

POINT CLOUD SPORT/XYZ GYM LAB PRESENT CAMP VELO 01

***TO KIDS EVERYWHERE, WE SAY:
EXERCISE YOUR INNER ACTIVIST***



Photo Courtesy of @nd_ren_draw

XYZ GYM LAB: *In Athletic Dreams Lie Social Responsibilities*

As the virtual playground of Point Cloud Sports and future home of MakeSport Zine Factory, XYZ GYM LAB is a state-of-the-art science laboratory founded on three axes, our building principles:

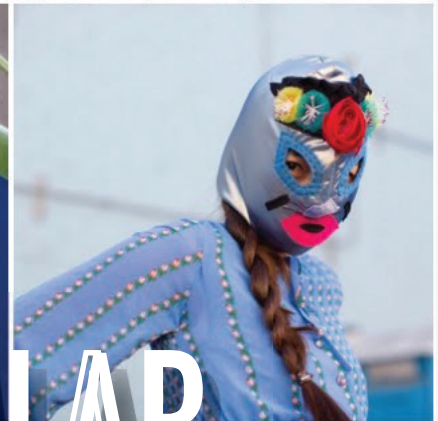
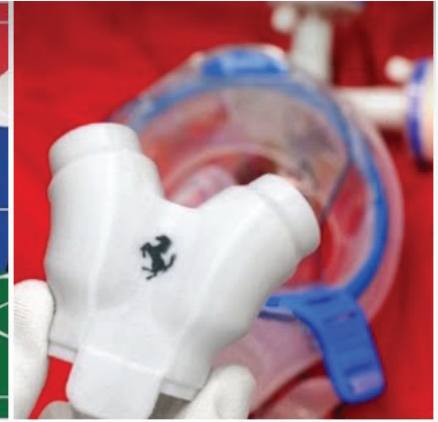
- X) Athlete: Educate Thyself;
- Y) Athlete: Know Thyself;
- Z) Athlete: Heal Thyself.

To learn is to know is to heal—a philosophy we apply interchangeably to the human body, to the body politic, and to Planet Earth.

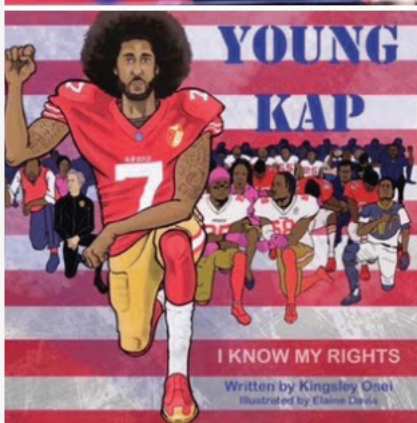
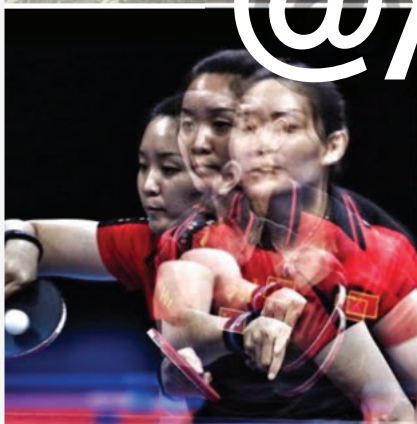
Today, simultaneously confronted with a 100-year pandemic, historic social upheaval and unprecedented environmental disasters, it's high time we think outside the shoebox. Which is why we're challenging fitness enthusiasts and everywhere to think much bigger about the world of sport—by placing heavy emphasis on the *world*, first and foremost.

As a greensport incubator, XYZ GYM LAB approaches young athletes as creative thinkers, and then provides that immense talent pool with an interdisciplinary education in the most cutting-edge sport science and groundbreaking environmental design known today. In other words, we're putting active youth in youth activism, and training the next generation of sports publishers in the process.

Founded by and for lifelong athletes of every color and stripe, and inspired by the athletes, journalists, scientists, scholars, companies and organizations championing the global greensport movement, Point Cloud Sport is remapping the wide world of sports for a whole new era of fitness.

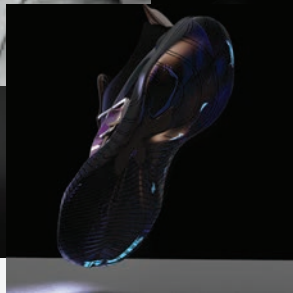
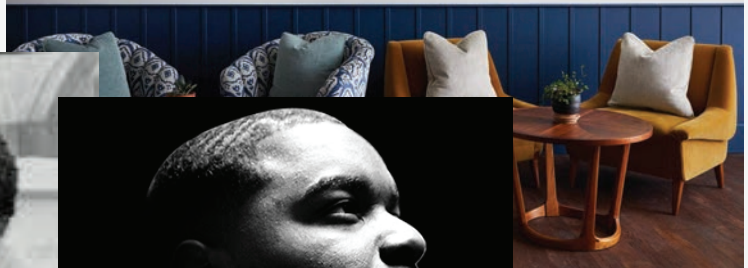
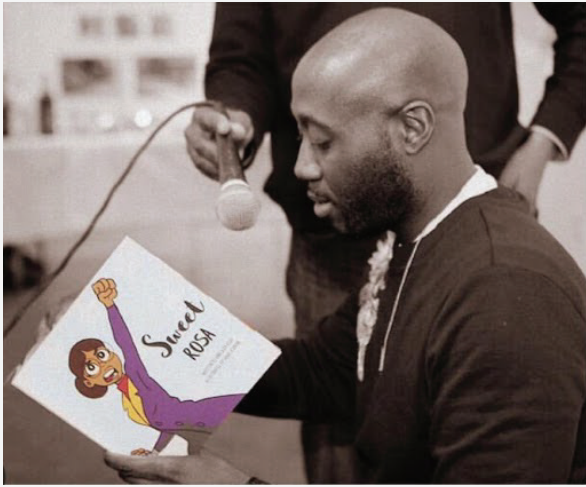


@XYZGYMLAB



From Fab Lab to Ferrari ventilators, Plato's Republic to Kap's Knee, and Project Backboard to Parlay for the Oceans, XYZ GYM LAB is reinventing sport for a whole new world.

THE FIRST ANNUAL SWEET ROSA DESIGN CONTEST



THE FIRST ANNUAL SWEET ROSA DESIGN CONTEST

From August 7–September 30, working in collaboration with our international greensport partner Active Giving, The Hoxton will print and hang every Sweet Rosa sneaker contest entry in their Portland hotel, creating what we hope will be the world's first crowd-sourced sneaker activism art installation.

As part of Sneaker Week 2020, authors Kingsley Osei and Courtney Eldridge will be joined by industrial designer Jarrett Gilmore for the launch of the First Annual Sweet Rosa Design Contest—a take-no-bull and pull-no-punches master class in Reading, Writing, Rapping, Sneaker Design and Social Activism for kids of all ages, hosted by The Hoxton Hotel.

CAMP VELO SPECIAL INVITED GUEST/KATE T. PARKER

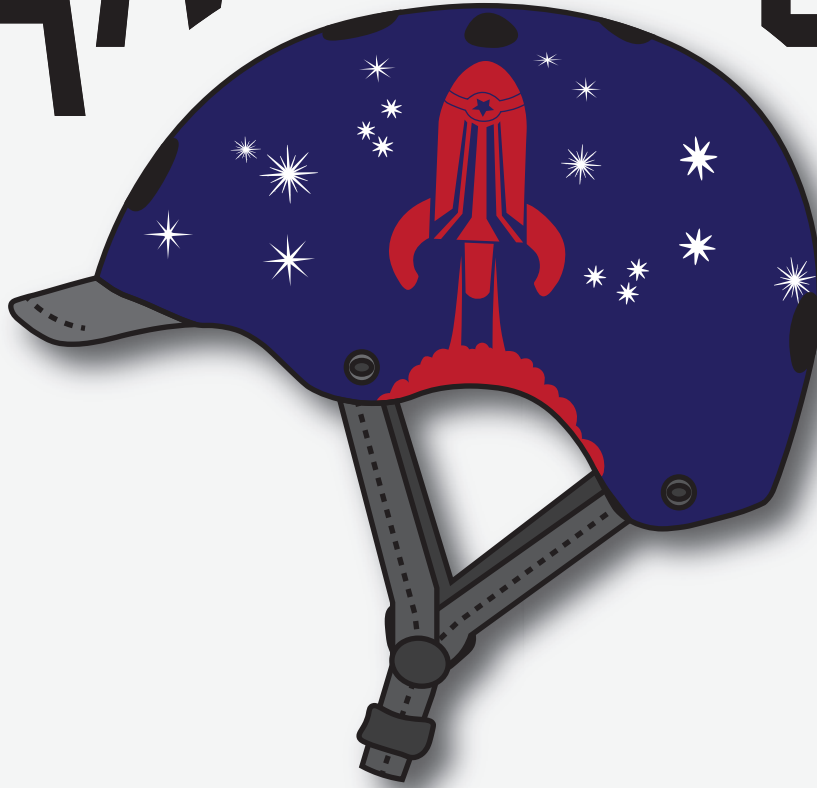


New York Times Bestselling Author/Photographer/Ironman/Activist/Mom Kate T. Parker's new book, *PLAY LIKE A GIRL*, a surefire best-seller, drops on August 18. Images courtesy/-copyright: KateTParker.com

— POINT CLOUD SPORTS/PDXYZLAB PRESENTS —

Cutting-Edge Sport Science + Groundbreaking Environmental Design = A Revolutionary Education

CAMP VELO



Launching August 2020, XYZ GYM LAB serves to

EDUCATE, INSPIRE, PUBLISH & HIRE

The next generation of sport/fitness-industry creatives,
beginning on Friday, August 29, 2020, with CAMP VELO,
an intensive 10-week virtual camp for high school students, ages 14 - 18.

Limited to 100 students, Camp Velo's enrollment opens on
Friday, August 7, and for more information, please contact:

@PointCloudSport and @XYZGYMLAB

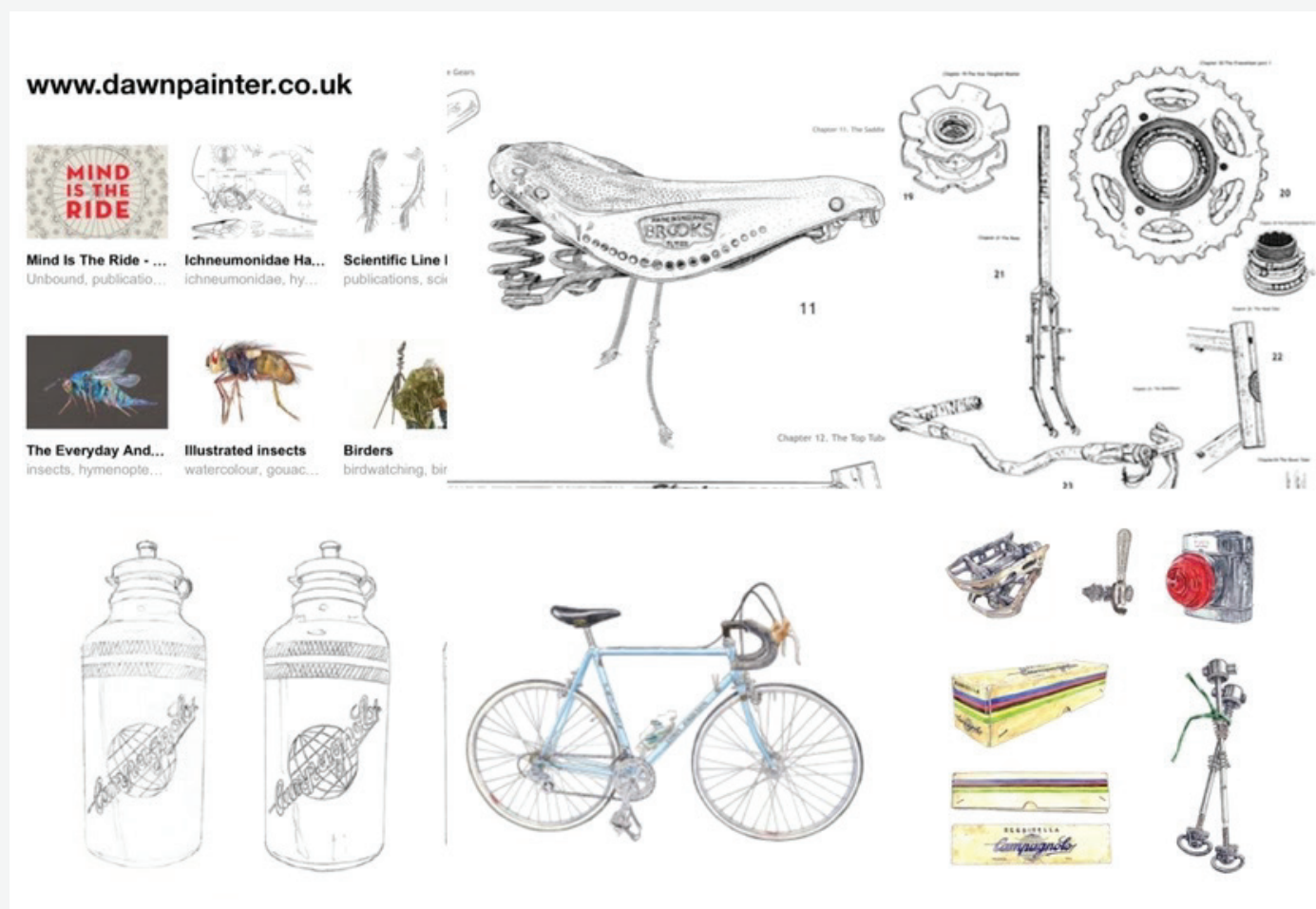
— August 29 - December 29, 2020 —

CAMP VELO: *Thinking Globally By Pedaling Locally*

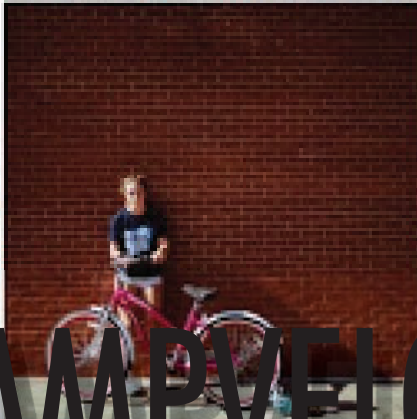
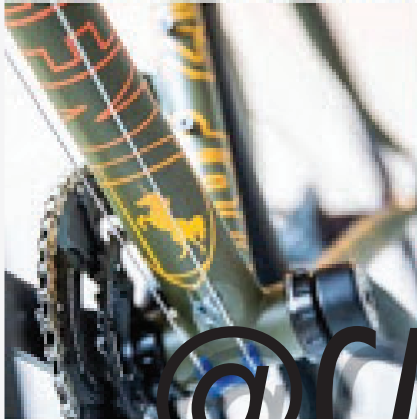
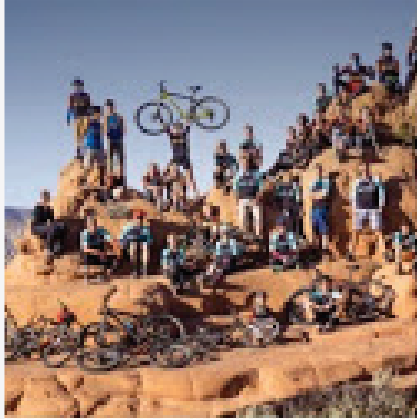
The human body is the ultimate clean energy source; the bicycle is the ultimate clean energy technology: combined, bicycle riders are the ultimate clean energy industry.

Camp Velo will teach, foster and recruit the next generation of creatives—the artists, journalists, designers, photographers, cinematographers, agents and engineers comprising the international sports/fitness industry—beginning with the publication of Camp Velo's first eBook.

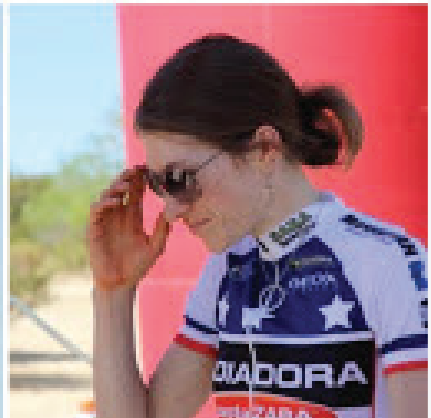
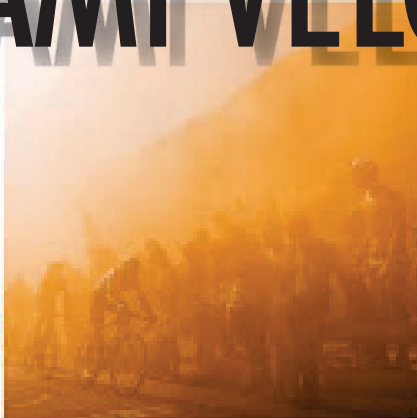
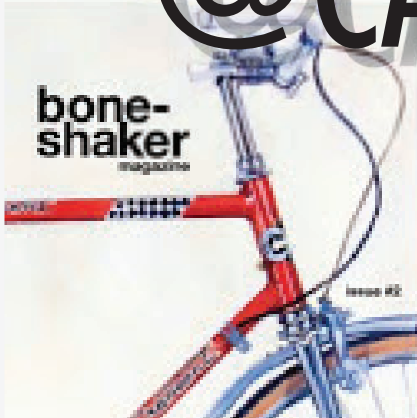
Fall 2020, Point Cloud Sports will expand our programming and begin hiring the best and most brilliant young talent in the country. Together, we will create the most exciting, dynamic and utterly unique sports content the world has ever seen.



Illustrations by Dawn Painter



@CAMPVELOPDX



TEAM VELO



Camp Velo Instructors and Special Guests: Courtney Eldridge; Jarrett Gilmore; Lew Blaustein; Max Pratt; Lizzie Wright; Michelle Yamamoto; Kingsley Osei; Rebecca Sheer; Jonathan Highfield; Laurent Petit/Active Giving; Fisher Curran; Danielle Morshead

TEAM VELO BIOS

⊗ **Lew Blaustein**, Classes: GSB 101, Monday-Fridays, 9:15-10:00AM PST

BIO: Founder Green Sports Blog and EcoAthletes

In 2005, after a successful 20+-year career in brand management, sports marketing and promotion, advertising and sponsorship sales, Lew Blaustein formed Lewis Brand Solutions, Inc. to bring that experience to his passion for green/sustainability and sports. LBS has helped greening brands, large and small, for-profit and nonprofit, communicate their greenness better, and generate incremental revenue. Highlights include: generating revenue from new sources and on behalf of challenging projects for the Atlantic Cup, the first carbon neutral sailing race; establishing a new, green brand image for the Philadelphia Flower Show, the largest in the U.S. (250,000 attendees in nine days) and greening the 2014 espnW Women + Sports Summit, which allowed espnW to proclaim it a Carbon Neutral event.

Blaustein launched GreenSportsBlog.com in May 2013, and in March 2020, he boldly launched EcoAthletes.org, which is now reinforced by a new series of interviews with the greenest movers and shakers around the globe, for Lew's GreenSportsBlog podcast. GreenSportsBlog.com/EcoAthletes.org

⊗ **Courtney Eldridge**, Classes: Homeroom; Camp Velo Publishing Workshops 9:15-10:00AM PST

BIO: Born an Iowa Hawkeye, raised a Sailor in Ski Town, USA, aka Bike Town, USA, Steamboat Springs, Colorado, now based in Portland, Oregon, aka Sneaker Town, USA, Courtney Eldridge is an award-winning author, producer, and the the founder of PDXYZLAB, the world's first greensport Arts & Science academy, on a mission to reinvent sport for a whole new world.

In 2009, while living in Buenos Aires during the Recession, Eldridge launched her first digital collaboration with hundreds of teen photographers from around the world, and which resulted in her first Young Adult novel, Ghost Time, published in 2013. Now applying that same highly-collaborative, digital-meets-DIY approach to sports and sustainability, PDXYZ will educate, train and foster an entirely new generation of next-level publishers. #AthleticDreamsLieSocial-Responsibilities. CourtneyEldridge.com

⊗ **Jarrett Gilmore**, Classes: Design 101/Introduction to Sports Product Design

BIO: Sports Product Design Mentor, Sneakerjam Sketching Instructor, OMSI Sneaker Science Participant, JG is a Footwear Innovation Designer holding a Master of Science in Sports Product Design from the University of Oregon-Portland, and will be joining PDXYZ's team, beginning with his Introduction to Sports Product Design Classes for Camp Velo and working in collaboration with instructor Kingsley Osei, as part of the First Annual Sweet Rosa Sneaker Design Contest. JarrettGilmore.com

⊗ **Dr. Jonathan Highfield**, Camp Velo Guest Instructor, RISD Faculty and Founder of the RISD Climate Symposium

BIO: At the intersection of literature, culture, race, food and the environment, JBH is the author of *Food and Foodways in African Narratives: Community, Culture, and Heritage* (Routledge, 2017) and *Imagined Topographies: From Colonial Resource to Postcolonial Homeland* (Peter Lang, 2012). His recent publications include "Food and Foodways in African Narratives" in *Décentrement et travail de la culture* (Academia, 2017); "'Here is some baobab leaf!': Sunjata, foodways and biopiracy" in *The Natures of Africa: Ecocriticism and Animal Studies in Contemporary Cultural Forms* (Wits University Press, 2016).

He has published essays in *Antipodes*, *Atlantic Studies*, *Canadian Journal of Irish Studies*, *The International Journal of Environmental, Cultural, Economic and Social Sustainability*, *The Jonestown Report*, *Kunapipi*, *Passages and Rupkatha*. He is also the co-editor of *The State of the Art(s): African Studies and American Studies in Comparative Perspective* (Afram Publications, 2006). www.risd.edu/people/jonathan-highfield

⊗ **Laurent Petit**, Special Guest

A Belgian now living in Berlin, lifelong athlete, conservationist and self-proclaimed treehugger, Laurent Petit is Co-Founder of Active Giving and will be joining Camp Velo as our in-house French instructor and virtual Tour Guide, ActiveGiving.de.

⊗ **Danielle Morshead**, Design 101/History of Cycling and Women's Racing

BIO: Brown-educated historian and member of the Pratt Phil Team, Dani's a lifelong athlete, college-rower-turned-cyclist, world-renowned for stupid-human bike tricks, devout lover of dogs and the outdoors, student of meditation, and has boldly launched her own public relations company, encompassing all those passions, Bark Communications.

⊗ **Max Pratt**, Design 101/Introduction to Bicycle Design and Fabrication

BIO: RISD Graduate/Founder Pratt Frameworks/Pratt Phil Racing Team
Max Pratt is a designer, fabricator, bicycle framebuilder, and sustainability advocate who studied at the Rhode Island School of Design. He designs furniture and bicycles with the same values in mind; simplicity, function, and elegance are at the heart of his work. Working in a changing world as a designer, he is always looking for new ways to responsibly create conscious, good quality design. PrattFrameworks.com

⊗ **Kingsley Osei**, Guest Instructor

BIO: Elementary School Teacher/Author/Activist, Kingsley Osei is a first-grade teacher and resides in the Bronx. He received a Creative Writing bachelor's degree from CCNY. Upon completing his time at CCNY, Kingsley worked for numerous publications, before making the move to the education field years later. Now, with the release of his children's book, *Sweet Rosa*, he looks to inspire a plethora of youth by motivating them to go for their dreams. Also, he recently released his much-anticipated book, *Young Kap*, discussing the social stance taken by former football star Colin Kaepernick in 2016. Published in February 2020, the book has just received the 2020 Purple Dragonfly Book Award for Best Sports Children's Book.

⊗ **Rebecca Sheer**, Cyclist, Apparel Designer

BIO: Originally from Portland, Oregon, a graduate of the esteemed Pensle Design Academy, and now working at Specialized Bikes, Rebecca grew up considering herself to be an athlete—yet, continuously finding herself being called a great "female" athlete. In addition to feeling that her sneakers, her running apparel, and her biking apparel were second-hand editions of the men's. She says, "I've always been into fashion and design—but this feeling of wearing something that wasn't designed for me pushed me into this field. To want to change this mindset of how women are treated in sports. I believe there's a power in performing your best when what you're wearing makes you feel the best. Luckily, I get to do just that at Specialized." [Specialized.com](https://www.specialized.com)

⊗ **Lizzie Wright**, Cyclist/Founder of GONE

BIO: Lizzie is an Industrial Designer and graduate of the Rhode Island School of Design, where she received a BFA with Honors in Industrial Design with a concentration in Nature, Culture, and Sustainability Studies. Currently, she lives and works in the San Francisco Bay Area as an Industrial Designer for Speck Products.

She summarizes her philosophy: "I believe that it is possible—and necessary—to redesign existing products and systems to fundamentally alter the industrial cycle as we continue to improve the global standard of living. The greatest obstacle a designer will face is not a question of material aesthetics; rather, it is the user himself. Everything I make addresses the dichotomy between practiced and desired behaviors. How can we appeal to a user's intuition—and change their intuition at the same time? My creative practice is an attempt to find the answer." [IAmLizzieWright.com](https://iamlizziewright.com)

⊗ **Michelle Yamamoto**

BIO: Camp Velo's Editorial Assistant and Graphic Designer is a 16-year-old Lincoln High School student, whose years of athleticism and activism ranges from running cross country to dance team to helping the Portland chapter of Period: The Menstrual Cycle to debating the U.S. Constitution on a national stage. She will also be PDXYZLAB's first official hire and our published author, both.

CAMP VELO 01 SCHEDULE

AUGUST-DECEMBER PROGRAM

Camp Velo kicks off on the first day of the Tour de France, Saturday, August 29, and will run throughout the fall, straight into December 2020.

TUITION

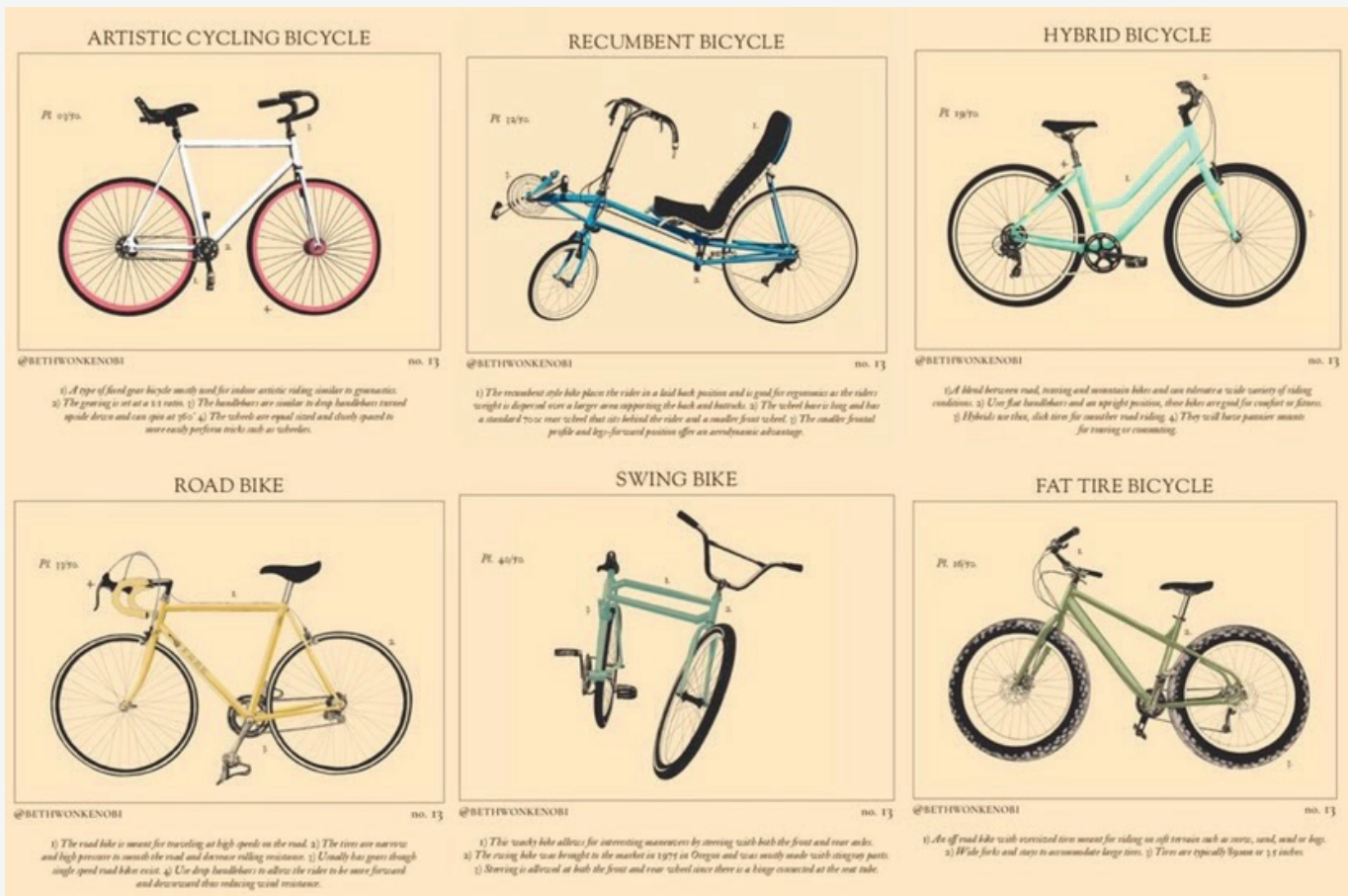
Early Bird Rate (August 7-27): \$450/Standard Rate: \$600

Daily Rates: TBD



Illustrations by Stephanie Wunderlich.

CRASH COURSES



*Special Invited Guest, Portland Cyclist/Illustrator Beth Krynick

HOMEROOM

Daily check-in with students to discuss the flow of the day's program, led by Courtney Eldridge.

GSB 101

Setting the pace, and beginning every day with a 10-minute round up of new events pertaining to sports and sustainability, leading into 1 40-minute talk about the history of greensports.

DESIGN 101

Five different courses, taught by five different instructors, giving a thorough introduction to the history of cycling, bicycle design, apparel design, sports product design and biodesign.

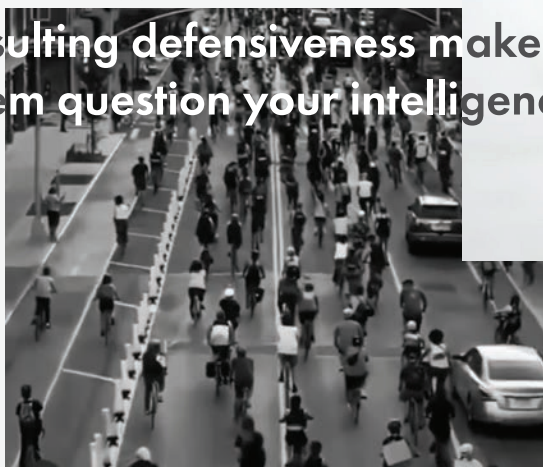
CAMP VELO PUBLISHING WORKSHOP

Every day, we review the previous two classes, discuss the main takeaways and brainstorm the writing, design and publication of that day's workbook page. Special Guests will include author/educator/activist Kingsley Osei and sports product designer Jarrett Gilmore.

REQUIRED READING



“Bicycling cannot solve systemic racism in the United States. But systemic racism can’t be fixed without tackling it within bicycling. Talking about things like gender, queerness, race, and white supremacy scares people. It makes them uncomfortable. Their resulting defensiveness makes them question your intelligence.”



Excerpt Courtesy/Copyright Tamika Butler, *Cycling Magazine*

ASSIGNMENTS

1. Phys-Ed Edu Unit: Each student will be pre-assigned a time and must teach one 15-minute workout as a warm-up exercise for the entire class. We'll give Pop-Up Quizzes new meaning. We all agree Zoom needs a shot in the arm, so we'll start with jumping jacks.

2. Daily Lab Notes: Students must keep a weekly journal, whether text, email and/or PDF, with notes about each class. The point is for each student to be as creative with notes as possible—visual imagery, charts graphs, sketching and doodling are strongly encouraged. The point is what the student found most noteworthy about each talk and expressing that takeaway in a personal way.

3. Zine: Provided a standard size and format, each student will author their own mini magazine, approximately 8-10 pages in length, based on their Camp Velo education and experience. All students are invited to submit their zine to the Camp Velo eBook, which will be published Fall 2020. Contributors will be paid and receive professional publishing credits for their submissions.

Deadlines: Lab Notes will be due for every day of class. Final assignments and contest entry dates are TBD. Camp Velo Course Certificates, Prizes and the Camp Velo eBook will be sent when students complete all their assignments.

STUDENT APPLICATION

STUDENT'S NAME:

STUDENT'S AGE:

CURRENT SCHOOL & SCHOOL YEAR:

STUDENT'S PUBLIC-FACING SOCIAL MEDIA LINK:

PARENT/GUARDIAN NAME:

CONTACT/PHONE & EMAIL:

STUDENT, PLEASE TELL US A BIT ABOUT YOU.

FAVORITE SUBJECTS/COLLEGE MAJOR INTERESTS:

FAVORITE ATHLETES/ARTISTS/AUTHORS/ACTIVISTS?

WHAT COMES TO MIND WHEN YOU HEAR THE WORDS "GYM CLASS"?

WHAT'S THE BEST EXPERIENCE YOU'VE EVER HAD IN PHYS ED/GYM CLASS?

WHAT'S THE BEST EXPERIENCE YOU HAVE EVER HAD IN SPORT OR OUT-DOORS, BEING ACTIVE?

IF YOU HAD A DREAM CLASS—IMAGINE THE ULTIMATE CLASS OF YOUR DREAMS, WHAT WOULD IT BE ABOUT? DESCRIBE IT IN A SINGLE TITLE.

IF YOU COULD TEACH A DREAM CLASS, WHAT WOULD IT BE ABOUT? DESCRIBE IT IN A SINGLE TITLE.

HAVE YOU EVER INTERNEDED BEFORE, IF SO, WHERE? IF NOT, WHERE WOULD YOU LOVE TO INTERN FOR A SUMMER?

ARE YOU LOOKING FOR WORK/WORK-STUDY/JOB OPPORTUNITIES IN THE YEAR AHEAD?

IF YOU'D LIKE TO SHARE WORK SAMPLES, PLEASE ATTACH 3 IMAGES AND/OR 1 FULL PAGE OF WRITING (APPROX 250 WORDS).

MICHELLE MOODBOARD



OG Gen-Z: Camp Velo's intern/editorial assistant Michelle Yamamoto was assigned a personal collage by way of introducing herself; and she will be developing a collage series of all Camp Velo's instructors by way of introducing our entire team.

GUEST INSTRUCTOR/FISHER CURRAN, PHOTOGRAPHER

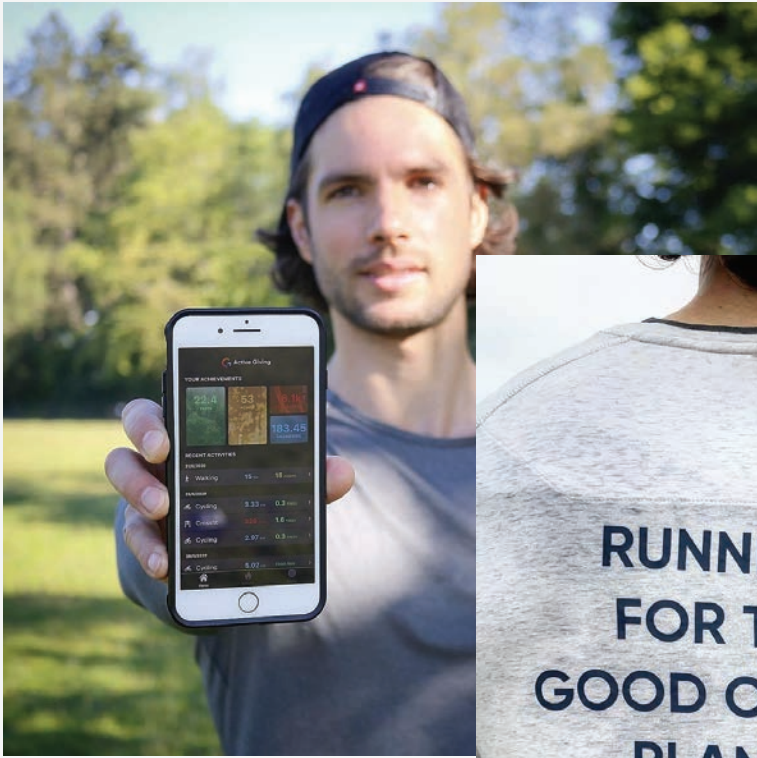


All images courtesy/copyright Fisher Curran.

Thinking Globally By Pedaling Locally



SPECIAL GUEST LAURENT PETIT/ACTIVE GIVING



CAMP VELO SPECIAL EVENTS



DESIGN WEEK PORTLAND

August 1-8, 2020

TECHFESTNW

August 6 & 7, 2020

SNEAKER WEEK

August 7-14, 2020

SWEET ROSA DESIGN CONTEST

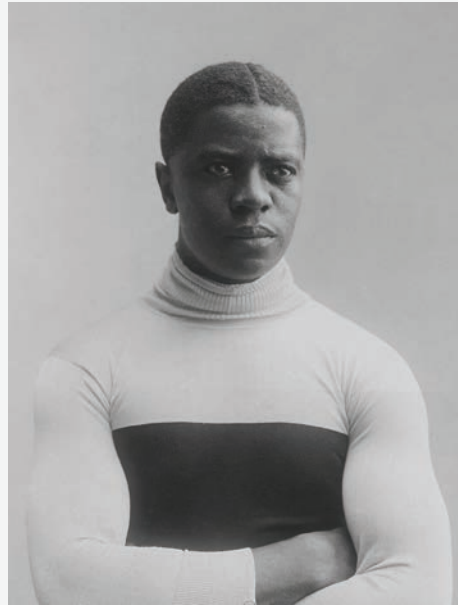
August 14-November 31, 2020

CAMP VELO TOUR DE FRANCE 2020



DID SOMEONE SAY, "CHEEKY MOVES?"

AMERICAN HISTORY XYZ



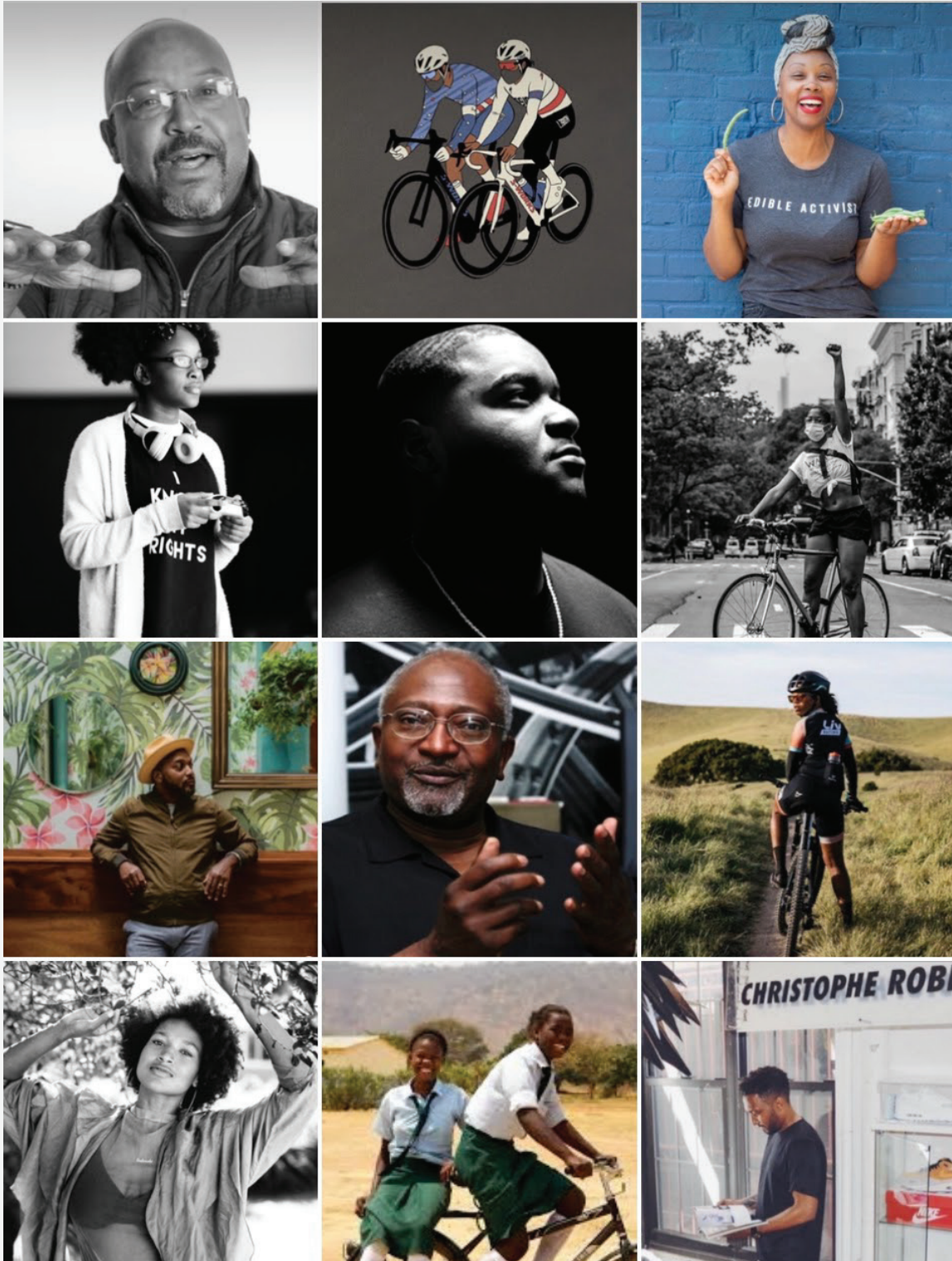
1896

HISTORY IS MADE ON A SCHWINN

Cyclist Major Taylor rides a Schwinn to become the first world champion African-American professional cyclist. A few years later, paced by a locomotive, Mile-a-Minute Murphy is the first man to go 60 mph by bicycle.

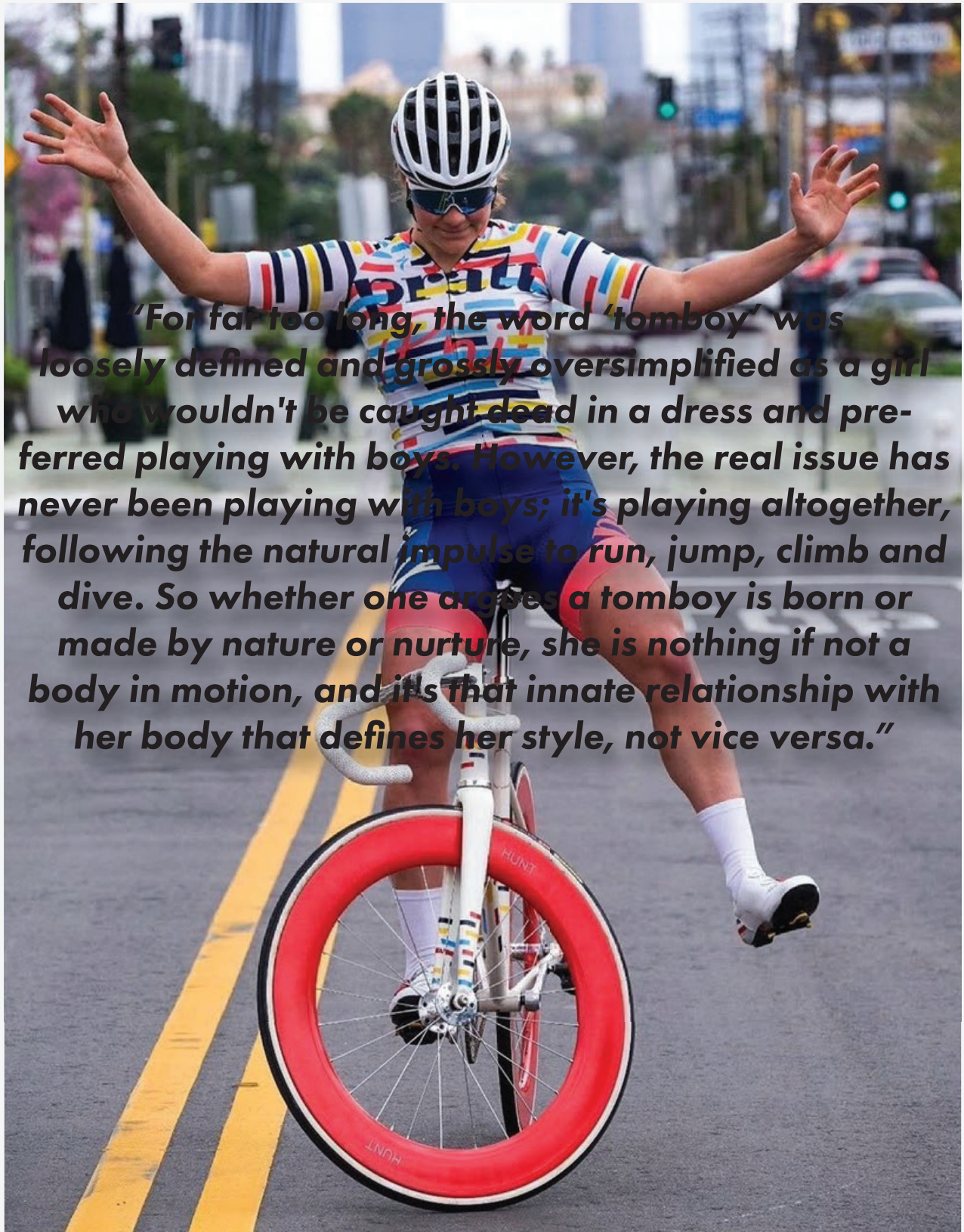
Text and top left photo courtesy Schwinnbikes.com.

HIP HOP BIKE SHOP: PEDAL POWER FOR THE PEOPLE



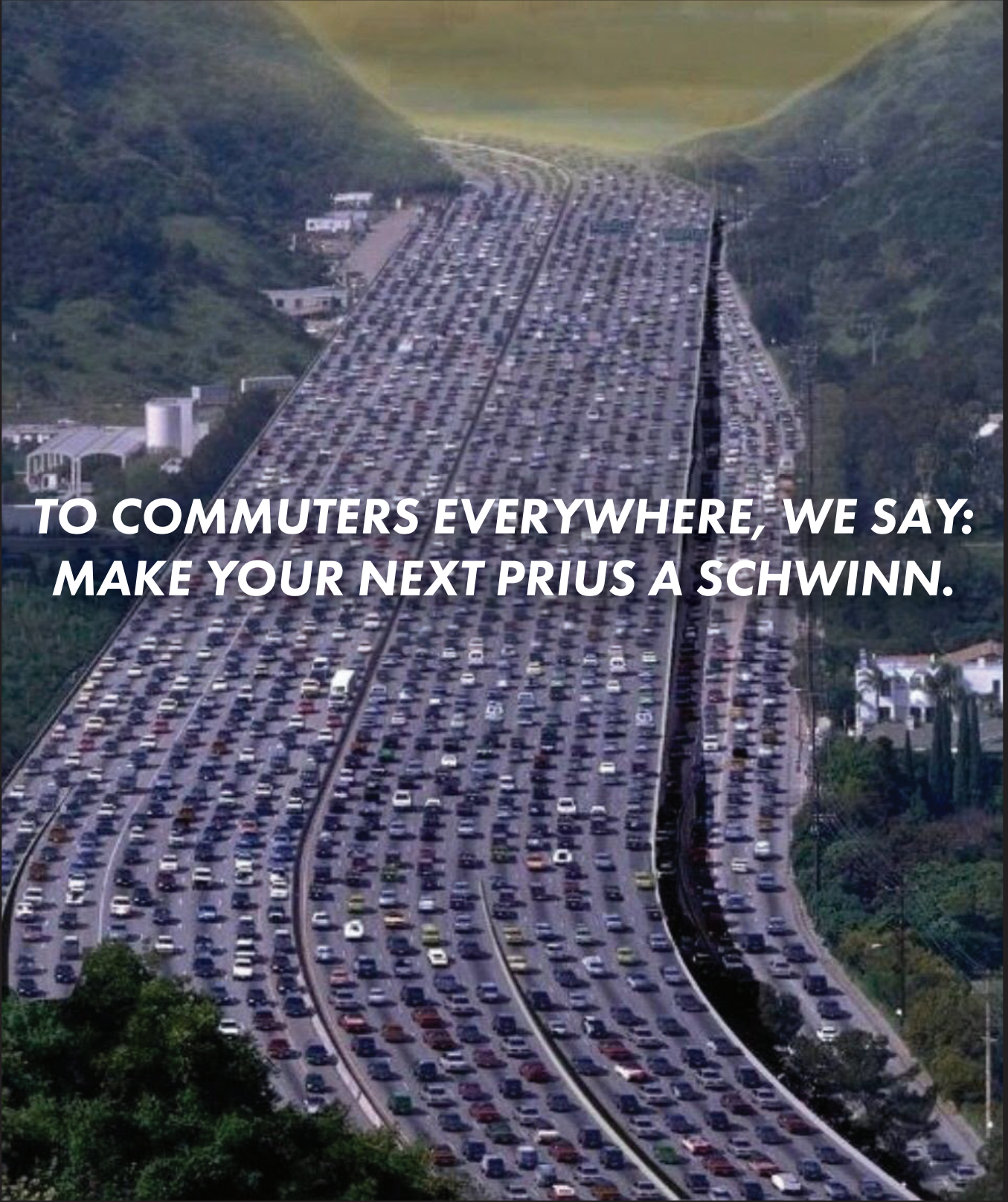
Preaching "Pedal Power for The People," Hip Hop Bike Shop's fall 2020 invited Special Guests include: Ralph C. Greene, Co-Founder Oregon Sports Angels; Williams Bros./Team Legion; Edible Activist Melissa L. Jones; KnowYourRights.org; Industrial Designer Jarrett Gilmore; Chef Terry Bryant; Dr. Robert Bullard; Pro Cyclist Ayesha McGowan; Chef Salimatu Amabebe; World Bicycle Relief; Artist Christophe Roberts

FALL 2020 SPECIAL FOCUS: SPORTS WRITING



“For far too long, the word ‘tomboy’ was loosely defined and grossly oversimplified as a girl who wouldn’t be caught dead in a dress and preferred playing with boys. However, the real issue has never been playing with boys; it’s playing altogether, following the natural impulse to run, jump, climb and dive. So whether one argues a tomboy is born or made by nature or nurture, she is nothing if not a body in motion, and it’s that innate relationship with her body that defines her style, not vice versa.”

Excerpt from “The Tomboy Dilemma,” written by Camp Velo’s Courtney Eldridge and published in i-D in August 2015.



**TO COMMUTERS EVERYWHERE, WE SAY:
MAKE YOUR NEXT PRIUS A SCHWINN.**



**TO FANS EVERYWHERE, WE SAY:
BE THE SEA CHANGE OUR OCEANS NEED**

LAB: Talks, classes and workshops taught by a team of world-renowned doctors, scientists, trainers, artists, eco-athletes and biodesigners promise a truly heart-pounding education.

P: Point Cloud's philosophy: In Athletic Dreams Lie Social Responsibilities; our mission is training a new generation of athletes, who will use sport to change the world for good.

D: By design, we combine our highly experimental program with year-round design contests to inspire truly healthy competition.



Z: Born after 1996, Gen Z accounts for 32% of the world population; controls 143 billion dollars; has an 8-second attention span; and will comprise 50% of PDXYZ's staff by January 2021.

Y: Youth Activism meets DIY Publishing in our year-round zine workshops, training ground for our forthcoming MakeSport Zine Factory, publications created entirely by and for young athletes.

X: X/Y/Z axes—whether art/science/technology, women/sports/sustainability or mind/body/spirit—because 3D thinking is the first step toward bringing a 4th Dimension to Sport.

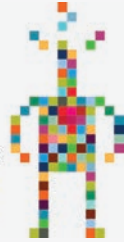
pratt nutcase 



LOOPWORKS



Smartwool. *Go far. Feel good.*



FinalStraw. BikePortland



WORLD BICYCLE RELIEF®

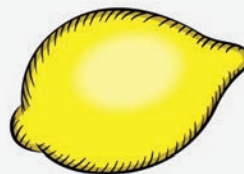
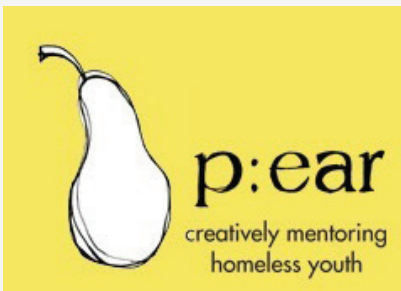
OUTRIDE

GreenSportsBlog 



ecoathletes

ARTOLUTION



projectlemonade
Inspiring self-esteem in foster youth

