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INSIDE THE INDUSTRY

STURGIS ART



The theme of Michael Lichter's 9th annual Motorcycles as Art Exhibition during the Sturgis Rally this year will focus on history and motorcycle icons. The exhibit will be presented at the new Lichter Exhibition Hall on the grounds of The Legendary Buffalo Chip. Although there are many "iconic" symbols that have defined motorcycle culture, this year's exhibition entitled "Rebel Rousers - Motorcycle Icons that Inspired Us to Ride" will remind Sturgis rally-goers what motorcycle icons may have fueled their passion to ride through a stunning review of world-class motorcycles, art and movie memorabilia. On display will be motorcycles, from Captain America and Billy bike from *Easy Rider* to Dave Mann's Ghost rider, and memorable images like Rollie Free flying down the salt, as well as posters and stills from films like *The Wild One*, *On Any Sunday* and *Easy Rider*. The Legendary Buffalo Chip has built "The Lichter Exhibition Hall" which is a 7,000-square-foot facility designed to showcase art and motorcycle exhibits. The exhibition will be open to the public August 1 through August 7, 2009, and admission is free. www.motorcyclesasart.com