INTERNATIONAL JOURNAL of MOTORCYCLE STUDIES conference

JUNE 3, 4, 5, 6, 2010

University of Colorado at Colorado Springs

panel presentations

the motorcycle as art
motorcycle history
motorcycling and the law/legal issues
motorcycle technology/design
motorcycling and race, class, ethnicity, sexuality or gender
the psychology of the motorcycle
motorcycle travel/tourism

photo exhibits
film showings
motorcycle rides

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welcome message

Welcome to the *International Journal of Motorcycle Studies* Inaugural Conference! For the last decade, scholarly motorcycle enthusiasts have gathered at academic conferences to discuss their passion for motorized two-wheeling. Six years ago, board member emeritus Wendy Moon suggested the possibility of a journal that would enable motorcyclists worldwide to connect with one another and share their research, photographs and reviews. Headed by editor Suzanne Ferriss, the journal has grown remarkably in substance and readership. Last year, board member Katherine Sutherland suggested we consider holding our own conference that would focus solely on motorcycle studies. This conference is the realization of that aspiration, one that has been made possible by a group of dedicated people and institutions. Our thanks go out to Colorado Springs' Alex Ilyasova, organizer par excellence, and California's Lisa Garber, who ably organized submissions and presenters. We are deeply grateful to the University of Colorado, Colorado Springs for hosting this conference and the following departments, committees and individuals--English Department; Faculty Assembly Women's Committee; Kathy Andrus, Teaching and Learning Center; the PRIDE faculty and staff committee; PESA; Pamela Shockley-Zalabak, Chancellor; Peg Bacon, Provost and Executive Vice Chancellor for Academic Affairs; Susan Szpyrka, Associate Vice Chancellor for Administration and Finance; Tom Christensen, Dean of the College of Liberal Arts and Sciences; Margie Teals-Davis, Assistant to the Dean, and Steve Horner, UC Conference Coordinator. Our friends at IJMS include Associate Editor Steven Alford, Reviews Editor Christian Pierce, as well as our Editorial Board, who provide us with close and helpful readings of every submission to the journal: Ted Bishop, Michael Chappell, Geoff Crowther, Tim Holmes, Randy McBee, Katherine Sutherland, and Jim Ward, along with honorary board member Sputnik. As always, our gratitude goes out to the founder of motorcycle studies in the United States, our board member, friend and drinking companion Gary Kieffner.

We are excited to reunite with old friends and make the acquaintance of new attendees. We think you'll find our group collegial and welcoming. We look forward to talking, listening, questioning, arguing, reading, writing, eating, drinking, and, most of all, riding! Enjoy!

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2010 program committee

Lisa Garber
Conference Co-Chair

K. Alex Ilyasova
Conference Co-Chair and Local Coordinator

Margie Teals-Davis
Assistant to the Dean of the College of Liberal Arts and Sciences

Steve Horner
UCCS Conference Coordinator

2010 program schedule

	thursday	friday	saturday	sunday
9 am		coffee	coffee	
10 am		9:30-11am **session 1**	9:30-11am **session 6**	10-11:30 am **brunch**
11 am		11:15-12:45 pm **session 2**	11:15-12:45 pm **session 7**	
12 pm				final ride
1 pm		lunch	lunch	
2 pm		2-3:30 pm **session 3**	1:30-6 pm **afternoon ride**	
3 pm				
4 pm		3:45-5:15 pm **session 4**		
5 pm	welcome	5:30-6:30 pm **session 5**		
6 pm	keynote			
7 pm	dinner	film screening	dinner	
8 pm		dinner		

All conference presentations will be held on the UCCS campus in the Upper Lodge. See map at end of program.

dinners

Thursday, June 3rd 7-10 PM
Phantom Canyon Brewing Co. | www.phantomcanyon.com
2 East Pikes Peak Ave. Colorado Springs, 80903 | 719-635-2800
This is a local brew pub and restaurant. It is in downtown Colorado Springs and will give folks from out of town an opportunity to see the downtown area. We'll be on the second floor of the building, where we'll have space to chat, eat, and take advantage of the pub's billiard hall. There is parking along the streets, as well as a parking lot directly across the street from the pub.

Friday, June 4th 8-11 PM
Trinity Brewing Co.| www. trinitybrew.com
1466 Garden of the Gods Rd., Colorado Springs, 80907 |
719-634-0029
This is another local brew pub located just down the road from the conference hotels and the UCCS campus. The place is often happening with a variety of folks from the area as well as the university. We'll have space reserved toward the back, as well as the outside patio. There is plenty of parking in front and in the back. Come prepared to enjoy some local brew and food, at an affordable price.

Saturday, June 5th 7-10 PM
The Warehouse Restaurant and Gallery |
www.thewarehouserestaurant.com
25 W. Cimarron Street, Colorado Springs 80903 | 719-475-8881
This restaurant and gallery is a great place for wine and beers lovers alike. It also features comtemporary Colorado cuisine, all in a cool space that features work from some talented artists in the area. Come prepared to enjoy some good food, good wine, and fantastic aesthetics!

rides

Saturday, June 5th
Bishop Castle, Wetmore, Colorado
Address: 12705 CO-165, Wetmore, CO
Phone: 719-485-3040
Directions: Bishop Castle is located on CO 165, approximately halfway between its intersection with CO 96 (a winding gravel road coming west from Beulah) and CO 96 (a paved highway joining Wetmore and Westcliffe). The total distance between these points is 17 miles. There are road signs to Bishop Castle on CO 165 and at the intersection of CO 165 and CO 96.

The Story: Bishop's Castle
For 40 years, Jim Bishop has been building a castle on a mountainside in central Colorado. "Did it all myself, don't want any help," he says mechanically as he unloads a pile of rocks that he's hoisted to the 70-foot level on one of the castle towers.

Every year since 1969, Bishop has single-handedly gathered and set over 1000 tons of rock to create this stone and iron fortress in the middle of nowhere. Bishop calls it "a monument to hardworking people" and "America's biggest, one-man, physical project." "I always wanted a castle. Every man wants a castle," Bishop continues, his voice a broken record, answering the same questions he's obviously been asked thousands of times before.

To finish reading the story, go to
http://www.roadsideamerica.com/story/2047.

Sunday, June 6th
Cripple Creek
One good run out of Colorado Springs is to Cripple Creek and back. This is almost all two lane, lower mountain roads with nice scenic views and lots of twisty roads.

Directions: Take Hwy. 24 thru Woodland Park to Divide, take CO Hwy. 67, heading toward Cripple Creek, you come upon a long turn to the right, instead take the route to the left, Teller Country Rd. 81, which runs the back way thru Aspens and nice views of the Gold Country on its way in to Victor. Out of Victor pick up CO Hwy. 67 and head into Cripple Creek, as youcome into Cripple the first major intersection is Bennet Ave., turn left to the top of the hill, turn right and at the stop sign (Cripple Creek Post Office), turn left on Teller County Rd. 1.

Take Teller Co. Rd. 1 to the intersection just past the Evergreen Station and turn left on Teller County Rd. 11. Follow TCR 11 all the way to the "Y" intersection, veer left, and continue to the intersection of TCR 11 and CO Hwy. 9 North. Take Hwy. 9 to Hartsel. Turn right on CO Hwy. 24 east over Wilkerson and Ute Passes and back to Woodland Park and finally into Colorado Springs.

With both rides, plan for rain, sun, and wind. More detailed directions will be given at the conference.

thursday, june 3

welcome | 5:30-6 PM

Steven Alford and Suzanne Ferriss edit *The International Journal of Motorcycle Studies*. They have been involved in the study of the intersection of motorcycles and culture for a number of years, lecturing on diverse topics such as biker fashion, New Zealand motorcyclists Burt Munro and John Britten, and the psychological effects of riding. In 2008, they published *Motorcycle* (Reaktion Books) and are currently working on a sequel devoted to women and motorcycling.

keynote + photo exhibit: Michael Lichter | 6-6:30 PM

Kickstart the conference by joining us as we look at and discuss the stunning works of Boulder-based motorcyclist Michael Lichter. Since the 1970s, photographing bikes and bikers has taken Michael across America and abroad to Canada, Europe, Japan, Mexico, Cuba and New Zealand. He has published more than 1,000 articles on motorcycling and custom bikes, and his commercial motorcycle work has grown over the years to include magazines around the world and commercial clients like Indian Motorcycles, Big Dog Motorcycles, Wiley-X Sunglasses, Harley-Davidson, Nikon Cameras and many of the best custom bike builders in America. Over the last decade, 10 books of Michael's work on the biker lifestyle, custom bikes and builders like Arlen Ness, Billy Lane and Indian Larry have been published. Since 2000, Michael has been exhibiting his photography again in public institutions including solo shows of his work at more than 15 galleries and museums, including a special exhibition space built exclusively for him at the Buffalo Chip in Sturgis.

friday, june 4

session 1 | adventure touring | 9:30-11 am

Motorcycle Adventuring: The Tourist Gaze | Eryl Price-Davies, Independent researcher and writer

This presentation offers an examination of the burgeoning Adventure Motorcycling scene drawing on an analysis of some selected sources, including websites, publications, and participant observation. Exploring the planet on a motorcycle is nothing new—it dates back to the early days of the invention of motorcycles—but in recent years it has become an established aspect of the travel and tourism agenda with a plethora of companies offering everything from short weekend breaks to full-scale RTW (round the world) trips supported by back-up trucks and fixers. Arguably inspired by the high-profile journeys undertaken by celebrities such as Ewan McGregor, the Adventure Motorcycling scene is now a highly organised and lucrative market.

The Influence of the Internet on the Rise of the Adventure-Touring Dual-Sport Motorcycle Sector | "Flash" David Braun, World traveler, author, and online forum moderator

Motorcycling, long a solitary pursuit, has been positively affected by the internet. The fastest rising segment in motorcycling today is the "Adventure-Touring" or "Dual-Sport" market segment. This paper looks at the advantages of on-line communities in assisting the adventure / dual-sport rider.

You Need a Sense of Humour to Ride a Bike: From Gentle Irony to Outright Hilarity in Recent Biker Travelogues | Jeff Morrison, National University of Ireland, Maynooth

Biker travelogues are necessarily about bikes and travel, though not necessarily in that order. It is often the case that the most lasting impression left by these texts, particularly by the recent British ones, is made by humorous episodes. In this paper I would like to investigate the quality of humour present in these texts. The first justification for doing this is, of course, that it should be fun—particularly if I can persuade authors to record some purple passages for us. More seriously, it will be interesting to investigate how the motorcycle fits into the formula for fun and how the formula varies by author.

Examining Multiple Causation in Motorcycle Accidents | Charles Lamb, Lincoln University, New Zealand

There has been a great deal of public comment in New Zealand in recent years about the over-representation of motorcyclists in accident statistics. Not only has it been alleged that motorcyclists are at fault in 87 percent of all accidents in which they are involved, it is also commonly stated that many of these individuals are born again bikers whose mid-age life crises has led them to being the main accident cause, through lack of their ability to ride modern day motorcycles. It is of concern that popular misconceptions such as these may influence policy makers when developing road safety initiatives. This paper reviews national and international research on motorcycle accidents, and summarizes a detailed analysis of Transport New Zealand's (TNZ) Crash Analysis System (CAS) database. It compares the New Zealand case with international studies, and highlights visibility issues as being a dominant cause in multiple vehicle accidents involving motorcycles in New Zealand.

session 2 | existential musings | 11:15-12:45 pm

Bikes, Body and Emotions: Motorcycling as Social and Emotional Career | Gabriel Jderu, Ph.D., University of Bucharest

This presentation approaches motorcycling as a social phenomenon, using the concept of social career, as advanced by Erving Goffman. Goffman has suggested that the social career is represented by the lifetime changes which are essential and common for the members of a certain social group, even if they occur independently in individuals' life. I highlight the specific emotions which occur in the successive stages of one's motorcyclist career. Throughout their social career as bikers, they learn how to manage emotions generated by this social practice. I describe each stage and the specific emotions generated at each such stage of the social emotional career. The study is based on data gathered from various motorcycling forums in Romania, participant observation carried out among bikers in Bucharest, Romania in 2008 and 2009, conversations and interviews with bikes, as well as analysis of various Romanian motorcycling magazines.

The Metaphor of God's Motorcycle: A Theist, Existentialist Perspective | Kermit Harrison, Tallahassee Community College

Studying philosophy helps us to think about our thinking. One product of the proficient use of this process is an ability to recognize not only relationships but patterns of relationships as well. Colloquially, it seems that part of becoming "wise" is recognizing analogous patterns that are exhibited in one's life over time. A lesson learned on a micro level can serve as guidance when appropriately extrapolated to the macro level. In this presentation, I am offering a narrative explanation of how learning to ride a motorcycle (to include falling off at speed) can be used as a metaphor for what Kierkegaard would call a leap of Faith. The basic notion is as follows: From a microscopic perspective, learning to ride a motorcycle, past simply operating the controls, is learning physics at an experiential level. For a theist, physics are expressions of God, making learning to ride a motorcycle is a conversation with God whether the rider is aware or not. The Macro level sees an improved understanding in the difference between freedom of the Will and reconciliation with an all knowing God.

The Phenomenology of Riding: Two Perspectives on Machine-Extended Consciousness | Chioke I'Anson, M.A., University of South Florida

Edith Stein argues from Husserlian grounds that even though the mind and body are distinct, the mind is situated at a kind of "zero point of orientation" which is the physical body. Heidegger rejects this subject/object distinction, claiming that the dichotomy is derivative of a more primary way of experiencing. It is the purpose of this work to offer a comparative description of motorcycling from both a Heideggerian and Husserlian-Steinian perspective. This presentation will show how Stein's point of orientation, under the right conditions, can be situated at or within machines as well as human bodies. Riding a motorcycle, of course, is one such condition. A Heideggerian perspective, however, would see motorcycling as a primordial instance of human activity where "machine" and "body" have no meaning at all.

The Voice Inside My Helmet: The Commute |
Lisa Garber, Psychologist, Los Angeles
This paper chronicles the musings of the voice inside my helmet during my weekly motorcycle commute. This voice comments on the internal and external territory traversed, like a Hermetic reporter, both enlightening me and grounding me. As a regular voyager on the stretch of the 101 freeway that connects Los Angeles to Ventura, the voice inside my helmet has had ample opportunity to provide commentary from the biker's-eye-view of this sometimes beautiful, sometimes congested ride. The voice vacillates between the cautionary tone of a concerned parent warning of the need to ride well and safely and the sometimes heady, sometimes philosophical musings, inspired by passing over familiar territory at a high rate of speed. This voice has become a hermetic function within my psyche, transitioning between the mundane and the transcendent; moving from awareness of the seat rake and leg stiffness to musings about the mystery and meaning of life and death. During the course of the last year the voice has been the balanced-other which has kept me sane while the winds of fate have blown and buffeted the world around me.

session 3 | politics, law and history | 2-3:30 pm

Writing about the History of the British Motor Cycle Industry |
Steve Koerner, independent researcher and writer
For much of the twentieth century the British motor cycle industry dominated markets around the world. Nonetheless, by the late 1960s, the British had come under intense pressure from their Japanese rivals who had succeeded in producing motor cycles more technologically sophisticated, mechanically reliable and cheaper. By the mid-1970s, the British industry was bankrupt although, since the early 1990s, it has made a minor comeback. A growing literature surrounds the wreckage of the industry, including company histories and a large number of books devoted to the bikes themselves. However, there have been few histories written about the industry based on in-depth research, particularly using archival sources. This presentation will survey the resources available to historians of the British motorcycle industry and explain their significance in understanding both its rise and fall.

Sidecar History | Costantino Frontalini, The Sidecar Museum
The sidecar was born many times and from many fathers. Its invention did not happen by chance. It was needed! The natural ambition to carry another person on a vehicle was felt from the moment the first bicycle was invented. German Baron Karl Von Drais invented the Draisine in 1917. In the same year, other similar vehicles appeared that were intended to carry one or more passengers, but we cannot talk about it as the sidecar yet because the passenger was placed in front of the driver or behind him. Only in 1869 did an article in an English magazine, "The Velocipedomania in Paris," publish a picture of a vehicle that may to be similar to a sidecar. But the first real sidecar was invented later. This presentation will trace the history of sidecar production from its origins in America in 1885.

Birthing the Bad Ass: Cultural Influences the Creation of the Outlaw Biker | Christopher Thrasher, Texas Tech University
This presentation examines the American outlaw biker and attempts to

unravel the diverse cultural influences that created this uniquely American icon. The story of burned out war veterans turning to motorcycle mayhem is an often repeated tale, but the military's influence was actually more indirect and more accidental than many sources indicate. Clubs reflect regional variations, which is why the Texas based Bandidos adorn their club colors with a sombrero wearing vaquero while the east coast Pagans, who descended from Germanic warriors, wear the image of a Norse god. Americans celebrate outlaws from Jesse James to Al Capone and bikers bear this tradition's imprint. Motorcyclists enjoyed popular movies and recreated images from the silver screen in their clubs. This study provides important insights into motorcycle studies, popular culture, and recent American history.

Motorcycle Clubs | Neil Duhon, University of Toledo
The American motorcycle culture has been a long-standing, often misconstrued phenomenon with a colorful history that continues to evolve. Starting in the 1940s, disaffected war veterans took to the streets to symbolically manifest their independence and their own brand of counter-culturalism, inadvertently creating a following (and an image) that over the decades has frequently and sometimes heinously fallen outside the boundary of the law. Indeed, the 1%ers, as they are known, still confound law enforcement efforts to contain them. Though a small percentage by definition, groups like the Hells Angels and The Outlaws have disproportionately fed into the media portrayal of bikers. This has begun to change in recent years, however, as decent and average law-abiding biking enthusiasts have begun to take over the mainstream image of biking, leaving the 1%ers to be perhaps truly just that.

session 4 | gender | 3:45-5:15 pm

Motor Maids | Elissa Auther, University of Colorado, Colorado Springs
"Motor Maids" is a presentation that focuses on a live program about women and motorcycling produced by Elissa Auther and Gillian Silverman for the event series called Feminism & Co.: Art, Sex, Politics at the Museum of Contemporary Art, Denver. Feminism & Co. explores feminist issues in popular and visual culture, social policy, and the art world through creative forms of pedagogy that move beyond the traditional lecture format of the museum or the university. The presentation planned for the International Journal of Motorcycle Studies Conference will address the conceptualization of Feminism & Co. and its goals of creating a feminist public culture, the ideas behind our inclusion of a program on women and motorcycling, a synopsis of the event (including a 5 minute video clip featuring highlights of the program), and the value of the discussion that took place about gender and motorcycling for the biker and non-biker alike.

Sexing the Female Rider | Suzanne Ferriss,
Nova Southeastern University
It's become clichéd to focus on the sexualization of the female rider from a male perspective: the tantalizing poses of models against machines in advertising, the "hog straddling females on the prowl" in bikesploitation films of the seventies, dismissive references to "lady bikers" or "dykes" on bikes, etc. Little attention has been given, however, to persistent equations of riding and sexuality by female riders. Enthusiasts discuss the exhilaration of riding as akin to an orgasmic rush (some

dubiously citing the influence of vibration). Travel narratives by female riders such as Melissa Holbrook Pierson and Karen Larsen detail the formation and disintegration of sexual relationships as essential components of the journey on two wheels. Literature featuring homosexual riders, the motorcycle often becomes a symbol of a defiant lesbian sexuality and identity. Are such equations reductive, evidence that female riders have internalized their sexualization in a male-dominated community of motorcyclists? Or are they evidence that motorcycling is a means of liberation, sexual and otherwise?

Girls on Motorcycles: The Paradox of Women and Technology |
Steven Alford, Nova Southeastern University
Masculinist arguments regarding technology and gender generally use some form of evolutionary biological argument (e.g., men are stronger), while feminist arguments employ political and moral arguments (e.g., women have equal social/rights, and those rights include access to and employment of technology). Capitalist economic arguments further muddy the discussion, since claims have been made both for and against women's connection to technology, based on which angle will sell the most products. Using bicycles and motorcycles as examples, this lecture will argue that neither masculinist nor feminist arguments can be employed in discussing women and technology, since they invariably either understate the complexity of the issues involved, or use the question as an occasion to promote other agendas.

session 5 | dykes on bikes | 5:30-6:30 pm

Dykes, Bikes and the Marking of Female Masculinity | K. Alex Ilyasova, University of Colorado, Colorado Springs
Based on the events of the Dykes on Bikes trademark, which began in July of 2003, this presentation examines and discusses how the underlying attitudes of the US Patent and Trademark Office (PTO) attorney about masculinity and maleness shaped the decisions she made about this case. In particular, I examine the PTO attorney's underlying value/belief that masculinity is the sole property of the male body. The Dykes on Bikes trademark application challenged this value/belief because it combined "dyke" and "bike"—a combination that made visible a different kind of masculinity, one tied to the female body. We have come to see the link between the male body and masculinity as natural. Female masculinity denaturalizes this link, presenting an equally authentic performance of masculinity that has a long history of challenging constructs of maleness and masculinity, especially as they are understood in relation to gender and sexuality.

Trademarked: Dykes On Bikes® | Vick Germany, Dykes on Bikes
This presentation provides an update to the challenges the San Francisco Dykes on Bikes® Women's Motorcycle Contingent (SFDOBWMC) has faced after concluding their nearly 5 year battle to successfully trademark the phrase "Dykes on Bikes®." The questions to be answered include:

- What was the path to successfully trademark the phrase "Dykes on Bikes®"?
- What is considered "fair use" of the trademarked "Dykes on Bikes®"?
- How are trademark violations identified and enforced?
- What have been the ramifications for the SFDOBWMC from trade-

marking "Dykes on Bikes®"?
- What does it mean to be a part of the "Dykes on Bikes®"?
- What does the future hold for the SFDOBWMC at a national and international level?

film screening | 7 pm

The film *San Francisco Dykes on Bikes®* | Sheila Malone, Dykes on Bikes
The film San Francisco Dykes on Bikes® (TRT 35:00 minutes) documents stories about the San Francisco Dykes on Bikes® Women's Motorcycle Contingent (SFDOBWMC) and explores ideas surrounding the official adoption of the phrase, "Dykes on Bikes". The term "Dyke" is used often as a rite of passage for lesbians identifying as empowered and queer. Coupled with "Bike", the phrase sparked a controversy that the historic SFDOBWMC would find itself in the middle of. Incorporating interviews and footage from the SF Pride Parade, San Francisco Dykes on Bikes the movie is a cultural and historical marker. A panel discussion will accompany the film covering issues of language and cultural construction of identity about motorcycle and queer culture.

saturday, june 5

session 6 | design | 9:30-11 am

Motorcycle Design: In Search of Meaning | Sushil Chandra, designer at Hero Honda
The approach to motorcycle design has evolved over time. This paper attempts to understand this evolution in the light of the semantic approach and link the meanings attached by the user to motorcycles to visual and technical design attributes. The meanings assigned by the users have been derived from a survey and the data regarding the visual and technical design attributes of various types of motorcycles have been dissected to establish links with the user inputs. The results clearly establish a co-relation between the two and explain the ecological evolution of motorcycle in three basic types--cruiser, sports and standard.
An Emotive Perspective on the Aesthetic Characteristics of Motorbike Designs in India | Amitoj Singh, Indian Institute of Technology, Delhi
The social culture of biking (Das & Singh, 2008) in India categorizes biking cultures as Bread and Butter biking, Travel and Comfort biking, Social Networking biking, Dexterous and Exploratory biking, High Esteem biking and Religious biking cultures on the basis of differentiating emotional needs of people. This presentation explores the significance of emotions in the styling of motorbikes within the social culture of biking in India. It proposes an approach to investigate the styling concept of a motorbike on emotive parameters in general and aesthetic characteristics of form, graphics and colour in particular.

Sustainable Motorcycling: Re-thinking Mobility Consumption and Market Relationships | Geoff Crowther, University of Huddersfield, UK; King Saud University, Saudi Arabia
Increasingly consumers in the more affluent world are required to make an effort at changing their lifestyles in a sustainable direction in their own collective long-term interest. Sustainable motorcycling calls for the development of forms of motorcycling that are ecologically accept-

able, socially relevant, aesthetically pleasing, economically viable, technologically appropriate, and individually satisfying. This presentation considers contemporary discourse relating to sustainable mobility and outlines the concept of sustainable motorcycling and explores key issues including the prospects for market change, the implications for motorcycle manufacturers and distributors, transport policy makers, and the motorcycling community.

A Convenient Truth: The State of Alternative Fuel Motorcycles |
Christian Pierce, Turner Broadcasting
With the price of gasoline on the rise and the size of the polar ice caps on the decline the global community has begun to scramble for alternative means of fueling our many means of transportation. From the Toyota Prius to the Honda FXC Clarity, engineers have sought solutions in the form of electricity and hydrogen for the conventional passenger car. In turn, how has the motorcycle been effected by the green movement? This presentation will examine the history and current state of alternative fuel motorcycles, in particular recent campaigns that have highlighted the green efforts underway in the motorcycle industry, including the TT Zero (the zero emissions race at the annual Isle of Man TT) and the Shocking Barack journey (the makers of the Brammo Enertia attempt to give the President an electric motorcycle.

session 7 | images of motorcycling and motorcyclists | 11:15-12:45 pm

The Poetic Value of the Motorcycle in Movies | Marina Cianferoni, journalist for a Spanish vintage and custom motorcycle magazine
Motorcycle-poetry, "follie," "saga": this presentation will show rare and less rare examples of European movies with the motorcycle as a main leader, because motorcycle and cinema not only shares a birth date, language, rhythm and sense of movement makes them a perfect couple. In Europe, the motorcycle's meaning in a movie has always been misunderstood by the critics because of the two cult movies, Easy Rider (1969) and The Wild One (1954) that marked an important period but are dated as well. Easy Rider become the symbol of a positive but quite "impossible" freedom; Johnny showed just a violent motorcycle rider. But when has anyone considered the poetic value of motorcycling in Fellini's movies? What about the documentary in which Dreyer invites riders ride safely? And what about the 1928 movie where a woman imagines making love with her motorcycle?

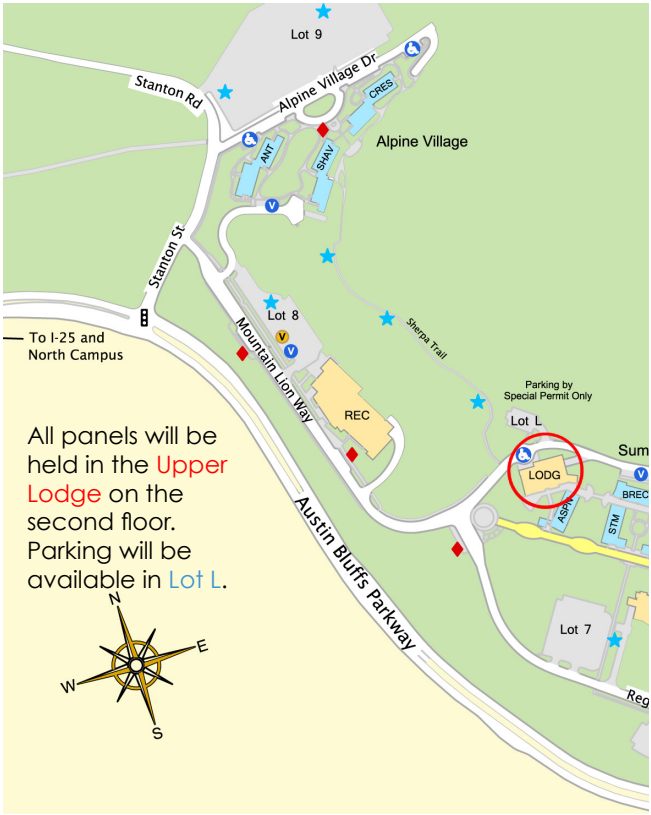
Ethnicity, Imagery, and Historicity in Kurt Sutter's Sons of Anarchy |
Gary Kieffner, University of Texas at El Paso
This presentation examines the imagined world of One Percenters as portrayed in the popular FX television series Sons of Anarchy (Kurt Sutter, exec. prod.) as well as the show's affects upon, and responses to the series from, the motorcycling community. The story, characters, and other elements of the series will be problematized in order to address issues related to the production's social, cultural, and political impact and function. Particular questions addressed may include: the portrayed characters' actions and attitudes in relation to constructs of race and ethnicity, the ways in which characters respond to borders and boundaries, their expressed beliefs in relation to anarchy and other political

philosophies, ways in which the series may affect actual motorcycle clubs and riding culture, bikers' opinions about the show, and its historical accuracy in reference to periodization.

The Wild One to Wild Hogs: Demons and Demographics |
Tom Goodmann, University of Miami
This presentation will examine strategies for hetero-normative masculine identity and containment in the moto-comedy Wild Hogs (2007), arguing that the film's deliberate predictability is part of its appeal for accessibility as well as a means to underwrite a gendered status quo. The protagonists represent an important demographic group—if certainly not the exclusive one—of contemporary American motorcycling: middle-aged, middle-income white males (among which the African American comedian, Martin Lawrence, underscores the norm by his token inclusion). The rival gang, the equally aged Del Fuegos—"real" motorcyclists led by Jack (Ray Liotta, whose scene-shredding performance draws on audience knowledge of his other violent film roles)—presents the anodyne to Johnny, Chino, and moto-club rivalry in The Wild One (1953). The plot line, violence, and the address of potential same sex relations work to return the members of the Wild Hogs to normative lives, nullifying any and all threats to a masculine and patriarchal status quo.

Chintz My Ride | Caryn Simonson, University of the Arts London
Classic or custom motorbikes get "recycled"—often passed on to new owners or modified, customised and upgraded. They represent not only a nostalgia for the past but a model for the re-use of objects. The work presented in this session exploits the use of old objects and found materials to render the functional dysfunctional or transform the readings of objects causing us to re-think their context often in relation to identity and gender. This work forms part of a series of digital photographs depicting motorbikes which are customised using fabrics and found objects from charity shops, personal junk etc. Semi-documentary portraits are staged in ways to open up questions around individuality or group allegiance, fact and fiction.

campus map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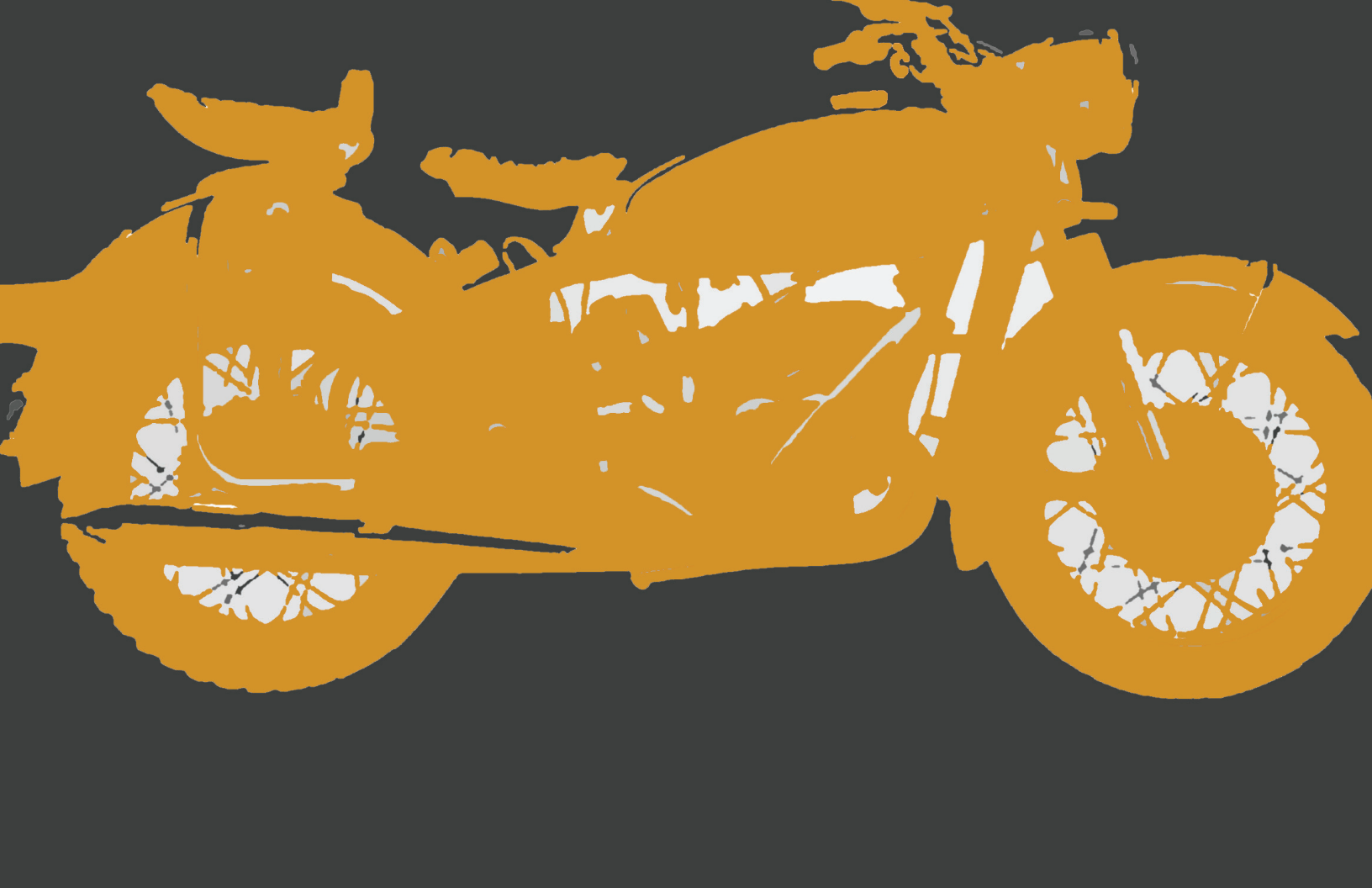
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