

FOR IMMEDIATE RELEASE:

## **Customized: the Art and History of the Bicycle**

September 24 – February 5, 2011

Sonoma County Museum presents an in-depth look at the development of the art and history of the bicycle and its relationship to Sonoma County. This exhibition covers over one-hundred years of the bicycle and its evolution as a human-powered vehicle. Focusing on the significance of the bicycle in northern California, the show traces regional innovations with respect to bicycle racing and mountain biking, political issues surrounding bikes and the green movement, and art bikes and other two-wheeled inventive creations.

As part of exhibition, the Museum will present an on-going original film about bicycles in Sonoma County and Northern California. The film will feature interviews with some of the region's biggest names in cycling including Levi Leipheimer, Tom Ritchey and others. The twenty minute film was created by Jamie Tuell and Daydreamer Cinema, in collaboration with the Sonoma County Museum.

*Customized: The Art and History of the Bicycle*, explores the remarkable evolution of the bicycle, many of its past and current adaptations, and how Sonoma County has become one the greatest cycling regions worldwide. From a 1903 race between a Santa Rosa cyclist and a train, to the invention of the purpose-built mountain bike in nearby Marin County in the 1970s, to the 2011 Tour de France victory of Santa Rosa based cycling team BMC, this part of California carries a significant bicycling legacy. *Customized* features bicycles including an 1860s velocipede, classic balloon tire children's bikes of the 1940s and 50s, an early customized mountain bike, one of the most advanced road racing bikes, and many others. *Customized* also features the work of the region's top, custom bicycle builders, and the creations of local artists who have taken customization and tinkering with the bicycle to its creative extreme.

SCM has scheduled a number of exciting special programs to celebrate this exhibit:

### **At the Museum**

- Sept 23, 5-7* Members-only Preview *Customized: the Art and History of the Bicycle*
- Sept 24, 11-2* Streamers and Spokes **Free Family Day**
- Sept 30, 5-9* Whiskey Drome Late Night! Vintage board track meets velodrome.  
Part of GranFondo RadioShack Downtown event.
- Nov 3, 6-7* Jacquie Phelan: Mountain-bike legend speaks on women and bicycles (\$5 members / \$7 non-members)

sonoma county  
**MUSEUM**

**Film Series: Sundays 2pm (for admission fees check [www.sonomacountymuseum.org](http://www.sonomacountymuseum.org))**

*Nov 13 & 20* **Klunkerz** The history of mountain bikes featuring pioneers Gary Fisher, Joe Breeze, Mike Sinyard, Tom Ritchey and Charlie Kelly.

*Dec 4 & 11* **Return of the Scorchers** discovers an inspired and evolving bicycling renaissance  
**We Are Traffic!** chronicles the history of “Critical Mass”

**Rides with the Sonoma County Bicycle Coalition (more info at [www.sonomacountymuseum.org](http://www.sonomacountymuseum.org))**

*Sep 23* Santa Rosa ride ending at the Museum for the opening night – riders admitted for \$5.  
Valet bike parking provided!

*Sep 24* Family Day at SCM: City of Santa Rosa public art tour route.

*Oct 15* Luther Burbank historic ride from Sebastopol to Santa Rosa.

*Oct 22* Ride to tour the shops of frame builders/art bike makers in the Railroad Square area.

**About Sonoma County Museum:**

Founded in 1985, the Sonoma County Museum is the region’s only art and history museum with a collection of over 20,000 objects.

Through the preservation of collections and the presentation of exhibitions and programs, the Museum attracts more than 28,000 people annually. As its flagship program, the Museum & Schools Program is ongoing throughout the school calendar year and provides students and teachers with free/subsidized bussing, guided tours of the museum, hands-on materials for additional learning, and free Educator Guides for teachers – following CA State Content Standards.

**Hours:**

Tuesday – Sunday, 11am -5pm, Closed Major Holidays

**Admission:**

\$5 general, \$2 for students & seniors

**Location:**

425 7<sup>th</sup> Street  
Santa Rosa, CA 95401

**Website:**

[www.sonomacountymuseum.org](http://www.sonomacountymuseum.org)

**X END X**

---