

Beat: Sports

## **INTERNATIONAL MOTORCYCLE SHOWS TO HOST FIRST NATIONWIDE TOUR OF 21 HELMETS**

### **NEW ART INITIATIVE INCLUDING PARTNERSHIP**

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**USPA NEWS** - International Motorcycle Show (IMS), the most influential touring consumer motorcycle show in the U.S. announced its partnership with 21 Helmets and Inked Magazine. A new key Show feature for the 2015/2016 IMS Tour, the activation focusing on tattoo art.

International Motorcycle Show (IMS), the most influential touring consumer motorcycle show in the U.S. announced its partnership with 21 Helmets and Inked Magazine. A new key Show features for the 2015/2016 IMS Tour, the activation focusing on tattoo art. International Motorcycle Show 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 31st.

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.

Makoto 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 35th anniversary IMS Tour will kick off on October 31st in Portland, OR with 10 stops across the U.S.

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.

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