

FOR IMMEDIATE RELEASE:

Minneapolis Institute of Arts and Handsome Cycles Launch Partnership

July 14, 2015 — Handsome Cycles and the Minneapolis Institute of Arts (MIA) today announced a partnership that merges art, bikes, and retail. The two organizations will launch this special collaboration at the museum's popular Bike Night event on July 16 and unveil three custom bikes inspired by works from the MIA's permanent collection—including paintings by Claude Monet and Frank Stella, and the 1948 Tatra T87 sedan. The artful bikes were created in celebration of the MIA's 100TH Birthday Year. Additionally, the two Minnesota brands will offer an exclusive line of MIA bikes available for purchase through the Store at MIA and Handsome Cycles' website.

"The MIA is excited to partner with Handsome Cycles, a company that shares the museum's commitment to embracing the local and integrating great design, technology, and experimentation, while staying true to its core values and community," said Hunter Wright, MIA's Venture Innovation Director.

"Handsome is thrilled to have the opportunity to collaborate with the MIA," said Ben Morrison, co-founder at Handsome Cycles.

Jesse Erickson, co-founder and COO at Handsome added, "It is so rare to find such a well-respected organization that is able to still maintain its relevancy. Their continued support of the bike community is absolutely amazing."

Local companies KNOCK, inc. and TREAT AND COMPANY collaborated with Handsome Cycles to creatively reflect and translate artwork into bike designs.

ABOUT HANDSOME CYCLES

Handsome Cycles is a maker of high quality, versatile and classically designed bicycles. Passionate about encouraging everyone to get out and ride. Empowering riders through education and by deepening peoples' connection with their community through cycling.

ABOUT KNOCK, inc.

KNOCK is a creative agency inspired by what's next: Our design ignites the fusion of art, intellect and culture. We create elevated experiences that connect people to brands they love.

ABOUT TREAT AND COMPANY

TREAT AND COMPANY is an ingenious collective of designers and thinkers with expertise spanning retail, product development, merchandising, marketing, and trend analysis.

ABOUT THE MINNEAPOLIS INSTITUTE OF ARTS

Home to over 89,000 works of art representing 5,000 years of world history, the Minneapolis Institute of Arts (MIA) inspires wonder, spurs creativity, and nourishes the imagination. With extraordinary exhibitions and one of the finest wide-ranging art collections in the country—Rembrandt to van Gogh, Monet to Matisse, Asian to African—the MIA links the past to the present, enables global conversations, and offers an exceptional setting for inspiration.

General admission to the MIA is always free. Some special exhibitions have a nominal admission fee.

Museum hours: Sunday, 11 a.m.–5 p.m.; Tuesday, Wednesday, and Saturday, 10 a.m.–5 p.m.; Thursday and Friday, 10 a.m.–9 p.m.; Monday closed. The Store at MIA is open the same hours as the museum and also by appointment on Mondays. For more information, call (612) 870-3000 or visit artsmia.org.

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