



Custom Display System for Custom Bikes

Harley-Davidson Museum

Anticipating a more active rotation of temporary exhibits, the Harley-Davidson Museum asked Bluewater Studio to develop a flexible display system – a refined version of an existing system, applying lessons learned from that system, which had been in use for a number of years.

The result is a highly flexible, elegant system of platform pieces, artifact cases, monitor pedestals and rails with compatible pieces and parts that can be reconfigured for each new exhibit.

The system debuted with the exhibit “Mama Tried: Bringing it Together,” a celebration of Wisconsin’s premier custom bike show and party held every year in Milwaukee. The display system provides a custom-looking stage for the motorcycles, artifacts and videos that tell the story of this annual event.



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