

Reading Public Museum
500 Museum Road, Reading, PA 19611

Ronald C. Roth, Director and CEO

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****FOR IMMEDIATE RELEASE****

**READING PUBLIC MUSEUM GOES WILD WITH ADVENTUROUS
MOTORCYCLE DESIGN EXHIBITION**

September 10, 2008 – Reading, Pa. – An exciting new exhibition, *Born to Be Wild: Adventures in the Art of Motorcycle Design*, opens at the Reading Public Museum on Friday, October 3, 2008 and continues through Sunday, January 4, 2009. An opening night reception will be held on Friday, October 3 from 5:30 – 8:00 p.m. The reception is sponsored by Hair On The Avenue, and is open to the public, with details available at www.readingpublicmuseum.org.

The exhibition will examine the art and design of the motorcycle through the lens of classic and contemporary cycles. Forty-six motorcycles will be exhibited including two of the most famous of all time: the Captain America chopper and Billy Bike featured in the 1969 film, *Easy Rider*. They headline a section of the exhibition featuring early choppers of the 1960s and '70s. Plus, the original jacket and helmet that Peter Fonda wore in the movie will be on display.

This exhibition is sponsored by Penske Truck Leasing, Yuasa Batteries, Inc. and Friends of the Reading Museum.

The latest generation of choppers is represented by cycles designed by some of the most creative contemporary designers in the United States. These cycles includes the iconic, two engine *Two Bad 2* designed by the legendary California designer, Arlen Ness.

Part of the exhibition is devoted to classic, historic motorcycles of the first half of the 20th century. Among the highlights is a selection of Indian motorcycles celebrated for their design sophistication and include the 1948 Indian Chief featured in the groundbreaking 1998 Solomon R. Guggenheim Museum exhibition, *Art of the Motorcycle*. In addition, Reading's own motorcycle company, the Reading Standard, is featured and includes a rare 1905 model, one of the earliest motorcycles ever manufactured.

The exhibition explores international motorcycle design, featuring British and Italian motorcycles. Contemporary Italian MV Augustas and classic British motorcycles, including a 1954 Vincent Black Shadow and 1957 BSA Gold Star, are exhibited in pristine condition. Harley-Davidson motorcycles also play a prominent role in the show and include historic police motorcycles and a classic 1958 calypso red and white DuoGlide with side car.

A special “Born to be Wild” Bike Run will be held on Saturday, October 4, 2008, to kick off the exhibition in grand style. This event begins with registration at 9 a.m. at the Pagoda (celebrating its 100th anniversary this year), followed by a ride along historic Skyline Drive through Reading, with the Museum being the final destination. Special events will continue until 5 p.m., including exhibit tours, detail paint demonstrations, food vendors and more. Advance registration fee is \$25 per rider (\$30 day of the event) and includes a commemorative t-shirt, pin and admission to the Museum that day. For details and an advance registration form, visit www.readingpublicmuseum.org.

Ron Roth, Exhibition Curator, Director and CEO of the Reading Public Museum said, “This show will be a great experience for both motorcycle enthusiasts and the general public. For nearly a century, the motorcycle has been an icon for innovation in design and engineering. More than any other form of transportation, it has come to symbolize the concept of freedom, and this freedom has been an engine of creativity in design.”

Roth added, “The sheer beauty of the best-designed motorcycles reminds us that motorcycle design is as much about the human spirit as speed and performance. It is

about the edge of wildness that lurks within and that can break out with a motorcycle designed to liberate our wilder side.”

Born to Be Wild is a registered trademark of Steppenwolf Productions, Inc. used with permission.

Related Events & Programming

Saturday, October 11, 2008 – “Family Day” at the Museum

From 11 a.m. until 5 p.m., special motorcycle-themed events, including tours, story readings, demonstrations, children’s activities and more will highlight this open-free-to-the-public day. Details will be announced soon and posted on the Museum’s Web site.

Saturday, November 15, 2008 – Reading Symphony Orchestra Concert

In conjunction with this exhibition, the Reading Symphony Orchestra will present a special concert on November 15, 2008 entitled “The Wild Ones.” The performance will include music by composer Michael Daugherty, “Hell’s Angels,” featuring four leather-clad bassoon players and the rumble of motorcycles. This unique concert will be held at 8:00 p.m. at the Sovereign Performing Arts Center in Reading, PA. For tickets, call 610-898-7299 or visit www.readingsymphonyorchestra.org.

Friday, November 21, 2008 – “Jive After Five” – *Bikes, Brews and Blues*

From 5:30 p.m. until 8 p.m., this new special night at the Museum will feature exhibition-related programming, music, refreshments and activities and is sponsored by Martin Motorsports and Y102. Music will be by the Blues City Blues Band, and beer tasting is provided by Legacy Brewing.

Sunday, November 23, 2008 – “Bagels & Bach”

This month, the popular “Bagels & Bach” series of light breakfast and live music in the Atrium features “the blues” in honor of the *Born to be Wild* exhibition.

Beaucoup Blue, the Philly-based father and son duo of David and Adrian Mowry, combine their soulful mix of traditional and contemporary style into an innovative and authentic sound. For this special occasion, the duo will be performing with acoustic jazz bassist Bill Zinno, a member of the Delaware Symphony. Although blues is a staple in their steeped-in-Americana repertoire, *Beaucoup Blue*'s music is also influenced by their love of folk, soul, R&B, jazz, country, and bluegrass.

Breakfast and the performance is scheduled from 10 a.m. to noon. and is \$15 for Members and \$25 for Non-Members. The price includes admission to the Museum after the show. Reservations are suggested, but not necessary (610-371-5850 x 264). Doors open at 9:30 a.m. The series is sponsored by Hair On The Avenue.

The Museum is located at 500 Museum Road, Reading, PA 19611. Hours are Tuesday, Wednesday, Thursday, and Saturday 11 a.m. to 5 p.m.; Friday 11 a.m. to 8 p.m.; and Sunday 12 to 5 p.m. During this exhibition, admission to the Museum is: \$8 adults (18-60), \$6 children/seniors/students (w/ID) and free to Members and children under four years old. The Reading Public Museum is supported in part by grants from the Pennsylvania Council on the Arts and the Pennsylvania Historical and Museum Commission.

Web: www.readingpublicmuseum.org.

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Images available – Contact michael.anderson@readingpublicmuseum.org with request and technical specs