

The Bike Connection

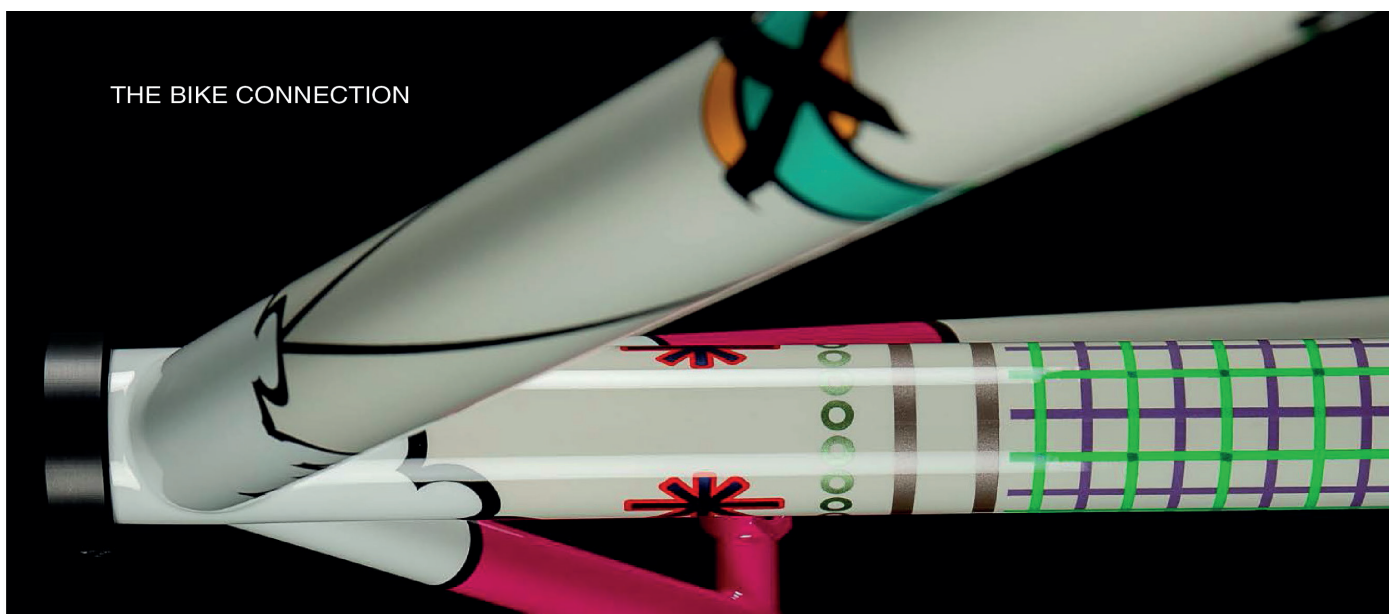
Dario Pegoretti - Brooks England
with video and performance by Shaun Gladwell

--

16 > 30 September 2017

Opening: Saturday 16 September 2017 at 11:00 a.m.

Studio la Città - Lungadige Galtarossa 21 - Verona



Studio la Città opens on Saturday 16 September, the exhibition: *The Bike Connection*, contamination between art and bicycles worlds, in collaboration with **Dario Pegoretti** and the historic company **Brooks England** company that, since 1866, produces prestigious leather seats. This is a show that pays tribute to bicycles, which this year sees the 200th anniversary of their invention, and did not come about by chance. In fact, for some years art and design have been receptive, and two of the gallery's artists have a special relationship with them: the Australian **Shaun Gladwell** and the American **Jacob Hashimoto**, both linked for different reasons to bicycles, both as means of transport and as true lifestyle icons,

Marco Meneguzzo, author of the text accompanying the exhibition, well describes with these words the genesis of the project:

[...] That Hélène moved to an apparently unglamorous place is not a surprise... but it is the place itself that acts as a catalyst for those with a special gift for scents: just a short distance from the gallery there is a door that leads to what was once a workshop, and that still has the air of one, even while being in the vanguard of its sector; it wants to remain restricted, governable by a single man and his hands. This is the office, the workshop, the cave of "Pegoretti", Dario Pegoretti, the assembler and above all the painter of bicycles, the "livery" of which is unique for each example [...]. This is why they found each other. This is why the gallery is hosting a show of bicycles and accessories (with the contribution of the enthusiasm of Jacob Hashimoto, a New York artist with a mania for bikes, who knew everything about Pegoretti and who, when he spoke about him, had a strange light in his eyes), because an interest in materials is quite similar to the love of materials typical of artists.

On show, besides the bicycle designed by Jacob Hashimoto and made by Dario Pegoretti, is a video by the Australian **Shaun Gladwell**, *Reversed Readymade*, in which the artist links one of the most well-known works of modern art, Marcel Duchamp's 1913 *Bicycle Wheel* to



contemporary manoeuvres on BMX bikes. The famous dysfunctional form of the first readymade – a wheel, a bicycle fork, and a stool – is here released from its “symbolic value” and takes on a “use value” and a new function through the skilful manoeuvres of the performer. As Gladwell himself has said, “There are only a handful of athletes and acrobats who could have attempted a ‘spin’ on Duchamp’s bicycle wheel, and even fewer would be able to manoeuvre this sculpture.” This investigation of

space has slowly led Gladwell to deal with different video formats, to experiment with multi-channels, and utilise architectural surfaces as area for projections. This work was also planned to be enjoyed through so-called “enhanced reality”, that is with the use of specific viewers capable of totally involving the viewers in a 360° perspective. **Shaun Gladwell will be present on the opening day in order to undertake the BMX performance *Study of Stillness and Balance*.**

To complete the association between the worlds of art, design, and bicycles – the undoubted protagonists of this show – there is also a collaboration with **Zanotta**, a business established in 1954 and which has always been considered as one of the greatest firms in the history of Italian design. The visitors will have the opportunity of looking at Shaun Gladwell’s video from a new point of view thanks to **Sella**, an exceptional seat designed in 1957 by **Achille and Pier Giacomo Castiglioni**. It is a genuine bicycle saddle mounted on a steel tube and supported by a heavy semi-spherical base which offers the possibility of a “dynamic balance”. Conceived as a “telephone stool”, as well as for unusual and one-off sitting positions, besides its overt allusion to the cycling world (the colour alludes to that of the jersey of the winner of the Tour of Italy) the object evokes a milking stool, with a single support on the floor.



Link to download the images:

<http://studiolacitta.it/download-the-bike-connection/>

Dario Pegoretti

(born 18 January 1956) is an Italian bicycle framebuilder based in Verona, in the ex- Galtarossa railway workshops, recently renovated. He is considered one of the great contemporary steel framebuilders and a pioneer of lugless TIG welded frames. Pegoretti uses only steel and aluminum to create his frames, having used tubes from *Excel*, *Dedacciai*, and most recently *Columbus*. His current models include the *Responsorium*, *Day is Done*, *Big Leg Emma*, *Mxxxxxo*, *Duende*, *Luigino*, *Love #3*, and *8:30*. He apprenticed with master builder Luigino Milani, who was also his father-in-law.

Pegoretti has also created custom paint and graphics designs for customers. The ‘ciavate’ paint scheme is entirely hand-painted by Dario and originally drew inspiration from Jean-Michel Basquiat. Pegoretti designed and built frames that were ridden by Miguel Indurain, Marco Pantani, Stephen Roche, Claudio Chiappucci, Mario Cipollini, and Andrea Tafi among others. He started out as a contract builder, making frames that would be labeled by other manufacturers until the American distributor Gita convinced him to build under his own name. Floyd Landis owns and rides a *Love #3*. He supplied comedian Robin Williams with bikes that the actor regularly used and particularly admired; and Williams also gave them as gifts.

Brooks England Ltd

A Company that have been in the business of cycle saddle manufacture for well over a century. In 1865 John Boultbee Brooks set out from his place of birth, Hinckley in Leicestershire, with little more to his name than ambition and £20 in his pocket. He made his way to Birmingham, where just one year later he established a business under his own name, producing harness and sundry leather goods for horses. Twelve years later, after the unfortunate death of his own horse, JB Brooks borrowed a bicycle for his commute to work. He was excited by the possibilities of this ingenious new mode of transportation, but pained to be seated upon it hard wooden saddle, and vowed to do something about it. By the Autumn of 1882 he had filed the first of many patents for a leather bicycle saddle. The company expanded rapidly after the success of these revolutionary designs, producing many other new products for cycling, including outerwear, robust luggage but also a myriad array of cycle bags. With each splendid addition to the expansive range of goods, Brooks Products established themselves far and wide as the benchmark of quality and style, becoming thus the byword in handcrafted goods for the contemporary cyclist for which they are known today. In 2002 the company was acquired by Selle Royal S.p.A., an international cycling group headquartered in Italy, and has since been under new management whilst maintaining its production facilities in England. Rather than follow the route of other former British manufacturers, Brooks instead has flourished, doubling its workforce and raising its annual turnover. Our factory in Smethwick, only a few miles removed from JB Brooks' original premises, houses our skilled workforce who continue to use the same traditional machinery, some of which itself dates as far back as the 1940s and 1950s.

Exhibition period:

16 > 30 September 2017

Venue:

Studio la Città, Lungadige Galtarossa 21, 37133 Verona

Opening hours:

from Tuesday to Saturday, from 9 a.m. to 1 p.m. and from 3 p.m. to 7 p.m.

For further information, please write to:

Marta Fraccarolo

Ufficio Stampa - Studio la Città, Verona

+39 045597549 | ufficiostampa@studiolacitta.it

Thanks to:

zanotta: