

October 2013: Press Release

Free Wheel Cyclepedia: Iconic Bicycles Design

Press Preview: Wednesday 13 November, 2013

Opening Date: Thursday 14 November, 2013

Closing Date: Saturday 22 March, 2014

In this momentous year, which marks the 100th Tour de France, Design Museum Holon is delighted to announce the new **Free Wheel** exhibition.

Since its invention in the 19th century, the modest bicycle continues to be the easiest and most simplistic mode of transportation due to its minimal design. Unlike other objects, which go through constant design evolution, the bicycle has seemingly stayed loyal to its original structure over the past 200 years. However upon closer examination, the different bicycles in this exhibition make apparent the various technological and social developments that the design has undergone.

Free Wheel, comprising of 100 bicycles, examines models from different historic periods to the most innovative models, allowing visitors the opportunity to appreciate the vast diversity of the bicycle's design details both comparatively and through a wide variety of cross sections.

The Upper Gallery will present 43 iconic bicycles from the private collection of Michael Embacher, an Austrian architect, designer and bicycle collector, who has collected some 275 unique bicycles over the past decade. The bikes have been selected both for the quality of design and also to represent pivotal moments in the evolution of the bicycle design. Exhibited bicycles include the 1940 Paratrooper, a folding bicycle with an attached parachute used during World War II by British paratroopers, and an early version of a fixed wheel drive bicycle dating from the 1970s.

The Lower Gallery will display 11 bikes manufactured in Israel alongside historical posters, photographs and videos that have accompanied the bicycle and cycling culture in Israel from the 1930s to the present day.

The Collections Corridor will allow visitors to trace the development of bicycles, cycling trends and fashion from the end of the sixteenth century to the present day.

The Design Lab will then present the future and innovation of bicycle design through movies and examples of 3D modelling.

Movies produced and recorded by single riding bike-riders will be screened on a wall in the entrance hall of the museum.

Galit Gaon, Chief Curator at Design Museum Holon, says, "An object used daily by millions of people all over the world, Free Wheel at Design Museum Holon demonstrates that the bicycle is the most efficient mode of transportation throughout history. Whilst its characteristic structure has remained largely unchanged, the bicycle challenges the limits of innovative thinking of designers, inventors, cyclists, and industrialists worldwide.

It is a mode of transportation that has transitioned from the purely functional to desirable and unique, a sporting and social trend which influences lifestyles. At Design Museum Holon, we



aim to demonstrate how bicycles seamlessly fit into our everyday lives whilst also improving the quality of our lives."

The **Free Wheel** exhibition will be accompanied by bicycle events for the whole family: a bicycle film festival at Holon Cinematheque, a bicycle school, an international conference on urban planning and bicycles, and the launching of a unique Design Detectives program.

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Notes to Editors:

1. Design Museum Holon

Designed by world-renowned architect Ron Arad, Design Museum Holon was inaugurated in March 2010 and has quickly established itself as the most exciting recent development to emerge in the Middle East. The Museum is part of an urban regeneration initiative which aims to transform the City of Holon into a centre for design. Central to Design Museum Holon's mission is to supply an enriching and thought-provoking environment for visitors to explore exciting and engaging design ideas, principles, processes and objects in a tactile and practical fashion.

www.dmh.org.il

2. The Design Museum Holon Collection

The Design Museum Holon Collection is a young, evolving, and dynamic collection that extends over four main continuums:

Historical Design: design works created in Israel from the 1930s to 2000

Contemporary Design: contemporary design works created in Israel and around the world from 2000 onward

Commissioned Works: pieces specially commissioned for the Museum's exhibitions

Academic Projects: a selection of graduate works from Israeli design academies

The Collection's four continuums include unique objects, items produced in small editions, models, items produced in large editions, furniture, visual communication items, textile designs, fashion, jewellery, shoes, and accessories. As a Museum that has set itself the goal of deepening and broadening the understanding of design and its role in our life, the Museum Collection constitutes an expression of this definition. However, since design methods, technology, and product manufacture change and develop rapidly, certain objects that mark innovation almost immediately become part of the history of design. The decision to collect along four continuums enables the creation of content and subject-matter cross-sections that are independent of time or place definitions.

Through the Collection one can learn about directions and trends in contemporary design, reflections of technological changes that are manifested in the selection of objects. The Museum Collection can be used as a focused exhibit, or for educational cross-section exhibits, while being formulated within a cultural learning space.

The Collection is presented in two spaces – the Design Lab, which engages in lateral issues, and the Collection Windows, which enables close scrutiny, examination and observation of the individual objects.

3. Michael Embacher

Michael Embacher is renowned for his fascination with design and love of bicycles. He began collecting creative, rare and offbeat models in 2003 and has since amassed some 275 unusual functioning objects. The Embacher Collection distinguishes itself both for the



scale and the rarity of the bicycles, and word of the special nature of the exhibits has spread beyond the circle of connoisseurs. *Cyclopedia*, the second illustrated volume on the Embacher Collection after *Smart Move*, was published in February 2011.

**For press information or visuals of the exhibition and Design Museum Holon, please contact Sameera Hanif and Ayesha Kapila at LUCHFORD APM:
+44 (0)20 7631 1000; sameera.hanif@luchfordapm.com,
ayesha.kapila@luchfordapm.com**

Mediatheque Complex, 6, Golda Meir St., Holon, Israel Fax 972 3 5021544

תחנת המידע, קומפלקס, רחוב גולדה מיר 6, תל אביב, 58458

טלפקס 03-5021544

מבית המידע, ברחוב גולדה מיר 6, תל אביב 58458

טלפקס 03-5021544

www.dmh.org.il

info@dmh.org.il

Free Wheel at Design Museum Holon, Israel

מוזיאון העיצוב חולון
Design Museum Holon
متحف التصميم حולون



All images are courtesy of Design Museum Holon

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מרחב תרבותי, מרכז תרבותי, מרכז תרבותי
9, גולדה מיר סטריט, חולון, 8458

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מרכז תרבותי, מרכז תרבותי, מרכז תרבותי
6, גולדה מיר סטריט, חולון, 8458

Mediatheque Complex, 6, Golda Meir St., Holon, Israel Fax 972 3 5021544

www.dmh.org.il

info@dmh.org.il



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מחלקת מידע, תל אביב, רחוב גולדה מיר 6, תל אביב, 8458

טלפקס 03-5021544

טלפון 03-5021544

מבנה המידע, תל אביב, רחוב גולדה מיר 6, תל אביב, 8458

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