



## PRESS RELEASE

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### **THE ART OF THE TATTOO THE PROGRESSIVE® INTERNATIONAL MOTORCYCLE SHOWS® ANNOUNCE NEW ART INITIATIVES INCLUDING PARTNERSHIPS WITH 21 HELMETS AND INKED MAGAZINE**

*Industry influencer IMS to host first nationwide tour of 21 Helmets*

*See hand painted, one-of-a-kind designs and original artwork by tattoo artists throughout the Show*

*Watch Japanese motorcycle artist Makoto Endo perform live Ivy-Illustration art each day*

**Santa Monica, Calif.** – The Progressive® International Motorcycle Shows® (IMS), the most influential touring consumer motorcycle show in the U.S., is proud to announce its partnership with 21 Helmets and Inked Magazine. A new key Show feature for the 2015/2016 IMS Tour, the activation focuses on tattoo art and the designers that create these magnificent, one-of-a-kind works. As one of the leading motorcycle industry influencers, IMS is working with the One Show and Inked Magazine to widen the scope of people who have the opportunity to experience 21 Helmets and become inspired by original works of tattoo art.

21 Helmets is a unique custom helmet display featuring 21 examples of hand painted, one-of-a-kind designs and original artwork by tattoo artists. This custom helmet show was created by See See Motorcycles, approximately 5 years ago, in response to a growing interest in cool and unique custom designs. A different series of 21 Helmets is featured annually at the One Show in Portland, OR, where the 2015/2016 IMS Tour kicks-off on October 31<sup>st</sup>.

**Tracy Harris, Senior Vice President, Powersports Group, UBM Advanstar:** “The Progressive® International Motorcycle Shows® (IMS) is excited to partner with the One Show and Inked Magazine to bring the skill, creativity and fine art of 21 Helmets to thousands of IMS attendees across the U.S. Visitors to the 2015/2016 Tour will have the unique opportunity to see these beautiful works of art along with helmets created by local artists in their city.”

In conjunction to the traveling core display, Inked Magazine will be inviting three local tattoo artists to each show on the tour to do “live art” within the 21 Helmets exhibit. Artists will be on site at the Show customizing helmets and taking attendees through the complete design process.

In addition to the 21 Helmets Inked activation, the Progressive® Parlor® features live art by Japanese-born motorcycle artist, Makoto Endo who will be performing live Ivy-Illustration art each day of the Tour. Endo will be painting a large-scale illustration of a custom motorcycle using chopsticks as his paint brush and attendees are encouraged to enter to win one of his custom paintings at the Studio.

Information on additional IMS Show features will be available in the coming weeks. The 35<sup>th</sup> anniversary IMS Tour will kick off on October 31<sup>st</sup> in Portland, OR with 10 stops across the U.S. For a complete listing of Show dates and information, please visit [www.motorcycleshows.com](http://www.motorcycleshows.com)

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**About Progressive® International Motorcycle Shows®** ([www.motorcycleshows.com](http://www.motorcycleshows.com))

The Progressive® International Motorcycle Shows® offer enthusiasts an all-access pass to the world of motorcycling. Launched in 1982, the tour showcases hundreds of the latest street bikes, dirt bikes, cruisers, scooters and ATVs for new and experienced riders, and gives enthusiasts of all ages the opportunity to check out the latest gear and aftermarket accessories, as well as hours of entertainment. The Progressive® International Motorcycle Shows® is managed by the UBM Advanstar Powersports Group, a member of the Motorcycle Industry Council.

**About UBM Advanstar**

UBM Advanstar, part of UBM Americas, is a US-based event and marketing services business serving the fashion, licensing, life sciences and powersports industries. The company owns and operates a portfolio of 54 tradeshow, 100 conferences, 30 publications, and almost 200 electronic products and websites. Our market-leading brands and a commitment to delivering innovative, quality products and services enable UBM Advanstar to "Connect Our Customers With Theirs." UBM Advanstar is a UBM plc company.

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