

PUSHBIKE.NZ

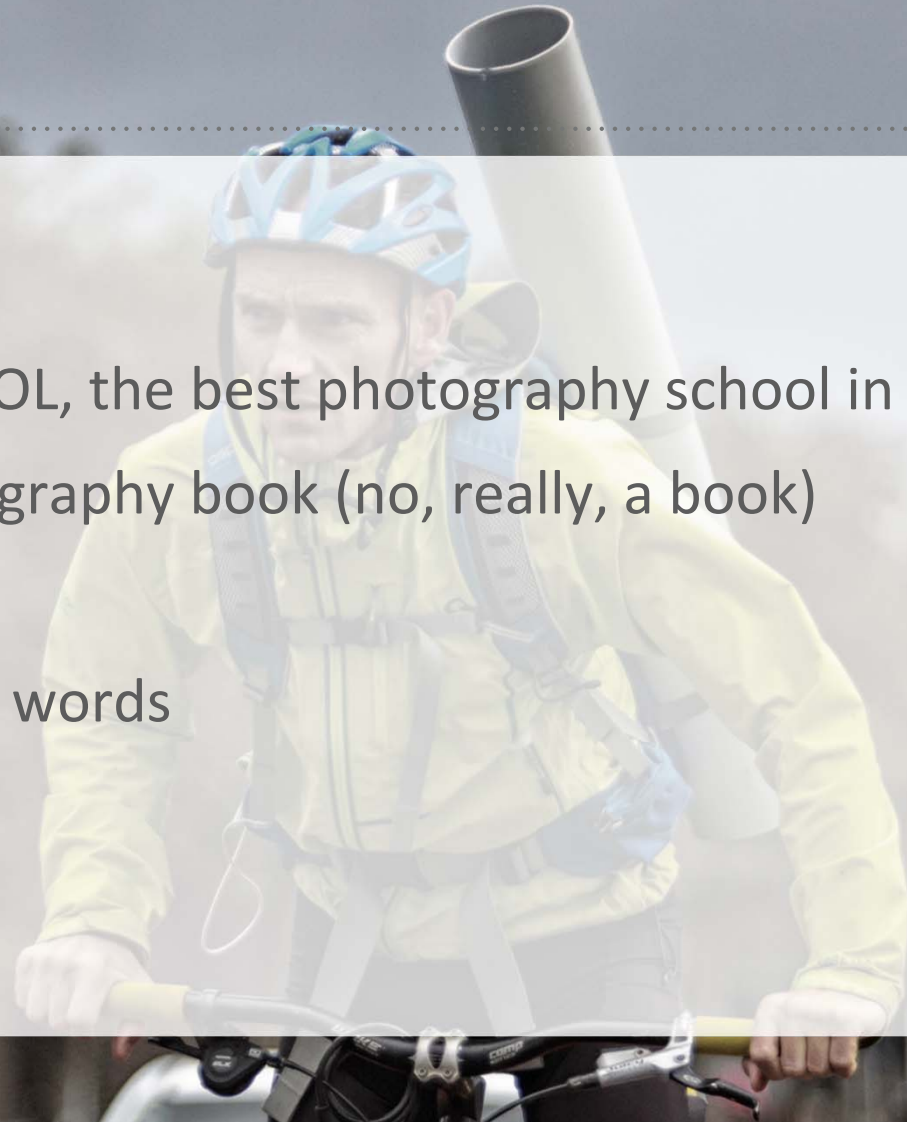
a commuter cycling photo project

Jack McKenzie
UCOL Photography Student



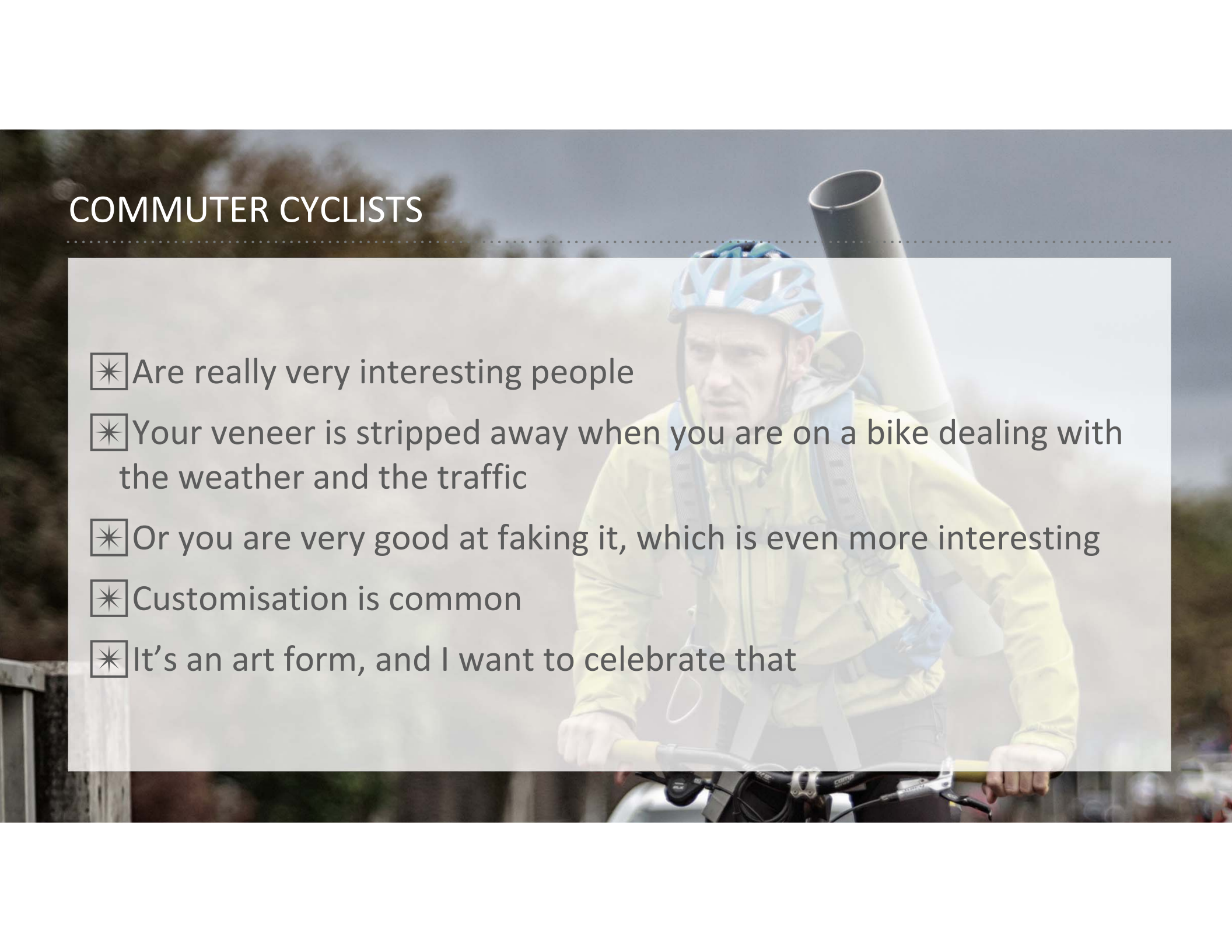
THE JOURNEY SO FAR

- ✳️ Photography student at UCOL, the best photography school in NZ
- ✳️ Final year project – a photography book (no, really, a book)
- ✳️ November 2018
- ✳️ A picture paints a thousand words
- ✳️ But why cycling?





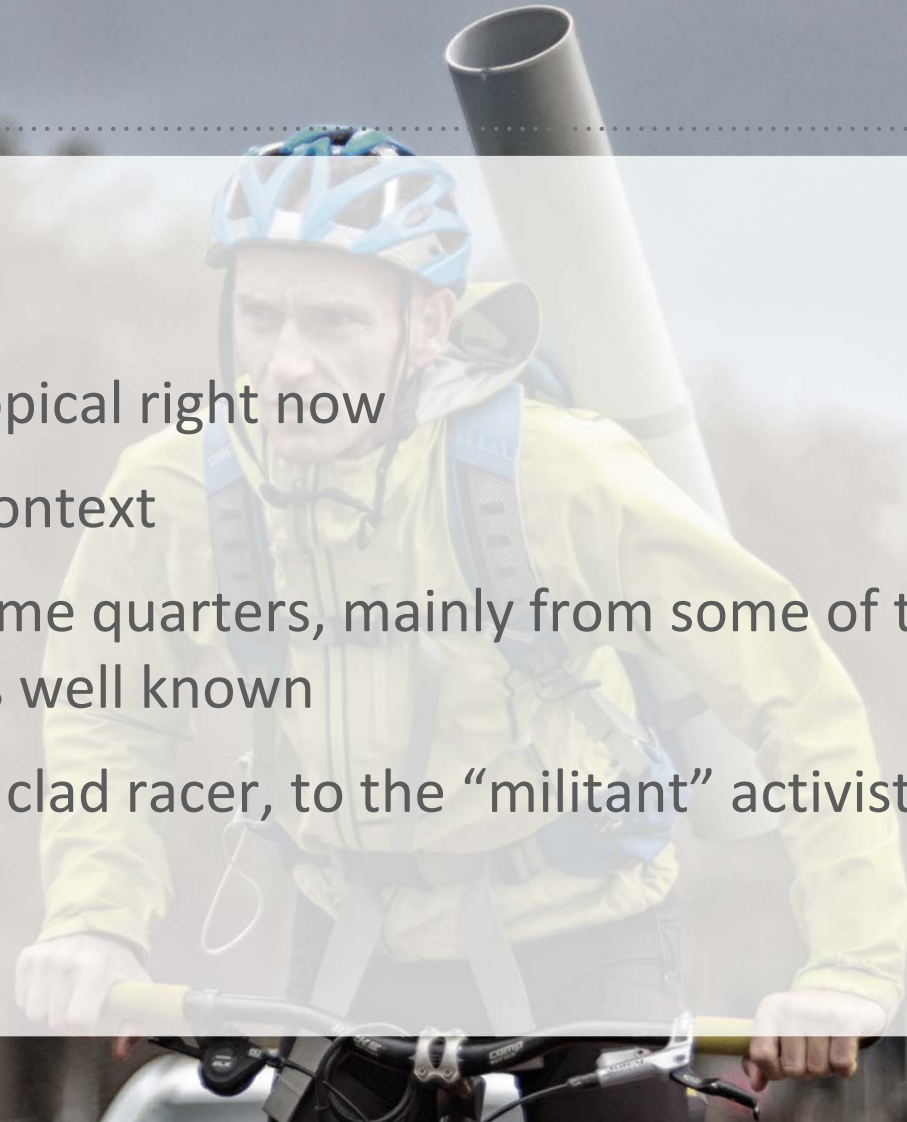
COMMUTER CYCLISTS

- ✳ Are really very interesting people
 - ✳ Your veneer is stripped away when you are on a bike dealing with the weather and the traffic
 - ✳ Or you are very good at faking it, which is even more interesting
 - ✳ Customisation is common
 - ✳ It's an art form, and I want to celebrate that
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- A photograph of a cyclist riding a bicycle. The cyclist is wearing a blue helmet and a bright yellow jacket. A large, black, cylindrical pipe is mounted vertically on the back of the bicycle. The background is a blurred outdoor setting with trees and a fence.



AND...

- ✳️ Commuter cycling is very topical right now
- ✳️ Strong social and political context
- ✳️ The social backlash from some quarters, mainly from some of the car-centric parts of society is well known
- ✳️ Stereotypes, from the lycra clad racer, to the “militant” activist





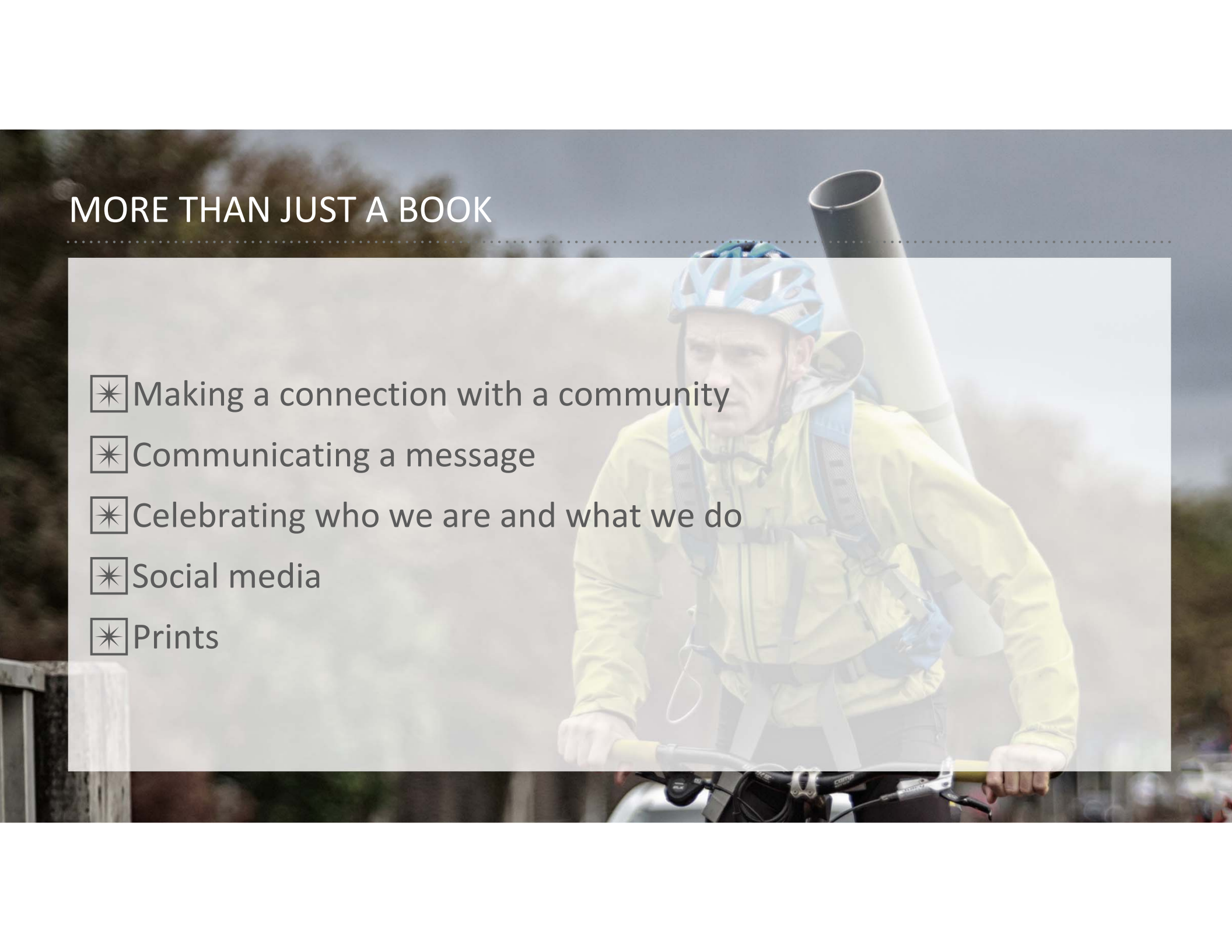
CYCLISTS ARE PEOPLE TOO

The risks we take every time we get on our bikes are all too familiar





MORE THAN JUST A BOOK

- ✳️ Making a connection with a community
 - ✳️ Communicating a message
 - ✳️ Celebrating who we are and what we do
 - ✳️ Social media
 - ✳️ Prints
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- A cyclist wearing a blue helmet and a bright yellow jacket is riding a bicycle. A large roll of white paper or fabric is strapped to their back. The background is a blurred outdoor setting with trees and a fence.



HOW WILL I PAY FOR THIS?

- ❑ One to three copies, or many?
- ❑ 300 - 500 copy price threshold
- ❑ Crowd funding for publishing costs
- ❑ Sponsorship
- ❑ First of a few books?
- ❑ Display outside

