BY MATT WIEBE
BOULDER, CO—Denver’s National Western Complex usually features bull riding, rodeos and 4H champion livestock. But come Aug. 22-23, the complex will devote 30,000 square feet to small framebuilders who will show their handiwork at the Rocky Mountain Bicycle Show.

The show is more than a display of framebuilder’s craft; it also includes a bicycle art display, a historical bike survey, beer tasting from local microbreweries, family activities and fun rides.

This will be the show’s second year and show organizer Carol Johnson said almost everyone that exhibited last year is coming back.

“I had an exhibitor tell me they received six orders last year at the show and that is what we want—framebuilders to pick up business,” Johnson said. Her husband, framebuilder Lance Johnson, runs Temple Cycles as well as brake hood accessory company Hudz.

The advantage of holding it in the Denver area is its combination of active outdoor families and a very competitive racing community.

The August date and Colorado’s appeal as a vacation destination opens the show to people across the country.

“I go to a lot of the shows and the festival atmosphere of the Rocky Mountain Show is different. It does a great job combining the expo with bike culture events like the beer tasting and art show,” said Mike Kone, manufacturer of Rene Herse and Boulder Bicycles.

Kone is coordinating the vintage bike display and helping get the word out about the show.

Industry veteran Howie Cohen is creating the bicycle art display with selections from his huge collection of bicycle-related art and memorabilia.

“For small builders and manufacturers who have a hard time affording the cost of Interbike, these regional shows are a great way to meet customers,” Johnson said.

The show will hand out at least $4,000 in juried prizes to framebuilders and painters in categories that include best design, best paintjob and best accessory among others.