Petersen Automotive Museum To Open “Custom Revolution” Motorcycle Exhibit on April 14

LOS ANGELES (March 20, 2018) – The Petersen Automotive Museum will open its newest exhibit dedicated to the art of a new generation of motorcycle customizers on Saturday, April 14th. Located in the Richard Varner Family Gallery, “Custom Revolution” will gather the works of the most influential and innovative alternative bike builders of the past ten years in one place for the first time ever.

Guest curated by motorcycle historian and author Paul d’Orleans, “Custom Revolution” will celebrate the visionaries who are pushing the creative edges of motorcycle design. Using both new and old engines, past and present chassis ideas, and groundbreaking styling, these internet savvy designers and builders are dramatically influencing the current generation of factory-built machines.

The exhibit will feature about 25 different bikes spanning 25 different builders. Notable bikes will include the Glumseck 101 winner “E-Lisabad,” an electric dragster built by Krautmotors in 2017 from a BMW scooter chassis; the rarely seen “Black” by Falcon Motorcycles, which was built in 2014 and based on the 1952 Vincent Black Shadow; and the “Rondine” by Medaza Cycles, winner of the AMD World Championship of Custom Bike Building.

“At the Petersen, it is our utmost goal to embrace and foster creativity—especially when it comes to automobiles,” said Petersen Executive Director Terry L. Karges. “Because we’ve built exhibits around the art of four-wheeled vehicles many times, we believe it’s the perfect time to recognize a global phenomenon in the form of the custom bike revolution. This new exhibit will celebrate the international trendsetters of this movement while delivering a definite nod to L.A. culture.”

To kick off this monumental display, the Petersen will host an opening reception on Friday, April 13th at 7 PM with live entertainment, gourmet food, and specialty cocktails served in the museum’s Penthouse. The evening will conclude with a panel featuring board member Richard Varner, actor Keanu Reeves, guest curator Paul d’Orleans, Jay Leno, automotive journalist Charles Fleming, and founding chairman Bruce Meyer.

To learn more about the reception or to purchase tickets, please visit https://petersentickets.org/products/custom-revolution. For more information about the Petersen Automotive Museum, please visit www.Petersen.org.

###
The Petersen Automotive Museum Foundation is a non-profit 501(c)(3) charity. The Museum is located at 6060 Wilshire Boulevard (at Fairfax) in Los Angeles, California, 90036. Admission prices are $16 for general admission adults, $13 for seniors and students with ID, $8 for children ages 3 to 12. Active military with ID, personal care attendants and children under three are admitted free. Museum hours are 10 a.m. to 6 p.m. For general information, call 323-930-CARS or visit www.Petersen.org.