



Photography – Mark Gardiner

Harley-Davidson Museum

Off-Road, On Target

DESIGN:
WeatherstonBruer Associates

GRAPHIC DESIGN:
Meredith Sadler

Ranked as one of Milwaukee's top tourist attractions, the Harley-Davidson Museum aims to engage visitors of all ages and interests. This exhibit, "Off-Road Harley-Davidson," is featured in the Museum's temporary exhibit space and "tells the history of motorcycles designed for rough roads, the people who rode them, and the adventures they shared." (Harley-Davidson Museum)

To suit the exhibit's subject matter, the "white cube" gallery space takes on a more rugged look and feel, primarily through the use of large-scale graphics. Nine bikes are featured, with their role in Harley-Davidson history explained via interpretive graphics incorporated onto existing gallery assets (hanging panels, glass surfaces, vitrines, and kiosks). The graphics also integrate fascinating objects from the Museum's collection, including vintage posters and catalogs, medals, camping equipment, clothing, and media.

Bluewater Studio managed the design portion of the project, working with collaborator WeatherstonBruer Associates.