

# CYCLE OF MOTORS

## THE ART OF MOTORCYCLE CULTURE

PAINTED WORKS BY BILL ALATALO

My passion for motorcycles started 8 years ago when I discovered the 'built not bought' and 'garage built' motorcycle scene. I was fascinated by the history of motorcycles and was drawn to the culture of creating high speed, two-wheeled works of art in a simple ordinary home garage. Since, I have owned and worked on several different vintage motorcycles creating custom cafe racers, brats, and bobbers from forgotten and neglected motorcycles of the past.

This spring, I was inspired to channel my passion, beyond steel and rubber, onto the canvas. My vision was to create works of art portraying different periods, moments, and trends in motorcycle history.

Each painting is a custom motorcycle build; distorted and often greatly exaggerated visions, to emphasize the danger and excitement of it all. Human beings, green villains, and skeleton riders inhabit these motorcycle landscapes. From the early rivalry between Indian Motorcycles and Harley Davidson, to the California beach racing scene, the 70s chopper craze, the British / Japanese café racer craze, to desert Baja racing – each painting focuses on a small moment captured on a timeline of motorcycle history.

These works of art were created in my small garage in South Hadley, much like the vintage motorcycles I build and maintain. They capture the present, as I look toward the future, with a glimpse of the past in my rear-view mirrors.

### *About the Artist*

Bill received a BFA in Painting from the University of Massachusetts in Amherst in 1996. He has worked in the art field since; as a studio ceramist, mural painter, and graphic/web designer. Bill is the partner/business owner of the Holyoke based web design studio, cdeVision for the past 15 years.