



HARLEY-DAVIDSON MUSEUM

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MASONRY SOLUTION:

Skilled Craftworkers Spell Success

Highly skilled BAC craftworkers brought an intricate lettering design to life.

TO CELEBRATE more than a century in business, the Harley-Davidson Company wanted something really special for its new, 130,000-s.f. museum complex.



So the famous Milwaukee firm decided to give it a signature look – literally. Letters ranging from nine to fourteen feet spell out the company name on two of the buildings. A

third building proudly proclaims “1903,” the year in which William S. Harley and Arthur Davidson produced their first motorcycle in a 10 x 15-foot wooden shed.

To create that signature look, Pentagram Architecture chose smooth, glazed brick, installed in an intricate stack bond. To execute it flawlessly, Kinateder Masonry of Waukesha worked closely with the architects, creating life sized templates to precisely cut 10,800 bricks, like a mosaic.



HARLEY-DAVIDSON MUSEUM

MILWAUKEE, WI

Project Details

Owner: Harley-Davidson Company
 General Contractor: Mortenson Construction
 Design Architect: Pentagram Architecture
 Project Architect: HGA
 Mason Contractor: Kinateder Masonry, Inc.
 Craftworkers: BAC Local 8 WI
 Construction Period: May 2006-2008
 Project Size: 130,000 square feet



Harley-Davidson Museum Case Study, continued



The intricate design demanded a high degree of teamwork between architects, project managers, contractors and craftworkers, to make the transition from paper to reality.

“This was an extremely intricate and detail oriented project,” says Fred Kinateder, Jr. “It took a high degree of craftsmanship to make the project the success it was.” Kinateder applauds members of BAC Local 8 WI for the great results, which included keeping on schedule and budget.



To keep the building in good shape for the next century in Wisconsin’s tough climate, the project also featured an air barrier system.

The three building complex, which includes a museum, shops, dining and event spaces, opened to the public in July, 2008. Along with multimedia exhibits and an astounding collection of more than 450 motorcycles, the museum features unique archives available to the public for the first time.

The museum, says a company spokesperson, “adds a whole new dimension to the Harley-Davidson experience.”



“Hand cutting small bricks to make large smooth letters in a stack bond veneer was a challenge. **True craftworkers like to be challenged.** We took great pride in creating this unique masonry detail for Harley.”

-Tom Wendt,
Masonry Foreman,
Kinateder Masonry, Inc.



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The International Masonry Institute is a labor/management cooperative serving the interests of the International Union of Bricklayers and Allied Craftworkers and the contractors who employ its members.

The International Masonry Institute presents programs in four broad categories: apprenticeship and training, market development and technical services, research and development, and labor/management relations.

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