Petersen Automotive Museum Opens World’s First Exhibit Dedicated to the Art of Alternative Motorcycles

_Titled “Custom Revolution,” the exhibit displays important builds from the movement’s most iconic visionaries of the past decade such as Ian Barry, Michael “Woolie” Woolaway, Roland Sands and more_

LOS ANGELES (April 16, 2018) – The Petersen Automotive Museum opened a new exhibit to the public on Saturday, April 14 in the Richard Varner Family Gallery. Dedicated to the art of alternative motorcycle customization, the exhibit titled “Custom Revolution” gathers the works of the most influential and innovative alternative bike builders of the past decade, marking the very first museum display in the world devoted to this groundbreaking movement.

Guest curated by motorcycle historian and author Paul d’Orleans, “Custom Revolution” celebrates visionaries who are pushing the creative edges of motorcycle design and dramatically influencing the current generation of factory-built machines. Twenty-five bikes are on display representing builders such as Roland Sands, Shinya Kimura, Kengo Kimura, Uwe Ehinger, Kenny Cummings, Alp Sungurtekin, Cristian Sosa, Woolie Woolaway and Ian Barry.

Notable bikes include the Glemseck 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.

“This exhibit is an impressive accomplishment for the Petersen in more ways than one,” said Petersen Executive Director Terry L. Karges. “‘Custom Revolution’ represents the world’s first-ever custom bike exhibit and the museum’s 42nd exhibit opening since our grand re-opening in 2015. We’re excited to keep pushing boundaries year after year and especially thrilled we could accomplish this with an exhibit as artistically significant as this one.”

The Petersen kicked off this monumental display on Friday, April 13 with an opening reception and media preview featuring live entertainment, gourmet food and specialty alcohol vendors. The evening concluded with a panel discussion with automotive journalist Charles Fleming, Founding Chairman Bruce Meyer, Deus Ex Machina Design Director Woolie Woolaway, Falcon Motorcycles Builder Ian Barry and Alta Motors CTO and Co-founder Derek Dorresteyn.

“Custom Revolution” will run through March 10, 2019. For more information about the exhibit or the Petersen Automotive Museum, please visit [www.Petersen.org](http://www.Petersen.org).

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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.