

The Beach Cruiser

The Legendary Buffalo Chip Announces Michael Lichter Exhibit for Sturgis Rally 2009

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STURGIS-S.D.- March 19, 2009-World famous motorcycle photographer Michael Lichter will host the 9th annual Motorcycles as Art Exhibition August 1 through August 8 during the 2009 Sturgis Rally. This year's exhibition will be held at the Legendary Buffalo Chip, located four miles east of Sturgis on Highway 34, and will explore motorcycle culture through a thematic presentation of motorcycles and graphic arts



Lichter has chronicled the Sturgis Rally through his photography for since 1979, and has served as curator of the "Motorcycles As Art" exhibition since its inception in 2001. The talent of the

featured artists, combined with Lichter's unique vision, has established the event as an essential part of the Sturgis Rally experience. While past exhibitions have combined a variety of artistic media, ranging from custom motorcycles to paintings and tattoo art, all of the art relates to a central theme. Past exhibitions have included 2008's "Stay Gold," which honored the late Johnny Chop and featured builders who approach their work with the same passion that Johnny demonstrated in each bike he built, and 2007's "One World Choppers," which featured 24 foreign born builder-artists and demonstrated how builders from abroad have influenced and contributed to the contemporary custom motorcycle scene in America.



"The exhibition serves as a way to showcase the work of the industry's top talent under one roof, and we're excited about this year's change of venue," said Lichter. "The space being built

specially for the exhibit, combined with the Legendary Buffalo Chip's unique atmosphere are sure to make this the best exhibit yet."

"We're very proud to have Michael Lichter joining the family at the Chip," said Rod Woodruff, the Chip's owner. "Michael's an artist. His work has for more than 20 years greatly enhanced the development of custom bike building while it acquainted the world with the biker lifestyle and the character of the builders, the bikes and those who ride them." The Lichter Exhibit will be on display at the Legendary Buffalo Chip from Saturday, August 1st through Saturday, August 8, 2009. Admission is free to the public.



Now celebrating its 28th consecutive year as "The Best Party Anywhere," The Buffalo Chip is the Sturgis Rally's best-known hot spot. The Chip has

since 1982 become internationally famous for the performances on its 4 stages, hot bartenders and special events presented "by bikers, for bikers."

The Legendary Buffalo Chip has been featured on one 13 episode television series and 5 television specials, some of which remain in current broadcast rotation. Its 2009 schedule of events includes its 9-day concert series (free to campers) featuring such favorites as Aerosmith, performing on Wednesday, August 5th. The Buffalo Chip is the place to be during the Sturgis Rally.

The "Motorcycles As Art" exhibition's theme and a list of participating artists, along with the Chip's full schedule of events will be announced soon. More information is available at www.buffalochip.com.