

FOR IMMEDIATE RELEASE
May 12, 2011



Contact:

Tony Cook, Marketing & Public Relations
(816) 460-2214
tcook@unionstation.org

Motorcycle Masterpieces Roll into Union Station
Art of the Chopper — Opens June 24, 2011

KANSAS CITY, Mo., May 12, 2011 – Dubbed “one of the most amazing motorcycle exhibitions ever presented,” *Art of the Chopper* is coming to Union Station June 24-September 25, 2011. Based on the best-selling books *Art of the Chopper* and *Art of the Chopper II* by photographer and curator Tom Zimberoff, this first-of-its-kind exhibition includes 30 “rolling sculptures” along with portraits of the builder/artists and information about the science and art behind these machines.

A chopper is a highly conceptualized handmade motorcycle that balances flamboyance and minimalism on two wheels. Like other idioms of American culture, including jazz, rock ‘n’ roll, and Hollywood films, the chopper has been embraced by proponents through the world from all walks of life.

“*Art of the Chopper* offers the public a glimpse into a parallel universe populated by the high priests of horsepower, those lane-splitting libertarians on the road to perdition with a lust of life and a consummate sense of style,” Zimberoff said.

“It’s the first exhibition of its kind in Kansas City, and we believe the entire community will enjoy this cool family summer experience,” said George Guastello, president and CEO of Union Station. “*Art of the Chopper* is art in motion and is an absolutely uniquely powerful experience.”

The exhibition is presented by Mark One Electric with additional support by CarterEnergy-BP. Tickets are on sale now at www.unionstation.org/chopper and the Union Station ticket office. Ticket prices are as low as \$7 for Union Station members. Special discounts are available for children, seniors, students and military personnel and groups of 15 or more. Groups may e-mail: groups@unionstation.org for booking information.

About Tom Zimberoff

Curator, biographer and illustrator of *Art of the Chopper*, Tom Zimberoff is a classically trained clarinetist who began his photographic career covering the rock music scene. He spent 26 years traveling the world on assignment for magazines as a photojournalist. His first two subjects were Groucho Marx and John Lennon.

About Union Station Kansas City, Inc.

Union Station Kansas City is a historical landmark and civic asset renovated and reopened to the public in 1999. The organization, driven by its mission of science and history education and entertainment, features a science center, the popular Model Railroad Experience open year round, new planetarium, one of the region’s largest screen movie theaters, live theater, shops, restaurants and home to prominent area civic organizations and businesses. Visit unionstation.org for details.

###