

 crossover

DESIGN EVERYTHING

Rendezvous

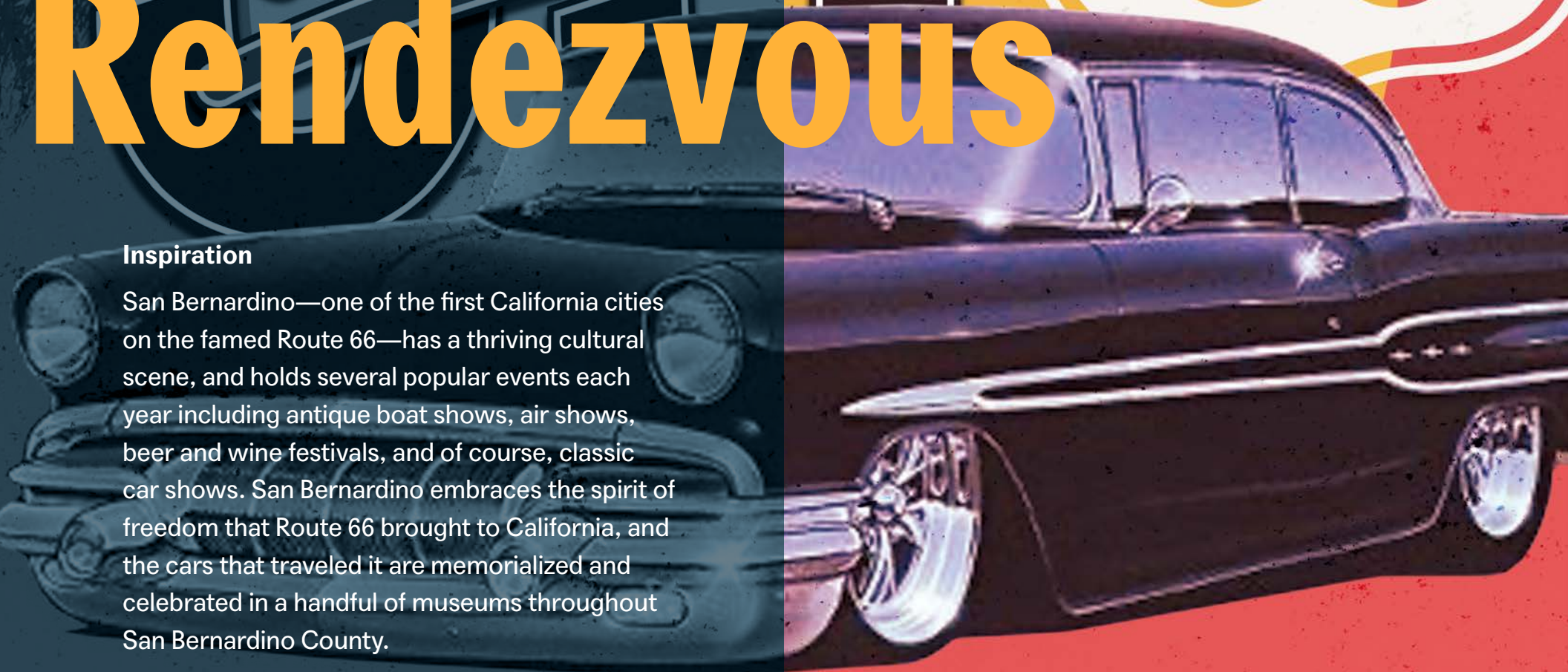
Inspiration

San Bernardino—one of the first California cities on the famed Route 66—has a thriving cultural scene, and holds several popular events each year including antique boat shows, air shows, beer and wine festivals, and of course, classic car shows. San Bernardino embraces the spirit of freedom that Route 66 brought to California, and the cars that traveled it are memorialized and celebrated in a handful of museums throughout San Bernardino County.

Air

ROUTE

66



Rendezvous

San Bernardino, California

Concept

Route 66 originally ran from Chicago, Illinois across the country all the way to Santa Monica. It's this famous route—and the string of California cities it connects—that is credited with bringing car culture to Southern California, along with artists and musicians who were eager to see the famous California coast. Over the years, Route 66 has become the beloved subject of songs, movies, TV shows, and books—and was even referred to as the “Mother Road” in John Steinbeck’s classic novel, *The Grapes of Wrath*.

Artistic Execution

As cars became more popular, they not only symbolized freedom, they were a personal expression of the owner. The car people chose to drive—especially down a popular stretch of road like Route 66—was as much a part of their personal style as their shoes or hat. Cars became more than a way to get from one place to another, they became a statement and an extension of ourselves, our place in society. The art for our San Bernardino location will be an example of that feeling of freedom, the individuality each make and model conveyed, and the overall old-school vibe of the original Route 66 energy.

