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### **GreenHill Announces 2017 *M.A.D | Motorcycle. Art. Design* Exhibition**

*If I weren't doing what I'm doing today . . . I'd be traveling around the world on the back of a motorcycle.*

—Donna Karan

**(Greensboro, NC)** Sometimes you just need to do the unexpected. For GreenHill this means putting together an exhibition like *M.A.D | Motorcycle. Art. Design*, a project put together with dedicated partners— Director of Scene Design, School of Design and Production John Coyne and his students at UNC School of the Arts, visual artist Ivan Toth Depeña, textile expert and Hudson's Hill proprietor Evan Morrison, Motorcycle Guru Oscar "Ozzie" Scofield, and GreenHill curatorial associate Erin Riggins.

*M.A.D* is a multi-media, experiential exhibition combining art, sound, industrial design and cultural elements that will be held at GreenHill from February 3 – June 8, 2017. The visitor to *M.A.D* will walk into the exhibition, entering through a "lifestyle gallery" curated by Evan Morrison where the visitor will first encounter cultural elements related to the motorcycle; from authentic clothing and accessories one would find on a rider in the 1930s through 1960s to posters and memorabilia. Walking in a little further through custom made saloon doors, there is a built-in "biker bar" where visitors will experience what a "hangout" would look like with a graffiti wall and fully stocked bar (for events only), sponsored by Maker's Mark and Sarah Poole.

Moving into The Gallery, visitors will encounter a collection of 24 motorcycles owned by NC collectors and dealerships. Laura Way, GreenHill Executive Director and Oscar "Ozzie" Scofield, retired CEO of Scottish Re U.S. Inc. and past chairperson of the American Motorcycle Heritage Foundation, selected the bikes. One will have a rare experience of viewing a full range of motorcycles, including an 1898 Thomas Auto-bi, a replica of James Dean's 1955 Triumph Trophy to the 2000 Top Fuel Harley-Davidson - Nitro Drag Bike owned by the legendary Ray Price to a 2016 Vyrus 986-M2 is the latest design from Vyrus Motori in Rimini, Italy and one of the 16 total produced. In between will include a Ducati, Honda, Buell, BMW's, Indian's and a custom bobber. Together John Coyne and Amber Vaughn, a graduate student in the Scene Design program, carefully curated placement of the bikes as well as the design of pedestals to allow visitors to take in all angles as they walk through the exhibition.

Creating the visual environment was the work of Charlotte artist Ivan Toth Depeña who crystalized the experience of riding a motorcycle by leading the viewer through the exhibition with projections of GoPro footage, racing taillights, flashing red LED strips and a large-scale vinyl design that wraps around the exterior walls of The Gallery. He worked in partnership with two UNC School of the Arts students Evan Cook, who is pursuing his BFA in sound design, who created a sound installation to fill The Gallery with the subtle humming of motorcycle engines; and lighting design major Tyler Roach, who programmed LED

strips to create these sense of brake lights in motion. Local fabricator and motorcycle enthusiast Nathan Lilly constructed the motorcycle pedestals.

*M.A.D* will run from February 3 – June 8, 2017. An admission fee of \$8/person is charged for visitors 16 and older. Programming will be ongoing, starting with a Members and Sponsors Opening on February 3 at 5:30 PM, and First Friday with *M.A.D* house-band Elemenon on February 3 6:00 – 9:00 pm. A celebratory opening will be held during the ticketed Leather & Lace Party on February 11 from 7:00-11:00 pm. (\$45/person online or \$50/person at the door). To purchase tickets online go to [GreenHillNC.org/Leather-lace](http://GreenHillNC.org/Leather-lace).

Other partners to *M.A.D* include FOX8 as lead sponsor and media partner, Downtown Greensboro Inc., Fenwick Foundation, ITG, Tiger Leather, Zeto Wines, Mac's Speed Shop, Buchanan Printing, Maker's Mark, Audio-Light, and Greensboro Convention and Visitor's Bureau, along with individual donors and supporters. Quaintance-Weaver is our hospitality partner and is offering a special rate at The Proximity Hotel during *M.A.D*.

### **About GreenHill**

The mission of GreenHill is to promote the visual arts of North Carolina. GreenHill is the center for NC Art and is composed of four spaces; ArtQuest Studios, The Gallery, InFocus Gallery and The Shop. We engage a broad community of artists, adults and children through dynamic exhibitions and educational programs while providing a platform for exploration and investment in art. We are the only non-collecting organization dedicated to presenting, promoting and advocating contemporary visual art and artists of NC. Since 1974, we have served well over a million visitors, shown work of over 9,850 artists, traveled shows, brought in outside curators, given artists the opportunity to have important retrospectives, shown comprehensive surveys of mediums and genres, started an award-winning program ArtQuest, and have always strived for excellence in all we do. For more information visit [www.GreenHillNC.org](http://www.GreenHillNC.org).

### **IMAGE List**

- #1 Top Fuel Harley-Davidson - Nitro Drag Bike  
Year 2000  
Manufacturer: Harley Davidson  
Owner: Jean & Ray Price Collection
  
- #2 James Dean Triumph Trophy  
Year 1955  
Manufacturer: Triumph  
Owner: Triumph North American
  
- #3 Confederate F113 Hellcat  
Year 2005  
Manufacturer: Confederate  
Owner: Robert Steinbugler
  
- #4 CVyrus Motori  
Location: Rimini, Italy  
Year: 2016  
Number of units produced: 16  
Design and Final assembly: Bimota Spirit, Raleigh, NC  
Owner: Robert Steinbugler

**Press Images**

IMAGE 1: 2000 Top Fuel Harley-Davidson - Nitro Drag Bike owned by the legendary Ray Price



IMAGE 2: a replica of James Dean's 1955 Triumph Trophy



IMAGE 3: 2005 Confederate F113 Hellcat



IMAGE 4:

Vyrus Motori, 2016, Model: 986-M2, Number of units produced: 16, Design and Final assembly: Bimota Spirit, Raleigh, NC

