

# GOLDSTEIN MUSEUM OF DESIGN

364 McNeal Hall, 1985 Buford Avenue, Saint Paul, MN 55108  
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FOR IMMEDIATE RELEASE  
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## ***Design Cycles, A Bike Show***

January 24 – May 10, 2015

Gallery 241, McNeal Hall

Opening Party: Friday, January 23, 6-8:30 pm

Food by Whole Foods Beer by Summit Brewing

Curated by Jean McElvain

Can you remember the joy of your first bicycle ride? The varied roads, paths, and terrains of Minnesota are filled with savvy innovations by cyclists who draw on an innate appetite for riding. Join us in celebrating the bicycle-related work of regional designers, builders, and collectors.

A hub of Minnesota culture and subculture, the bicycle remains one of mankind's most efficient designs. *Design Cycles, A Bike Show* looks at the accomplishments of the bicycle as a designed and engineered object and the cultural phenomena that surround it.

With roots in the history and evolution of the Twin Cities cycling and bike design communities, the exhibition and its programs follow the bicycle's transition from unpaved roads to multi-modal traffic systems and touches on the social and political implications of this move.

A blend of retrospective, design, and social culture, the exhibition features historic bike ephemera, celebrates some of Minnesota's current-day, custom-made frames, and highlights the critical role that regional product design has had in fostering both an economically and socially viable cycling community. Confirm your own hunches about why riding is a must in Minnesota, a state with a long-time commitment to cracking the code on how bikes work in U.S. cities. Known for an expansive infrastructure that has increased ridership, Minnesota is home to a committed culture of cyclists with entrepreneurial savvy.

See frames by regional builders including Erik Noren and Curt Goodrich, gear and tools by Twin Six and Bike Fixtation, and the big fat history of Surly's big fatbike. A short history on early bicycles and maps will provide insights into the inherent allure of bicycles. The bicycle's historic role in liberating the individual, and its more contemporary role in liberating the individual from the automobile, has positioned it as a political object complete with advocates and adversaries. To bike or not to bike, that is the question. The Goldstein Museum of Design's exhibition *Design Cycles: A Bike Show* answers that question handily.

**Sponsored by** the McKnight Imagine Fund Special Events Grant, AAA Minneapolis, Shinola Detroit, Penn Cycle and Fitness, Bike Fixtation LLC, Quigley Architects, Hess Roise, and Mary and James Meyer

**In-kind sponsors:** Summit Beer and Whole Foods

**Promotional partner:** Cycling Museum of Minnesota



COLLEGE OF DESIGN  
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## General Information

The Goldstein Museum of Design (GMD), part of the University of Minnesota's College of Design, supports design teaching, research, and discovery through exhibitions, publications, programs, and partnerships.

## Location

Gallery 241 is on the second floor of McNeal Hall, 1985 Buford Ave., St. Paul, MN 55108

## McNeal Gallery Hours

Tuesday-Friday 10:00am-5:00pm  
Weekend 1:30pm-4:30pm  
Closed Mondays and all University holidays  
Free admission

## Parking

Parking is in Gortner Ramp at 1395 Gortner Avenue and the lot at the top of Lower Buford Circle. Bicycle racks are available by the west entrance to McNeal Hall.

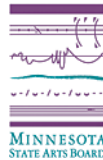
## Accessibility

Metered handicapped parking is available in front of the Lower Buford Circle entrance. Handicapped parking is also available on Upper Buford Circle at the north end of the building.

An automatic door is located just around the corner from the metered handicapped parking at the back east side of the building. Visitor drop-off/pick-up is available at the accessible Buford Avenue south entrance and the west entrance on Lower Buford Circle.

## Public Transit

For bus information, call (612) 373-3333 or visit <http://www1.umn.edu/pts/bus/connectors.html> or <http://www.metrotransit.org/>



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