

For Immediate Release  
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## **From Commuters to Critical Massers, Fixie Riders to Kids With Training Wheels, Vancouver's Bicycle Revolution Gains Momentum**

***Velo-City: Vancouver & the Bicycle Revolution***, an exhibition presented by the Museum of Vancouver and curated by Propellor Design, runs June 4th to September 7, 2009 at 1100 Chestnut Street in Vanier Park. Information: 604.736.4431 or [www.museumofvancouver.ca](http://www.museumofvancouver.ca) (new website launches on June 1st).

The idea driving the exhibit: that Vancouver is experiencing a quiet, human-powered revolution and is fast becoming a Velo-City, a city of cyclists, united by the simple pleasure of experiencing Vancouver by bike.

"The popularity of cycling in our city has been growing steadily over the past decade and is now exploding," states Toby Barratt of Propellor Design, curators of the exhibition. "Velo-City delves deeply into Vancouver's rich and diverse bicycle culture, introducing a variety of people who are pushing the limits of what can be accomplished on a bicycle in pursuit of sport, creativity, community, freedom and, above all, pleasure."

"Velo-City is a great beginning for the Museum's new direction. Built on intensive collaboration with bicyclists, it considers a historically important form of transportation and looks at how its use is reshaping Vancouver now and into the future," says Joan Seidl, Director of Collections and Exhibitions.

This 7,500 square foot exhibition features:

- An 'Alternate' Map of Vancouver - Traces bike commuter routes, back-alley trap lines, secret rainforest trails, and neighbourhood cul-de-sacs.
- Portraits – Fifteen portraits of prominent cyclists and their stories photographed by Mark Mushet.
- Velo-Love Wall – Vancouver cyclists share photos and quotes about their passion for bikes.
- Bikes, Bikes and More Bikes - From cargo to mountain, velo-mutations to the latest technologies. Nearly all Vancouver made or modified.
- Velo-Videos – Experience the thrill of a variety of rides from a cyclist's point-of-view.
- Dynamic Programs – Accompanying the exhibition will be programs including: an outdoor bike-in cinema; curatorial talks and tours; and cycling tours that explore the best of sustainability and urban design.

Our new website [www.museumofvancouver.ca](http://www.museumofvancouver.ca) launches on June 1st and will have full details.

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