



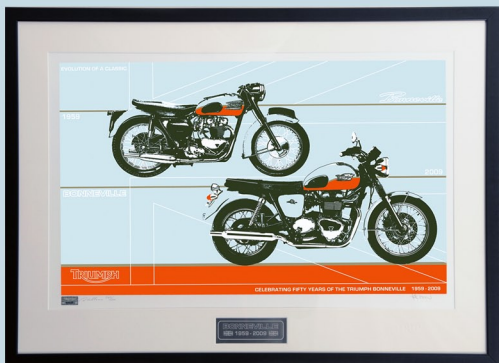
BONNEVILLE 50TH ANNIVERSARY



contemporary look deep frames

Triumph art prints are a concept to bring the sleek artistic design of Triumph motorcycles to your wall. The inspiration for this year's print is the Bonneville and its milestone 50th birthday. Triumphs have always been about aesthetics but the usual artistic motorcycle offerings on the market don't reflect the style and sophistication of Triumph motorcycles or their riders. Triumph art prints cater for the modern rider with an eye for contemporary style and design. This reflects the Triumph ethos of producing creative, unique products with a nod to the classic style of the not too distant past. 2009's Limited Edition Fine Art Print illustrates the transition between the original 1959 Bonneville and its modern 2009 interpretation. The Bonneville legend was born when Triumph named its sporting new model to commemorate breaking the motorcycle speed record at the famous Bonneville Salt Flats. Since creating a stir at the 1958 Earl's Court show in London, the Bonneville has become a modern classic. The original Bonneville was the fastest bike around and synonymous with the rebellion and independence of its heyday, made famous as the motorcycle of choice by Hollywood legends.





gold/meriden blue/exotic orange
three colour silk screen print
300 gsm
acid free
100% cotton
paper





The images capture the great history of the Bonneville, full of character individuality, bold and beautiful. The inks are precisely colour matched to the paintwork on the Bonneville special edition and the 1959 original. The distinctive Meriden blue, gold pinstriping and Exotic Orange colour scheme looks as fresh and modern now as it did back in the late fifties, when the 'Tangerine Dream' proved such a talking point. Ever proud and patriotic, a section of the Union Flag adorns the background creating a linear pattern, giving the image a graphic quality with a modern technical feel, reflecting the technological might of the new 2009 version. Over the years the Bonneville has changed in tandem with culture. In 1962 Steve McQueen literally jumped in to legendary status riding a Triumph, in the movie "The Great Escape" and in 1967 Dylan wore a Triumph t shirt on his classic album cover for "Highway 61 Revisited." The pop art phenomenon championed by Andy Warhol in the sixties where design and style was taken to a whole new level, produced some of the most striking, accessible art ever produced. It's easily understood images and striking colours made it an instant hit. In a moment of life reflecting art, a classic version of the Bonneville was launched in 1968, the year Warhol famously quoted - "everyone will be famous for 15 minutes", a comment that hardly applies to the Bonneville! The same year Warhol painted perhaps his most famous painting of the Campbell's soup can. The Bonnie and Triumph epitomized the new popular culture that Warhol, Dylan and McQueen were creating; rebellious, cool and sexy. It is this ethos and imagery that has been a direct influence on these prints and the way Triumph is seen today - modern, individual and full of character, distinctively Triumph. This is a great chance for people to own a genuine piece of Triumph history. Happy Birthday to the greatest bike ever produced.



stainless steel

etched motorcycle logo plates

limited edition **500** worldwide

authenticity holograms / certificate

ph neutral mountboard

non fade highest quality materials

hand made in **england**





The prints are framed in designer matte black frames with clear styrene. Styrene provides a clearer view of the image as glass can have a slight dulling effect and often greenish tinge to it. The prints are framed on a thick mount with the Triumph logo beautifully debossed on the bottom right hand corner. The mounts will be acid free, ph neutral, which means that the mount contains no trace of acidity. Lesser quality mounts contain acid which over time dramatically fades the artwork. The paper is environmentally friendly; it is made from 100% cotton, which is also completely acid free and weighing in at 300gsm it is the thickest and highest quality available. Your artwork will last well over a lifetime without any degrading, yellowing or fading. Each mount has a small partition containing a stainless steel metal plate, etched with the commemorative details, for a beautiful finishing touch unseen on most artworks.

The prints have been produced and designed by a professional artist with a wealth of painting, photographic and design experience, as well as a great affinity with Triumph. The designs are completely original and will be limited to only 500 each worldwide ensuring they will fast become collectors items. Furthermore each print is hand signed by John Bloor (Triumph Motorcycles owner), the artist Andreas Williams and numbered out of 500. The prints will be accompanied with a certificate of authenticity, beautifully produced and embossed, with the emphasis on design. The certificate will be hand signed by the artist and have a Triumph serial numbered hologram, matching the corresponding print for prestige and authentication.





Hand

debossed logo
on acid free
mount board

signed by owner John Bloor
and artist Andreas Williams





rrp £199



2009 Ltd Edition

1959 Original



Performance art



Triumph Motorcycles Limited
Normandy Way, Hinckley
Leicestershire, LE10 3BZ
www.triumph.co.uk
Designed and Produced in England