

# ZINE

[longdistance-cargocycling.org](https://longdistance-cargocycling.org)

LONGDISTANCE-CARGOCYCLING.ORG

*Prototype for New Thinking*



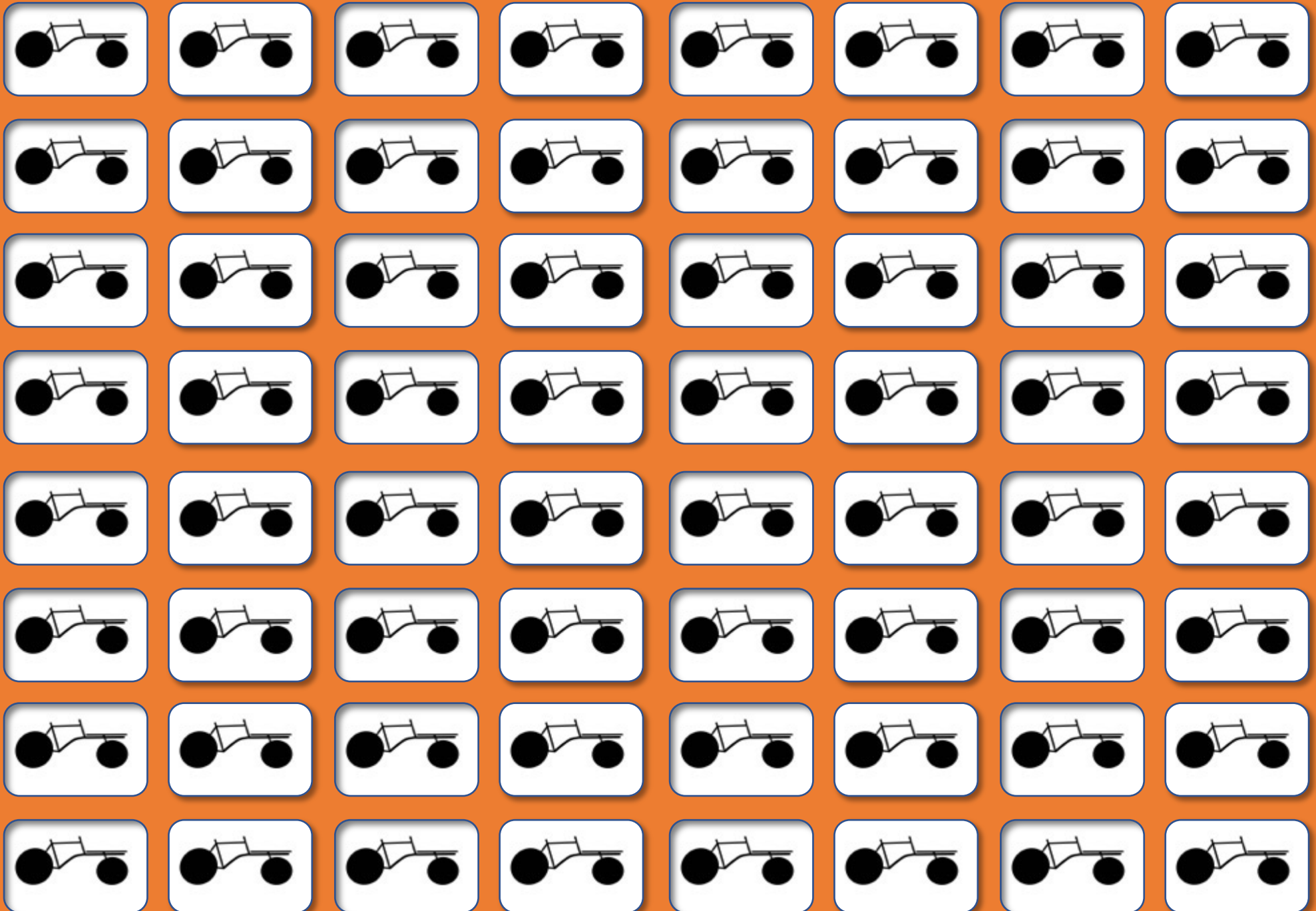
Spring 2023

**LONGDISTANCE-CARGOCYCLING.ORG**

**STARTED AS AN INITIATIVE THAT HELPED  
COMMUNITIES TO COLLECTIVELY BUY ORGANIC FOOD  
DIRECTLY AT SOURCE AND SHIP IT TO RECIPIENTS  
BY CARGO BIKE FREE OF ANY CHARGES.**

**IT STARTED AS A PIONEER ACTION AT MICRO-LEVEL,  
VENTURING INTO A PROTOTYPE  
FOR NEW THINKING.**





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SPIRALHAUNTOLOGIES

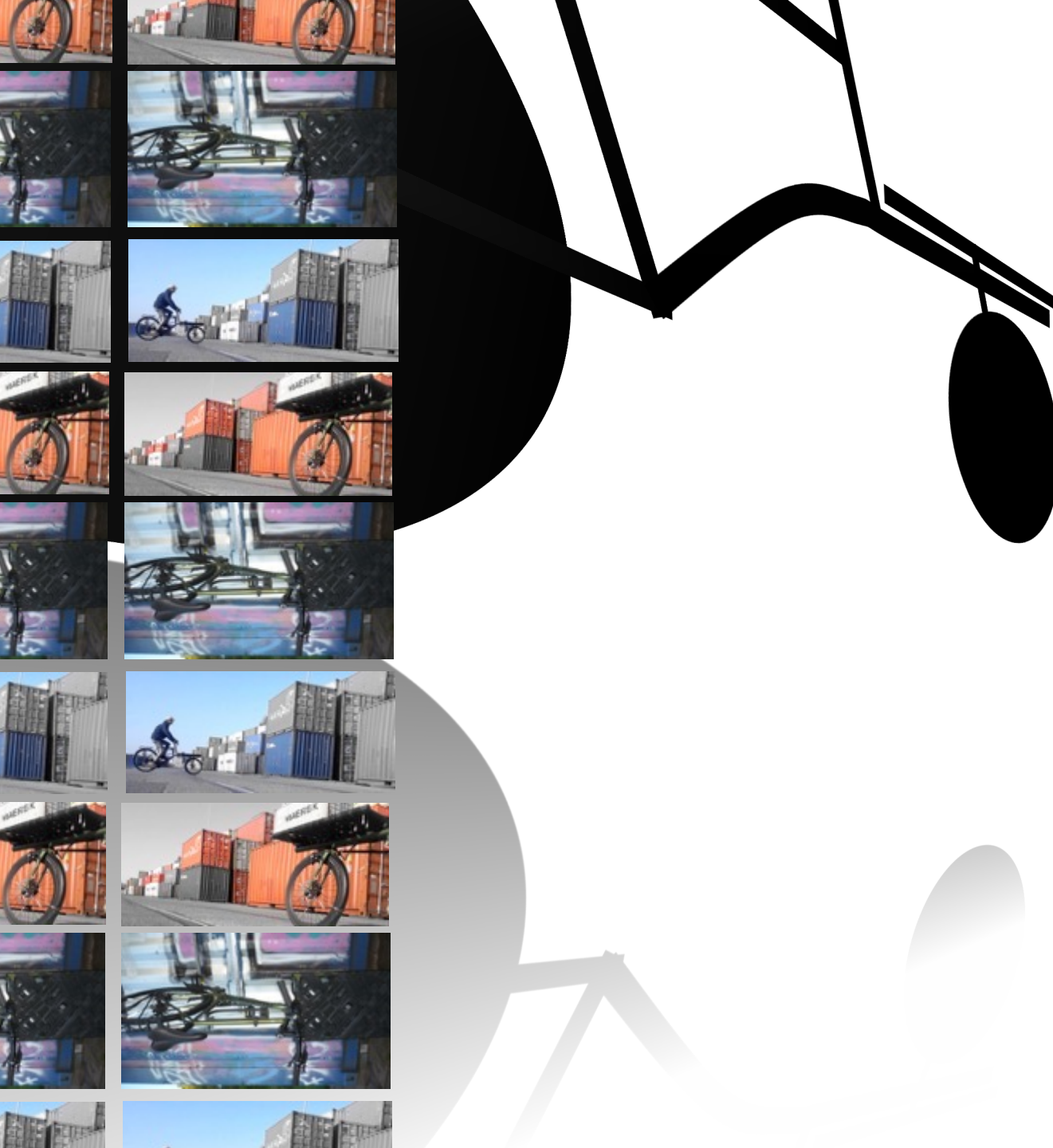
EXPERIMENTAL SET-UP

RAPPROCHEMENT

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My project **longdistance-cargocycling.org**  
exists because of cracks in our system.  
It is an immersive cyclistic experiment.  
I ride through our absurdities of reality  
turned into asphalt and concrete.  
It is an attempt to observe.

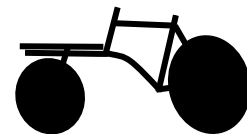
## STATEMENT





My investigation is driven by experiments. The cargo bike becomes an omnipresent and silent observer exploring spaces of possibilities. It enters into a dialogue with our established perceptions and myself. If physical exercise is the minimal overlap here, it is my intention to approach this gap in a cyclistic, yet aesthetic manner.

## EXPERIMENTS I





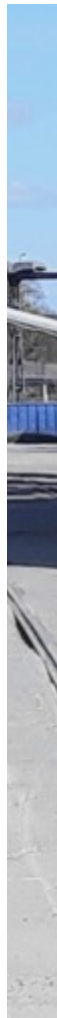
## SPIRALHAUNTOLOGIES

"The past haunts us. longdistance-  
cargocycling.org rides through  
results of competitive, ego-driven and  
materialistic conceptions. It mirrors  
these with integral and transcendent  
ways of cognition.

It is an attempt to prototype new  
thinking. What colour is our today's  
world? Orange.



# RAPPROCHEMENT BY CHANGE OF STATE



What happens if the narrative develops quicker than the hearing?

Cycling becomes the irritation to all things being homonormative.

My spaces of opportunity are physical and geographical embodiments of new mental models. They are visualisations of underrepresented perceptions. You are invited to help change the self-narrative of our system.

The experiment is completed, research is ongoing: intellectually high quality, stable, light and environmentally friendly.





By combining interventions with observations, the experiments examine the real and imaginary, bringing them together and generating spaces of opportunity which get documented in seemingly surreal texts. Once completed, the experiments might challenge established narratives.



By pure coincidence, experiments focus on our current state of road freight and road mobility. There is no research question. Data comes in form of pictures or descriptions. There is no rationality to interpret the data, just subjectivity and intuition. Geographically, my experiments focus on is Northern Europe.

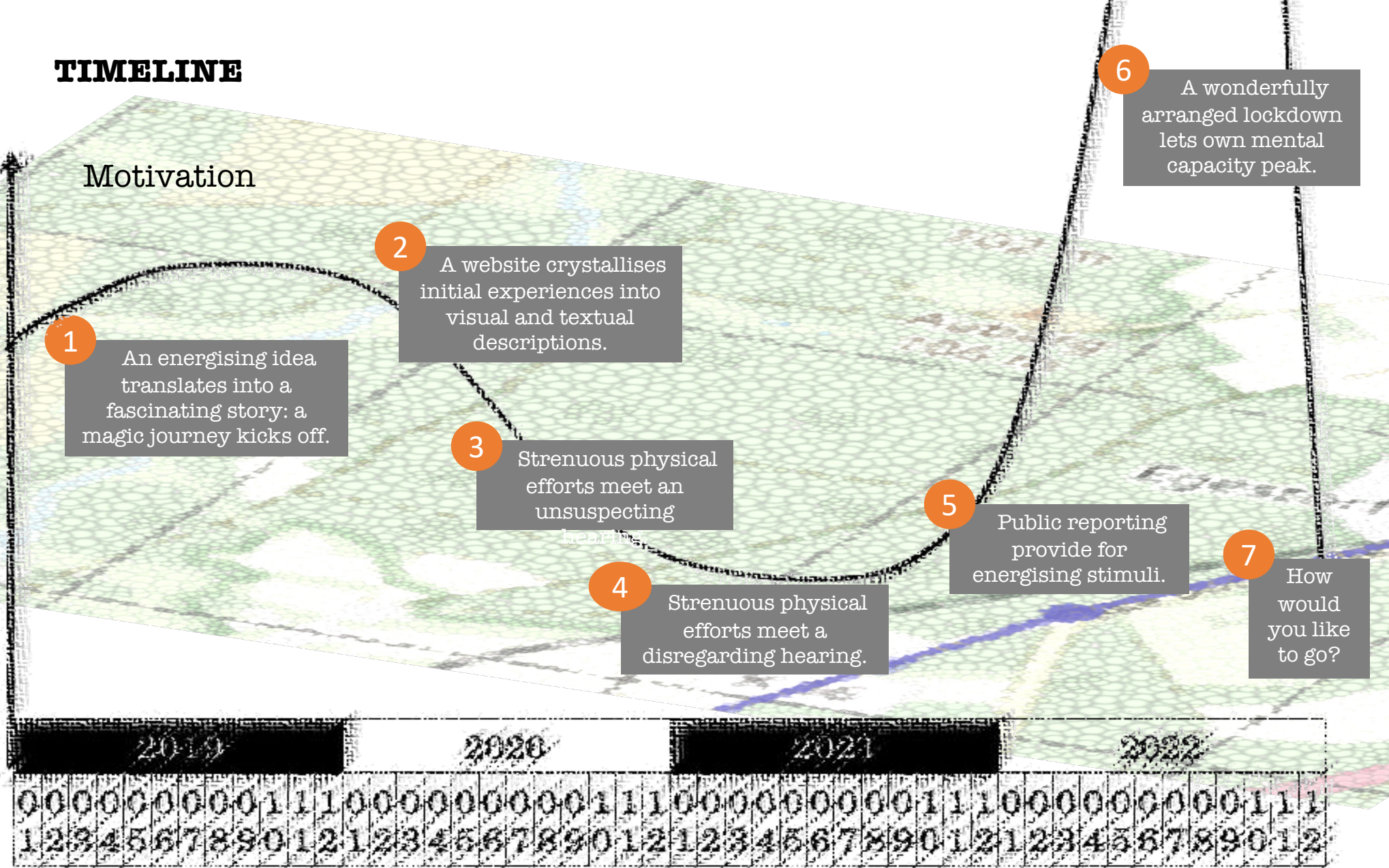
Observation and sensing of our human society that essentially relies on the ecosystem for goods and services. The experiments have multiple space and time scales, however they resemble just a beam of a torch-light in massive geosphere-biosphere-anthroposphere interactions.

**longdistance-cargocycling.org** humbly develops options of how to sense and feel these interactions. It is all about our individual mental constructions. There is neither a right, nor a wrong sort of description. Contradictions might appear. Irritations are possible.



# TIMELINE

## Motivation



From time to time, motivation exceeds unimaginable levels.

## HEARING

My story of investigating the question what is missing in sustainability research begins in Spring 2019. At that time, I founded longdistance-cargocycling.org, an initiative that allows communities to collectively buy organic food directly at source and ship it to recipients by cargo bike free of any charges.

After roughly two years of intensive engagement for longdistance-cargocycling.org, after approximately 15 trips and 3,000 kilometres under my belt, I slowly began to feel a certain tiredness, less because of the physical efforts required by those trips, but more so because of the eternal similarity of the appreciation I got: “hey, that’s a huge distance you cover for so small a load!”; or questions: “who pays you for all of this effort?”

This kind of perception after just two years into a project that addresses a very important personal issue did not resemble my understanding of the temporal dimension of sustainability. Rather, I felt like being on a “niche-level” with this kind of pioneer-action (Göpel, 2016), or did longdistance-cargocycling.org even show elements of a “prototype” in the sense of Otto Scharmer (2020), however with uncertain outcomes?  
I felt I was in need of a reflexion.

A double-blind exploratory constellation encouraged my personal system of longdistance-cargocycling.org to speak up. Human representatives intuitively gave a voice to my stakeholders. In a system of me (A), the public hearing (B) and the narrative (C), which moved over three contexts, the “past”, the then “present”, and the now materialised “future” the representatives offered pictures and metaphors, surprising results emerged:

*B is stubborn; B thinks A and C are messing around. B is unsure who is leading: A who focuses on sportive recognition, or C who stresses an integral claim? C is completely on the side of A.*

*B complains: "A doesn't manage to put the matter into words so that B understands it". A's behavior makes B angry.*

*A invited B to come along, gets a swatter.  
What is needed?*

*For C: put your fist in your pocket, explain, offer.*

*For B: A and C can do what they want.*

*For A: A would have to dissemble if it got involved in B's language*

An option?

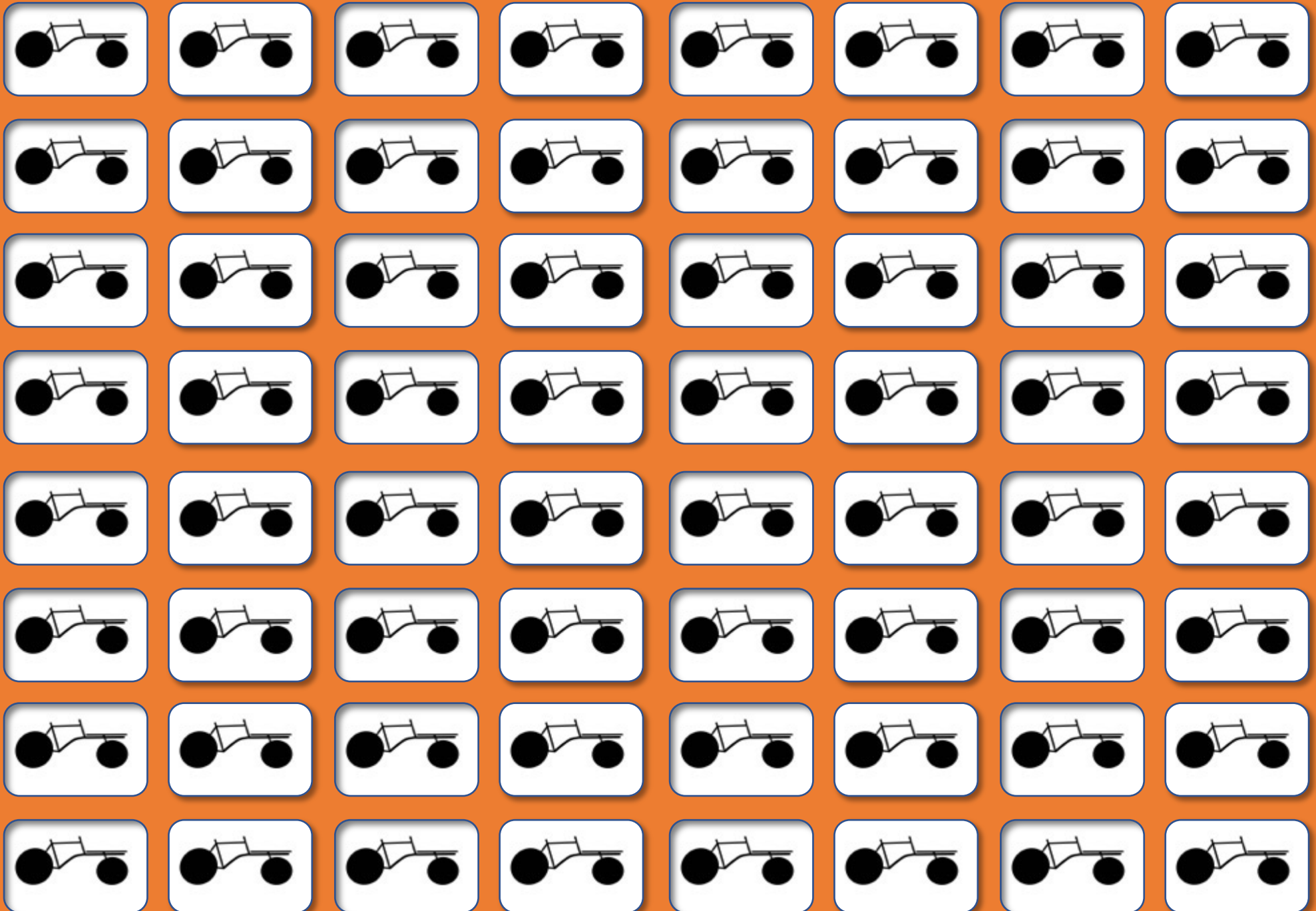
After revealing the constellation structure to the representatives an intriguing hypothesis started to emerge: “The narrative moves quicker than the hearing.”

Well, the gist of longdistance-cargocycling.org, which I had intended to tell, faded away, surely ostensibly unheard? Hence the tiredness, I concluded. How might the sustainability feel about it, if my hypothesis proofed to be applicable? Admittedly, the constellation just modelled my own personal system, so any generalization from it is to be treated with utmost caution. Nevertheless, the anecdotal responses of my stakeholders show a tendency to stick to established mental models. How can unfamiliar “pioneer actions” create such a suction in order to encourage others to follow suit from “niche level” onto the micro- or even meso-level (Göpel, 2016)? This is a question I cannot answer at the moment of writing. Perhaps longdistance-cargocycling.org is too curative, in a sense of an urge to change behaviour, or to avoid something, or even to heal.

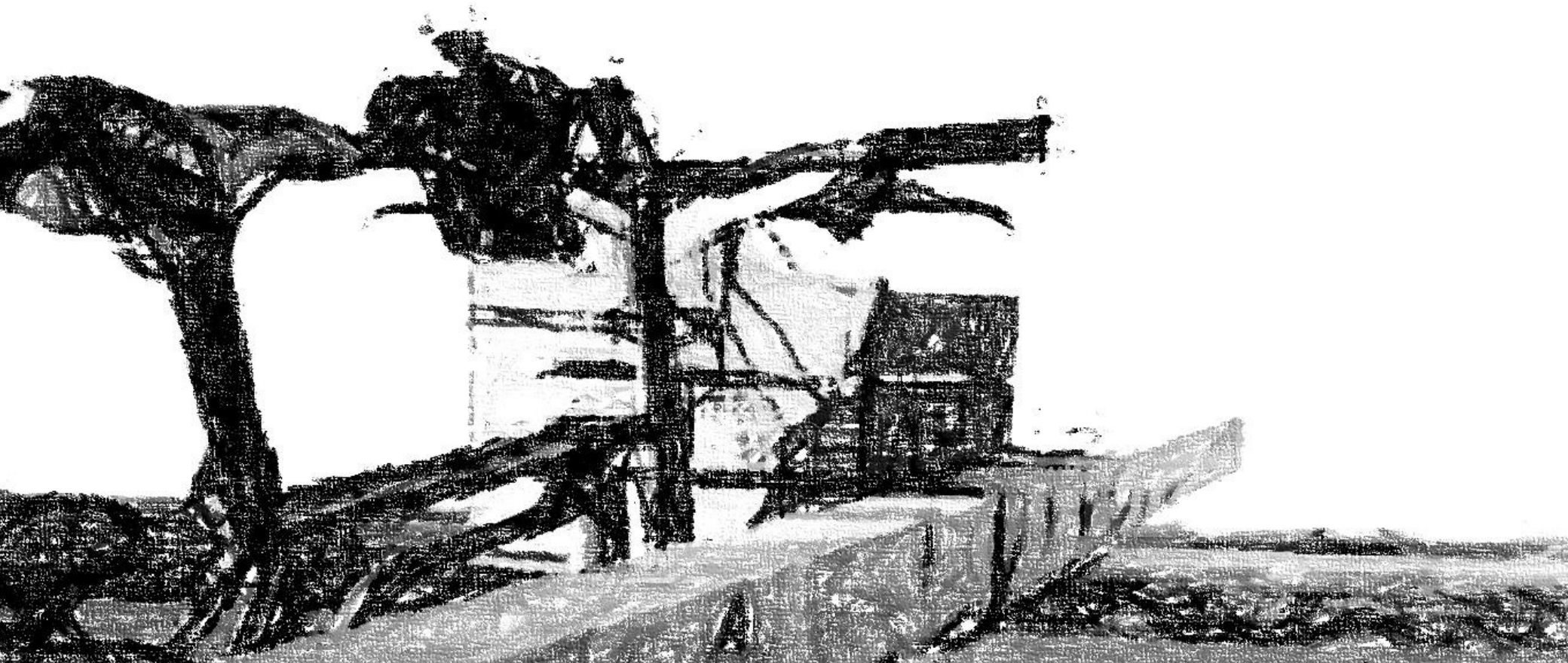
My conclusion from the constellation was to develop the narrative of longdistance-cargocycling.org according to my ideas, giving no consideration of the hearing. The bike became a silent observer of its (logistical and consumptive) environment. Installations and interventions replaced trips, which allow for a more subversive invitation to the hearing to spare a thought; or are there new sets of ears? Curative offers are gone for good.

Moreso, I increasingly developed a palliative perception of sustainability. Palliative in a sense of accepting a finite, and with it any remaining options. The manifest of the Association for the Palliative Turn (APT) asks rather succinctly “what if we have been asking the wrong questions?” And APT continues “what if our attempts to not only control our own lives but now even the planetary climate, where just another symptom of what has been wrong all along?” (Kunstverein, 2020)

Looking from this perspective, longdistance-cargocycling.org enriches a situation, which does not cling on to reconstruction, or even preservation of a certain condition, but which aims at facing an imperfect state with dignity. The tiredness which I felt some time ago could be the pain of something old that is dying now, while something new is waiting to be borne (Laloux, 2017).



# EXPERIMENTS II





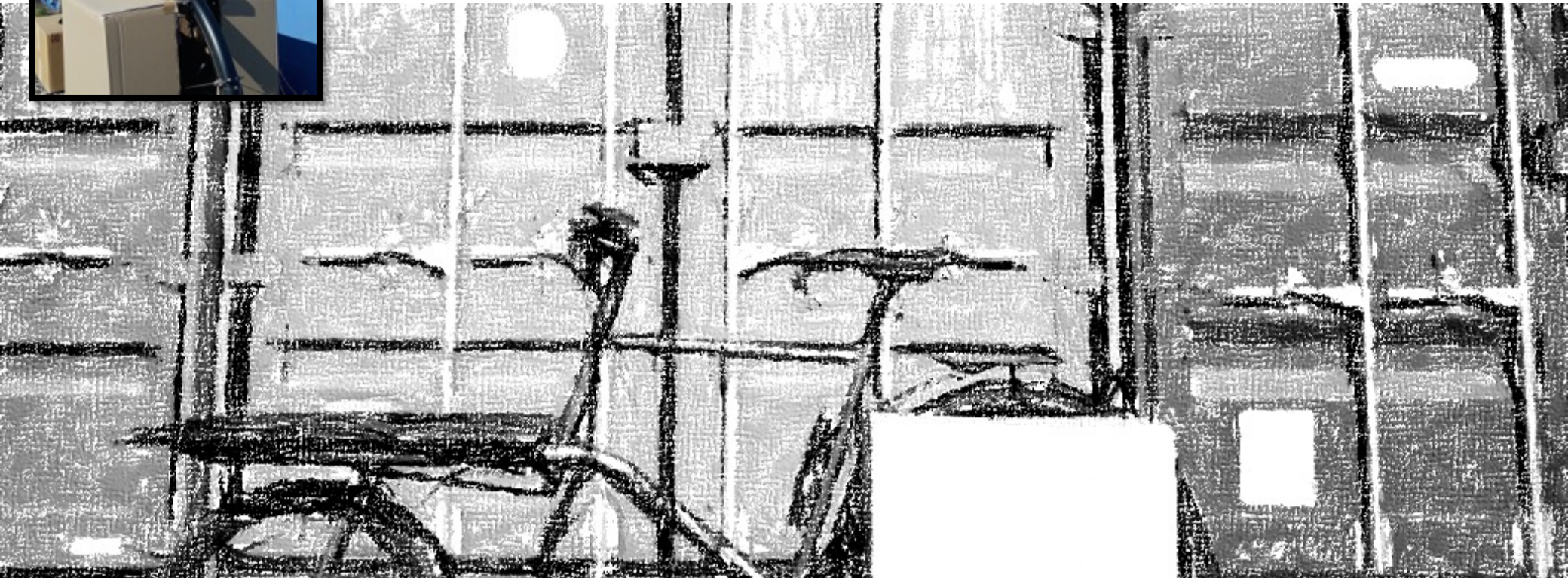


We put everything into boxes. Our stuff, our thinking. By using boxes, we establish routines to simplify our life. Boxes are replaceable, and so becomes our thinking.

## OUTSIDE THE BOX



But what if those routines fail us? There is potential to act. New thinking offers ways of stepping out of our boxes.





Towers provide orientation. The world over, the sight of a tower symbolises refuge, identification, safety. Seafarers, worshippers, and even the odd cyclist, rely on their dominating impressions.

A beacon provides physical beams of light, a church tower offers hope for religious enlightenment; and following the invitation of the latter, a cyclist might not only find sacred comfort, but also more secular distractions right in the middle of urbanism.

However, I observe an intriguingly new breed of towers, popping up at the fringes of urbanity. Slim, with spiritual symbols of its own, it appears they offer rewards of different sorts. The cyclist, coming nearer, feels like having to navigate a sea of four-wheeled gadgets full of adorers flocking to this symbol of a new religion seeking convenience and speed.



**TOWERS OF A NEW RELIGION**



# **AEROSOL ART**

**TODAY, WE TELL  
OURSELVES STORIES  
THAT WE WOULDN'T  
BELIEVE IN THE  
FUTURE.**



**RUPTURES APPEAR, WE HIT THE WALL.  
NO PHANTASYS TO SHAPE THE FUTURE  
OF OUR WORLD. TOO MANY COMPETING  
NARRATIVES.**

**ENTRENCHED IN  
BIPARTISANSHIP, UNABLE TO  
SENSE THE EMERGING SPACE OF  
POSSIBILITIES. MY BIKE AS A  
SILENT OBSERVER.**

**AN EPTOMISED OPTION FOR AN  
UTOPIAN ALTERNATIVE  
MODERNITY. CONTOURS OF  
THOSE REALITIES ALREADY  
APPEAR TO EXIST, IN PICTURES.**







## MODERN MOBILITY

The action  
goes on  
elsewhere.

The action  
goes on  
elsewhere.



We witness  
idle  
artefacts  
of a busy  
world,  
carelessly  
abandoned,  
in all  
cases.

We witness  
idle  
artefacts  
of a busy  
world,  
carelessly  
abandoned,  
in all  
cases.



Their  
silence is a  
prompt to  
think.

Their  
silence is a  
prompt to  
think.

# WICKED CYCLING ASSIGNMENT

**TAKE A BIKE. ON IT, MOVE AN OBJECT TO  
WHEREVER IT WANTS TO BE MOVED.  
OBSERVE AND DOCUMENT THE RIDE!**





We live in a world of splendid contradictions. **longdistance-cargocycling.org** donated to **artenglück.de**, a purveyor of wild flower beds to save remaining bio-diversity. A generous donation for a common cause with funds generated from plenty of cargo cycling trips.

The results of our actions: expensively compensated. There appears to be a requirement to reflect their unintended consequences in the first place.

**Splendid Contradictions**





## GREENED SUPPLY CHAINS

Our reality is only a mental construction. It is a result of our inner beliefs and experiences. What we see as grey, for others it might appear as green. There is no absolute truth.

Narratives of greened supply chains fall on unsuspecting ears. There is no wrong and no right. even when most of us still perceive it as grey.



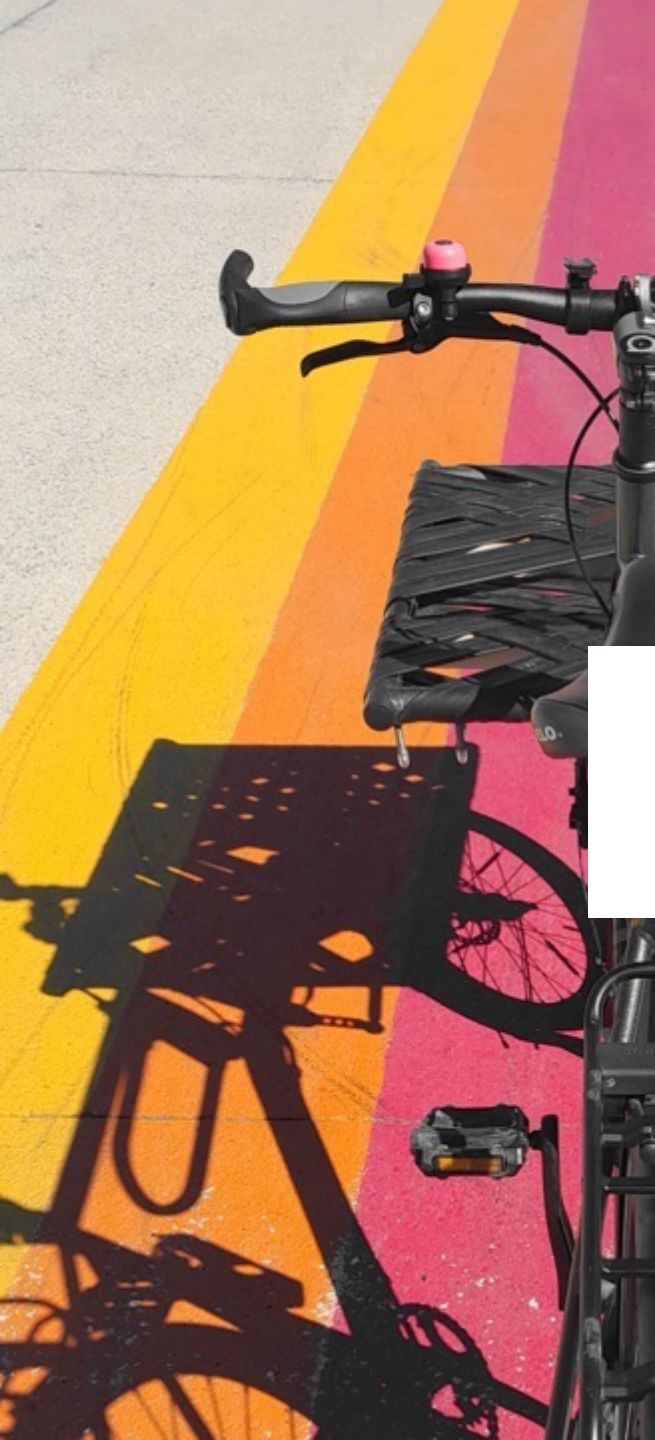


A photograph of a bicycle with a woven seat and a white geometric frame with red edges. The bicycle is parked on grass. The text "OPEN BOOK - OPEN MIND" is overlaid on the left side of the image.

# OPEN BOOK — OPEN MIND

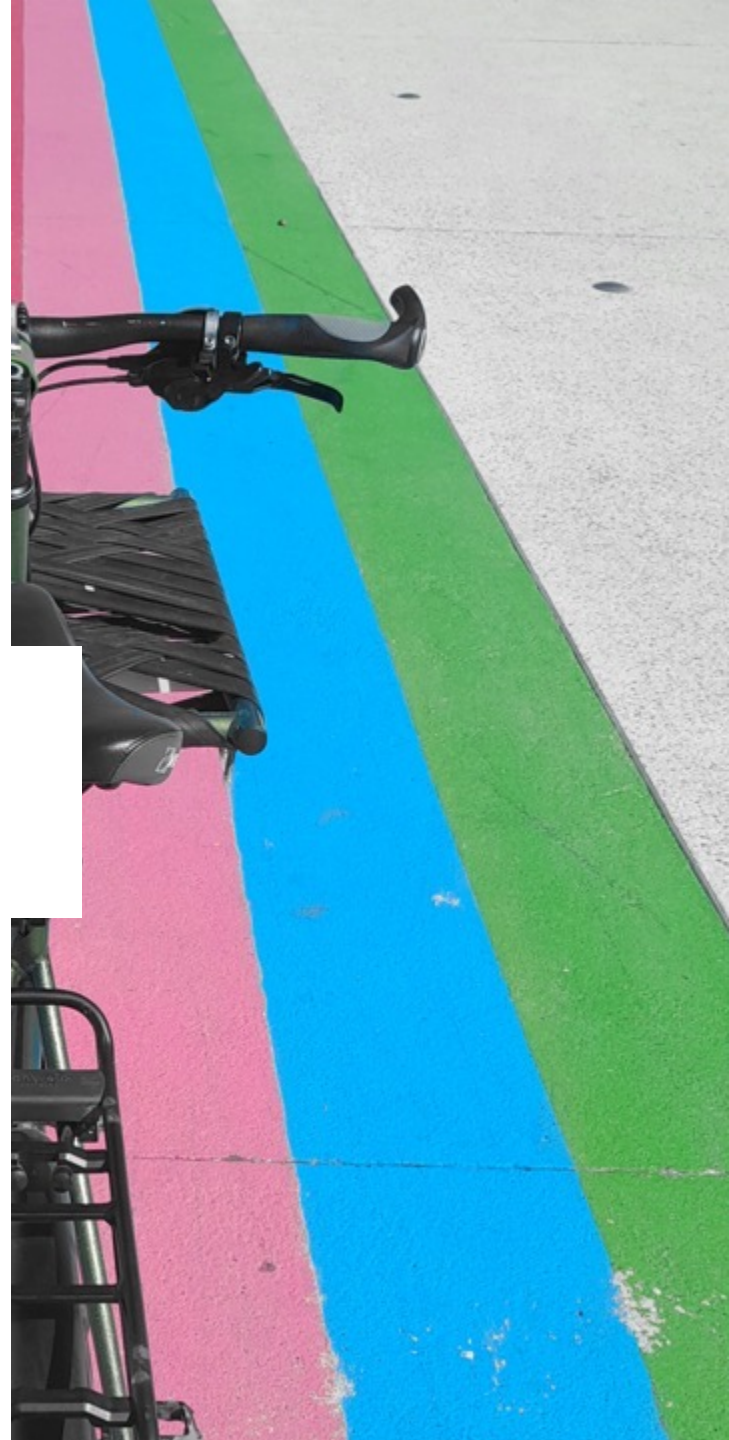
**For some the mindset of cycling amounts to a closed book, for others it is utter transparency. Our curiosity virtually drives us to assume new perspectives.**



A close-up, high-angle shot of a bicycle's handlebars and front basket, positioned on a vibrant rainbow-painted bike lane. The lane consists of parallel stripes of yellow, orange, red, and pink. The bicycle's shadow is cast onto the pink stripe. The background shows a grey concrete sidewalk.

All human beings are born free and equal in dignity and rights.” So the Universal Declaration of Human Rights of the United Nations states. Nevertheless, some issues need more protection than others. Provocatively asked, why protect something that is universally enshrined in law?

## PROTECTED BIKE LANE

A close-up, high-angle shot of a bicycle's handlebars and front basket, positioned on a vibrant rainbow-painted bike lane. The lane consists of parallel stripes of pink, blue, and green. The bicycle's shadow is cast onto the pink stripe. The background shows a grey concrete sidewalk.

You are not impeded; you become so only by others' actions and perceptions. The world of transport just represents a wider cosmos of human interaction. The dream of equality is older than cycling.

**A BUFFER ZONE IS A SPACE  
BETWEEN OPPOSING USAGE  
INTERESTS TO PROVIDE  
FOR/ACHIEVE DISTANCE.**



**BUFFER ZONE**  
[ˈbʌf.ə ,zəʊn]

# ALTERNATIVE INTELLIGENCE

The bike is controlled by alternative intelligence.

The required cognition is provided by natural  
intelligence displayed by a human

as opposed to artificial intelligence displayed by  
machines.

This ersatz shall not imitate problem-solving  
abilities that humans associate with human  
intelligence.

Rather,

it is supposed to assume humbly observant and  
reflecting functions.

Instead of broadening individual horizons the  
situation imploded.

Observations got crowded out by the perception of  
the bike as an avatar of different worlds.

I didn't witness getting from A to B. But now I am  
in B. Perception was limited.

And how did I get to C?

However, like all worlds, they are just the results of  
our own constructions. That might bring comfort, or  
sadness.

Or it triggers curiosity and aspiration.

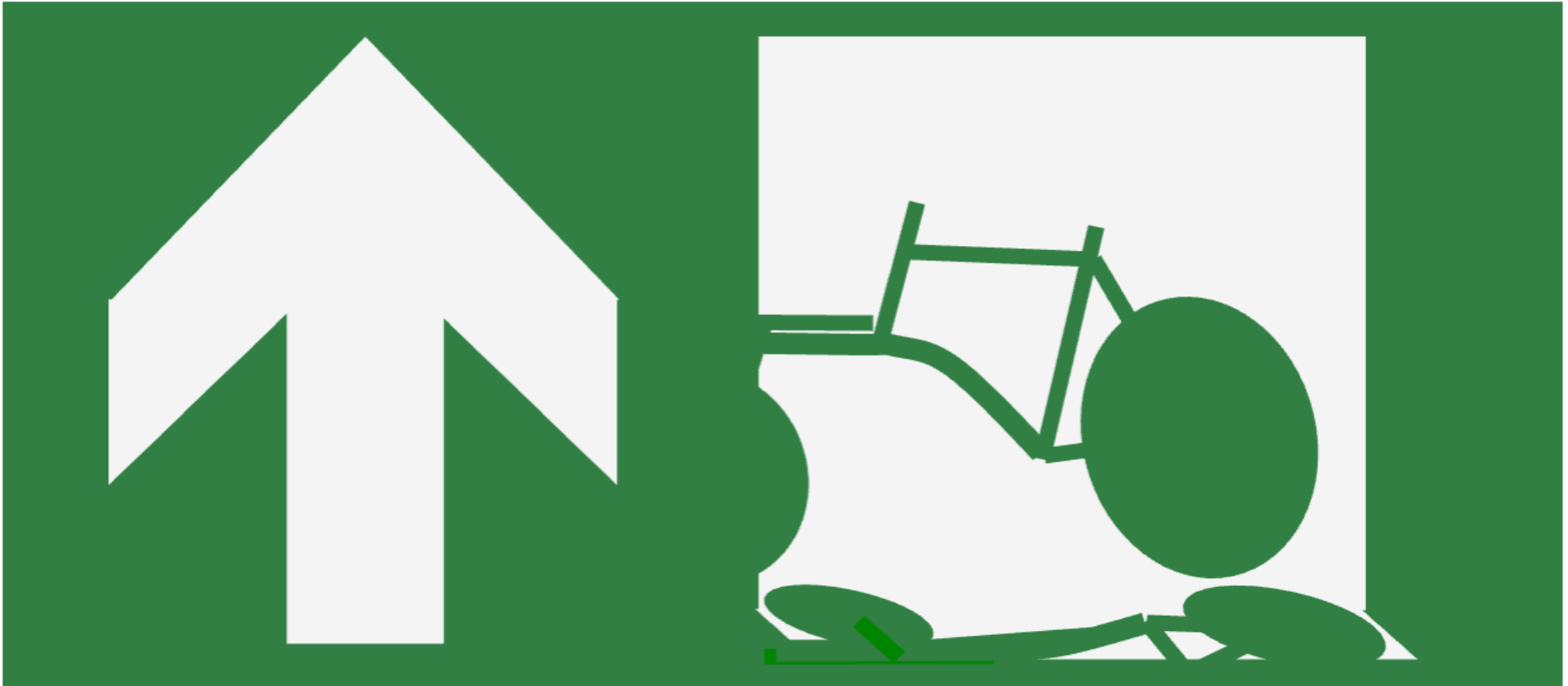
Fortunately, my construction enjoys a singularly  
tested viability.

Nevertheless, the intended observant and reflecting  
function is still underdeveloped.



# EMERGENCY EXIT

REGULAR EMERGENCY  
EXITS NEED TO BE SIGN-  
POSTED. THIS TURNED  
OUT TO BE THE EASIEST  
WAY TO COMPLY.



# Collaborators' Satisfaction Survey

Deine Meinung zählt!



Wir von *longdistance-cargocycling.org* sind ständig bemüht, die Idee der Initiative weiter zu entwickeln. Du gehörst zu dem großen Kreis treuer Unterstützer.

Nimm' Dir gerne Zeit, um diesen wichtigen Fragebogen zu beantworten.



Dauert nur **5 Minuten!**



Sichere' Dir damit exklusiven Zugang zu unseren neuen Ideen.

Deine Antworten werden natürlich anonymisiert behandelt.

**Deshalb:** Gleich online ausfüllen unter

**<https://www.umfrageonline.com/c/vdcpedis>**

**Wie hat *longdistance-cargocycling.org* Dein Leben verändert?**

Antwort: \_\_\_\_\_

**Was würdest Du an *longdistance-cargocycling.org* ändern?**

Antwort: \_\_\_\_\_

**Welche Frage möchtest Du an *longdistance-cargocycling.org* stellen?\***

Antwort: \_\_\_\_\_

**Wenn es *longdistance-cargocycling.org* nicht gäbe, was würde Dir fehlen?**

Antwort: \_\_\_\_\_

**Wie würdest Du von *longdistance-cargocycling.org* Abschied nehmen?**

Antwort: \_\_\_\_\_

**Vielen Dank für Deine bereichernde Mithilfe!**

Entgegnung: \_\_\_\_\_

*longdistance-*  
*cargocycling.org*

\*) Die Fragen werden nach der Reihenfolge des Eingangs bei *longdistance-cargocycling.org* beantwortet. Alle Antworten unverbindlich. Sie stellen keine Meinungsäußerung von *longdistance-cargocycling.org* dar.



How has longdistance-cargocycling.org changed your life?

A win every pedal rotation

An eye-opener

Impetus for bike-mobility

Delicious honey

Why not initiate similar activities myself?

There is a subconscious desire for more CO<sub>2</sub>-neutral productions

If longdistance-cargocycling.org was not around what would you miss?

Not aware of any missing issue

a motivation to cycle

What would you change in longdistance-cargocycling.org?

Network of hubs to entice people to join over shorter distances also

Introduce an (online) match-making option

Establish a community of like-minded people

Dashcam during cycling

How would you bid farewell to longdistance-cargocycling.org?

Any reason?

Never, ever!

Safe Journey!



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**ZINE**

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1<sup>st</sup> (and only) edition

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