

MICHAEL KALISH

DRIVE4COPD AMBASSADOR



Michael Kalish is an internationally renowned artist and sculptor who has an innate ability to transform ordinary objects into extraordinary works of art.

The subjects of Kalish's work reference a broad sampling of American culture, from the all-American pastime of baseball and red, white and blue ice pops, to portraits of popular, political and cultural icons such as Marilyn Monroe and Elvis Presley. His work has been featured everywhere from *The New York Times* to *Sports Illustrated* and hangs in the homes of musicians, world leaders, actors and professional athletes.

Kalish's signature medium, the license plate, embraces the essence of Americana with his own contemporary sophistication, curiosity and distinctive style. He has spent the past 15 years mastering this unique medium, in which he twists, cuts and rivets together license plates into stunning three dimensional images.

Now for the first time, Kalish is using his strong artistic talent to create a large-scale public work of art that encourages people to take control of their health. He is lending his time to partner with landmark public health initiative **DRIVE4COPD** in the creation of **24M: The DRIVE4COPD Monument** to raise awareness of chronic obstructive pulmonary disease (COPD).

When Kalish learned about the **DRIVE4COPD** campaign and its goals, he knew he could create a monument that visually depicts the great impact and burden of COPD in America. Highly symbolic in nature, **24M** is comprised of 24 large-scale pinwheels and named in honor of the 24 million Americans who may have COPD, half of whom remain undiagnosed. COPD is the fourth leading cause of death in the U.S. and kills more people every year than breast cancer and diabetes combined.

Kalish used 2,400 license plates to build each pinwheel, the **DRIVE4COPD** icon. The number of license plates used from each state will reflect the percentage of that state's population with COPD. Additionally, each pinwheel is placed upon a base in the shape of one or more states so that when placed together, **24M** forms a map of the U.S.

Kalish hopes that people across the country will come visit **24M**, learn about COPD, think about whether they might be at risk, and share what they learn with others. **24M** will be unveiled in New York in mid-2011, and will travel to Florida, Texas and California – the four states with the highest prevalence of COPD. Check **DRIVE4COPD.COM** for tour dates, locations and more information.

The **DRIVE4COPD** campaign encourages all Americans age 35 or older to log onto **DRIVE4COPD.COM** to take a brief, five-question screener to see if they might be at risk for COPD and if they are, to talk to a doctor about their breathing.

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Previous works



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