

J. Shia

of Madhouse Motors and Madhouse Cafe

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Profile

Internationally known small business owner and award-winning custom motorcycle designer and builder. Founding proprietor of Madhouse Motors, LLC and Madhouse Cafe, LLC. Shia has been featured on platforms such as **The New York Times**, **NPR**, **Forbes Magazine**, **The Institute of Contemporary Art**, **The Boston Globe**, **BMW**, **Harley Davidson**, **Ebay Motors** and more. J. Shia is the youngest, only living female, and only Arab-American to have a motorcycle acquired by **Harley Davidson**. J. has spoken Honorarium at **Brown University**, **Northeastern University**, Massachusetts College of Art and Design, and the BMW 100 year Berlin conference.

Awards & Invitations

2023 **BMW** 100 yr Anniversary Judge, Berlin, Germany

2023 **Harley Davidson Museum**, acquisition and display.

2023 The 1 Moto Show, International show Judge, PDX

2023 **Institute of Contemporary Art**, Invited artist

2022 **House of Representatives, Certificate on Recognition** presented by Senator Miranda

2022 **City of Boston, Certificate of Recognition** presented by City of Boston, Mayor Wu

2022 **NPR / WBUR** Nomine *The Makers*

2022 **New England Design Awards, Guest of Honor, Brown University**

2022 **Massachusetts State House**, invited speaker for the MPA

2022 Contributor to the permanent International collection of contemporary art; The Coleccion Solo Museum, Madrid, Spain

2022 Contributor to The Goshn family permanent collection, Nova Scotia

2022 Invited Builder, **NYAPS x eBay Motors**, Manhattan, New York

2021-2022 Ebay Motors Campaign, Commercial & Editorial, Los Angeles, CA

2022 Contributor to the permanent collection, The Bike Shed, Los Angeles, CA

2021 **Art Basel SCOPE**: Invited artist, Miami, FL

2021 **Harley Davidson** x CROIG, Built for Good Campaign: Las Vegas, NV

2021 Invited Builder: GloryDaze, Pittsburgh, PA

2021 **BMW** R18 Advertisement Panel

2020 Invited Exhibitor: SCOPE Art Show, NY

2020 Invited Exhibitor: **Museum of Craft and Design**, San Francisco, CA

2019 **The One Award**: The One Moto Show, Portland, OR

2019 Invited Builder: Mama Tried Motorcycle Show, Milwaukee, WI
2019 Selected Showcase: BMW Pre-Show Party, The Castle, Austin, TX
2018 – 2019 Invited Builder: The Handbuilt Motorcycle Show, Austin, TX
2018 Nominee: ***Woman of the Year***, Cycle World Magazine
2017 Selected Builder: ***Top 30 Builders Under 35***, Sturgis Motorcycle Rally, Sturgis, SD
2017 Selected Builder: The Brooklyn Invitational, Brooklyn, NY
2017 Invited Builder: Welcome East Motorcycle Show, Portsmouth, NH
2016 Invited Builder: Barber Vintage Motorcycle Festival, Birmingham, AL

Publications (Print & Web)

2023 ***BMW 100 yr Anniversary***, Berlin (46 international media outlets)
2023 ***Harley Davidson***, Garage series
2023 ***Ebay Motors***, international add campaign
2023 Boston Globe, Best New Cafe
2023 Boston Magazine, Best of Boston Awards, Best New Cafe
2023 Edible Boston, Full Page spread
2022 ***New York Times***, Business, Full page spread.
2022 ***New York Times***, Home page cover.
2022 ***The Boston Globe***, Arts and Culture article.
2022 ***NPR / WBUR*** web article, *The Makers*
2022 Le Car, Article by Tamara Warren
2022 CBS, Feature
2022 Cycle World, Vincent Black Shadow Full Feature
2022 Ebay Motors, Full Feature Blog
2022 Bike Exif, Vincent Black Shadow feature
2022 Return of the Cafe Racer, Feature Spread
2022 LinkedIn Art Basel Article; Ruth Stutcliffe
2022 The Racer Within Book, Australia; Feature Spread
2022 INF News, China, Feature Article
2022 Popular Mechanic, Feature
2021 The Motolady's book of women who ride: Feature spread
2021 Gnarly Magazine, Feature Article
2021 Colección Solo, Spain, Feature
2021 Ottonero, Italy, Feature Article
2020 ***Forbes Magazine***: Article feature
2020 *Robb Report* Magazine: Feature article
2020 *Easyriders* Magazine: Digital article & spread
2020 *Cycle World* Magazine: Full spread, write up & shoot
2020 Gary Inman, *How to Build a Motorcycle* (Lawrence King): Feature spread

2020 *VC London*: Article
2020 Return of the Cafe Racer, Article feature for SF Museum of Craft and Design
2020 News AKMI, Feature spread
2019 Petersen Museum, Digital Exhibition: Builder feature, write up & shoot
2019 *Indian Motorcycle*, web article: Feature & shoot
2019 *Easyriders Magazine*: Full spread feature, write up & shoot
2019 Progressive Insurance's MC "Chop Talk": Featured builder
2019 *Pipe Burn*, web article: Featured builder write up & shoot
2019 *Revolution Motorcycle Magazine*: Full spread, write up & shoot
2019 J&P Cycles: Featured builder
2019 Invenusverit Petrolites Germany, Feature Article
2018 Daughters of the Road, web article: Full spread, write up & shoot
2018 *Girls 'N Garages Magazine*, web article: Write up & shoot
2017 *Easyriders Magazine*: Featured builder
2017 *Nylon Magazine*: Write up & full page shoot
2017 Pipe Burn, Asylum seeker, Article
2017 *Built Magazine UK*: Full spread, write up & shoot
2017 *Boston Voyager Magazine*: Write up & full page shoot
2017 *Scout Cambridge Magazine*: Write up & full page shoot
2016 Daughters of the Road, Feature Article

Film, TV, Media & Podcast Features

2023 **BMW 100 yr Anniversary**, Berlin (46 international media outlets)
2023 Pipeburn Podcast, Dallas TX
2023 **Harley Davidson Museum**, Global announcement.
2023 **Ebay Motors International Campaign**
2022 **Ebay Motors International Campaign**
2022 Ebay Motors Dayton 500 opening commercial, Fox News
2022 CBS/ WBZ, feature
2022 **Progressive Insurance**, Commercial
2021 Ebay Motors International Campaign
2021 Stetson Hats USA, location host

2021 Duluth Trading co. international campaign
2021 Sneak Big Productions: Episode 1 with Kalen Thorien
2021 Bogi's Garage, Happy Hour: Live stream interview
2020 Harley Davidson Podcast
2020 *Cycle Source* Video Podcast: Featured builder

2019 *Oil in the Blood*, MOLI Films Documentary: Featured builder
2019 TV Trend Now, Feature
2019 CBS Network: Featured special
2019 “The Motorcyclist,” with *Cycle World Magazine*, Podcast: Featured special
2019 WNBC TV Network: Featured special
2019 NECN TV Network: Featured special
2019 “The Bike Shed,” UK, Podcast: Featured builder
2019 “The Pigeon Whole,” Podcast: Featured builder
2019 “Motorcycles & Misfits,” Podcast: Featured builder
2019 “Danger Dan,” Podcast: Documentary featured builder, MOLI Films [podcast or documentary?]
2019 “Lowlife Chopper,” Podcast: Featured builder
2018 *Proud Mary*, Screen Gems by Sony Picture: Motorcycle provider
2018 Jessie Combs, HBS youtube channel Revival Cycles
2016 **Ghostbusters 3**, Columbia Pictures: Motorcycle builder ECTO2

Sponsorships & Endorsements

Harley Davidson
Ebay Motors
Miller Electric
Duluth Trading Co.
Vanson Leathers
Red Bull
MMB
Eastwood Co.

Events & Speeches

2023 Northeastern University, Guest speaker MBA

2023 Mass Art Alumni speaker, Boston
2022 **New England Design Awards**, Brown University Invited Guest
2022 Art Basel Week Miami, Invited artist for SCOPE
2022 Northeastern University; Guest speaker for Masters of Business seminar
2022 MassArt Alumni speaker
2021 Speaker to State Judiciary court and MA Legislator for GLAD
2020 The One Moto Show, Portland, OR: Judge and presenter
2020 Northeastern University: Guest lecturer for Masters of Business seminar
2019 Northeastern University: Guest lecturer for MA Econ

2019 Clutch Control Moto Show, Philadelphia, PA: Judge & critic

Wild Rabbit Community Moto Show, Cambridge, MA - Since 2016, annually held: Host & creator

Madhouse's Basic Motorcycle Maintenance Class, Since 2017, annually held: Instructor

Danvers Vocational School, 2017: Invited guest speaker

New England School of Architecture, 2017: Invited guest teacher & critic

Last Call Moto Show, Somerville, MA - 2016, 2015: Host & creator

Work Experience

Founding Owner, Madhouse Motors LLC: 2009 - Present

Founding Owner, ***Madhouse Cafe LLC***: 2022 - Present

Host, Wild Rabbit Community Moto Show: Annually since 2015

Freelance Photographer: 2009 - Present

Shop Hand, DeLeo's Auto Body: 2005 - 2009

Education

Massachusetts College of Art & Design, Boston: BFA, 2013