



# Edoardo Frezet

Bikepacking photographer based in Italy



 [edoardo.frezet](https://www.instagram.com/edoardo.frezet)

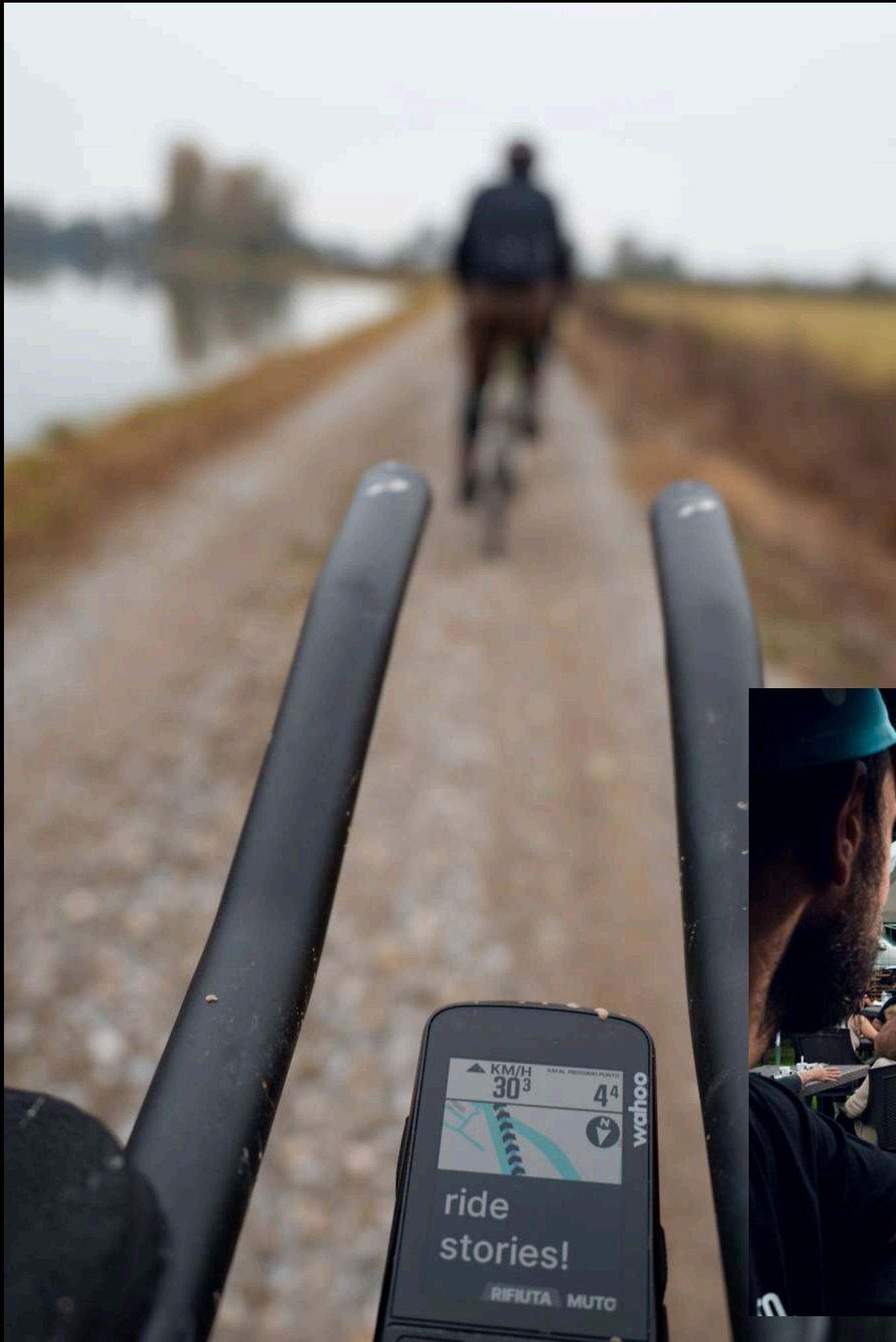
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 [cicloreporter.com](http://cicloreporter.com)

 [strava](https://www.strava.com/athletes/edoardo.frezet)

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# Bio

Hi! I'm a cycling photographer as well as a cyclist myself, passionate about gravel/ultra, cycle traveling and mountains.

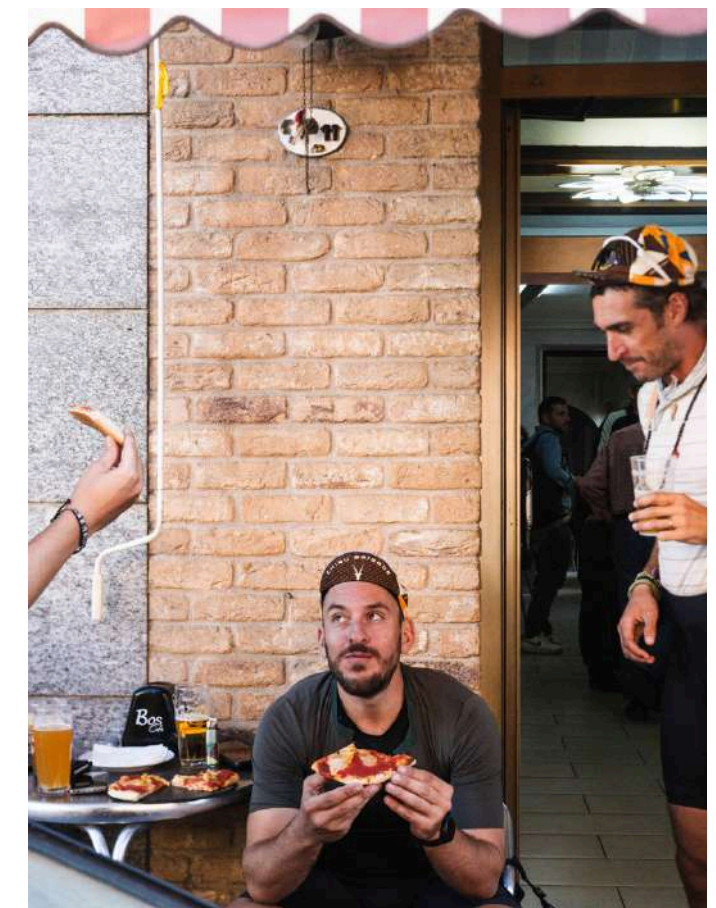
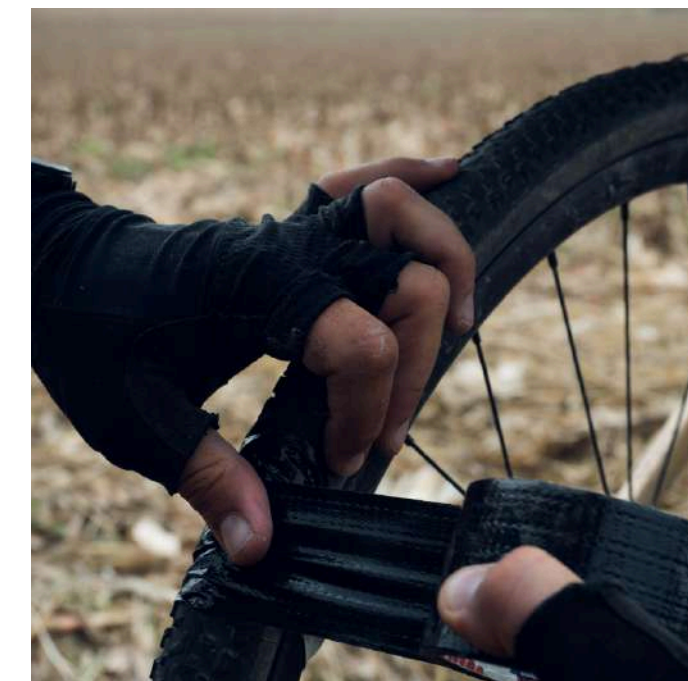
Riding is a catalyst for adventures, an accelerator of stories, both singular and collective. No matter if it's an epic transcontinental or a Sunday social ride, stories will always be there.

Documenting these tales is crucial for many reasons: community, marketing, memory. That is why in 2020 I founded [Cicloreporter](#), my way of collecting stories from the bike.



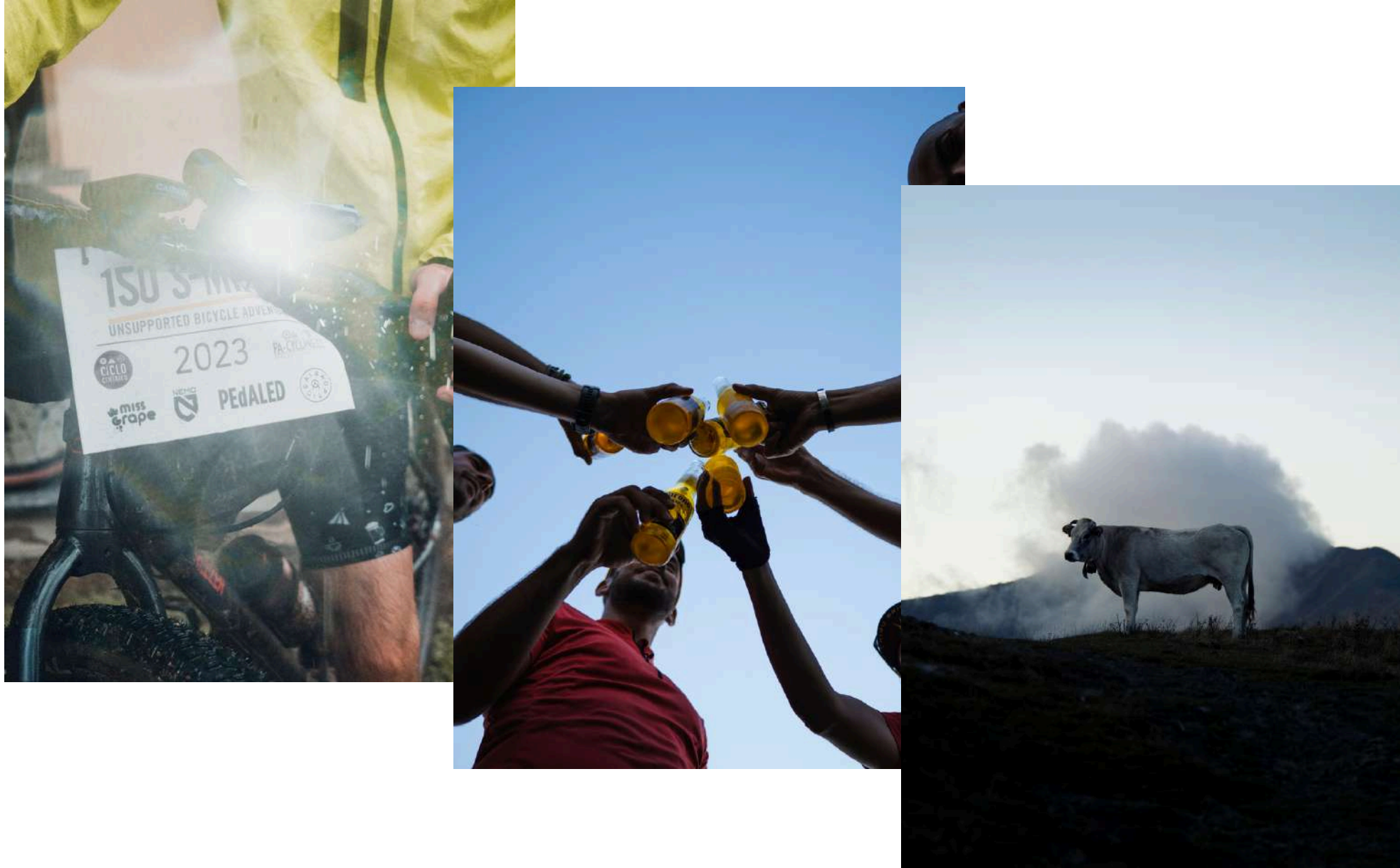
# How we can collaborate

- reportage of gravel/trail/ultra events, or bike-related social events.
- classic reportage or on-bike
- from planning to editing and publishing
- drone photography
- team or solo
- in english, french and italian



# On-bike reportage

for an immersive storytelling



- Because of the empathy with other riders, creating a unique feeling and storytelling
- Because despite the “unsupported” formula it makes riders feel taken care of
- To reach unreachable spots
- To be even more invisible and discreet

There's more to cycling than the 'epic shot' - solo rider going over the mountain pass, yada yada...

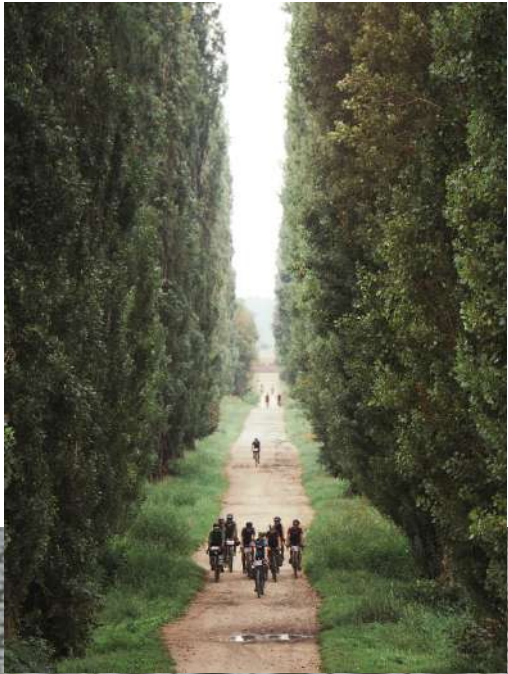
**Camille J. Macmillan**

# Collaborations, past & present



## NORDOVEST DIVIDE

2021-22



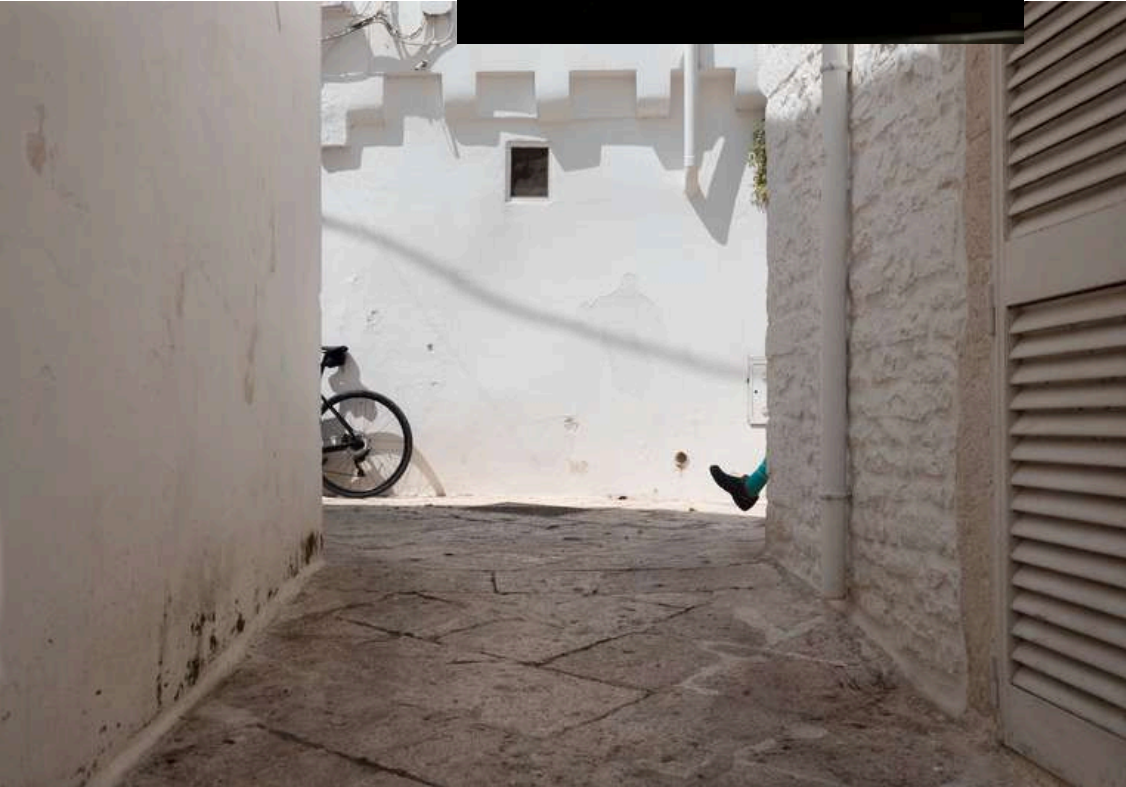
## ALVENTO CYCLING MAGAZINE / DESTINATIONS

Since 2023



## TOURISSIMO - ACTIVE TRAVEL IN ITALY

2023-24



## 150 S-MILES GRAVEL TRAIL

2023/24



GRAVEL  
GOURMET

2022/24



VITTORIA BUSSI

2022-23



PIEMONTGRAVEL

2021/22



UPCYCLE TRAIL  
WEEKEND

2023/24



OUTDOOR  
TRAMONTIEMARE

2023



# Collaborations, present and next



## VIA RACE ULTRACYCLING

2024,25  
race coverage; logistics  
agent in Italy.



## SPORTOGRAF

20+ events in France, Italy  
Switzerland since 2022



## FENIX

Bra-Bra Specialized 2023,  
Tappa #12 Giro d'Italia, 2023



FIERA DEL  
CICLOTURISMO  
04/2024

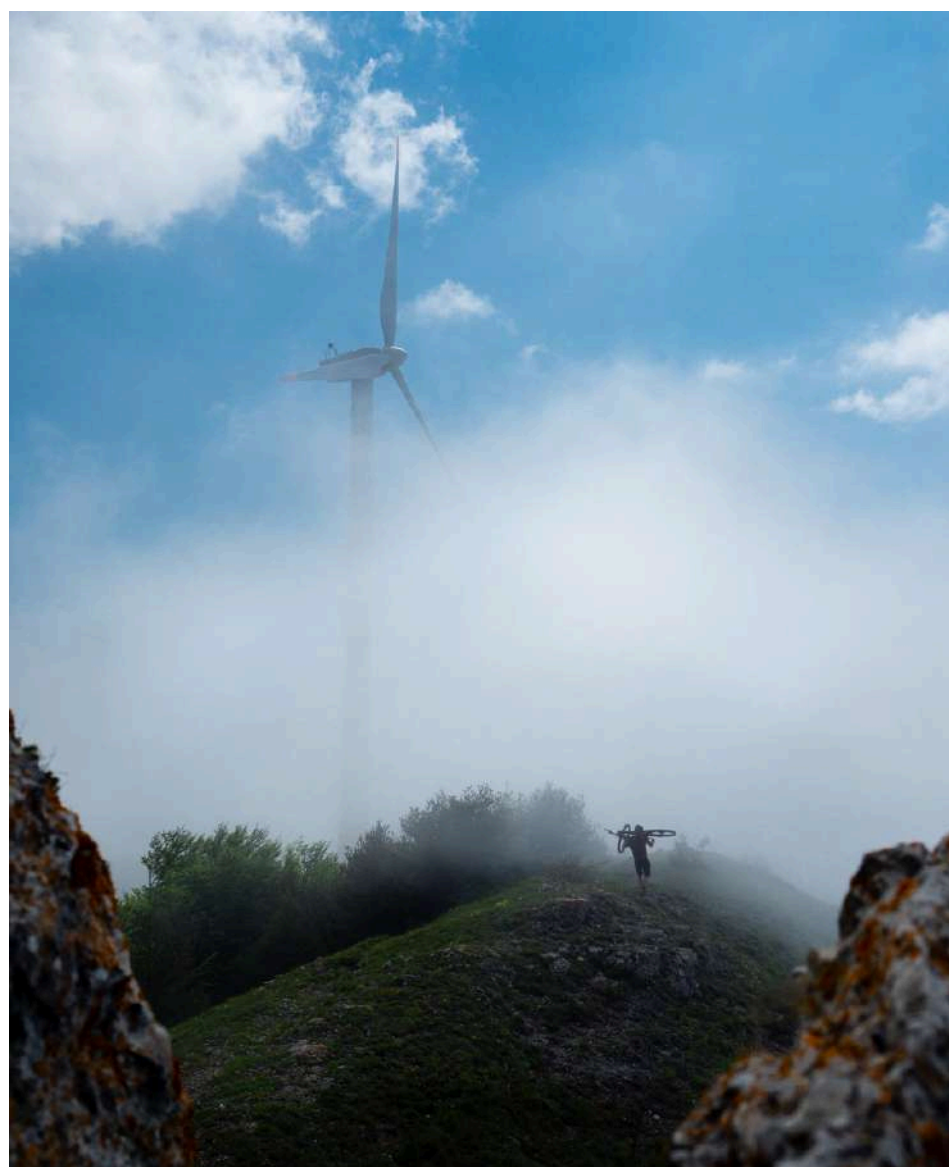
## FESTIVAL BIKE PIEMONTE E ALPI

BIKE  
2022-24



La forza di Edoardo è di non essere solamente un fotografo, ma anche un ciclista. Così da riuscire a cogliere in un evento dettagli, momenti, che solo chi ha questa passione può catturare. Ha collaborato con noi per la 150 S-Miles 2023 e l'ha pedalata riuscendo a immortalare le emozioni, non solamente delle immagini.

*Serena Cugno, 150s-miles*



Edoardo was professional, flexible, and easy to deal with. We loved the final product. Communication was always timely and to the point.

*Beppe Salerno, Tourissimo - Active Travel in Italy*

[Altri ciclisti soddisfatti](#)





# MARK GUNTHER PHOTOAWARDS 2023

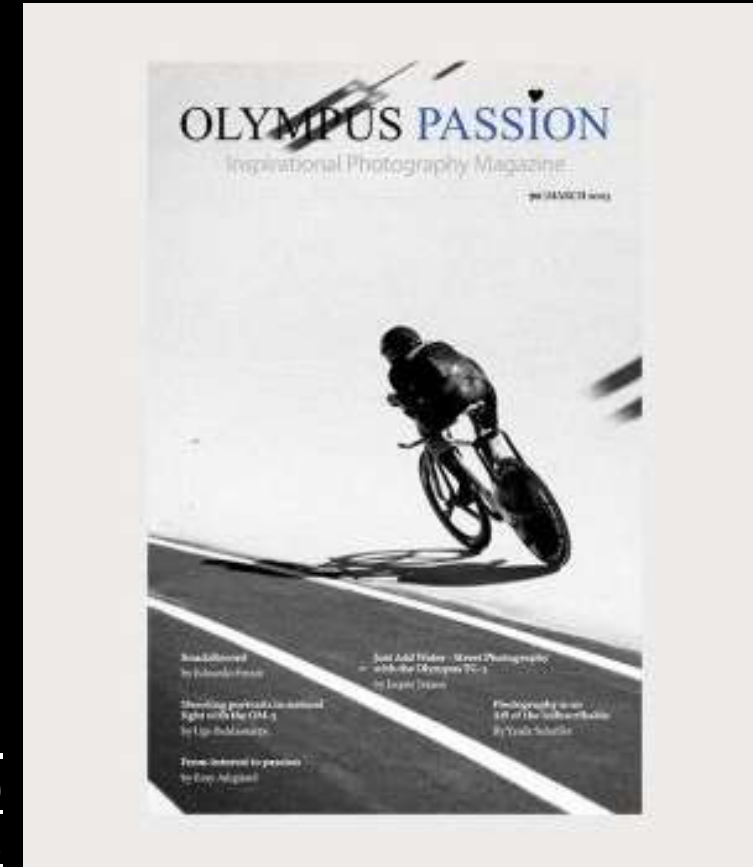
Shortlist – Vittoria Bussi,  
Road2Record



# Publications / workshops

## OLYMPUS PASSION

cover story #70  
march 2023



## RIDE YOUR STORIES!

Bikepacking and photography workshop

- Riviera Outdoor, Finalborgo, 02/24
- Motovelodromo, Torino, 03/24
- Genova, 06/24
- weekend workshop w/ Casa Bart bike hotel, 27-29 settembre 2024

©Luigi Grossi

## BIKEPACKING.COM

Weekend snapshot collections, 2022-23-24



## ALVENTO MAGAZINE

#30 – la libertà  
#32 – concorso e reportage POP Alvento



# Let's tell together

your next story



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