

SINCE  
1866  
BROOKS  
ENGLAND  
SADDLES  
BAGS  
ETC.

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# ALPE D'HUEZ

## TRAM PRO SEASONAL EDITIONS CELEBRATE CONTEMPORARY DESIGN AND CYCLING HISTORY



27 August, 2009 – Birmingham, England - Brooks England, the English purveyor of handmade leather saddles and accessories since 1866, will be releasing the new Team Pro Alpe d'Huez saddles in 3 colours: black, honey, brown.

The pattern of the Alpe d'Huez impressed on this saddle has been designed by Dan Funderburgh, a wallpaper designer and artist in Brooklyn, NY. His patterns, prints and installations are varied in content but all demonstrate an unabashed love for decorative arts.

With influences ranging from Moorish mosaic to American op art, the work is a repudiation of the fabricated schism between art and decoration. Some of Dan's work can be found in the collections of the Cooper-Hewitt Design Museum and the Miami Museum of Modern Art. Dan loves bicycles and has created wallpaper patterns with bicycle parts.

Alpe d'Huez is one of the main climbs and has been a stage finish in the Tour de France almost every year since 1976. The first was in 1952, won by Fausto Coppi, at a time when most cyclists were riding Brooks Saddles.

The Team Pro Alpe d'Huez saddles have a chromium plated steel frame and rails, and will retail for €135 or \$200. This is a seasonal edition, so it is not numbered, but will be available for a limited time.

For more information about Brooks saddles, visit the new website at [www.brooksengland.com](http://www.brooksengland.com).

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It is not the name of Brooks which makes the saddle good, but the saddle and its excellence which makes the name supreme. (The Brooks Book for Cyclists, 1912)