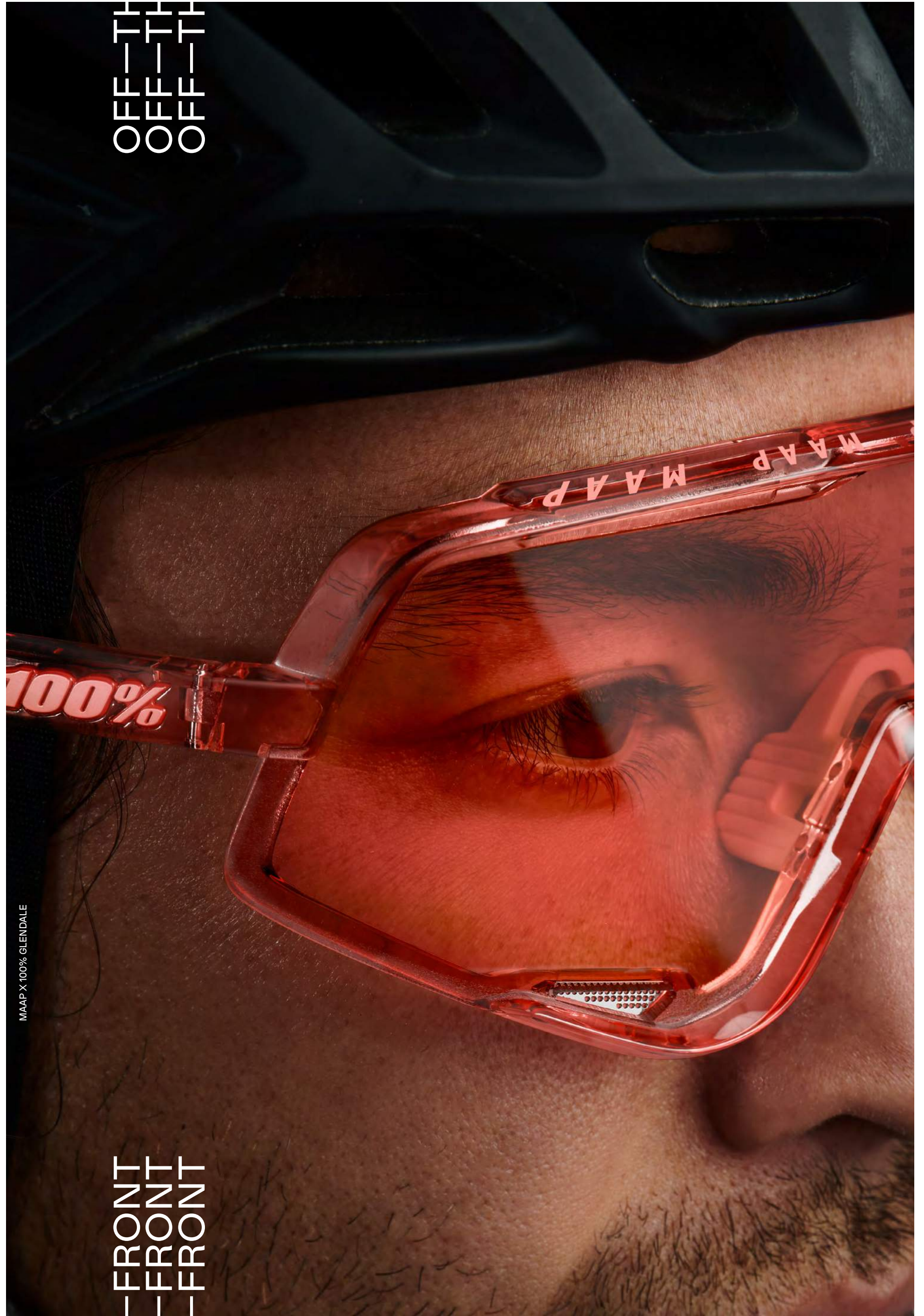
unique of all — the race is a relay. Four riders to a team, one rider on course at all times, one bike per team. You can't put bottles or anything else on the bike that it didn't originally come with, so changes are frequent and fast. When you get thirsty or tired, you switch over.

In the movie, the footage of the race is crazily sped-up, so these changeovers have an unnatural look to them. The whole scene, in fact, is manic, frenzied, abounding with colour and movement.

In that sense, I suppose *Breaking Away* actually is a bike film — one that captures the raw and wondrous energy that makes cycling so viscerally joyful, either being in the saddle or watching somebody else ride with all their heart. But watching it certainly doesn't feel like work.

-FRONT
-FRONT
-FRONT-FRONT
-FRONT
-FRONTOFF—TH
OFF—TH
OFF—TH

MAAP X 100% GLENDALE



CONNECTING
PEOPLE
—THROUGH
MUSIC

JOE KAY

THE SOUND OF MOVEMENT.

@Soulectionradio
@Soulectionradio
@Soulectionradio

JOE KAY
SOULECTION
(USA)

OFF THE FRONT

OFF THE FRONT

Joe Kay is in an energy vortex when we find him. Well, he's in a cabin in the desert outside of Palm Springs, where he's recharging after dropping his 500th radio show with Soulection. In 10 years, he's managed to grow Soulection from an independent radio show into a global community of artists and audiences, united in a borderless, genre-bending, musical movement. In 2021 Soulection comes in many forms — Beats 1 radio show, independent music label, festival, world-touring concert, clothing line and now...Strava community.

Because followers of Joe's Insta will have noticed a little more wellbeing slipping into his feed. A little more outdoors. A bike here and there. A MAAP kit hanging on a rack.

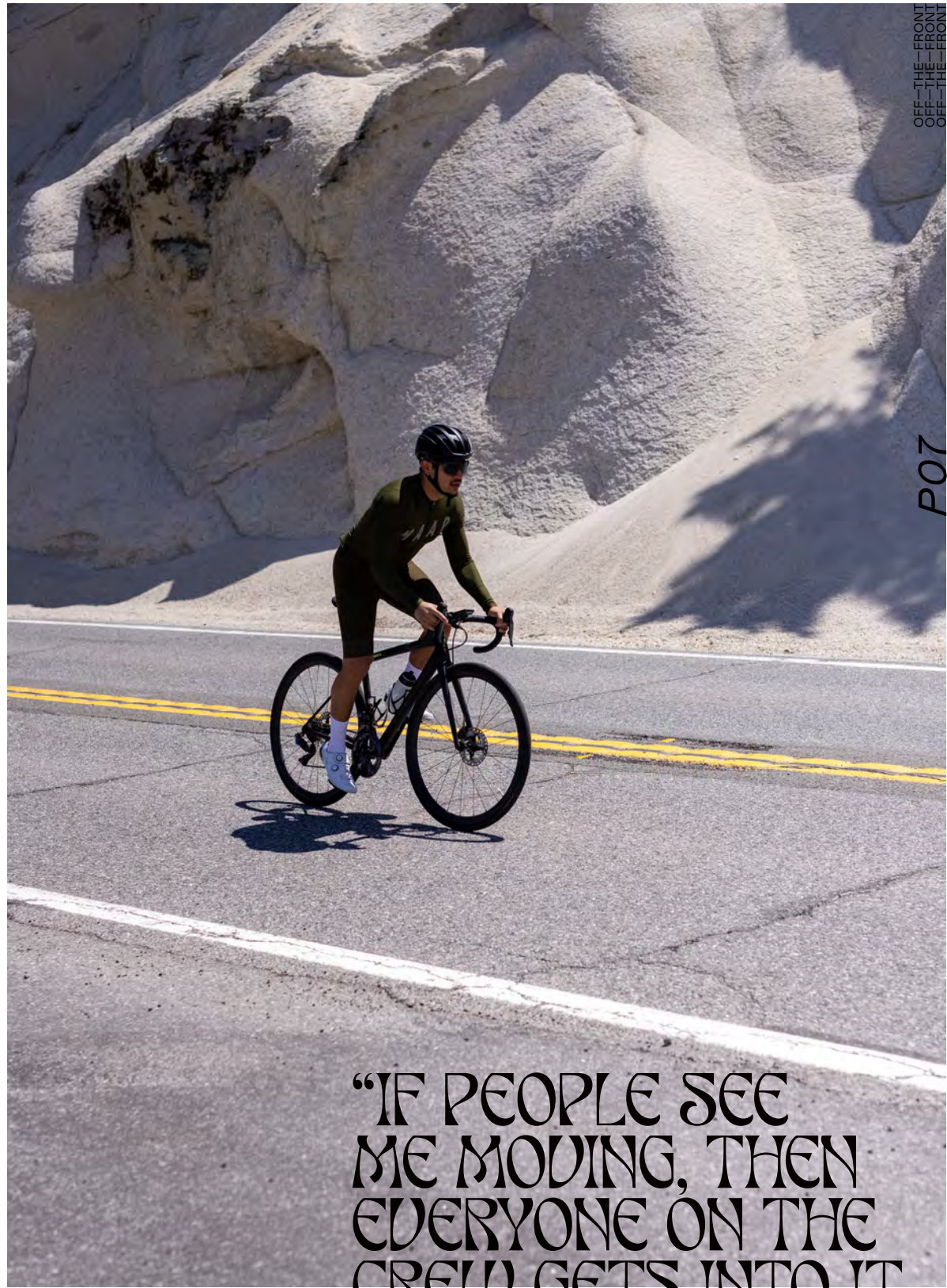
But back to the energy vortex. After a heavy few months — 500th show, tenth anniversary celebrations, two collection drops with Soulection and his lifestyle brand, Timeless Classics — Joe needed to drop off the radar a little. "It was very taxing on my mind. I had to slow down," Joe explains. That's why I come to the desert a lot, which is a two hour drive from where I live and from L.A." He was always drawn to the desert, kept coming back. Recently he learned that this whole area is a giant energy vortex. And what does that mean?

"When I'm here, I get a lot of new ideas and things. Also, the dreams are very vivid and really crazy out here. My conversations, my ideas, I just feel like I have a lot of clarity. I think that's the easiest way to explain it," says Joe.

Outside of the desert, wellbeing overall has started sneaking into Joe's life more and more. After a taxing 2020, the constant weight of heavy news, be it Covid or George Floyd, left Joe feeling sapped. So he and his tight-knit crew started to take trips to nature. To Joshua Tree or the hills around LA. Even as far as Utah. Running, getting into the mountains, and yes, riding.

Riding for Joe started when he was living in Pasadena, surrounded by hills with a great bike shop two blocks away. "The elevation out there is beautiful, and I like climbing. I feel like you can really build a lot of endurance climbing. When it comes to the flat land, you can really have a lot of nice strides." It was also about getting out of the city and out from under the weight of bad news, and seeing the space around him. "By getting on that bike you're able to see your land, you're able to explore your territories or your regions in ways that you never knew existed. To me, it was just about getting outside of the house while challenging your body, challenging your mind," says Joe.

But despite the obvious pull cycling had for him, it took him a little while to go all-in. "I think I was fearful of going into it because I knew that it took a lot of time and investment to find your lane and finding what's the right fit for you. And let's be honest, it's not the cheapest hobby, right? Especially once you dive into it. You can go as cheap or as high end as you want, but obviously when we go all in, we go all in on it." And so he went all-in. "The main thing is really just building community and just committing to yourself to challenge your mind and your body."



"IF PEOPLE SEE
ME MOVING, THEN
EVERYONE ON THE
CREW GETS INTO IT.
I FEEL LIKE I GOT TO
TRY TO TAKE THE
LEAD ON THAT."

“THE DREAMS ARE VERY VIVID AND REALLY CRAZY OUT HERE. MY CONVERSATIONS, MY IDEAS, I JUST FEEL LIKE I HAVE A LOT OF CLARITY.”



“Aesthetic is everything. It’s a look, it’s a feeling, and it’s the first thing that people see. People might not even identify the brand or whatever it is, but they’re very intrigued by the way it looks. I feel like that’s the first thing you see is that’s what gravitates eyes towards you,” Joe says.

But until then, Joe is embracing the energy, and inspiring the people around him, through his music, his aesthetic sensibilities and through riding. “If people see me moving, then everyone on the crew gets into it. I feel like I got to try to take the lead on that.” We’ll be following.

Joe knows something about building community. Soulection is all about that. And for him, riding is no different. “Cycling by yourself is great and all, but it’s not the same when you’re riding with your friends or with a group of people you’re familiar with,” he says. And that community has built into the Soulection Strava group, which is about bringing like-minded people together to ride. “Starting the Strava group was our way of catching and gauging who follows us that’s really serious about cycling, and if we were to do a jersey or something, who’s going to be the audience that would be interested in supporting it? That’s why we started it.”

Soulection as a Strava group is the perfect encapsulation of cycling and creativity overlapping. When his path is clear enough, Joe uses his riding time to catch up on the listening he needs to do to compile his weekly show. And it’s not all high BPMs, either. “You’d be surprised. Sometimes I’m listening to samples and more melodic, slower music if I’m cruising, and then other times, yeah, I’m on that 120, 130 BPM range,” he explains. “It’s all energy, it’s all feeling. I pretty much make sure that whatever I’m listening to is getting me moving.”

Joe’s going to keep moving for the rest of 2021. Soulection is a weekly show after all, and then there’s plans to return to live touring, more collection drops with Timeless Classics, incense, wine, architecture and yeah, there might be a little something happening with MAAP. Not to give too much away, but Joe’s aesthetic vibe and attention to detail has a clear overlap.

MAAP

MAAP

CONNECTING PEOPLE THROUGH MUSIC



JOE KAY SOULECTION (USA)

YOU'VE PROBABLY
~~NEVER~~ HEARD OF...

THIS
IS
A
V
E



INTERFAC
E

AND THAT'S A GOOD THING

We know what you're thinking. Who the eff are Elastic Interface and why do I care? This is an excellent thing. Not being heard of has always been Elastic Interface's goal. They've spent more than 20 years creating the world's best chamois, all in the hope that you never really have to think about them. If you're thinking about your chamois, something has gone wrong in the process. Usually something painful, red and sore. Born in the Veneto region of northern Italy, home of the famed Dolomites, cycling is a natural part of Elastic Interface's DNA. In fact, R&D Manager Denis Bertoldo, after competing for many years, kept riding his bikes around the Prosecco Hills. He now puts his experience and know-how to very good use developing products that support cyclists of all levels.

When you make a living from your saddle, being comfortable becomes as important as race day nutrition or having the lightest wheels for the mountains. Over the years, a bunch of current and former professional riders have come to Elastic Interface to have their team-issued kit "upgraded" with their chamois when they've gotten their new clothing at the beginning of the season, and even during the ongoing season.

Which is how they knew they were doing something right. And it's why brands like MAAP are using them more and more for products like the Team Bib Evo and the Pro Race Mitt, which features a seamless and three-dimensional designed Elastic Interface palm. And it's not all sweeping views, espresso, tiramisu (it was invented in Veneto in the 60s) and glasses of cheeky prosecco for Elastic Interface. Their team is ridiculously analytical and data driven. They're kind of the chamois nerds. So what kind of research has gone into keeping your butt comfortable?

First, there are anatomical differences. Yes, men and women are different, so men and women have different requirements in a chamois. Elastic Interface have studied these differences and developed specific products as a starting point. On top of that, different positions in saddle mean that each cyclist has different needs, so it was necessary to develop paddings that would protect cyclists of all disciplines. And all this was made in their typical chamois nerd style: their long-running collaboration with the University of Padua utilises extensive research on the anthropometric parameters of how cyclists of all levels interact with their bicycles, and the position they keep in saddle.

Now, let's talk materials and technology. (Strap in, gear nerds). The new MAAP Team Bib Evo uses a proprietary chamois co-developed with MAAP's product design team, utilising Elastic Interface's thermomoulded multi-density padding, and ECO X-Tract fabric. This combination provides maximum comfort with three different padding densities, along with supreme moisture management via the channeled top fabric, giving it a 7+ hour rating. And yes, this chamois is 3D and anatomic. So you never have to think about it. Or Elastic Interface. But that's a good thing, right?

THERMOMOULDED
MULTI-DENSITY PADDING





2021 will see the release of an iconic new collaboration between MAAP and Melbourne-born fashion and streetwear label Perks And Mini, or PAM. Off The Front caught up with two Mishas and a Shauna in the lead-up to the release.

BACK WARDS AND FORWARDS

WITH **PERKS
AND MINI**



In Melbourne in the early 2000s, an explosion of creativity and commerce collided. St Jerome's was a laneway, before it became a festival. Brands like Perks And Mini were bubbling up, finding shelf space in new retailers like Fat. There seemed to be a new gallery opening every week. Everyone was in a band. Every band had a zine.

From day one, PAM was about blurring the line between streetwear and fashion. And being from Melbourne, they didn't really know that there were rules they weren't meant to break. "In the beginning," says co-founder Shauna Toohey, "We offered a t-shirt that was pink and that was just radical. And to us, it was like, 'No, pink is a nice color.'"

It was in these heady days that PAM founders Misha Hollenbach and Shauna Toohey met Misha Glisovic, who had founded a streetwear label called Schwipe. They think maybe they had something in the same exhibition. They had the same name. Why is this important? Well, Misha G (as he will be known in this article) took what he learnt from 9 years running Schwipe and brought it to his role as Creative Director at MAAP.

Shauna and Misha returned to live in Australia in 2020, after spending 5 years living in France. PAM had become an influential streetwear and lifestyle brand, stocked (at) Parisian boutique Colette and pulling off collaborations with Nike, Bathing Ape's Sk8thing and the late American artist Mike Kelley.

One of their first calls back home was to MAAP. They'd put a cycling crew together during lockdown and wanted a team kit. MAAP's Misha G returned the email from PAM's Misha H. They realised their connection. That talk about a team kit became so much more. In 2021, we will see the first PAM X MAAP capsule collection.

Off The Front caught up with Misha G, Misha H and Shauna to talk about cycling, Melbourne, champagne in jerseys and the upcoming collection.



Off The Front: PAM, when did you first become aware of MAAP?

Misha Hollenbach: We were cycling with friends in Europe and one of my friends who's Mexican from Berlin, living in Paris was wearing MAAP when we were cycling. So I didn't know what the brand was at all, but had clocked it.

Then when we came back here, we wanted to do a team kit for PAM and we spoke to MAAP and it turned out that Misha wrote back and I was confused, like "Wait I've written back to myself?". And then it turned out to be Misha, ex Schwipe.

Misha Glisovic: And it stayed confusing for every email since.

OTF: So how did the collaboration come about?

MH: So that was very serendipitous actually. And the fact that Shauna and I had returned to Australia and we've already been doing a lot of collaborations with people all over the world, but to come back here and launch into one with another Melbourne company accidentally is pretty amazing. And the fact that both Misha and I share a name, and also the PAM/MAAP backwards thing. So all of this was encapsulated in one moment. It was quite bizarre. We wanted to do a team kit, all of a sudden there's some back interest with MAAP. It's Misha from Schwipe, it's PAM backwards. So it was a little flurry or something like a whirlwind.

Shauna Toohey: It was very serendipitous.

MH: And within one conversation we sort of thought of a much bigger picture, which was amazing as well. So it was very natural and very easy and very comfortable and exciting when things like that happen. It's just exciting because it wasn't planned and it wasn't all these sort of steps and all these small details are actually what makes it even stronger, I guess.

ST: Don't you think the fact that it wasn't pushed, like sometimes when you really want something and you push for it, it's the worst, but when things just naturally click into place and it just makes sense? It's always the best outcome.

MG: Even that first chat, we pretty quickly decided that we thought it had legs and something more than just a team kit. And we wanted to explore this space between apparel, not traditional cycling or traditional fashion, but something in between that we both wanted.

"WE WANTED TO BRING A DIFFERENT PERSPECTIVE TO CYCLING... FOR US IT'S ABOUT SHOWING PEOPLE THERE IS AN OPTION AND JUST PROVIDING MORE PEOPLE ACCESS TO THE SPORT."



OTF: PAM is from Melbourne. MAAP is from Melbourne. What does coming from Melbourne mean for a brand?

ST: I feel like the commonality between things that come from Melbourne, particularly what Misha G has done in the past and what we've done in the past, I feel like Australia is the wild west. Like we don't realize that there's a rule book that says that you shouldn't do this, or you can't just walk into a shop and say, 'Hi, I like what you do, can we do something together?' That's unheard of. So we're kind of wild west. And I feel like it's a fresh attitude where we're open to things and we don't have the weight of history and expectation on our shoulders.

MG: And that's so appropriate in cycling as well. Because that's part of MAAP, it is really the old world heritage cycling, Italian made and all that stuff, which we tapped into for the quality and experience. But the sport is very stuck in heritage things, heritage styles, heritage references to the sport. Whereas I think the distance helped us in that way as well.

MH: We have a pioneering spirit. So, our land, and even when we talk about cycling, we're cycling into regions where humans have hardly been. The wilderness is so wild and untapped here, and that kind of pioneering spirit comes through. When you cycle in forests in Europe, they last for like a few kilometers until you're at a really good cafe or another village or something. So, I think this pioneering spirit is also something that MAAP and PAM share.

OTF: PAM, how long were you thinking about getting involved in cycling apparel?

MH: We weren't! So cycling has been part of my life, definitely since I was a kid, but really like, like quite consistently, especially in the last sort of 15 years, at least. So cycling things have always cropped up in

PAM collections, those logo play or ideas like 'Fuck Cars', for instance, we just did that thing now. So there's always been reference to cycling, but no real sort of cycling apparel.

And right now, to be honest, being back in Australia, cycling is very, very real for us. And for me, especially it's working on that and having a meaning and a real love for it, it just feels very natural and makes a lot of sense to be doing this stuff, especially as we're seeing a lot of people around us that are perhaps not the middle-aged male in Lycra. It's younger kids, it's girls, and it's perhaps more artsy kids. People that are interested in fashion or other sorts of cultures other than the sport of cycling.

It's not about borders and categories. It's actually about breaking borders and categories. So whether it is gender or race or age group or interest or music, or musical subculture, we're always trying to break those kind of categories, that's really important.

OTF: Misha G, that's what MAAP is kind of based on right?

MG: I think the sport's generally growing. Initially when we started, there were even fewer options and it was all about the traditional, heavily branded team kit, which is always a barrier for me and (MAAP founders) Ollie and Jarrad as well.

We wanted to bring a different perspective to cycling. As the sport's evolved and as it's growing, for us it's about showing people there is an option and just providing more people access to the sport. To show them that it is more inclusive.

And with a background in apparel and streetwear design, I always wanted to get MAAP even closer to what we wear off the bike and merge those two worlds together. Projects like this are bringing it even closer to home, which is exciting.

OTF: Provocative question – is cycling fashion...bad?

MH: I think it depends on the period also. 80s cycling was so amazing because it was wild and there was this explosion of...

ST: They were drinking alcohol and taking drugs.

MG: Cigarettes on the bike.

MH: Well, I'm talking about the clothing, or the logos and things. But the sport in the 50s was probably the most amazing. The Tour de France in the 50s, they were smoking and drinking champagne. They had bottles of champagne in their jerseys. And there's always been an element of cycling, which is about freedom and about an escape in a sense.

MG: Maybe the bad bit that you're talking about is just that perception – a road bike was an expensive bike. Middle-aged man, midlife crisis. It had a bit of that tinge. But I think that was just one element and there were always other ways of riding, if it was a fixie or with some other bike. I mean, a BMX was always a cool way to ride a bike.

OTF: OK almost done. But I would love to just get in a sort of short couple of words, what this kind of first collaboration between PAM and MAAP is going to be and what it's going to look like.

MG: A burst of creative energy that propels cycling forward.

MH: An explosion of energy. It shows our excitement of coming together. I think

ST: It's like the doors are opening. This is like, let's see, and then we can see what's inside. This is step one.



MAAP

It takes a bit to shock us on social media. We’ve seen most things that can be done on or off a bike. But in September last year, something stopped our thumbs as we scrolled through Insta. Ellyse Perry and Sophie Molineux kitted out in MAAP gear in Melbourne’s Fawkner Park with the caption, ‘All the gear and no idea’.

ALL THE GEAR AND NO IDEA



with Richard Fidler while they do it.) For Ellyse, riding started a few years ago when she moved to Melbourne from her native Sydney. “The area of Melbourne that we live in is quite flat and not too far from training,” she says. “I think we both were kind of like, ‘it would be really cool to have some bikes to be able to get in and out of training’. Once we started riding, we realised just how enjoyable it is as some cross training, or to just get out and get some fresh air on your face. Obviously Melbourne has got some wonderful cycle tracks – all of which you can always stop and have a coffee somewhere.” Wait...I should point out the ‘we’ Ellyse is referring to is Sophie. Because it turns out that not only are Sophie and Ellyse team mates and actual mates, they’re also housemates. And some of their neighbours are also world class cricketers. “We’ve got a couple of other teammates that live

We needed to find out what the story behind the shot was. And just how false the false modesty was. See, Ellyse Perry doesn’t need to add ‘cyclist’ to her resume to be a sporting icon. She represented Australia in soccer at the age of 16, the same year she debuted in the Australian Cricket team. For the past 14 years she’s been a lethal all-rounder in the Australian cricket team, in all forms of the game. She’s won the ICC World Cricketer of the Year three times. And her riding buddy Sophie is no slouch either. Another all-rounder, she was one of the stars of Australia’s World Cup winning side in 2020, replacing Perry in the crucial semi-final against South Africa. So what gives? Do two of Australia’s shiniest sporting stars really ride? And do they ride together? (Spoiler alert, they do. And sometimes they listen to highbrow interview podcast Conversations

just around the corner from us, and they’ve got bikes as well, so it’s like a little gang that meets up for a bit of a pedal.” So keep an eye out on Beach Road, the Yarra Trail or the Gardiner’s Creek trail around Melbourne, where the gang tends to ride. You might pull up at the lights alongside half of the Australian cricket team. Which makes sense. The Women’s Big Bash League was one of the first ‘hubs’ established post-COVID. Riding provided the players with a bit of freedom. “If we didn’t have a bike during our Women’s Big Bash hub it would have been very challenging, but we were able to get on the bike and just go and explore Homebush, which was exciting,” says Sophie. They can be similarly cooped up on rest days on tour, which is another time that they love to ride. “If we get a day off, we’ll always go and search for

some bikes to go and do a bit more exploring. You can cover a bit more ground than if you’re on foot,” says Ellyse. On the field, Sophie and Ellyse play a similar role – they’re both all-rounders who bat and bowl. Sometimes one might even replace the other in the side. So there’s a competitiveness there. But does it spill over onto the bike? Sometimes, depending on how hard they’ve trained that day. There’s one particular hill on Beach Road that Sophie reckons she has Ellyse covered, but concedes that Ellyse has too much power on the flat track. Competitive or not, they’re definitely mates. Sophie, 8 years Ellyse’s junior, describes her as “wise”. “Pez (Perry’s nickname) is the one that sort of settles me down a little bit, but keeps me very active as well,” Sophie explains. “I’m doing my best attempt at being Benjamin Button at the moment to keep up with Soph,” laughs Ellyse. “We both really like similar things, whether that’s activity, or food and wine, or music. It was probably a little bit more like sisters, in a way.” So riding has become an extension of that friendship. Sometimes on easier rides, they might share a pair of AirPods and listen to a podcast (maybe Conversations with Richard Fidler) or roll with a larger crew with the promise of a coffee afterwards (maybe at OneThirtyTwo on Chapel Street).

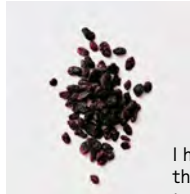
“I’m doing my best attempt at being Benjamin Button at the moment to keep up with Soph.” – Ellyse Perry

But however they do it, they really do ride. Two or three times a week when they get the chance. And that’s between training to be elite international athlete. Maybe you should believe everything you read on social media.





Training Tracks/
Haley Batten
TRINITY RACING



I hardly ever listen to music when I'm on the bike, but I always do when I'm on the trainer, doing a workout, or stretching. This tune is just the right beat as I start to get into my training groove.

(1) Pretty Lady, Tash Sultana.
(2) Outro, Tash Sultana.
(3) Heavenly Mother, Pip Millett.
(4) Lost Ones, Ms Lauryn Hill.



This one fits into a lot of my playlists but I love listening to it before a hard training day or race.



When it's time to raise the volume just a bit more, I put this song on. It's a fun one for the drive to the race venue.

(5) Good Times Roll, GriZ, Big Gigantic.



(6) Hard Time, Seinabo Sey.

Hard time is for race day only and when I put my headphones in to start my race warm-up this is the first to play. I've got a few more on that playlist, each one adds to my focus and hype, but this is all you get ;).

(7) Plans, Oh Wonder.



MAAP



Haley Batten is a Cross-Country Mountain Biker who in 2020 signed with Trinity Racing. A native of Park City, Utah, she's been riding hard since she was 9, taking her first national title at 14. This year she's racing at the World Cup with Trinity, having taken her maiden victory and earning selection on the US Olympic team. She took us through the tracks that rev her up and cool her down while she's training.

My #1 of 2020. Although I don't have it on repeat anymore I still listen to it often. Tash Sultana is often my go to for a short drive, cooking, and anything in-between. I love the talent that shines through her music.



The perfect pick when I want to tune out the extra noise and start my gym warm-up or a recovery session.



Can you improve on perfection? The Strokes have tried five times so far to make a better album than Is This It and things have only gone from good to bad to worse. Perhaps it's better not to tinker with a winning formula. So why iterate on a classic piece of design, one that's been basically the same for a century?



From Fausto Coppi lounging about before a race, all louche and lovely, shooting the breeze with Louison Bobet in that glorious French tricolour, to the glory days of Merckx putting everyone in the hurt box in an attempt to shake Bernard Thevenet off his wheel. Simpson in the rainbow bands and a checkerboard cap, a combination that has no business working, but does because Major Tom could wear whatever the hell he liked. The absolutely fucked-looking Belgian boys, exhausted in their strange six-day seclusion cubicles, shading their faces from the velodrome lights in an attempt to get some shuteye. Of course, it's not all guts and glory. Great crimes have been committed in casquettes. And against them. I won't sully this fine publication by retelling that old story about Greg LeMond, but you know the one I mean. Besides, it's probably apocryphal. The point here is the cycling cap has been around the block, and never been bettered – neither as a functional item, nor a stylish piece of clothing. Cycling has moved on in so many ways since the first racer perched a little cloth cap on his head at a rakish angle – technology, tactics and technique – but the casquette is still the same. And unlike almost any other facet of bicycle racing ephemera, the cycling cap has actually been cool. Like, for real cool, not 'cool for a cyclist'. Wesley Snipes' character in White Men Can't Jump wore a couple of different casquettes during the course of the movie, but it was the one that sold out everywhere as a direct result of the film becoming a hit. Before Snipes, it was Spike Lee, who wore a Brooklyn team cap when he played Mars Blackmon in his own movie, She's Gotta Have It. More recently, Netflix's Stranger Things has featured a character in a cycling cap.

When, in a pub in Devon, England about a year after I got into cycling, a cute bartender asked why me and my buddies were wearing "those weird little caps" I stuttered and stammered, struggling to explain that they were intrinsically linked to the heritage of the sport, that they kept the sun off your neck in the summer and the rain out of your eyes in the spring, that they were lightweight and foldable, so could be put in a jersey, but also that they were beautiful tributes to a bygone age. Cutting across my ineloquent babble, she said, "Is it because you're all hipsters?" and that rather took the wind out of my sails. MAAP has developed a cycling cap in collaboration with New Era, but fear not. They're not trying to reinvent the wheel. They just want to make a few small tweaks, under the hood – or should that be 'over the head'? Taped seams, high wicking and breathable fabric, the kind of things Greg LeMond wished his cap had. Right before...The Incident, at least. He probably didn't care much either way afterwards if his cap could move moisture away from his head and keep him cool with laser-cut perforations on the centre panel as he sweated through the remains of that fateful stage.



24 HOURS —

I N



LOSE YOUR — SELF.

MELBOURNE —

A U S T R A L I A

A M A A P G U I D E

LOSE YOURSELF



Melbourne has always been a big cycling city. It's all because Melbourne is a rider's playground. With famously variable weather, good roads and interesting topography, there's a particular ride for every kind of rider. There are a million rides and a million ways to ride them in this city.



If you've got 3 hours, fang it up Mount Pleasant Road in the city's outer north east. It's a punchy 65km loop from the MAAP office, racking up close to 1000m in elevation and a regular on our morning office rides if we want to push it a little further mid-week. You can roll out as a group up until the last 75km where it gets harder with four main short climbs.

If you happened to find yourself with a little more time, take Broad Gully Road through Nutfield on the way to St. Andrews for where you'll find a cafe called A Boy Named Sue, which has the best brekkie pizza going around (they also run a city spot called Laserpig). If you have another hour, then you can hit the King Lake climb, which is about 5% average for 7km, before descending back down and returning to Melbs. That would net you around 110km and 2000m climbing. If you haven't got that long, the Yarra Boulevard is a pocket-sized estimation of Melbourne riding, with a bunch of hills, gum trees and some killer views of the Melbourne skyline, all within a short roll from the city.

What else? Get your bike serviced at Saint Cloud on Brunswick Street. Get a coffee from Proud Mary and nick around the corner to their roastery at Aunty Pegs and load up on some of Peru's finest. Spin over to our shop and get fitted for some kit. But this is an eating city don't forget, so save some coin for a fancy dinner on Gertrude Street — maybe at Poodle or Marion. End the night at one of our diviest bars, maybe Heartbreaker in the city. And then get up and do it all again. It's that kind of city.

LOSE YOURSELF.



FANCY DINNERS
MARION, FITZROY
NOMINALLY A WINE BAR, BUT IT'S RUN BY MELBOURNE CHEF AND RESTAURANT BARON ANDREW MCCONNELL. SO HAVE A FEED WITH YOUR WINE.
CUTLER & CO, FITZROY
NEXT DOOR IS MCCONNELL'S FINE DINER. IT'S JUST ADVENTUROUS ENOUGH, BUT WITH A FAIR SHARE OF CLASSICS.
POODLE, FITZROY
WORTH A VISIT FOR THE CHECKED-FLOOR AND MARBLE FITOUT, BUT STAY FOR THE OLD-WORLD HOTEL CLASSICS.



BIKES AND GEAR
SAINT CLOUD, FITZROY
THIS CREW KNOWS BIKES. POP IN FOR A SERVICE AND YOU'RE IN SAFE HANDS.
MAAP, NORTH MELBOURNE
YES, WE'RE RECOMMENDING OURSELVES. POP IN FOR A FIT OF OUR LATEST KIT AND WE'LL SLING YOU A LONG MACCHIATO.



OFF THE FRONT
VOL. 1



COFFEE
PROUD MARY/AUNT PEG'S, COLLINGWOOD
A PERFECT CORNER CAFE WITH PLENTY OF BIKE PARKING, WITH A ROASTERY AROUND THE CORNER CRANKING OUT SOME OF MELBOURNE'S BEST BLENDS.
CODE BLACK, BRUNSWICK
A WAREHOUSE-SIZED CAFE WITH A ROASTERY NEXT DOOR. A CATHEDRAL TO COFFEE.
COUNTERWEIGHT VINYL & ESPRESSO, FOOTSCRAY
AN INNER-WEST FAVOURITE. GREAT COFFEE AND GREAT RECORDS.



BANH MI AT NHU LAN, FOOTSCRAY
ONE OF THE ORIGINAL BANH MI JOINTS. THEY'VE LASTED THIS LONG FOR A REASON.
PORCHETTA AT SAUL'S SANDWICHES, CARNEGIE
THE THINGS THEY DO TO PORK HERE SHOULD BE ILLEGAL.
BOTANICAL GARDENS, ST KILDA
IN THE BACK STREETS AND SURROUNDED BY DECO APARTMENTS, THIS IS A RIPPING PICNIC SPOT.

LONGER SPINS
MOUNT PLEASANT LOOP
A PUNCHY 65KM LOOP FROM THE MAAP OFFICE, RACKING UP CLOSE TO 1000M IN ELEVATION.
KINGLAKE
PUSH IT FURTHER WITH AN 5% AVERAGE FOR 7KM, DESCENDING BACK DOWN AND RETURNING TO MELBOURNE.
DANDENONG RANGES
YES WE'VE GOT HILLS TOO.



MORNING RIDES
THE BOULEVARD, KEW
AN INNER-EAST CLASSIC WITH A FEW CLIMBS AND PERFECT VIEWS OF THE MELBOURNE SKYLINE.
NORTH ROAD BUNCHIE
MON TO FRI, 5:45AM AND 6AM. CORNER OF NORTH ROAD AND NEPEAN HIGHWAY (CALTEX), BRIGHTON.
TOUR DE BURBS, THURS 7PM BUNCHIE
TUE, THU, 6:45PM AND 7PM. CNR OF YARRA BOULEVARD AND CHANDLER HIGHWAY, KEW.



OFF-THE-FRONT
OFF-THE-FRONT
OFF-THE-FRONT

OFF-THE-FRONT
OFF-THE-FRONT
OFF-THE-FRONT
OFF-THE-FRONT

*Late Night
Delivery*
★ ★ ★ ★ ★

For Gil Lavi, it all started with a red bicycle. A graphic designer who started his career in Israel, he's a visual person. And this bike looked amazing. The red bike helped open the door on the world of cycling that in 2020, culminated in starting NYC cycling retailer Rubber N Road with his business partner, life-long New Yorker and mad road rider Max Davis. We missed the whole middle bit, where Gil and Max worked for years in the cycling industry, either directly or as consultants. Where they learned about the business, and the industry and collected knowledge about independent brands (like say...MAAP) and put their plans together, waiting for the right moment to make it happen.



So with the critical mass of cyclists – often younger, cooler cyclists – came the opportunity to start their business. But don't go looking for Rubber N Road on the Upper West Side or NoLiTa or Alphabet City or whatever. Because Rubber N Road is as much an idea as it is a store. That idea is a curated cycling concierge service, with same day delivery by bike. "It didn't make sense to start during COVID in bricks and mortar," says Gil. "It wasn't about being a store, even online. It was about, there's a lot of people who are getting into the sport for the first time during COVID, there's a lot of people who never heard about MAAP or the other brands we're selling. Even today, we're getting a phone call like, "Hey, I was on your website. I saw this brand MAAP. I don't know MAAP. Can you tell me about it?"

When Max and Gil talk about a personalised concierge service, they actually mean it. You're more likely than not to be chatting directly with them. Even at 10pm when you need an Ascend Pro rain jacket for the next morning's ride, you'll be talking to Gil or Max, and they'll be the ones dropping them off at your door 10 minutes later. Usually by bike (although in that specific example, Max admits he got an Uber.) It's this level of service that gives them their point of difference, and brings them closer to the community. "We want to meet the people. We want to talk to the people. We want to understand what they like, what they don't like, be able to really educate them about the product," says Max. And it means they spot their gear (and ours) out in the wild. "People stop us and be like, "Hey, you're the guy from Rubber N Road," Max laughs. Which is why we say Rubber N Road is as much an idea as anything. To them, it's irrelevant if there's a physical store, or a website, or a cafe. It's about the service. So less than a year old, they've already taken in a number of forms. In October 2020, they opened a pop-up at a Manhattan Volvo dealership and drew 300 people a day to talk bikes, eat Swedish pastries and smash short blacks. They've got another pop-up happening in 2021 and are even in the process of opening a small footprint cafe and showroom. Whatever form it takes, it'll be imbued with Max and Gil's enthusiasm and love of riding.

RUBBER 'N ROAD

CALL: 347-292-8499



VISIT ONLINE:
RUBBERNROAD.COM



VISIT ONLINE:
RUBBERNROAD.COM



VISIT ONLINE:
RUBBERNROAD.COM

People stop us and be like...
"Hey, you're the guy from
Rubber N Road!"

OFF-THE-FRONT
OFF-THE-FRONT
OFF-THE-FRONT

And, like a lot of things, COVID was the moment. As Max explains, COVID hit NYC hard. Like hard hard. "For the first time ever, people are just stuck in their apartments. There's no restaurants, bars, clubs, museums, theaters. There's nothing. Everybody was kind of isolated from each other." So without all of the things that made New York "New York", people started to look for an escape on two wheels. "We really saw cycling start to be a vessel for people to get outside and get out of the city and explore and feel a sense of they're in control. More so here than almost anywhere else in the US," Max explains.



GOOD Chemistry

Cycling needs
to do better.
We need to do better.
So we're doing
something about it.
And that's where
Kevin comes in.

We're going to step in here and say that for the next 500 words or so, we're going to throw in words like "supply chain" and "chemical integrity". But we figure if you've made it this far, you give a shit about the environment. And if that's the case, you'll care that in 2015, the global apparel industry produced more than 400 billion square metres of fabric. And that producing all this fabric accounts for 25% of global chemical use. And that 90% of the chemicals that go into a textile factory is either recycled or ends up in the air, the water or the land. Which means you might care that MAAP is trying to do the right thing with all these chemicals. But back to Kevin. Kevin Myette works for an organisation called BLUESIGN®. BLUESIGN® work with brands and manufacturers to reduce the overall footprint of textiles, with a particular focus on the chemicals they use. Because even the most well-meaning brands have gaps in what they know about their products and processes. "By closing their gaps, you will ultimately make a significant difference in your overall carbon footprint, your energy footprint, your water footprint and your chemical footprint," Kevin explains. There are up to 2000 chemicals used in textile processes and new ones are being developed each

We take these gaps seriously. That's why in 2021, MAAP will become the first bluesign® System Partner cycling brand, with the aim to source 100% of on-bike apparel fabrics from bluesign®certified corporations by 2022.

week. To Kevin, this isn't necessarily a bad thing. "People just treat chemistry as something that is bad." So what if we ask Kevin if there are chemicals in the moisture-wicking, breathable, performance textiles that MAAP use? "The answer I would always say is, absolutely. And unapologetically, there are chemicals necessary to make these materials. In fact, chemicals are not the problem. Chemicals are often the solution and what's the problem is bad chemistry." And to Kevin, bad chemistry can sneak into the production process, even with the best of intentions and corporate buzzwords in place. "People who make materials are not necessarily chemists,"

he says. "When you look at a barrel of chemistry, it's not a chemical, it's a mixture of chemistry. And so they don't necessarily know everything that's in that barrel. And it's super hard for them to know that. And then they're combining mixtures to create the right effect. And so it's really hard for them to know that they're doing the right thing," says Kevin. "And so it's really important that they're buying chemistry, using chemistry that has been fully evaluated." The whole game is knowing what goes into making your product, across every step. As Kevin reminds us, "When you don't know your supply chain, you don't know your chemistry." And it's impossible to do this without help. Which is where BLUESIGN® comes in. They work with hundreds of brands and know what to look out for, to make sure that the chemical integrity of the process is elite. And knowing what to look out for is half of the problem. "It's like an iceberg," Kevin explains. "The problems that consumers are aware of, is the iceberg that's above the water. The real issues are the iceberg that's below the water." Working with BLUESIGN® is about trust. "It ensures trust that all the right choices have been made and the highest integrity is ensured across the entire network," says Kevin. Which means that riders wearing MAAP can trust that every care has been taken to ensure the chemical integrity of their kit. "Just like when you want to get into a race and the truth is in the event, you can't hide the Peloton." Kevin says. Increasingly, partnering with organisations like BLUESIGN® aren't going to be a nice added bonus. It's going to become a (perfectly reasonable) expectation of cyclists the world over. I mean, you read this far. You obviously give a shit. Working with BLUESIGN®, and the process that they're going through with Kevin shows that MAAP gives a shit too. ■

bluesign®



OFF—THE—FRONT
OFF—THE—FRONT
OFF—THE—FRONT

VOL #ZERO

A black and white close-up photograph of a man's face, showing significant facial trauma. There is a large, bloody laceration on the right side of his face, near the eye. His mouth is open, revealing teeth and blood. The text "VOL #ZERO" is overlaid in the top left corner.

This was meant to be the cover of the first issue. Original release date March 2020, pre COVID. To be honest we're sitting on the image for a while...Tom had crashed at Tour de l'Avenir in August 2019 and sent us the photo later that day. The first thing that came to mind -if we ever do a magazine, this would be a great cover. Here we are in mid 2021, Tom is killing it racing for Ineos and the first issue is finally out.

▲
▲
▲



MAAP