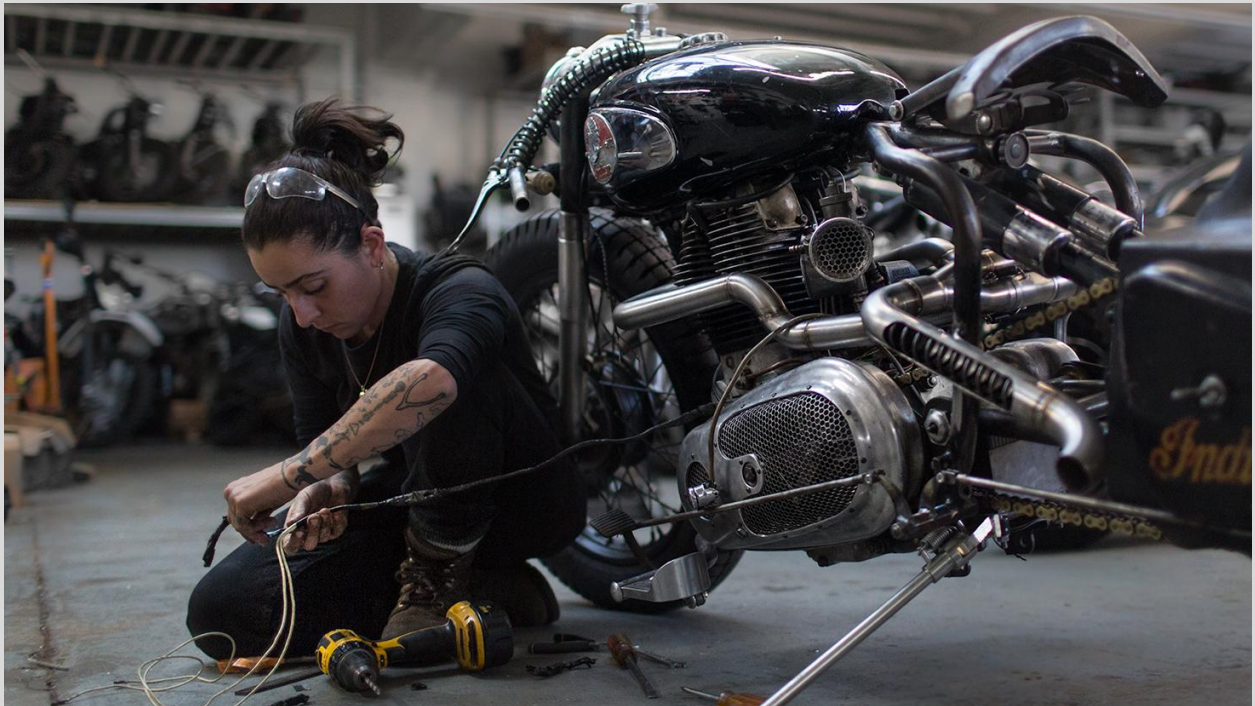


J. SHIA
CUSTOM BUILDER
OWNER OF MADHOUSE MOTORS
BOSTON, MA

J. SHIA

THE PAREIDOLIA SERIES

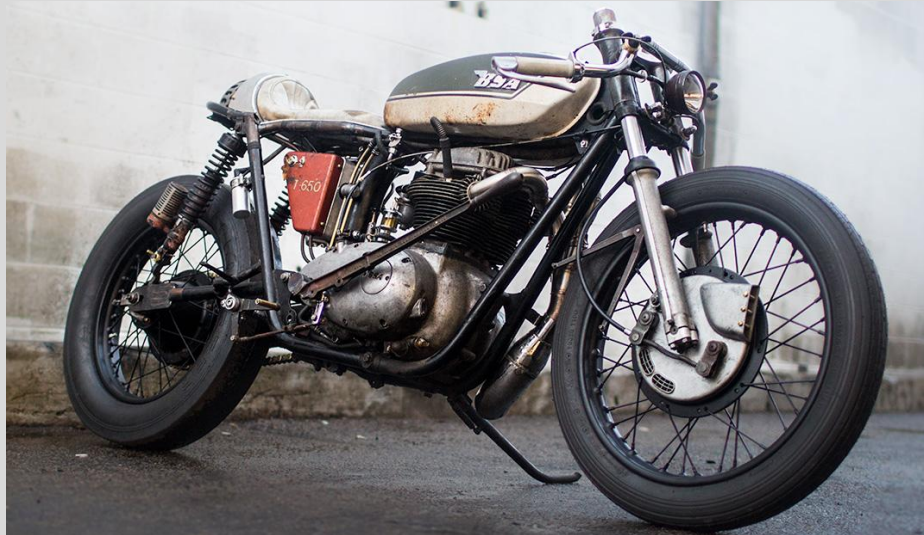


J. Shia is an internationally recognized & award winning custom motorcycle builder from Boston, MA. There, over a decade ago, she started the humble beginnings of Madhouse Motors, a motorcycle repair shop that specializes in antique & custom machines.

“The Pareidolia Series,” is a four part series that J. started in 2017, comprised of 4 unique motorcycles, all of which function unconventionally and have been constructed in a non-traditional style.

“THE MANIPULATED”

**1971 BSA A65
PULL START
BUILT IN 2017**

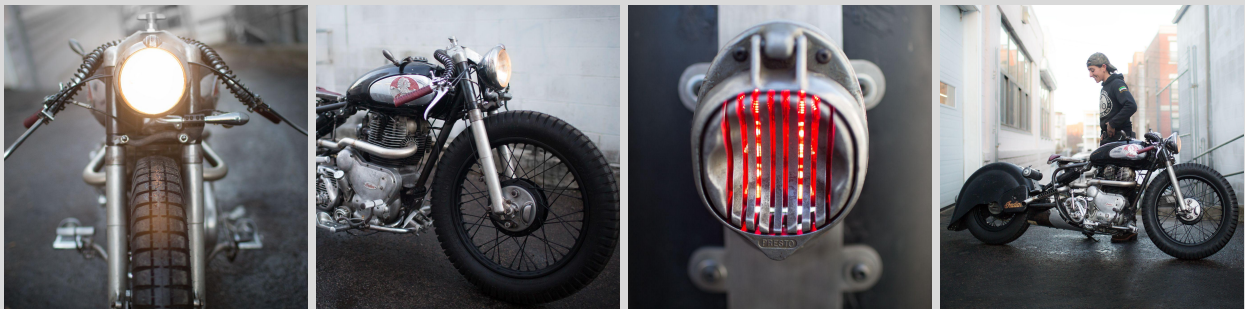


The BSA was the catalyst for this series; built in 70 days alongside famed sculptor Michael Ulman, this bike catapulted J’s interest in intertwining her background in fine art & building custom motorcycles.

The most prominent feature on this bike is the pull start. This machine fires up by literally pulling a lever created from an antique bolt cutter arm. Featuring many other Easter eggs, such as a taillight created from a Boston sewer drain and an intake manifold made from scrapped handlebars, “The Manipulated,” eventually toured the country & became a pivotal moment for J’s career in the custom motorcycle industry.

“THE DEVIL’S ADVOCATE”

**1957 ROYAL ENFIELD INDIAN
FOOT THROTTLE
BUILT IN 2019**



“The Devil’s Advocate,” comes as a direct response from J’s own personal criticism. Concerned that she was going to be a “one-hit wonder,” with the pull-start, J. decided to create another challenge for herself: design a bike that operated with a gas pedal, or a foot throttle.

J.’s design proved successful; the foot throttle is actuated by an antique hay hook, which is then mounted to foot pegs that are vintage foot measuring tools, also known as a Brannock Device. She also stretched & recreated the swing arm with an adjustable dual monoshock set-up, while covering the rear wheel with a modified 1940’s Indian fender. The seat pan is made from the yoke of an antique Radio Flyer wagon. Moreover, being able to take more time with this build, J. was dedicated to fine-tuning her fabrication skills.

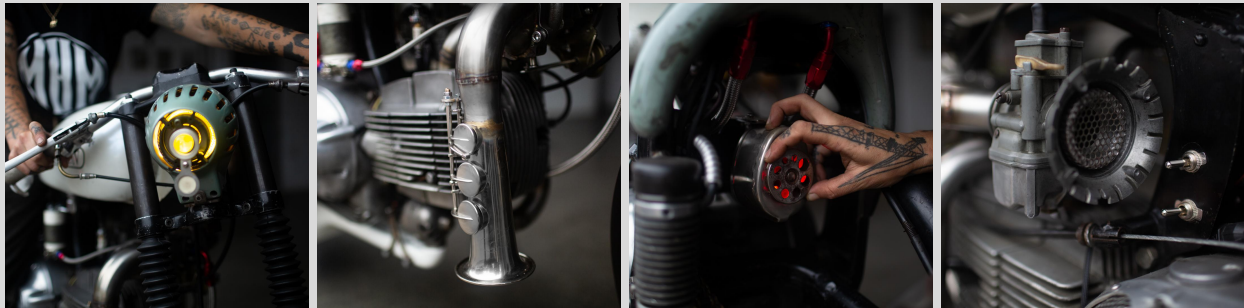
“THE OPTICAL CONCLUSIONS”

**1972 HARLEY DAVIDSON AERMACCHI SS350s
TURBO CHARGED & NITROUS INJECTED
BUILT IN 2021**



And, as the final act of this series, J. built a set of two bikes. Inspired by Tchaikovsky’s ballet “*Swan Lake*,” J. dedicated these twins to her mother, a former classical singer, by debuting them on the stage of the Boston Symphony Orchestra.

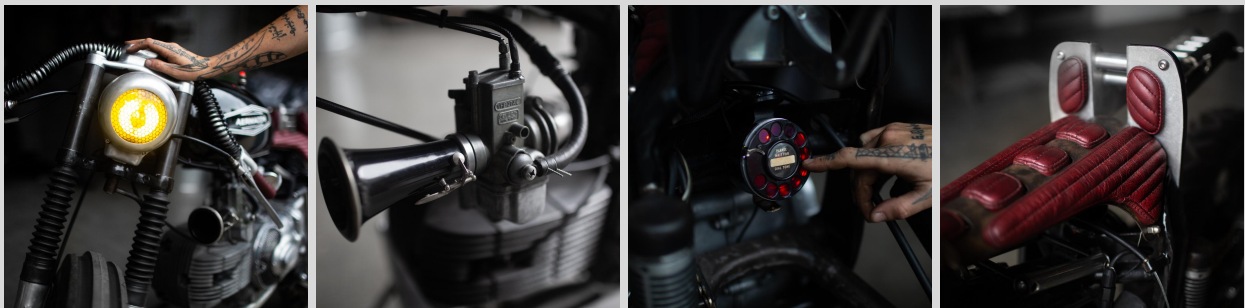
These two bikes are only a few hundred VIN numbers off from each other. They are identical in their length, height & weight, and their profiles are near silhouettes of one another. Their specs are both complementary & contradictory, a very fitting final illustration of J.’s style throughout this series.



FRAME & SUSPENSION: Both swing arms are stretched and fitted with single-sided suspension from a gas tension spring and an opposing enclosed coil spring. The subframes on these bikes are mirrored to each other. The white bike's frame loops around to the front, and the black bike's frame continues to the rear. The main frame on both bikes had the secondary down tube removed and then was reinforced with gussets.

PERFORMANCE: The white bike has a draw through turbo with a dual scavenge pump set up and an exterior oil tank. The black bike has an absolutely adorable wet nitrous system, which is triggered by a switch installed at the top of the carb casting. The green tail section on the white bike houses the oil for the turbo. That same part then serves as the exhaust system for the black bike, which also has a small compartment built-in and is lined with exhaust packing to keep the heat properly directed.

ELECTRICAL: The lighting is definitely one of J's favorite parts of this series. Each bike has their batteries built into the gas tank, and wiring running down the main frame and under the seats, and all the wiring near the exhaust is Teflon coated. There is a secondary wiring route to bypass the coils and battery to allow each bike to be plugged into a standard 110 outlet, which also means they could function as lamps.



With these two machines, J's series is complete. J. did this to challenge herself not only as a custom builder, both conceptually & technically, but also as an artist, and intertwine her two worlds of fine art & backyard bikes.

FURTHER INFORMATION ON J. SHIA AND HER WORK IS AVAILABLE AT MADHOUSEMOTORS.COM

FOR PRICING & GALLERY EXHIBITION INQUIRIES, PLEASE

CONTACT: J@MADHOUSEMOTORS.COM