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SWISS INSTITUTE - CONTEMPORARY ART  
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LORI HERSBERGER / BIKERS BURNOUT

SATURDAY, SEPTEMBER 8, 2001, 12:30 - 1:30 PM

Location: West 18th Street between 10th and 11th Avenues

Organized by the SWISS INSTITUTE-CONTEMPORARY ART,

New York. Presented as part of the Downtown Arts Festival's  
Chelsea Art Walk day. Thanks to Scott Chester, Acid Inc.

Motorcycle burnout: Revving engines! Deafening noise! Burning rubber! Cheering crowd! A barricaded Chelsea street is the canvas for Lori Hersberger's "burnt rubber painting" where four professional motorcyclists rev their engines and spin their wheels to lay down skid marks and "donuts."

Hersberger employs the bikers' tires as his paintbrush. Rubber tire residue from the burnout is to remain on the street as a visual marker of this spectacular performance/painting.

This will be the Swiss visual artist Lori Hersberger's first event staged in the US. Hersberger, born 1964, has exhibited work in numerous arts venues in Europe, exhibitions including: the 48th Venice Biennale; The Museum for Contemporary Art, Basel; CAN Contemporary Art Center in Neuchâtel; and the TRANSFERT show in Biel, Switzerland.

DEDICATED TO: 101, 600 PS EXPLOSION, ADVANCED COURSE WORK, AIRBRUSH FACTORY, AJS, AIROH, APRILIA, ARAI, ARAL, ARCTIC CAT, ARROW, ASSEN, AVON ROADRACER, BANDIDOS, BANDIT, BBO, BEMELLI TORNADO, BIAGGI, BIG TWIN, BIKEFASHION, BIKER GUIDE, BIKER'S HEAVEN, BILAND/WALTISPERG, BILLET, BIMOTA, BLACK LINE, BLACK SHADOW, BMW, BOARDWALK SHOW, BORN FREE, BP, BRAKE SYSTEM, BREAKIN' THE LAW, BRANDS HATCH, BREAK DISC ROTORS SEMI-METALLIC PADS, BRIDGESTONE, BSA, BSM, BUDWEISER, BURNOUT, CANNONBALLS MRC, CAPIROSSI, CARBON-RACING DESIGN, CENTAURO, CHEYENNE MC, CHILDREN'S FUN PARK, CHOPPER, CLASH OF THE TITANS, CLASSIC CYCLEWEAR, CONTI, COOL PROTOTYPES, COMPETITION SERIES, CRAFT, CRAZY LIGHTS, CREATOR, CROSS PLATFORM, CRUSING BIKES, CRUSTY DEMONS OF DIRT, CUSTOM BIKE, CUSTOM CHROME, CWS, DAINESE, DAKOTA INDUSTRIES, DAMAGE-BIKES, DANGER ZONE, DAYTONA BEACH, DERBY COVERS, DIGITAL FUEL INJECTION, DIJON, DIRTBIKES, DORNINGTON, DOUBLE CHAINS, DOUG CHANDLER, DRAGBULL, DRAG PIPES, DRAG RACING, DRAGSTAR, DRAGSTER-LOOK, DREAM MACHINES, DUAL PURPOSE BIKES, DUCATI, DUNLOP, DYNOJET, EASY-RIDER PARTY, EGLI-RACING, ELEPHANT RIDE, ELIMINATOR, ENDURANCE, ENDURO, ESSO, E-STARTER, ESTORIL, EVEL KNEIVEL, EVOLUTION, EXTREME BIKES, FAST BIKE CHALLENGE, FAT ATTACK, FAT BOYS RULE, FIGHT THE LAW, FIGHTERS CUSTOM AND TRADE SHOW, FOOD AND COCKTAILS, FOREVER, FOSTER'S, FREAKPOWER, FREEWHEELS, FRESH CUT, FRISCO BOUND, FUCK IN HELL, GILERA, GOOD VIBRATIONS, GOODYEAR, GORE-TEX, GRAND-PRIX, GRAVEDIGGERS MC, HARD GRIP, HARLEY DAVIDSON INC., HAWKER, HEINEKEN, HEXAGON, HEADSHOP, HELLS ANGELS INTERNATIONAL, HESA, HIGH PERFORMANCE CONTEST, HIGH SPEED, HIGHWAY 666, HILLCLIMBING, HOCKENHEIM, HONDA GOLDWING, HOT ROD, HPU, HÜSSER & HÜSSER, HUNVIK HALLAM, IMOLA, INDIAN, INSPIRATION, ISLE OF MAN, INTRUDER, IRON HORSE SALOON, ISO 9001, IXS, JACK DANIELS, JACQUES CORNU, JAMMER, JEREZ, KAWASAKI, KENDALL, KESS-TECH, KNUCKLEHEAD-CHOPPER, KREIDLER, KTM, KRYPTONITE, KUSHITANI, KYALAMI, LACHGAS-INJECTION, LANE SPLITTING, LASER, LAVERDA, LECTRA, LIFESTYLE, LINE-UPS, LOVE RIDE, LOW POWERED BIKES, LOW RIDER, LUCAS, LUK, NINJA EXHAUST, NOLAN, MAD DOGS MC, MAGNA, MAGNETI MARELLI, MARAUDER, MAXIMUM PERFORMANCE, MATACHEX, MATURE RIDERS, METZELER, MC DEAD RIDERS, MICHELIN, MIDNIGHT GAMBLER, MOBIL, MODERN PRIMITIVES, MONKEY-BOX, MONSTER BIKE, MONZA, MOTACC UNDERTRAYS, MOTOCROSS, MOTO-FASCINATION SHOW, MOTO GUZZI, MOTO RACING, MOTOR CENTER, MOTORCYCLE, MOTORHEAD, MUSCLE BIKES, MUSTANG, MUZZY, MV AGUSTA, NEO-CLASSIC, NIGHTRIDERS, NITROUS OXIDE, NORTON, NOVELTY, NSU, OFFROAD TRAINING, PERFORMANCE PARTS, PERSONAL PLATES, PIRELLI, PIT BULL, PIT STOP, PIZZA KING, POWER COBRA SR-1, POWERBIKE, POWER HORSE, POWER TUNING, PROGRESSIVE SUSPENSION, PRO PERFORM, PROSTAR, PUB RODEO, QUAKER STATE, RACER, RAY BAN, REMUS GENESIS, REAL LEATHER, RED LINE OIL, ROAD PERFORMANCE, RIDE FREE, RIDE-IN-SHOW, ROLLING THUNDER, ROUTE 66, SCANBIKE, SCHOOL OF BAD IDEAS, SCHOVEL HEAD, KEVIN SCHWANTZ, SCORPION, SCOTT, SEBRING, SHOEI, SHELL OIL, SIDEPIPES, SILVERSTONE, SIMPSON, SKYHIGH CHOPPER, SLIDE LIGHT, SLIME-LINE, SLUSH-CUT STYLE, SMOKING SECTION, SOFTTAIL, SPEEDKINGS, SPEED-POINT, SPEED-PRO, SPEEDWAY, SPIDERS BGLD, SPORTSTER SHOW, SPORTY DRAG-STYLE, S & S, STAINLESS STEEL, STREETFIGHTER, STREETWARE, STUNT-SCHOOL, STURGIS, SUPER BABES, SUPERBIKE, SUPERRALLYE, SUPERTWIN TOPGAS, SUZUKI, TAKEGAWA, TANK DESIGN, TATTOO STUDIO, TECHNOFLEX, TECH TURBO CHARGE, TERMINATOR 5, TEST DAY, THUNDER, THUNDERPIPES, TIRE POPPING, TOP FUEL CHALLENGE, TOP SERIES, TOURATECH ELECTRONIC DISPLAY, TRAFFIC LAWS, TRIAL, TRIBIKE, TRIKE, TRIUMPH, TROUBLEMAKER STREETWEAR, TROY CORSER, TUNING ZONE, TWIN AIR, UMBRELLA GIRLS, URAL, USA-TRIP, USD, V-8, VALKYRIE, VINCENT, VIRAGO, VIRTUAL STEER FRAME, VMAX, V-TWIN, VULCAN, WARP SPEED, WAYNE RAINEY, WEST END, WET SHIRT CONTEST, WHEELIES, WILD TURKEY, YAMAHA, ZIPPO, ZODIAC (DON'T BECOME AN ASSHOLE)