

AFTERMASS

Bicycling in a Post-Critical Mass Portland A film by JOE BIEL

This film is Great! Please watch it!
—Gus Van Sant

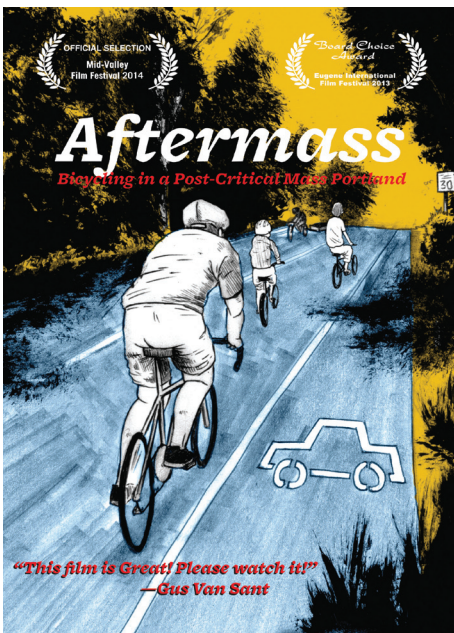
"Aftermass showed me that, contrary to what I believed twenty years ago, the bicycle activists who participated in Critical Mass were my people."

—Elizabeth Kiker, Executive Director of Cascade Bicycle Club

"This movie will change your whole perspective on the history of the bicycle movement and your own role in the future of it." —Elly Blue, *Bikenomics*

"With candid interviews from key players in Portland's bike legacy and new reporting on dubious, anti-bike police activities, the film explores what led up to Critical Mass and what has happened since the iconic protest ride has fizzled out." —BikePortland

"Explores Portland's storied history with cycling both as a mode of transportation and as a social movement." —Phoenix New Times



"A must-see movie for anyone who wants to know more about the Portland bike scene and how Portland became known as 'America's Bicycle Capital.'" —BloomingRock

BENEFITS

- 1) Demonstrates how grassroots action is necessary for an effective bike plan.
- 2) Tells the 40-year history of how Portland, OR became the most bike-friendly urban area in the U.S.
- 3) A blueprint for the interplay between advocates, activists, and public officials.

How did both Europe and North America's greatest bike cities come to be? *Aftermass: Bicycling in a Post-Critical Mass Portland* is the first feature documentary to explore the events, people, politics, and social changes that led to Portland becoming the first major bicycle city in the western hemisphere.

Aftermass features many of the leaders and major participants behind the growth of bicycling ridership since 1971. The narrative shows the complex dynamic throughout the 1990s between advocacy organizations, politicians, city planners, and the then-new, grassroots Critical Mass ride. The film is full of smiling faces on two wheels, but also explores the controversies, setbacks, and bumps along the way, including riots, political roadblocks, and an illegal police spy.

The film provides new and vital insights into Portland's history and paths other cities can follow to a bicycling future.

ISBN: 978-1-62106-899-0

Home Release Date: March 17, 2015

Format: DVD, 74 minutes, color, HD

Subjects: Bicycling / Documentary

Price: DVD \$19.95 / On Demand \$3.99

COMPARABLE/COMPETITIVE TITLES:

Bikenomics Microcosm \$14.95 978-1621060031

Half Man, Half Bike (2013) Chicago Review Press, \$18.95, 978-1613747261

Joyride Mountaineers \$21.95, 978-1594857607

Bicycle Dreams: A Cycling Film B002KJAIG0 (2010) \$19.95



Joe Biel is a writer, activist, filmmaker, teacher, and founder of Microcosm Publishing and co-founder of the Portland Zine Symposium. He tours with his films with the Dinner and Bikes (dinnerandbikes.com) program. He has been featured in *Bike Portland*, *Time Magazine*, *Publisher's Weekly*, *Utne Reader*, *Portland Mercury*, *Oregonian*, *Broken Pencil*, *Readymade*, *Punk Planet*, and *Maximum Rocknroll*.

A small, charming, and innovative publishing house, **Microcosm Publishing** specializes in work designed to make the reader feel good about being alive, take an active role in bettering their life, and impact the world around them. Microcosm has developed a reputation for teaching self-empowerment, showing hidden histories, and fostering creativity through challenging conventional publishing wisdom, with books and bookettes about DIY skills, food, zines, and art.

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