

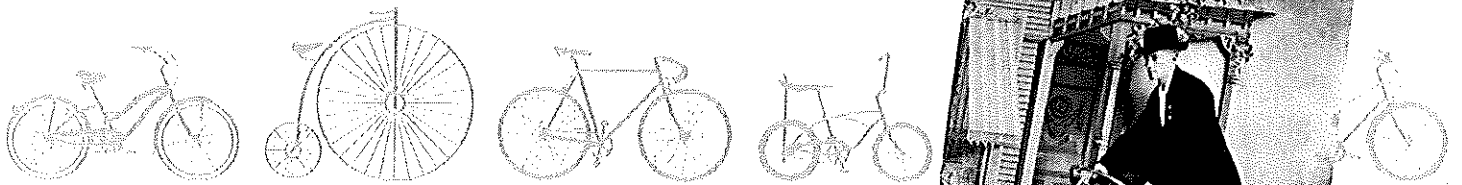
A Cyclical History

Shifting GEARS

of Badger Bicycling

Shifting Gears: A Cyclical History of Badger Bicycling is an unprecedented exhibition showcasing the crucial role that Wisconsin has played in two national cycling booms. Presented by the Wisconsin Historical Museum and the History Museum at the Castle in Appleton, *Shifting Gears* will allow visitors to interact with the science, technology and social history of the sport. Visitors will discover how the long, colorful, and sometimes contentious story of the growth and development of cycling in Wisconsin in the late 1800s is once again playing out in the current boom.

The exhibition challenges visitors to become more informed of the many ways that cycling affects public policy, tourism and manufacturing, and the way Wisconsinites share public spaces.



WHS image ID 57075

Wisconsin has always been a leading bicycling state. From the first cycling boom of the late 1800s to today's thriving cycling culture, Wisconsinites have been leaders in sport and transportation bicycling, advocacy, manufacturing, and tourism. *Shifting Gears* will explore these stories, the state's role in the growth of cycling in the United States, and the ongoing debate of cycling's place in our cities and on our roads.

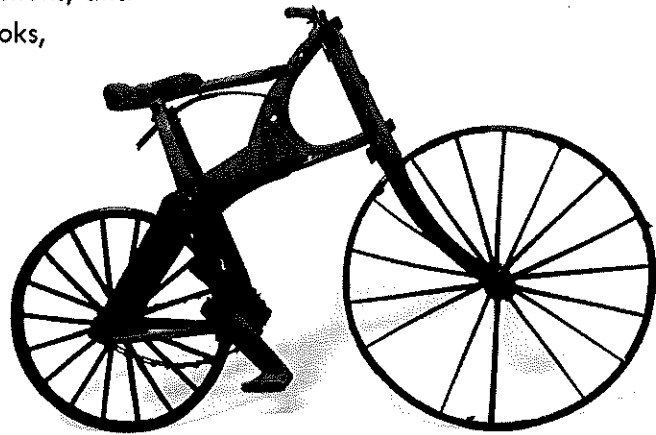


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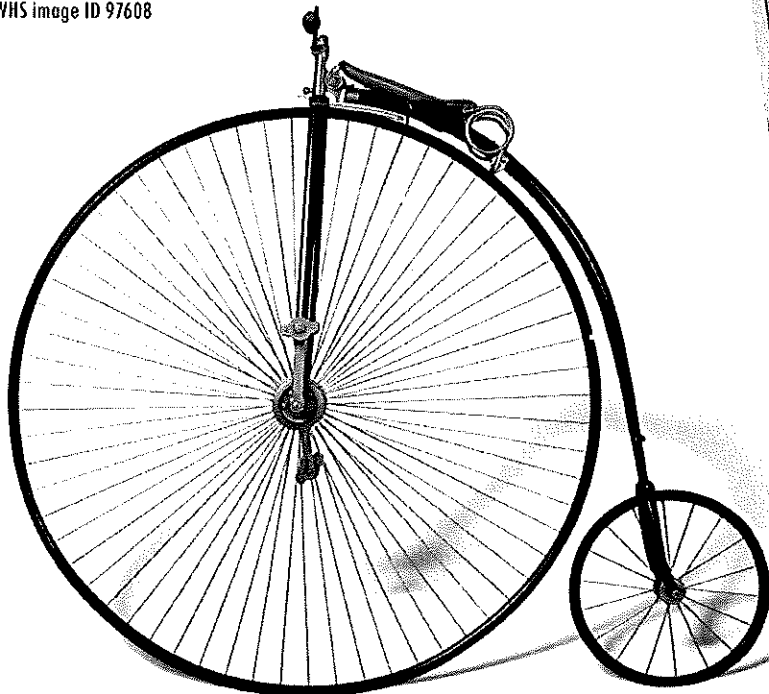
The anchor element is a 2,500 square-foot exhibition featuring historical and contemporary bicycles, gear, and clothing—from the earliest velocipedes to recent Wisconsin innovations. It features important bicycles from manufacturers such as Julius Andrae & Sons and Trek Bicycles. The narrative explains how key figures like Walter C. Sanger, Frances Willard, and Kaitlin Antoneau, as well as organizations like the Wisconsin Bike Fed and Rails-to-Trails Conservancy, have shaped our state's fascination with cycling. The exhibition presents artifacts from both host institutions, other museums, and private collections, and displays compelling images, posters, tour books, and maps. Guests will be asked to consider the healthful benefits (to the individual and the community) of bicycling and add their voice to conversations about contemporary cycling issues.



WHS image ID 97608



WHS Museum object F1998.91.3



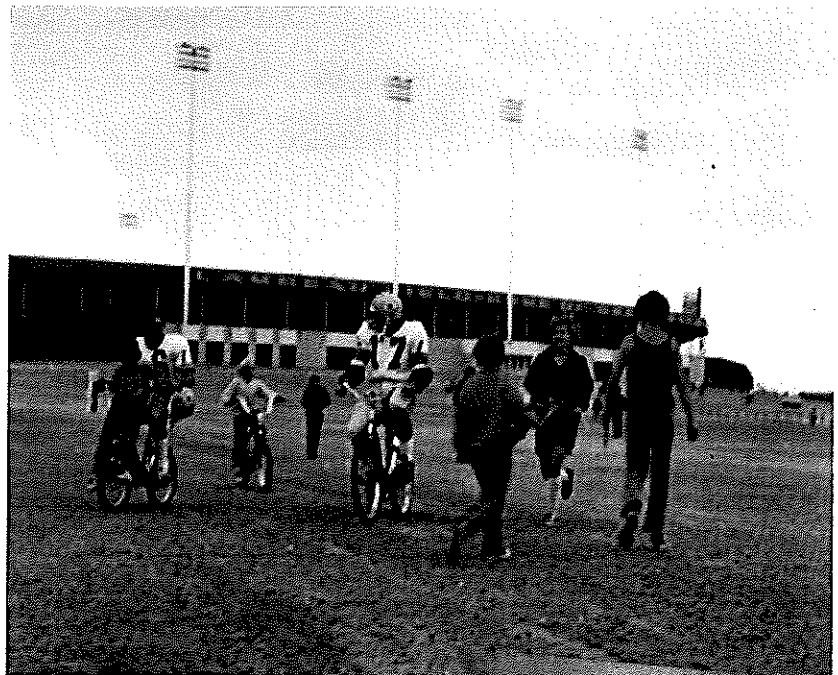
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WOOD RIMS		43 In. Wheel Base
M. & W. TIRES		WEIGHT 23 LBS.
PRICE \$100.00		New Tubular Hubs
TELEGRAM 1095 ROADSTER...Model No. 7.		
<h2>THE FEATURES</h2> <p>on our '95 models are distinctly original and practical. The machines are truly interesting and an examination of them will prove valuable to intending purchasers.</p> <h3>Telegram Cycle Manufacturing Co.,</h3> <p>ERIE AND EAST WATER STS., MILWAUKEE.</p>		
Adjustable Seat Post		WEIGHTS 16-17-19 lbs.
5 In. TREAD		43 In. Wheel Base
PRICE \$125.00		1895 STYLE
SANGER RACER		

WHS image ID 97642

Shifting Gears will offer various levels of interactive engagement. Using Cycle-Ops Technology, visitors will pedal reproduction bicycles and take a virtual biking time-travel tour up Madison's famous State Street. In the "Packer Bicycle Experience" visitors will ride a bicycle as they watch a video filmed from a player's perspective as he rides through the crowd from the locker room to Ray Nitschke Field during training camp. Other interactives offer visitors the opportunity to examine the physics of cycling and compare the issues of bicycling in 1884 to those of 2014.

WHS image ID 9444



Green Bay Packers quarterbacks, Jerry Tagge (#17) and Scott Hunter (#16), ride bicycles loaned to them by young fans from Lambeau Field to their practice field during training camp, 1973. WHS image ID 59758



WHS image ID 9444

When possible, exhibition experiences support the fields of science, technology, engineering, art + design, and mathematics (STEAM) to help students understand the simple machines that have powered bicycles throughout history. Young and old visitors will consider the artistic components and structural design behind each machine. Programmatic offerings for schools will be developed in reference to Wisconsin State Curricular guidelines with particular focus on STEAM initiatives. The Wisconsin Historical Museum will utilize various programmatic methods to engage different audiences. From lunchtime lectures to safety presentations, everyone who visits will learn something new about cycling in Wisconsin. *Shifting Gears* will show that there is so much more to cycling than the simple leisure of riding a bike.