

中国财富塔尖人群的生活方式

VillasLife

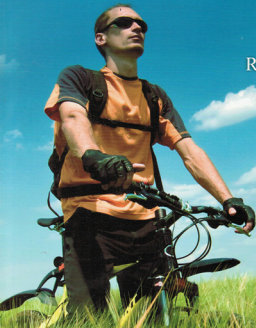
THE MAGAZINE FOR THE HIGH-END CROWD

TM
別墅時光

依水庄园
other villa

June 2010
2010年6月 出版

Review Toys
Remind Childhood
32款超酷玩具



海外旅游遭遇灰色地带
Outbound Travel Encounters the Gray Zone...

The Seven Sins of Outbound Travel

出境游七宗罪



Ines: 伊泉: 绿耍着, 幸福着

Green Natooke Happiness

Text by Gao Jing/You/Photography by Yang Zichen
采访/高敬友 摄影/杨子宸

“**B**eijing is a flat city. It is very suitable for riding fixed gear bicycle.”

Ines Burn - a girl from Germany - loves riding on fixed gear.

Riding a fixed gear bicycle gives you a different feeling than riding other bikes. You cannot coast on a fixed gear bike, you have to always pedal while the bicycle is in motion. But this is not tiring - it is actually very motivating. The bike pushes you to continue to ride at the same speed.

Ines's parents love being outdoors, camping and doing sports. So from young age Ines learned how to be aware of the environment and keep it clean and healthy. She did a lot of outdoor sports and of course also learned how to ride bicycle - and she rode to school.

At the age of 13, Ines stopped competitive gymnastics and found a sport called artistic cycling which was doing gymnastics on a bicycle. This special bicycle was a fixed gear bicycle. She was member of the German National team for many years, won many competitions and she is still one of the best the trick riders on the world. The International Bicycle Association has a named a bicycle trick figure after her called "Ines Straddle".

Ines is a passionate cyclist, cycling everyday. She was working in an international telecommunication company for over 7 years in a good position with high salary. Because she did not have enough time to ride bike she decided to quit her job. Ines said "My passion is about bike. My job had become repetitive despite traveling all over Asia, so I decided to take my savings and start my own company to share my hobby with others." In November 2009 Ines officially opened her bicycle shop called "Natooke" in Beijing (Jiudaoying Hutong 19-1, Dongcheng District).

"Natooke" is a shop specialized in single speed and fixed gear bicycles as well as juggling equipment. Customers come and chose each component - Ines and her shop partner Fede (the juggler) build up the bikes. Every bike is unique. Natooke has not built up 2 bikes that are the same, each bicycle is different. Ines can tell by seeing a bike who the owner is.

"Natooke" attracts a lot of bike riders. There are always cyclists visiting the shop, talking about bicycle culture, buying new parts or participating in rides. There are more and more fixed gear bike rides in Beijing so the Beijing fixed gear group is growing and there are more and more organized fixed gear rides.

The shop name "Natooke" comes from an African word for "green banana", and green stands for sustainable. Ines would like to inspire people to change some habits to be more environmentally friendly. Some are as easy as bringing your own chopsticks when you go out to eat. Reducing the amount of disposable chopsticks will save trees as well as the resources required to grow the trees. Natooke also suggests people to carry their own reusable water bottle.

Beijing is congested with traffic jams every day and it is getting worse with the increase of number of cars. This then increases pollution. Ines and a friend Shannon Sutton set up a movement that promotes the use of bicycles - called SIC (Smarter Than Car). They want to make Beijing a better place to live in. Using a bicycle to get around the inner city is the fastest and smartest way. They want to inspire more people to ride bicycle so that the air will become cleaner and the Beijing sky will be more blue. On the 1st Friday of each month at 7pm SIC organizes and group bike ride. These rides are not too long, often along a scenic route in the city and fun. Maybe next time when you see a group of happy cyclists smiling while they are riding past traffic jams it is SIC.



“北京是一个很平坦的城市，很适合骑死飞自行车。”来自德国的姑娘——伊泉热爱死飞自行车(flyed gear bike)运动。

“骑死飞的感觉是不一样的。每次骑车，死飞都会给你一个反馈。你会有很多选择，可以很快，也可以很慢，都由你自己掌握。不会像传统自行车那样，快慢不完全由你掌握。有时死飞也会给你一种暗示，强制你不停的加速。”

伊泉的父母热爱户外运动，深受父母影响的伊泉从小就喜欢各种户外运动。那时父母送给她一辆3速自行

车，她总会以最快的速度在家和学校中间穿梭。

13岁的时候，伊泉开始在德国花式单车道接受训练。从那时起，她开始接触死飞自行车。伊泉是世界上最好的特技自行车手之一，赢得了许多的奖项。国际自行车协会还以她的名字命名了一个动作——“伊泉分腿腾跃”。

2009年11月，伊泉在北京五道营胡同的死飞自行车商店——“圆”开张了。喜欢死飞自行车的她，在德国的一家电信公司工作了7年后，放弃了那份稳定的工作。“每次都是见同样的人，每天都处理同样的事情，很枯

闷。我还是想做自己感兴趣的事。我喜欢死飞自行车，所以我就开了这家商店。”

“圆”是北京唯一一家专业做死飞自行车的商店。伊泉会根据顾客的要求组装死飞自行车。不一样的车胎，不一样的车闸，不同的颜色搭配，让每一辆死飞都胆劲十足，个性十足。“每一辆死飞都是不同的，有时朋友会打电话给我说，你今天去国贸了吧。虽然他们没有看到我本人，但看到了我的车子。”

“圆”因此吸引了很多自行车爱好者。总有自行车爱好者找上门来，购买最新的部件或者参加伊泉组织的活动。

商店的英文名字取自一种绿色的香果“Natsoko”，这是伊泉推崇的绿色生活理念的体现。“不要用一次性筷子，准备自己的筷子，这样可以节省很多森林资源。外出游玩用自己的水壶，不用瓶装水。我们在环保的前提下，组织各项运动，希望推广一个可持续发展的生活方式。”这就是伊泉一直在实践的“绿圆”生活理念。

伊泉还和搭档Shannon Bufton创办了一个致力于倡导在北京用自行车出行的团体——STC (smart than car)。随着城市里的汽车拥有量不断刷新纪录和越来越严重的交通拥堵的现象，骑自行车出行是一个再好不过的选择了，骑上车能让你更快、更自由地穿梭于城市中间。

STC是一个开放的团体，所有的自行车爱好者都可以加入。每个月的最后一个周五，STC都会组织自行车运动爱好者在北京骑车。每次活动的骑车路程不会太长，速度也不会太快，但会充满乐趣，是一个更适合健身、塑形的活动。

也许下次你遇到一群向你说“Hello”骑着各式自行车的人就是STC。



What is a fixed gear bike?

The first bicycles were all fixed gear. The first bike races were done on fixed gear bicycles. Until today the Olympic sport of track cycling still uses fixed gear bicycles. These bikes have no gears, just one single speed and no brake. Fixed gear means it has no freewheel and no ability to coast. On a fixed gear bike if you pedal forwards the bike moves forward. If you pedal backwards the bike moves backwards and if you stop pedalling the bike also stops. So there is a fixed connection between the chain and the back wheel. On other bicycles, like for example Flying Pigeons, road bikes, mountain bikes or simple city bikes you can actually stop pedalling while the bike is still moving forward, which is called coasting. On a fixed gear bike you can slow down just by resisting the pedal movement. Nowadays

people ride them in the cities. If you train you can even learn how to stop just by using your legs. Some some experienced bike riders do not put any additional brake on the bike even when they ride in the city, just like the red track bikes.

Fixed gear bicycles are very beautiful because they are very simple. It only takes about 30 parts to build up a fixed gear bike. They have no gear levers, gear shifters, gears, gear cables, brake cables or suspension. It is mainly just a frame, two wheels, handlebar, pedals and saddle. Many people find them attractive due to the simplicity. And they are also quite light weight.

Riding a fixed gear bike is a lot of fun! You can ride it very fast, do some tricks on it, play bike polo or just commute. Riding a fixed gear bike can be addictive, so be careful!

什么是死飞自行车?

死飞自行车是一种没有飞轮, 没有滑行能力的自行车。它轮直接同轴固定在前轮上, 踏板向哪个方向转动, 后轮也随着向同一个方向转动。如果你往后蹬脚踏, 死飞自行车将往后移动。骑手可以通过固定脚踏的旋阻速度来控制自行车的快慢, 不用刹车制动。

死飞自行车是非常酷的, 因为它们简化到只有一个车架, 两个轮子, 一个车把和座位。通常没有闸线, 没有齿盘换挡, 没有油门板, 没有灯, 没有反光板, 没有闸, 是绝对“纯净”的自行车。

骑死飞自行车是非常有趣的! 你可以骑得非常快, 或者做花样动作, 或者打马路球, 或者只是作为日常的交通工具。骑没有飞轮的自行车的感觉是非常上瘾的, 所以要小心! 🍀