"PURSEONALITY" HITS THE ROAD

Historic Bethlehem Museums & Sites and America On Wheels Announce Program to Complement Pop-Up Exhibit

BETHELHEM, PA, January 2020 – Fashion and automotive design often draw from one another in a unique way. Historic Bethlehem Museums & Sites (HBMS) and America On Wheels are excited to announce a similar partnership with a pop-up exhibit of bags from Ilene Hochberg Wood’s world-class collection inspired by automobiles. Open now through April 30, 2020, “Cars & Purses – A Timeless Pairing” takes you on a journey through fashion and design over the decades.

The pop-up exhibit includes bags modelled off cars from Karl Lagerfeld, Kate Spade, and Christian Dior by John Galliano, as well as suitcases, carpet bags, and a purse made from a Pennsylvania license plate. Other exhibits on display at America on Wheels include “Feel the Thunder,” an exhibit of Ford Thunderbirds on view through April, as well as the museum’s collection of Mack Trucks, spanning sixty-eight years.

HBMS’s after-hours program, Design After Dark, hits the road for a special evening combining purses and cars on Friday, January 31. Enjoy special after-hours access to “Cars & Purses” and other America On Wheels exhibits, make an air freshener for your car, enjoy a drink or snack from the Hubcap Café, and add to the ultimate road trip playlist. Tickets for Design After Dark: Road Trip are $10 for HBMS and America On Wheels members and $15 for future members and include two drinks.

The full HBMS exhibit, PURSEonality, showcases over 700 purses from Hochberg Wood’s personal collection across the Kemerer Museum of Decorative Arts, Moravian Museum of Bethlehem, and America On Wheels. Hochberg Wood is an internationally best-selling author and a former instructor at Parsons School of Design.

Special combination tickets are available through the end of the exhibit. For one price you can visit both the pop-up exhibit at America On Wheels and the full exhibit at the Kemerer Museum of Decorative Arts and Moravian Museum of Bethlehem. More information is available on the HBMS website.

Historic Bethlehem Museums & Sites is a not-for-profit institution that brings to life three centuries of American history. Historic Bethlehem tells the story of a small town of great influence, home to some of our nation’s early settlers, to the first pumped municipal water system in the American colonies, and to one of the world’s greatest industrial companies. Historic Bethlehem is located in eastern Pennsylvania, only an hour drive north from Philadelphia and 2 hours west of New York City. Historic Bethlehem is an Affiliate of the Smithsonian Institution, part of a National Historic Landmark District, and a designated site on the US Tentative List.

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