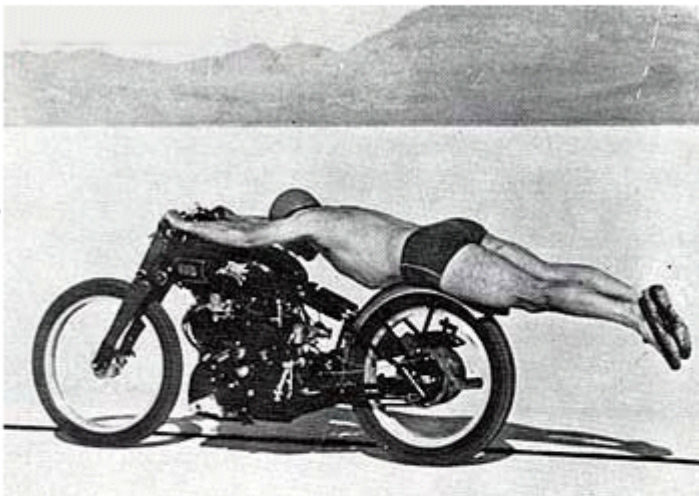


## Michael Lichter Show at Buffalo Chip for Sturgis 2009

By: MJ Reynolds, editor Bikeweek.com  
Posted: May.23.09

World famous motorcycle photographer Michael Lichter will host the 9th annual Motorcycles as Art Exhibition, Aug. 1 to 8 during the 2009 Sturgis Rally. This year's theme, "Rebel Rousers- Motorcycle Icons that Inspired Us to Ride" will be on exhibit at the legendary Buffalo Chip Campground, located four miles east of Sturgis on Highway 34.

On display will be motorcycles, from Captain America and Billy bike 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*.



All of the objects in the show have in some way become sacred to bikers. They have inspired – and will continue to inspire -- the devotion of enthusiasts.

In addition to looking back, the exhibit will look at contemporary images and bikes that may be considered iconic to future generations of bikers, such as films from *Biker Boyz* to *The World's Fastest Indian*, and motorcycles like Jesse James' "Camel Bike" and Indian Larry's "Wild Child" BBO bike.

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 like this year's "Rebel Rousers," as well as future shows by Michael Lichter.

The exhibition will be open to the public Saturday, August 1st through Friday, August 7, 2009, and admission is free.

"Rebel Rousers- Motorcycle Icons that Inspired Us to Ride" would not be possible without the generous support of the National Motorcycle Museum in Anamosa, Iowa, the Wheels Through Time Museum in Maggie Valley, N.C., and many industry and private collectors.

Conceptual help came from Professor Steven Alford, Professor Suzanne Ferriss and Dave Nichols. Presenting sponsors for this year's exhibit include, Interstate Batteries, Metzeler Tires, Progressive Insurance, and Spectro Oil.



Last year's exhibit at the Thunder Dome was themed "Stay Gold"

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



The 2008 theme, 'Stay Gold' honored the late Johnny Chop and featured builders who approach their work with the same passion that Johnny demonstrated in each bike he built. The 2007 theme, 'One World Choppers' featured 24 foreign biker 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, is 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."

To see more about this year's exhibition and Lichter's past exhibits, visit [Motorcyclesasart.com](http://Motorcyclesasart.com).