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HARLEY-DAVIDSON: A HEAVENLY COMPANY WITH A DEVILISH TWIST

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The Harley-Davidson Motor Company began life in a 10-by-15 foot shed in Milwaukee, Wisconsin, USA in 1903 and it is having mammoth 105th birthday celebrations throughout 2008.

The company's \$75 million Harley-Davidson Museum opens July 12th, 2008: at the ground-breaking ceremony, legendary Harley-Davidson dirt track racer Scott Parker performed a burnout on a XL 883R Sportster motorcycle sending dirt flying off the spinning rear tire (photo). As it happens, Milwaukee also gets into the news for an exciting new hotel being opened by Tim Dixon, a successful Milwaukee developer who has expanded into the luxury hotel business. He is opening the 102-bedroom The Iron Horse Hotel™.



The luxury hotel is a conversion of a century-old downtown warehouse, commissioned by William Berger in 1907 for the Berger Bedding Company. The location on the railroad offered excellent shipping facilities. The building was divided into the factory (today's hotel) and the warehouse (Smyth, located behind the building's firewall).

The building remained a bedding company until 1927 and then became cold storage until 2005 when it was purchased by Dixon Development LLC. The original building was designed by the local architectural firm of Buemming and Dick. Today's designers are the New York firm of Roman & Williams (Stephen Alesch and his wife Robin Standefer), who did Kate Hudson's home and a couple of movie sets.

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