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SKATEBOARDING

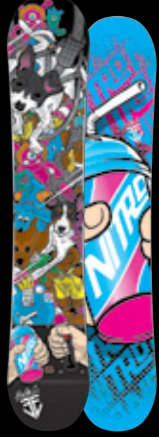
2010 OUTERWEAR
38 PREMIUM PRODUCTS FOR THIS WINTER
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NICK BOSERIO
BY HARRY CLARK
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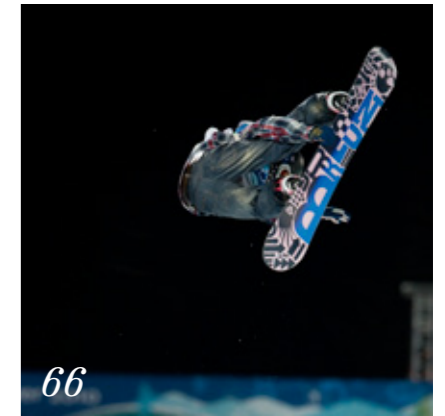
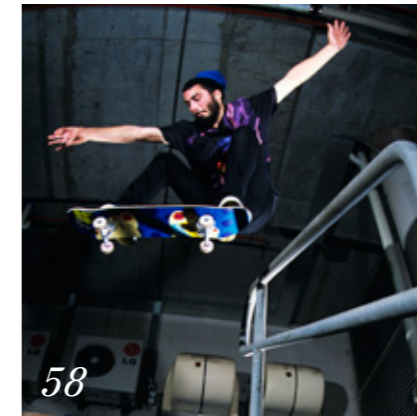
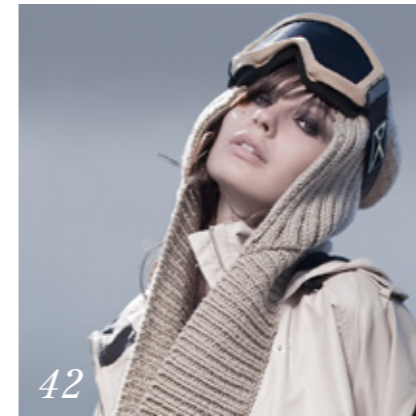




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ISSUE FIFTEEN
The Winter Issue



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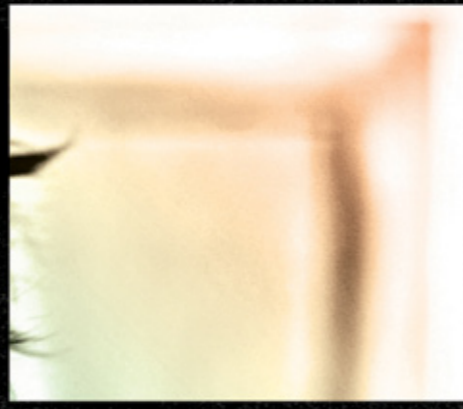
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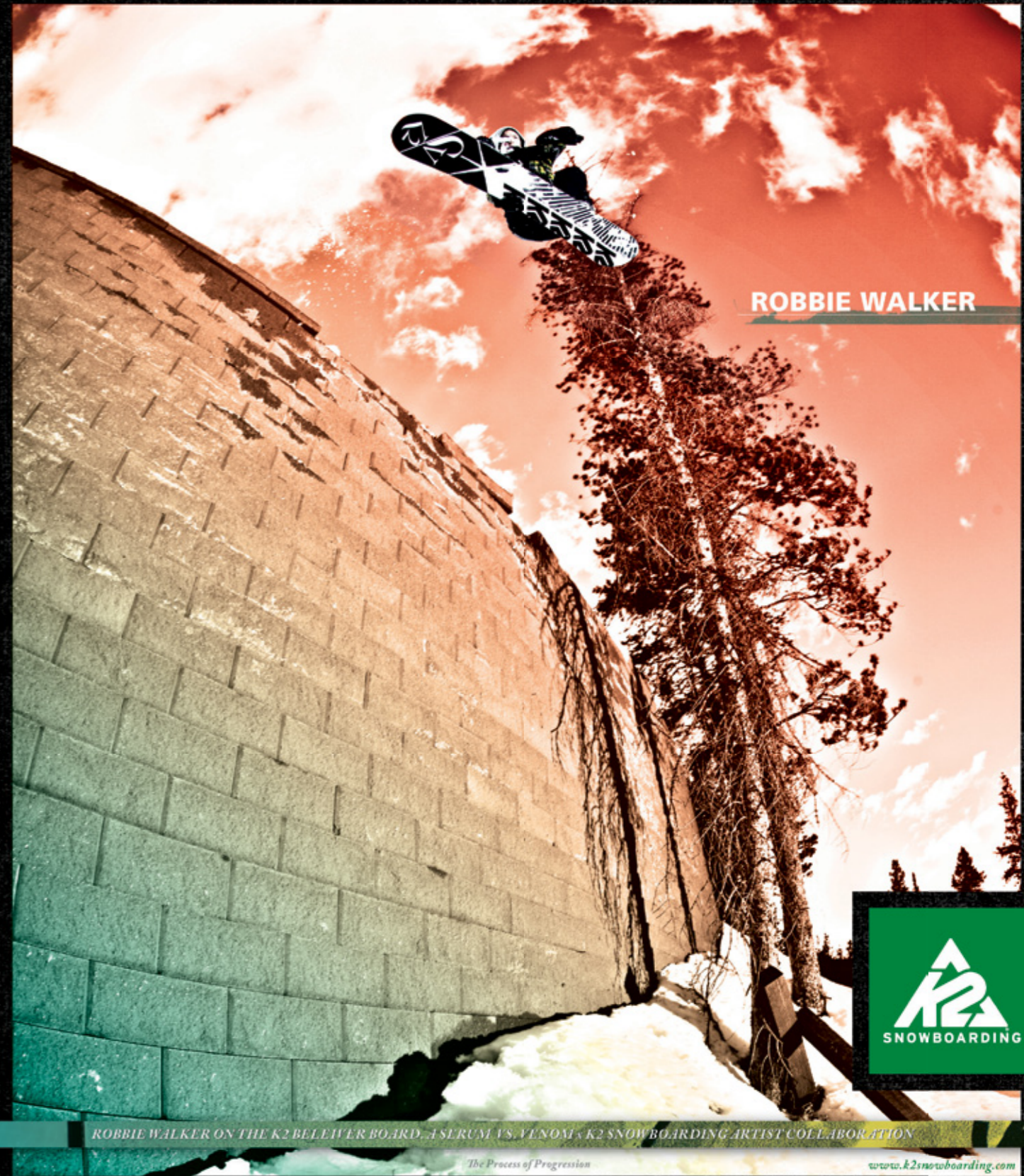
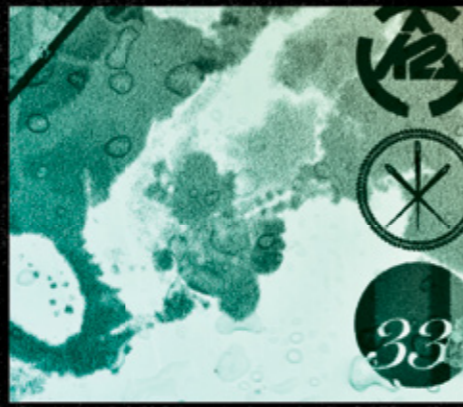




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Holden Streetwear /

OUR 2009 SWIMWEAR COVER GIRL, ALYSE CO'CLIFF, IS LIVING A PRETTY AMAZING LIFE. ORIGINALLY FROM PERTH, THE ECONOMICS AND FINANCE GRADUATE TOOK A HIATUS FROM A CAREER MOVING NUMBERS AROUND A SPREADSHEET TO POSE IN FRONT OF LENS' ACROSS THE WORLD. THIS BEAUTY WAS NOT MADE TO BE HIDDEN IN SOME NON-DESCRIPT CUBICLE THAT'S FOR SURE. SEE POPMAG.COM.AU FOR MORE FROM THE SHOOT.

PHOTOGRAPHY: *Steve Gourlay*
WORDS: *Dave Keating*

In 2010, Mikey LeBlanc's Holden Outerwear are launching their street wear line in Australia. The range is everything you expect from the Portland based fashion house; tailored fits, unique fabrics and amazing colourways.

Alyse wears: Varsity Jacket by Holden Outerwear shown here in charcoal/black.
Stockist: holdenouterwear.com

Also, Trixan Body Pleasure State Isis black bra and briefs with ribbon.
Stockist: www.trixanbody.com.au



www.ashburyeyewear.com.au
Cale Zima in the brown tortoise shell Kaleidoscope goggle

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A Bold Face /

AN INTERESTING, UNIQUE TIMEPIECE IS SOMETHING WE ALL WANT. WHETHER IT'S A \$50 SWATCH OR A \$10,000 BREITLING, THEY ALL HAVE THEIR OWN APPEAL. HERE'S A FEW WE REALLY LIKED.

PHOTOGRAPHY: *Steve Gourlay*

WORDS: *Dave Keating & Rick Baker*



Swatch Basic Setup

Swatch have produced the most successful watch brand for the masses to date. With classic styling and good quality time pieces you can understand why. Waterproof to 30 metres, unisex, resin case and band.

Rip Curl International World Time

The jet-setting International highlights aeronautical styling with 58 preset cities world wide. Main features include: Waterproof to 100 metres, dual date and time, alarm, light, stainless steel.

Nixon 42-20 Tide

Started out of frustration at a lack of quality watches that do the talking for you. Nixon has grown into a network of athletes, rock stars, retailers, and dedicated loyalists. Waterproof to 200 metres, tide sub-dial, stainless steel.



Pic: Sten Muchow

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Ready To Wear /

IT'S GETTING COLDER AND THAT MEANS IT'S TIME TO HIDE THOSE PASTY WHITE CHICKEN LEGS. HERE'S THREE OF THE BEST OPTIONS AVAILABLE NOW AT YOUR LOCAL SKATE SHOP.

PHOTOGRAPHY: *Steve Gourlay*
WORDS: *Dave Keating*

RVCA - Work Me Raw Chinos

It's been a while since I've had something other than denim. These are a perfect change.

Insight - Loose Joints Demin

Slouch fitting, night sky indigo denim with low back pockets and minimal detailing makes these an easy every day pair.

Kr3w - KSkinnys

You need me to say something more? Everyone needs a pair of these.



Binders /

2010 SEES INNOVATION, FRESH DESIGN, ATTENTION TO DETAIL AND NEW FEATURES IN BINDINGS... NOT TO MENTION A FEW INTERESTING COLLABORATIONS. HERE'S THREE WE THOUGHT YOU NEED TO KNOW ABOUT.

PHOTOGRAPHY: *Steve Gourlay*
WORDS: *Rick Baker*

Burton Malavita

The most advanced park binding Burton make. Grip tape on the highback, woodgrain highlights on the heel cup. They won't mount on your skateboard but they will on your Channel equipped Burton board.

Ride Nitrane Contraband

A fresh take on all-mountain freestyle with single strap goodness for a custom fit. Half as many buckles as your regular binder means you've got first tracks.

K2 Auto Penguin

The pro's top pick. The Airlock highback deletes unnecessary weight and the Original Penguin collaboration adds maximum style.



Canon EOS 1D MkIV /

THE 1D MARK IV BUILDS UPON THE SUCCESS OF THE LEGENDARY 1D SERIES WITH EXPANDED ISO PERFORMANCE, HD VIDEO RECORDING AND 10 FRAMES PER SECOND CONTINUOUS SHOOTING. FAMED SKATEBOARD PHOTOGRAPHER STEVE GOURLAY WANTS ONE.

PHOTOGRAPHY: *Steve Gourlay*
WORDS: *Steve Gourlay*



As we all know, tech talk can be boring as bat shit so please hang in there if you like cameras and what they can do.

This camera body, the Canon EOS-1dMK4, is the beast that produces all the best current skate, snow and surf images you would see in print, not to mention in the hands of photojournalists, wild life photogs and other sports dudes worldwide. They all use this DSLR to create beautiful images.

A little background. Back in 2001 Canon introduced the 1D series cameras that were the forefathers of this model which were on the forefront of digital technology at the time. These were met with some stiff competition (and still are) but always remain the driving force in Pro DSLR's. If I can make a sweepingly brief spiel for those who are interested but are not sure of the stats, the Mk4 is basically twice as good in product features/stats as the MK 2 and MK3 which were the best DSLR's made at the time. The rea-

son why I refer to the MK2 is I've been shooting with one for years now and it's been fucking incredible to say the least. Sorry for swearing Mum but my hearts in this one.

Reviewing a camera is not like reviewing a CD or a new car, you can't just talk about wishy washy shit like what cool hat the lead singer wears or whether the car conforms with the latest ANCAP safety ratings. One has to dig kinda deep and talk about some nerdy technical shit that briefly explains why this body is what it is.

Firstly it's a 16 megapixel aps CMOS dual digic four processor sensor... WTF you may ask? This means this mini computer will process massive files extremely quickly, how quickly? Well lets start with saying its motor drive will shoot 10 frames in 1 second, and can do this for up to a 120 frame burst. Great for action sequences - TICK! Flash sync at 1/300th of a second - TICK!

Light sensitivity is now from standard ISO100 (for bright sunny conditions) to ISO12,

800 which is great for really seedy dark stripper joint type photos. Now if this strip joint is really fucking seedy it gives you an option to boost the ISO to ISO102,400. The actual quality of the images from ISO100 - 1600 are outstanding, anything above this has minimal digital noise with great colour and contrast.

The build, function and design of this camera hasn't really changed all that much in 10 years, this is testament to the design of the interface in the original camera, it worked well. This thing's basically weather proof, it will handle full on dust storms and torrential rain but I wouldn't try and put it in the bath, that will bugger it up. I have dropped my old one from 7ft up a ladder and it still works fine, but again I wouldn't try to drive over it to see how tough it is, remember it's a camera.

It will also film proper HD (high definition) video at 1080p and play back straight to your TV or MAC (and PC), shoot live view, and shoot stills while recording HD all thru a anti reflection 3 inch screen.

It probably sounds like Canon are paying me to write this. I wish they were. So I have one question for you Canon, how can you make a Pro camera this good and not have a full frame sensor? This is THE only thing going against this camera... Other than that, it's incredible!

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FILM

Making First Love

THREE VICTORIAN GIRLS SET OUT TO MAKE AN ALL GIRLS SURF MOVIE. LITTLE DID THEY KNOW IT WAS GOING TO TAKE THEM ON AN ADVENTURE TO HAWAII'S NORTH SHORE WITH A CREW OF YOUNG RIPPERS.

PHOTOGRAPHY: *Clare Pleuckhahn*
WORDS: *Fran Derham*

Wow. Clare Pleuckhahn, Claire Gorman and I have done it. We've made a girls surf movie. We only finished it a couple of months ago, and it's still sinking in. Somehow we put together a 52 minute documentary which follows the lives of Nikki, India and Jess; three passionate young girls from Phillip Island. 'First Love' is a film about love, friendship and following your dreams. We traveled with the girls to Hawaii – their first step on their journey to making a career out of surfing.

Although we worked really hard; swam out to get water footage in 12 degree waves, gave up our summer for editing in a dark room,

resisted the temptation of G&T cans backstage at Pyramid Rock on a 35 degree NYE, fought tooth and nail over songs, sections, words and wobbles – lady luck was watching over us. We survived to tell the tale – that's evidence enough. Things began to happen right from the very beginning. The planets began to align when 14-year-old Nikki faced Steph Gilmore in the round three of the Bells Beach Rip Curl Pro. We couldn't have concocted a better scenario ourselves. It was pure chance that we were filming when Jess did her shoulder and fate when she managed to get back on her board just before we wrapped. Fortune had it that the three stars of the film are exceptionally good looking and marketable subjects, and that the year we discovered them they were off to Hawaii, to surf the famous North Shore waves and see how the pro's do it. Which meant so were we.

Even there, things kept clicking into place. We watched the pro girls surf 10ft at Sunset (some of the biggest comp waves in women's surfing history), drank out of Steph Gilmore's World Champ Trophy, stood in line next to Taj in the Starbucks queue and caught all the rookie surfers hanging and wiggling their arses to Beyonce on camera. No one could have predicted that The Eddie would happen and that we'd get Slater's 30ft monster on camera, or how many friends we'd make while filming on the beach in bikini's (well how else were we meant to get a tan?). When we look back, everything just worked.

But when you turn around fully and look a little harder you remember how hard you worked. Everyone has a bit of luck in their lives, but your success really depends on your ability to jump on the opportunity that comes with it. We put ourselves in the right place at the right time. We made it happen. We worked our butts off, our fingers to the bone, sent our brains to the butchers and ran a serious equestrian cross country course to achieve what we did. No matter how perfectly aligned the stars are, the road is always bumpy. You've just got to suck it up when you step on a sea urchin, smash the rear windscreen of your car, burst your shutter, crash your hard drive or when your cinematographer is seduced by a Costa Rican stoner. Deep breath.

When everything seems hopeless, when you want punch your friends in the head and crawl into bed and sleep for a month... You can't. You've just gotta push on until you find a solution, or one presents itself. Inside every black hole is another universe - which would you believe is also the lesson in the movie. You'll be able to see the film towards the end of the year once it's released on DVD. We're also planning an East Coast Tour in Jan/Feb. But until then check out the website firstlovethemovie.com, it has the trailer, loads of movies stills, press clippings, podcasts and reviews. It also has the list of songs that feature on our all Australian soundtrack as well as our blood, sweat and tears.





EVENTS

Dew Battle For Supremacy

LAST SUMMER, MELBOURNE AND SYDNEY PLAYED HOST TO SOME PRETTY AMAZING SKATING. THERE WERE QUITE A FEW EVENTS BUT OF ALL THE ONES I WENT ALONG TO COVER, THE MT. DEW 'BATTLE FOR SUPREMACY' HAD SOMETHING EXCEPTIONAL ABOUT IT.

PHOTOGRAPHY: *Steve Gourlay*
 WORDS: *Dave Keating*

The Mt Dew events had been influenced by Renton Millar who brought the skaters point of view to the organising table. He made sure that the format, the course and the judging were spot on for

the event to really be enjoyed by everyone.

Round one went down in Melbourne on December 13th. Bjorn Johnstone took out the win with an impressive performance. There was a crowd of thousands in attendance and the whole event was broadcast on the big screen in Fed Square giving everyone an amazing view of the happenings. The organisers definitely did the right thing by getting camera geek Toby Heslop and his dolly tracking involved which got some brilliant footage of the day. The breezy summers day provided a great start to the series.

From the day before the Sydney event, it was clear that round two might suffer from adverse weather. On the Saturday morning, there was hope that it might go ahead, blue peeked through from time to time but after start time and for the next six hours the rain was pretty consistent - the hurricane heading for the Queensland coast was dropping rain as far south as Sydney and the weather maps showed nothing but thick cloud. A few of the guys that had made the trek from interstate pushed around the small

dry area under the Eastern Distributor and shot photos with Steve Gourlay, but that was as good as it got for the crowd of spectators huddled at the sides. At 4pm the organisers had to call it all off and begin planning for another day.

Within weeks the organisers had nailed down a date, and venue for a rematch. This time, taking no chances, the event was scheduled indoors at the Hordern Pavillion. The course was incredible and included movable objects so that riders could create their own lines. The day was won by Dave Harris with tricks like a switch front-side nose grind down the hubba.

The entire tour is something Australia has been hungry for. The riders were paid properly, the event was spectator friendly and it was all filmed and photographed with care by pros. Really, there wasn't much more you could have hoped for. Thanks to everyone involved, especially Renton Millar, Penny Warneford, Belinda Wight and Freda Robin for the running of the events, Toby Heslop and Steve Gourlay for the visual goodness and all the riders.

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BMW X1 xDrive23d

THE X1 IS ONE OF THE NEWER ADDITIONS TO THE BMW LINE UP. IT FEATURES ALL THE OFFROAD ABILITY YOU NEED TO GET UP THE HILL, WITH MORE GADGETS AND STYLE THAN YOU'LL KNOW WHAT TO DO WITH.

PHOTOGRAPHY: *Steve Gourlay*
WORDS: *Dave Keating*



Something very different - a beautiful mix of sportiness and soft off road ability. The X1 is the perfect luxury snowboard car at a reasonable price. The model shown includes all the usual BMW goodness driven by a two litre, twin turbo diesel engine offering both power and fuel efficiency. With extras like 18" light alloy wheels, rear view camera, panorama glass roof and an incredible looking design pack, the above model costs \$80,880.00 plus on road costs.

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Maximum torque
Nm 400/rpm 2000-2250
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Auto

Ducati GT1000

MICHAEL STAHL IS ONE OF AUSTRALIA'S BEST-KNOWN MOTORING JOURNALISTS. HIS CAREER IN PRINT HAS SPANNED MORE THAN 25 YEARS FOR PUBLICATIONS SUCH AS WHEELS AND THE FIN REVIEW. HERE HE RIDES DUCATI'S LATEST INCARNATION OF THEIR GT1000 MOTORCYCLE.

PHOTOGRAPHY: *Steve Gourlay*
WORDS: *Michael Stahl*

If the mechanical sciences were handing out sainthoods, the Mary McKillop of motorcycling would be a certain Dr. Fabio Taglioni of Bologna. In a 45 year career, "Dr. T" created some of the world's most significant and enduring motorcycle engine designs.

For virtually all of his career and until his death in 2001, Dr. T's services were exclusive to Ducati. The Bolognese bikes have always been identified by their performance and racing successes. The thumping beat of a Ducati 'Desmo'

L-twin engine is, simply, a signature sound. No other motorcycle company has tried to make an engine quite like the one designed by Dr. T and introduced, way back in 1971, with the Ducati 750 GT.

Taglioni's masterpiece actually laid down its roots in 1957 with his stunning little racer, the Ducati 125 Desmo. At the time, Ducati - like the rest of Italy - was just getting back onto its wheels with small, single-cylinder machines. The 'Desmo' refers to the 'desmodromic' method of closing the engine's valves with mechanical arms, rather than with return springs. The design wasn't entirely new - Mercedes-Benz's 1954 racing cars were using it - but Taglioni perfected its use in motorcycles.

By 1968 the 'Desmo' valve system, which allows more precise engine timing and reduced friction, could be found in upscale models of Ducati's single-cylinder road bike range. But by then, Japanese brands had begun to dominate small-capacity machines, and were on the verge of introducing 'superbikes' like the Honda 750 Four.

Taglioni's response was to effectively join two single-cylinders at the hip. The 'V' angle of 90 degrees provided perfect balance; though Taglioni himself christened it an L-twin, as the 'V' was canted on its side.

Thus was born the 750 GT, a thoroughbred worthy of this distinctive powerplant.

In a 1972 test, US magazine Cycle cooed: "When the right-side footpeg nicks down in an 80mph sweeper and the bike never bobbles... you know that a motorcyclist designed this machine and he got it right."

Its true successor today is the GT 1000, whose classic styling and exposed, air-cooled engine hint at the original - while wrapping the whole in a more compact, everyday-friendly package.

Devotees of classic Italian motorcycles will rejoice that the GT 1000 is more forgiving than its forebear in its riding position and seating. The GT 1000 puts rider and pillion in a kindly cushioned saddle, although the reach to the handlebars dictates a slight 'speed crouch' that reminds you: this is a 1000cc Ducati, not a commuter.

The GT 1000's fuel-injected, dual-spark engine offers 68kW power (or 92 horsepower), but the ace up its sleeve is the effortless, throbbing surge of torque that makes modern Ducatis so quick and enjoyable from point-to-point. At just 185kg (dry), the GT 1000 is one of the lightest and most agile bikes in its class; a fact fully exploited by its thoroughly modern Marzocchi suspensions and Brembo disc brakes.

Among the handful of grand tourers, the Ducati GT 1000 isn't the cheapest, but it has some utterly unique engineering inside it. And a unique engineer behind it.



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The Internet Is A Playground /

DAVID THORNE TURNED THE NATURAL REACTION OF ONLINE COMMUNITIES TO HIS ADVANTAGE IN GETTING HIS AMAZING CONTENT TO GO VIRAL... HE IS A MASTER MANIPULATOR OF THE INTERNET OBSESSED FOR HIS OWN (AND NOW OUR) ENTERTAINMENT.

WORDS: *Dave Keating*

You have spoken about the fact that negative comments in part drove participation in the viral success of your site. This would be a horrifying concept for a lot of people and brands - can you give us a run down on how it worked for you? Positive comments about the website are nice to read but they do not drive argument and discussion. I have, on many occasion, gone onto sites such as Reddit and Digg during positive discussion regarding my articles and left comments, under different names, that the content is juvenile and poorly written etc. This drives argument from others who enjoy the content, in effect creating factions that band together to argue and justify their opinion that the site is otherwise. Articles that succeed at driving discussion, argument and factions, are the ones that become popular and therefore viral.

So, given what you've just said, would you advise brands to not be so scared of negativity from online communities?

Having all comments positive is static. If there are negative comments left, others will argue and/or justify their preferences and defend that preference in the online communities. A positive comment may be met with a few others agreeing with the statement but a negative one will be met with many people arguing against the comment. For a brand, this engagement is gold.

The reason I bring this up is that we have an anonymous instant messaging box on our site called The Shoutbox. Predictably, there's a lot of negative comments. It is almost universally hated by our advertisers because it gives our audience an opportunity to comment very publicly with their opinions but I have always seen this as being a useful feedback tool and it drives inter-



est in what they're doing.

I agree completely with your analysis of feedback. Allowing discussion, and hopefully argument, engages the reader and propagates involvement. Some form of control of website commenting is needed obviously but I believe it should be a 'sit back and watch' system rather than a "delete it before anyone sees it" approach. If I was to comment on The Shoutbox in an extremely negative way, your regular readers would jump in to defend their preferences. This creates factions that feed off each other and reinforces their opinions that the opposite of my 'ridiculous' statements are correct. Ownership of a brand by consumers is highly sought after by marketers and creating factions, united against a common foe, is one way that it can be quickly established.

Have you ever had one of your email exchanges go badly wrong?

There are many emails that do not get posted simply because the other party stops responding or tells me to get fucked early on. There is no way to know if the correspondence will continue, and even if it does that it will be well received by later readers, so you have to enjoy writing and do so to entertain yourself foremost. I have overstepped the mark a few times though, most recently when I posted a fake internal memo from McDonald's, regarding the implementation of short-changing customers as a procedure. A few days later I was actually arrested for fraud and had my computer equipment taken for evidence under e-crime legislation. I was hoping Ronald McDonald would appear personally in court but it was just some old guy in a bad suit.

Your son sounds like he is somewhat following in his fathers footsteps - I can see him publicly

pranking you sometime soon. That gag on Twitter about Bubbles was all time (*Offspring asked if I enjoyed blowing bubbles when I was young. Said yes. He replied "well bubbles is back in town and wants your number"*). Is he in on the joke? Does he find it funny or are you just an embarrassing dad to him?

Coincidentally enough, while walking my son into school a few weeks ago he said the dreaded words "try not to embarrass me" for the first time. While I do not encourage my offspring to be a smartarse, I do encourage creativity and questioning authority. Hopefully at the same time. The ability to laugh at yourself and find the humorous side of difficult situations is important at any age and I figure it is better for him to learn early in life how much he can get away with and to deal with the repercussions of crossing lines. As I have the maturity of a ten year old and my offspring is ten going on twenty, we are generally amused at the same things. Recently, after I revealed to him that he had just eaten octopus, he stated "When you are really old and can hardly move, I am going to hold you down and make you eat poo", a few days later, following an extremely bad home haircut, he stated "When you are really old and can hardly move, I am going to hold you down and cut off all of your hair. And then make you eat poo."

This is a shortened version of the full interview. For the full version, visit www.popmag.com.au.

The third edition of David's book, *The Internet Is A Playground*, is available now through all good bookstores - it is definitely worth picking up a copy.

Fontaine Press (ISBN: 9780980672947) - \$24.95



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A CAREER IN THE SURF, SKATE OR SNOW INDUSTRY USED TO MEAN GIVING UP A REAL WAGE FOR FREEDOM, PARTIES AND FREE CLOTHES... A LOT HAS CHANGED IN THE LAST DECADE AND YOU CAN NOW HAVE ALL THE FUN OF THE INDUSTRY WITH THE FINANCIAL REWARDS TOO!

PHOTOGRAPHY: *Elle Levy Photography*
 WORDS: *Dave Keating*

If you're in your 20s or 30s right now, you're part of only the second generation to see real career opportunities in the surf, skate and snow industry. The industry has grown in the last three decades to a point where you no longer have to give up financial security for living 'the life' - the life itself can provide both an enjoyable way to spend your days and the rewards people deserve for their hard work.

Most people I know have found their way into this utopia (that's a joke - it's still hard work) by working up through retail stores and

into brands as reps - from there it's not an easy path. You can stick with the brands and work through into marketing and management or take a bit of a risk and start up an agency or distribution business. One of the best examples of this is Dave Fraser, owner of Sidelife Distribution and The Lab store - he worked his way through retail, into a rep job and onto having his own successful distribution business.

For those that don't know, a distribution business brings in a brand's product from overseas for sale in the Australian market. There are many upsides to being a distributor like the fact that you have more control over what stock enters the country and you control more of the sales process. The downside, however, is significant financial investment and the risk that's associated with it.

Starting an agency is different in that you don't have to take as big of a risk financially because you're not putting the money down to import the stock. What you do need is an extensive network of shop managers and buyers that you're on good terms with so that you can put your brands in front of them. An agency represents brands to stores for distributors that don't want to take on the burden of dealing direct with their customers, and for someone who wants a career in the industry, they're a great way to start your own business. You just need to be personable, self-motivated and enjoy a fair bit of time on the road.

Grace Quiney and Tina Friend started their agency, One Love, last year to handle Nikita in Australia. Tina had worked with the brand previously, going from a warehouse job to brand manager. She felt there was a great deal of potential to grow the brand in Australia and when the opportunity arose, she got together with her friend Grace (an account manager for VonZipper and Nixon at the time) and One Love was born.

One Love has set out to become a leading agent and distributor within the surf and snow industries. They believe that exceptional customer service, fun and promoting young women in the sport will put them in a strong place for future growth. They have plans for expansion already taking on brands that will compliment Nikita and fit well with the One Love ethos.

It has been long hours and lots of stress, but the hard work is paying off. Nikita gear is in shops, there is income coming into the business, they have increased their account base and their customers are set to see increased sell through (stock sold compared to stock ordered).

The driving force behind One Love is a twelve-year friendship and a love of the surf. Grace and Tina's business offers a way to combine their friendship and passion while generating enough coin to live 'the life'. Who wants to waste their time in a cubicle when all this is out there?

One Love Agency contact: tina@nikitaclimbing.com

Pop magazine

JOH SHAW - WINTER 2010 OLYMPIAN



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Photography by JASON HENLEY

*Fashion Editor: Jana Bartolo
Make Up & Hair: Desiree Wise at Network Agency
Models: Olga at Chadwick, Mark Basa at Platform
Special Thanks To: Adam Madigan, Dean Podmore & Julia Grant*



*She Wears:
BURTON The White Collection Weekend jacket in bright white dot
GRENADE Peg Bundy gloves in black
DRAGON ROGUE Acid Wash Denim goggles*

*He Wears:
SPECIAL BLEND Unit jacket in blackout
IFOUND Louce Flavor beanie in purple*



*COAL The Dylan scarf in plum multi
COAL The Cline beanie in heather grey
ELECTRIC Admiral Castro hat in grey
RUSTY Tilda jacket in plum
FOURSQUARE Topo tee in black*



*FAIRGROUND Poets Need Pain bodysuit in bunny leopard print
COAL The Stockholm hooded scarf in khaki
ANON Jeremy Jones pro model goggles in dark smoke
HOLDEN Matilda jacket in bone
OAKLEY Warrant watch in stealth black*

She Wears:
ZOO YORK Zoovolous Twill jacket in black
GIRO Revolver helmet in green screen

He Wears:
SESSIONS Fullon jacket in black magic zip it
ZOO YORK Grownl tee in black
2XU thermal compression tights
SUPRA Terry Kennedy pro model high top in rose gold





She Wears:
JUNK CLOTHING Tribal leggings in black white
K2 Raider boa boot in black
GRENADE EWSR Black & White glove
LITA Going Steady down jacket in black grey

He Wears:
DC Servo 10 jacket in black white
ZOO YORK Immeraglan in black
OAKLEY Polarized Splice snow goggles in polished white
HOLDEN Nikki pant in black
ZOO YORK Greenwich Grips gloves in black
SUPRA Terry Kennedy pro model high top in rose gold



Previous:
SABRE Easy Rider goggle in black smoke
GALLIANO Puffa snow jacket in lilac
2XU women's thermal compression tights
DC Sejo balaclava

Here:
BURTON Chase pant in black cherry plaid
PUMA TP tee in black
PUMA Track jacket in multi
DC otish first layer in monogram
PUMA Unlimited Hi Dye shoes in lime blue
SKULLCANDY Stacked 5950 New Era cap in purple
3CS Yoko jacket in electric violet

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DESTYN VIA Outa Secta jacket in black
BILLABONG Calibre selvage raw denim
DC snowboard in white
POW Royal gloves in white purple
SMITH The Phenom Goodword goggle in black day-glo
NEFF Rezi-Flip beanie in purple grey



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Nick Boserio

Words by Harry Clark

Photography by Steve Gourlay

Last December, Steve Gourlay sent me some epic shots of Nick Boserio and gave me an amazing tip on getting a good article... Harry Clark. The guys have been friends for a while now and as Harry recites below, 'The Bras' is an interesting guy.



The first thing that I have to say about Nick Bose-rio is that I am in no way a writer. So don't hold me accountable if this article sucks. And since 'The Bras' as he is more commonly known these days considers himself to be quite the writer, I'm sure he will find it just as funny as I do that I am sitting here writing about him.

The one thing I have heard about writing is you should compare a person to an idea, a description or perhaps even a definition. Well, the Brass is insane, not that I am in any way qualified to comment on a man's mental status. Although I did look it up in the dictionary to find many meanings, mentally deranged, utterly senseless or colloquial fantastic or wonderful. Now I'm not sure these align with my thoughts about the man. I believe a better definition of insanity can be distinguished by watching The Brass skate a mini ramp... very entertaining I'll admit.

Bras' appearance is another aspect of his life which he prides himself on. I have found myself on many occasions waiting for his 'kit' to come together. Reminiscent of the amount of costume changes you would expect at a Lady Gaga concert.

The shaved head and beard combination is another somewhat different look which definitely catches people's attention leaving Brass dealing with friendly jokes and racist taunts but I'm sure you've all heard about this before so I shall try to focus my attention elsewhere.

This page: Kickflip.

Photographer: Steve Gourlay.



*This page: Ollie over rail to fifty-fifty.
Over page: Alley Oop 5-0.
—
Photographer: Steve Gourlay.*

If you have ever been lucky enough to experience a night on the town with Bras, no doubt you will be left with a story or two in the morning. He has been labelled the second shittiest drunk in Australian skateboarding by a certain Aussie S.O.T.Y. But it's hard to pin point specific occasions when Bras has been completely out of his mind (as I usually would be too) but one does stick in my thoughts.

Perth on a Saturday night, Bras is in town for the week from Melbourne. He shows up out of nowhere after apparently passing out for a few hours on some church steps in the city out the front of one of our favourite watering holes. He then explains how he woke up to bunch of

when I go to stay at someone's house for a week or so.

This experience at Bras' place in East St. Kilda on the other hand was completely different. He had acquired this room by just walking past a house with a cheap room for rent sign, he saw it and jumped at the opportunity. So he didn't exactly get to choose the people he lived with for this period of time. He shared the house with a 35 year old Indian couple who struggled to speak English and another bloke in his mid thirties that Bras only referred to as Boring Steve.

The couple also had some friend of theirs staying in the lounge also. I found it quite an insane experience staying in a place with

I BELIEVE A BETTER DEFINITION OF INSANITY
*can be distinguished by watching 'The Brass' skate a mini ramp...
very entertaining I'll admit.*

crew fondling through his pockets before coming to his senses and getting outta there. Nick then decided to show us his new party trick consisting of elbowing the side mirrors of passing cars making them bounce back into the car and then bounce back to position. It was insane, but somewhat funny for the first few tries until he destroyed a side mirror of a certain vehicle only to disappear into the night as quickly as he arrived.

I also feel like I should share the experience of the house he lived in for the first nine months or so when he recently moved to Melbourne. I mean I've stayed in plenty of skate houses, sleeping on the floor, very little luxuries to say the least (but you definitely have some of best times!) so I usually know what to expect

that many people without actually knowing any of them and barely communicating with them. By the time I came to stay I think Bras was a bit over the whole situation. So he bailed, gave me his room key for ten days and went and stayed at his girlfriends and we'd meet up in the morning... a great gesture. Don't get me wrong, I wasn't complaining, I had a bed to myself but the Indian beats cranking into the wee hours of the night was a bit too much to handle.

So, to summarise 'The Brass' is completely out of his mind. This has shaped the way he has lived his life and it has basically defined the way he skateboards. Now I hope you haven't read this and thought of this notion of insanity in a negative way. It is one of his finest qualities.



Shaun White

Words by Rick Baker

Whether the army of anonymous internet haters want it or not, Shaun White is the product of what modern day snowboarding has evolved to. Global product lines, video games, gold medals and late night talk show appearances; all while maintaining a level of competitive dominance and progression that all but him thought impossible. It's hard to imagine anyone else navigating the pitfalls that come with the level of fame, success and pressure better than Shaun White. To exist on the level he does and not disrespect snowboarding with bogus gimmicks, endorsements or the lure of the 'extreme' dollar is a feat many of his detractors ignore. Yet Shaun White is a polarizing figure within a community that pretends it still holds the same ideals as it did in its infancy. The truth is, Shaun White is snowboarding *now* and as I found out, he's just fine with that responsibility.



Shaun White on the tarmac in Salzberg, Austria.

Photographer: Gabe L'Heureux.



Method over fans in Aspen, Colorado.

Photographer: Adam Moran.

Shaun, thanks for taking the time to talk to some Australians when I'm sure everyone wants to talk Olympics with you. I remember playing Singstar with you on Torah's Playstation one Christmas Eve a few years ago. Crazy, now you both have gold medals. Did you get to talk to Torah after her win?

Unfortunately no, we didn't get to compete on the same night, so our schedules were completely different. After your event you're basically whisked all through town for media and events, it's really just a blur. Scotty [Lago] and I got one night of having fun, then we were off again.

Well congratulations on the win. Forget the whole snowboarding thing for a second, that 'victory lap' has got to be up there as one of the best sporting performances of all time. What impressed me the most was not only the technical tricks and amplitude, but that you were able to have all that preparation and training come together on that final lap. You hear 'athletes' talk about peaking at the right time but you make it seem like you're not even aware of that shit. Without sounding arrogant, were you even tested by anyone out there that day or where you just up against yourself?

For me, it's all about an internal competition. I have been this way since I was a tiny little kid competing on the soccer field. It's not about beating anyone else out there, it's just about being better than myself. I know that I gave it my all at the Olympics, if someone had beat me it would have been disappointing, but I would have been OK because I know that I gave it my all. Everyone was riding great that day, I was stoked for everyone and honestly was blown away by the level of riding.

The reason I'm asking that is because, at least from my perspective all the way down here in the middle of an Australian summer, Danny Davis' run at Mammoth was perhaps the only time you've looked threatened in the past few years. You're obviously aware that people love to 'root' for the underdog, especially in snowboarding. However it looked like for the first time in years someone was bringing it to you and it wasn't because of a mistake or you taking it easy that you lost that one. Danny was just better on the day. For someone as talented and competitive as you, I would imagine that challenge would be rad in a strange kinda' way.

It really was and I was so stoked that it happened. The very next day I was at the pipe working on a new run, modifying to go bigger and push myself more. Danny beating me gave me the extra motivation that I needed to push on. His run was

great, and I learned that I needed more to push forward.

There was a lot of discussion on our site about The Red Bull Project X pipe; about whether it was fair for a rider to get a facility like that. Obviously that's a huge advantage for you during training - especially being so recognisable, it would make it difficult to have a focussed session in an open resort, but have you copped any heat for that?

Definitely, but there's not much that I can do about it. It can get tough for me to ride at a resort, especially when you are there for a couple weeks trying new tricks and riding. Everyone knows in town, then it spreads out, which is really cool but tough when you need to focus. It's really amazing that Red Bull supported me enough to make a heavy investment in my progression, it really means a lot to me.

Do you feel that you've 'done' halfpipe now? Is it challenging for you anymore on a mental level? You've already made your own movie, yet you've got Gabe (of People Creative fame) filming with you full time now, is that going to be your focus? What do you want to do next? A full rail part wearing jeans?!

[Laughs] Hell yeah man! No, the level of pipe riding has definitely reached an amazing plateau of progression, and it's beginning to slow down for now. We will see how next season pans out, but I'm still catching my breath from this season, the Games, and starting to think about skateboarding.

Something I find bizarre is that you seem to polarize so much of 'core' snowboarding. Whether it's because of your competitive nature or endorsements or whatever, snowboarders just can't seem to decide if you're a sell-out or if you're 'legit'. Yet you maintain such a control and steady hand on everything you touch that is related to snowboarding, I would argue you have more respect for the sport than anyone. Do you feel a responsibility to protect snowboarding as you see it?

Totally, it's impossibly difficult for anyone to know how hard we work to make sure the companies that I work with respect the sport. Imagine looking at a group of business and creative guys, selling you on a pitch that you know is going to make snowboarding look stupid, and then telling them that it's not going to work and that they need to modify it, or that I'm going to pass. In the end, I want to make sure that if it's my role right now to be the spokesman, that I try my hardest to live up to that.

Tony Hawk was talking you up in an interview I



Another Method, this one during practice at the Olympic Games. Cypress Mountain, Canada.

Photographer: Dan Himbrechts.



1260 Double McTwist at Park City, Utah.
—
Photographer: Blotto.



THE VERY NEXT DAY I WAS AT THE PIPE WORKING ON A NEW RUN, *modifying to go bigger and push myself more. Danny beating me gave me the extra motivation that I needed to push on.*

did with him late last year; he thinks really highly of you. Watching his Twitter feed leading up to the halfpipe finals, he was cheering like crazy for you. How did that friendship come about?

It came from growing up skating at the Encinitas YMCA. I was like seven when I started to skate vert and the only other dudes at the ramp were Tony, Bucky, and Kevin Stabb. We were always there and friendships started to form. From there, Tony and I would always talk, and he has helped me with advice and experience, which means a lot to me.

Do you think growing up skating vert like you have gives you much of an edge on snow? I'm trying to find a reason, besides balls of steel, why you seem to go so much bigger than everyone else.

I don't know, I think skating just keeps it fresh for me. I don't think about snowboarding all year, so when I come back to it I'm excited to get back onto the hill. That has helped me keep focused and push myself a little bit harder.

Tony was saying you had something 'as yet unseen' at the Olympics. A little premature given that the Olympics just ended and you killed it, but what have you got? Double Alley-Oop rodeo?

[Laughs] A gentleman never tells! I worked on a couple tricks that I need to revisit. I hate it when I do a trick and it's not clean, so that is why I try to wait till I have something down before I start bringing it out.

Again, Tony put you in it and said you had landed a 10 on an oversized ramp. Now that the Olympics are done, will you be at Summer X Games? Tony! You are killing me man! I'm just going to

keep it fun this summer. No real plans yet that is for sure.

Are you tempted to hit the Mega Ramp yet? I know you've said in the past that you hate anything that can be defined as more spectacle than sport but surely there's some things you'd want to try on there? Clean sweep of Summer and Winter X Games perhaps?

Naw, I just can't see myself getting into that. I only get to skate during the summers so I try to skate what I love which is park and vert. I'm hoping to get some skate trips in this summer and shred some fun parks.

Then perhaps film some more for Birdhouse then? The setting for your part in *The Beginning* was amazing but I heard it was a bit trying to film out there.

Man alive, it was hot as balls out there. Skating all day with the crew was gnarly. There is no backing down when you're in the desert and there's Tony, Bucky, and a whole film crew. It was super fun being out there and pushing each other. It was my first time filming for a skate part, it's really challenging - you can see how much work goes into landing just one heavy trick. It really makes you appreciate what everyone goes through for a skate part.

Coming back to our little Singstar moment with Abi and Torah, how's music treating you these days? You've been doing the rounds of talk shows and late night TV, anymore invitations to jam with Slash?

Slash is just cool man, I have run into him here and there which is rad. He has two kids that are down for skating, and he used to BMX, so he is

really supportive of the sport and culture. I love playing music, it's a great way to escape without ever leaving your room. Being able to jam out is awesome, but I'm still way too into skating and snowboarding to ever leave the sports.

You just met the President. Is Obama as rad as we all think he is? Tell us about how that went down.

He is so cool man, him and Biden rock for sure. He invited the Olympic team to the Whitehouse for a tour and to hang. I met Biden before in Vancouver, so he remembered me and we got to catch up. Then he introduced me to the President who had some really nice things to say. I also had an amazing BLT sandwich, but that is another story. What about girls? For the benefit of dirtbag snowboarders everywhere, you better be making use of that gold medal!

[Laughs] I bet you would like to know. I know that your lifestyle isn't going to be 100% beer and skittles but let us in on the best aspects... What's the best part of Shaun White's life outside of snowboarding and skating?

It's cool just being able to share the perks with my friends and family. We all work hard at what we do, so it's a great treat to be able to hook up those around me.

Well thanks again for your time Shaun, it's down right inspiring to talk to you and I hope you can come back to Australia again.

Previous page: Frontside 540 Stalefish, Olympic Games, Cypress Mountain, Canada.

Photographer: Dan Himbrechts.



Nozawa, Japan

Words & Photography by Rich Hegarty

This isn't another Japan story just about Niseko. Imagine if all that foreigners heard about Australia was Byron Bay! With so much to offer, we took Chris Decampo (top), Jake McCarthy (left) and Andy Lloyd (right) to a Japan that you haven't heard much about... Yet.

Left: Nozawa Onsen during a dump of fresh snow.

Photographer: Rich Hegarty.



Andy Lloyd guinea pigging a frontside 360 Indy.

Photographer: Rich Hegarty.

In my time snowboarding I have been to a lot of places; less than some, but more than most. I have attempted to get to as many parts of the world where snowboarding is worthy and with 21 back-to-back southern and northern winters and 22 years of snowboarding under my belt I figure I am a fairly good gage of what's what, especially on the snowboarding travel side of things. You may think that this makes me an old bastard so not worth listening to but I have been young as well and am also brainwashed with snowboarding hype so I think I still kinda get it. For me personally snowboarding travel isn't all about the snowboarding. I am a big fan of going somewhere I haven't been and don't know much about and finding out as much about the place as possible and meeting the people and their customs. This doesn't mean going to the weirdest possible places on earth just to feel like you are in some Nat Geo documentary; some of the strangest places to visit to snowboard are the ones you least expect. Take Utah and Salt Lake City for instance - low alcohol beer only, polygamy cults, churches on every corner all on the side of a massive dead life salt pan. But no matter how hard I look to find a better and more interesting all-round snowboarding travel destination I can't get past Japan.

Japan is one of those places you hear a lot about as an Australian. Mainly because the Japanese are in the news all the time about killing whales, but this aside, there is a lot more to Japan than their overfishing issues. Promotions on their resorts have been in all Australian media and I am sure you all would have seen the heavy push for years just to jump on the North Island express, skip the main island of Honshu and head straight to Hokaido to ride Niseko resort. I bought into this a few years back and wasn't disappointed at all; probably the best deep dry snow in the world, good food and good times - really an amazing place to snowboard. The one thing though that to me was really missing about the place unfortunately was big mountains and local culture. Japan is a small country compared to its population but it does have a massive amount of choices for places to go riding. The whole country is covered with mountains. I am also a big fan of travelling to places where the experience is as authentic as it can be and Japan is one of those destinations that screams of a different culture. Over ten thousand years of history and tradition. There are also over 500 resorts in Japan and yet most Australians can be found in only a handful of places. This of course isn't something new - we Aussies have been doing it for years. We all strangely as if drawn by some invisible Aus-

sie magnet jump on the same plane to the same destination, where for sure they have a Kangaroo bar or a Downunder club where they serve VB (or more strangely Fosters) and you can eat a pie for lunch. The Byron Bays away from home are all over the planet (don't get me wrong though as I am Aussie and I have been to most if not all and they are some of the world's best resorts and cities and my favourite places), but because they exist so many travelling Aussies miss out on what a foreign country really has to offer just by following the much worn trail of the travelling bogan.

After speaking with loads of Australians about Japan I started to get the feeling that a lot of people now don't go there simply because they think there will be a lot of other Aussies already there, just like so many people now won't go Bali. Reality is there are a small number of places with a Kangaroo Bar with VB on tap but out of the over 500 resorts in Japan there are seriously hundreds that are really worth riding of which many would rank amongst the best powder skiing resorts on the planet, and of those, most resorts have only a few English speakers a year visiting them. So you get the picture.

Japan is not full of Aussies, it is actually almost completely untouched by Aussies. The snow is the best in the world, the country is simple to travel around - as everything works and runs on time - and if you have any problems the locals will do everything they can to help you sort yourself out. And if by chance you get bored of riding neck deep dry powder you can jump on a bullet train (Shinkansen) and go virtually anywhere in Japan in only a few hours and check out some of the most important pieces of cultural heritage in the world, like the city of Kyoto.

Anyway, on to the details of this mission to Japan.

Along for the ride were Berridale local Jake McCarthy (loves a vending machine that sells cheap as alco pops), Shire boy Andy Lloyd and Melbourne grommet Chris De Campo. Jake is an experienced veteran of Japan, having done a few winters up North in Niseko, while Andy and Chris were Japan virgins. Both Andy and Chris had spent most of their northern winter based in Breckenridge Colorado which is notoriously flat and this winter had almost no powder days till after February; which meant that neither had their powder legs. I had been in Japan for about 20 days before the boys showed up and had scored the best 10 days riding in Myoko and Nozawa of my life. Deep perfect pow, steep and notorious pillow lines and no one around to have to fight for pow with. Pretty much as good as it gets. Based in Nozawa Onsen to start with we went explor-

Next page: Chris Decampo wallride.

Photographer: Rich Hegarty.





Jake McCarthy blasting a Method.
—
Photographer: Rich Hegarty.



THE TOWN FILLS UP WITH THOUSANDS OF JAPANESE ALL WASTED *on sake and adrenalin where they set fire to a shrine built for the occasion and just about anything else that will burn.*

ing. Nozawa is one of the resorts where quite a few westerners do visit near Nagano. It is a really large mountain with loads of high-speed roomers to bomb down and long gondolas heading all over the place. It has a huge amount of out of bounds (illegal) tree terrain but thankfully it also has loads of steep long tree runs that you are allowed to ride. It has a shitty little park and a pipe for those that can't survive without man made terrain.

Nozawa is perfect when it dumps Japan style; consistent long and steep runs, pillow lines and good trees. Best of all though is the town itself. One of the oldest onsen towns in Japan (hot natural volcanic mineral baths), Nozawa is a place that lots of Japanese go to on holidays just for the onsen. 13 free public onsens litter the small town, entering the baths from one main source where the water comes out of the mountain at 98 degrees from where it then gets piped directly to the baths (98 degrees is hot enough to cook with). So you go to the bath, get butt naked, put your clothes in a basket, go into the main room where you have to completely wash and soap yourself under the taps which are sometimes only cold water, and then you try to get in the bath. By the time you are clean and ready to get into the communal onsen if the running tap water wasn't heated you are likely to be almost freezing as the concrete floors are not heated, then you put your foot into the water. At this point most westerners scream in pain. Screaming and laughing can be heard at all times around the town. Screaming from the Westerners, laughing from the locals.

With this humiliating naked experience under your belt and with some serious time sitting on the side trying to adjust to the heat the beauty of the onsen starts to grow on you. The Japanese have been doing this for thousands of years and amazingly, despite the initial pain and suffering, the experience is surprisingly relaxing

and you get drawn back to the ritual nightly. Before too long you find yourself walking around town in robes going from onsen to onsen in dumping snow and eating mystery steamed buns from carts on the side of the road.

Best of all in Nozawa is the mindblowingly dangerous Dosojin fire festival in January. The town fills up with thousands of Japanese all wasted on sake and adrenalin where they proceed to set fire to a shrine built for the occasion and just about anything else that will burn. Loads of people get burnt quite badly but it is a must see for Japanese cultural weirdness.

Next stop was Myoko. Now Myoko is my favourite resort in Japan. I have been back a few times now and can't get enough. It is not a place for all people as it doesn't have the best of town life but the mountain is amazing. Not huge like Nozawa but with a massive variety of terrain and insanely deep snow. It is right on the west coast of Honshu, in a very similar position to where Niseko is on Hokkaido. This means that both mountains are in the first line of peaks to be hit by the winds coming across the Sea of Japan, which have travelled all the way across the north pole and down through freezing cold Siberia. These winds bring with them freezing cold air which then hits the Sea of Japan which has fairly warm currents, instantly creating snow clouds which dump massive amounts of snow almost unpredictably on the first peaks. One minute the sun is out - next it is dumping so hard you can see your tracks disappearing from the run before. Myoko is a mountain with plenty to offer. It is a huge volcano with great hiking access for those that know what they are doing. Avalanche is a real factor to consider for anyone going off the runs in Myoko. While we were in town huge avalanches ripped down areas we had been hiking to, which had we been there at the time would have torn us into little pieces leaving nothing but a blood-

stain. So if you do go to Myoko stay in bounds! The danger far outweighs the fun factor as in Japan they do absolutely no avalanche control in bounds so out of bounds if you get caught in a slide your body won't be found till the following summer.

Both Myoko Onsen and Nozawa Onsen are less than 4 hours by train from Tokyo station and easy to get to and around. In this area of the Japanese Alps there are hundreds of resort options and if you go and travel there with the right travel company or agent you can easily move around from resort to resort. Accommodation is cheap and westerners are very welcomed. Sometimes there are western accommodation options if you need them but generally most hotels are ryokans (traditional Japanese accommodation) and provided you like Japanese food this is a much more authentic experience. And the best part about a snowboarding trip to Japan is you can walk away from a few weeks holiday having ridden powder most if not every day and with money left in your wallet. A ski holiday in Japan makes a ski holiday to the US, Europe or Canada seem like financial suicide. Go find out for yourselves.

In Myoko we stayed at Hotel Taiko (h-taiko.com). Check out the resort site myoko.tv for more information. When we stayed in Nozawa we stayed at Kiriya Ryokan - a great place and perfect location right next to the lifts. Great for westerners and caters to the Australian market a lot. For more information on the resort, visit nozawaski.com. There are also many other well-priced places to stay that cater to all of your needs. Check out IXSM Travel's site ixsmtravel.com for options on accommodation and resort choices.



Left: Why not? Another Jake McCarthy Method.
Right: Andy Lloyd Frontside 540 Mute.

Photographer: Rich Hegarty.



The Eddie

Words by Cahill Bell-Warren

Photography by Clare Plueckhahn

There's no other event like The Eddie. Steeped in history and the perfect amount of mysticism, it is arguably the most prestigious event in surfing. The minimum 20 foot swells needed to run the event means that it's only been held eight times in the last 25 years. It's with this backdrop that Cahill Bell-Warren went to the North Shore to see whether or not he would, as Eddie did, go.

Greg Long on his winning wave.

Photographer: Clare Plueckhahn.

Similar to the sound of rain, the gentle purr of breaking waves outside of our house was sending me to sleep with ease every evening.

That night was a very different story. The usual soft murmur of breaking waves was replaced with the roar of collapsing buildings. The ocean had turned into a growling beast, a war zone.

Sleep was near impossible. Eventually I was able to ignore the sound of water coming over our retaining wall, I let the shaking house flow through me and somehow found some sleep, comforted by knowing I would not have to surf Waimea the next day. I can't quite comprehend what would've been running through the minds of the invitees that night, knowing that the following day was going to be one of the most incredible experiences, and potentially last day, of their lives.

Would Eddie Go?

Winter 2009/2010 was my first trip to the islands. The first thing I learnt was that rumors on the North Shore of Oahu spread fast. Whether it be fact, fiction or anything in between, the "seven mile miracle" thrives on gossip. The whole of the surfing world is focused on this small stretch of coastline for the Hawaiian winter, lured by the perfect waves, girls and good times. Foodland, the sole supermarket in the area sits at one end of the stretch accompanied by Starbucks. These two combined produce the breeding ground for all tall tales and "you should have seen me" stories. Considering this, it was not surprising that it took less than a day for the whole surfing world to be talking about the one swell forecast. Even a week out, everyone from meteorologists, local surf forecast gurus to total novices could see it was going to be huge. How big? All I knew for sure was that I had an interesting week ahead of me.

With every big swell that's predicted to hit the North Shore comes the questions, will it be big enough for the Eddie? Will Eddie go? The requirements for the event to run are relatively simple, eight hours of 20ft plus swell and sets frequent enough for all competitors to catch waves. A decision on which day to run would have to be made by the contest directors upon looking at the conditions as the sun rose. It sounds relatively basic, however the fact that the event hadn't run for five years shows just how rare an Eddie day actually is.

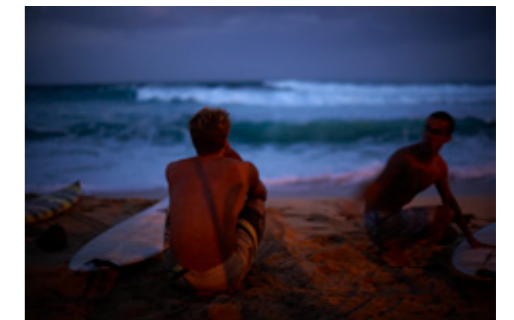
I was staying on the waterfront, around 700 meters from Waimea. As the day

progressed I watched the sand disappear between our front yard and the ocean. The swell was rapidly on the rise and before I knew it there were waves surging over our four metre retaining wall. I called Nic Muscroft, 2009 member of the ASP Men's World Tour, and we rode down to Waimea to see check out the scene. Although the event had not run today the lure of the ocean had drawn the North Shore to a standstill. Amongst the thousands of people lining the cliffs and the sand, we managed to find a viewing spot alongside 2009 Eddie invitee Jamie O'Brien and Australian free surfer Josh Kerr who were both fresh from a surf in the outrageous conditions. It was late in the afternoon and the ocean was raw, every set was bigger than the last and before long the Bay was closing out. "I'm so glad I am not out there right now... have a look at this thing" Josh proclaimed as yet another 30ft plus set closed out, leaving a trail of carnage in its wake. Jamie was super excited for the following day, "It's going to be on for sure" he yelled, as he cranked up his Peewee up and took off. Nic and I decided to head home ourselves, if tomorrow was going to be the day we agreed that we needed to get some sleep and be ready for it.

Eddie Would Go.

Tuesday, December 8th, 2009, a day that will forever be remembered as THE day. Perfect sunshine, perfect offshore winds and most importantly a perfect 25ft plus swell marching into Waimea Bay. The scene that lay before us was one that I will never forget. On the outside corner of the bay competitors were dropping from the sky and down the face giants' jaws, the biggest waves I have ever seen. With a crowd of over 30,000 watching the incredible surfing spectacle, finding a patch of sand to call your own was almost impossible. The previous afternoon was victory at sea. The surfers were at the total mercy of the ocean. Today was different, it was as though Eddie Aikau himself had sat down with Titan and magic'd a day for dancing, the perfect swell for the surfers to take their performance to the next level.

The scoring was simple, the bigger and more critical the wave you ride, the higher the score. No aerials, no cutbacks to the sand, he who charges the hardest wins. All competitors were given two one-hour-long heats during the day. In each heat the surfers could ride a maximum of four waves, with their best four scores from across their two heats combining to make their final total. Upon completion of the



Upper right: A view from the west point of Waimea looking towards Haleiwa.

Middle right: Before Sunrise on the day of the Eddie. A surfer waits for first light to paddle out.

Lower left: Over the falls at Waimea.

Lower right: The crowd at the award ceremony.

—
Photographer: Clare Plueckhahn.

first round, 2002 Eddie Aikau winner Kelly Slater was miles ahead, amassing a score of 290 out of a possible 400. With Slater having another hour in the water remaining and the swell appearing to be slowly running out of steam, it was unlikely, shit it was pretty much impossible, that anyone would come close to the 9x world champion by days end.

Hours of sitting in the scorching sun were taking a toll on my fragile Victorian body and with one and a half heats remaining it looked like Slater's score tally could not be bettered, I made an executive decision to head home for a well deserved beer and a feed. Curious to see how the last heat of the day panned out, I refueled my sun battered body and watched the remainder of the event on the live webcast. I felt as though I was there, be back on the beach, eyes glued on the horizon, ready to ride the emotional roller-coaster of seeing someone drop down incredible mountains of water. Holding my breath in sympathy for the surfer and waiting for him to emerge from the explosion of the whitewater before I could breathe again. The energy of the crowd was almost overwhelming, I felt as though I were riding the waves alongside the brave men in the lineup. Yes the webcast had every angle of vision covered. Yes there were non-stop replays allowing you to take a closer look at each ride. Yes I was sitting in air conditioned comfort. Despite all of this, NOTHING could compare to the atmosphere of sitting on the shoreline of the bay that day, thousands of people totally captivated by the action in the water. Celebrating together with each successful ride. Feeling the pain of every wipe out.

No one could have predicted what happened next. It seemed that Eddie decided that it just wasn't enough, he gave the swell a kick up the arse, proclaiming that the event started in his memory was far from over. With 90 minutes of competitive surfing remaining it was only just beginning. Chilean goofy footer Ramon Navarro made me curse my decision to vacate the beach, dropping down the face of what was by far the biggest wave of the day to take out the \$10,000 prize for the Monster Drop Award. The final heat of the day paddled out into almost maxing out conditions, yet still it seemed that the only man who could stop Slater was 2004 event champion Bruce Irons. Paddling out along side Bruce, sitting on a measly round one total was of 66 was Californian Greg Long. It was then that history was made. Long made the most of the increase of the swell, the final four waves he rode scoring 77, 100, 71 and 75. Long's final heat total of 323

surpassed Kelly Slater's apparently untouchable 313, meaning that for the first time in Eddie history, a surfer won the event with all of his counting scores coming from a single heat.

Eddie Did Go. And then so did I.

The next day I felt compelled to ride back down to Waimea and take a look. The swell had faded dramatically overnight, with 12-15ft sets meandering through the lineup. The crowd on the peak was thin and I decided it was time I had my first surf at the Bay. Taking a moment to stretch before I entered the water, I was overwhelmed by the energy in the air. Today there were less than 30 people on the beach, there was no contest tower, no helicopters buzzing overhead and certainly no live webcast streaming across the planet. Waimea Bay is an incredibly special place. That day I paddled into some of the biggest waves I've ever ridden and the whole time I felt surprisingly calm. My last wave was by far my biggest and I rode it through the middle of the bay and into the shorebreak. Walking up the sand I could not control the huge smile as it spread across my face. My feat was nothing in comparison to Greg Long's victory, yet I couldn't have been any happier. The true beauty of the 2009 Quiksilver in Memory Of Eddie Aikau is that every single person who took the time to be a part of it, walked away with a sense of achievement that can only come from being part of a moment that will go down in history.

Wednesday, December 9th was just another ordinary day on the North Shore. One thing, however, was different. There were no rumors breeding at Foodland, instead everyone was talking about how amazing the Eddie was. No one cared about upcoming swells, no one was telling "you should have seen me" stories. The Eddie was the single topic of conversation and the 2009 event will undeniably go down in history as one of the greatest sporting spectacles the world has ever seen.

It is more than fair to say that in 2009, Eddie went, and he went HARD.

*Kelly Slater taking off on a bomb.
—
Photographer: Clare Plueckhahn.*



Chase The Dragon

ARE YOU ALREADY ON THE TRAIN? PERHAPS YOU'RE THINKING OF POPPING A CAN AND GETTING ABOARD. EITHER WAY WE DECIDED TO CONSULT THE JUNKIES TO FIND OUT WHAT MAKES A GOOD ENERGY DRINK.

PHOTOGRAPHY: *Steve Gourlay*
 WORDS: *energy-drink-ratings.blogspot.com*

Monster

This sweet tasting citrus drink has less of a medicinal taste that you normally get with all the additives like taurine, ginseng, caffeine and guarana. At 500ml, it should pack a ton of energy because you need it to carry a can that large! At \$2.99 you get a good kick and taste. I give this drink a 8.7.

Red Bull

When it comes to EDs (energy drinks), Red Bull is the drink others are inevitably compared to. This drink tastes unbelievable when you mix it with Jägermeister! Then it becomes one of the greatest inventions of the 21st century! At a premium \$3.95 for 473ml, you can get more kick from the other ED's for less money. However, without Red Bull we simply wouldn't have energy drinks like we do today. 9.0.

Rockstar Energy Drink Review

To my knowledge Rockstar were the first company to do 500ml cans. It tastes different too; citrus based with a kind of apple aftertaste. No medicinal taste here. Rockstar also added "Milk Thistle" which is supposed to help with hangovers. I did a Rock Star Bomb after every two beers, after I was done with my 12 pack of Budweiser I went to bed. Yup, I woke up with a hangover. That could have been because I was mixing beer and vodka, or it could be because I am getting old. A good tasting kick for the money. I will give it a 8.8.

V

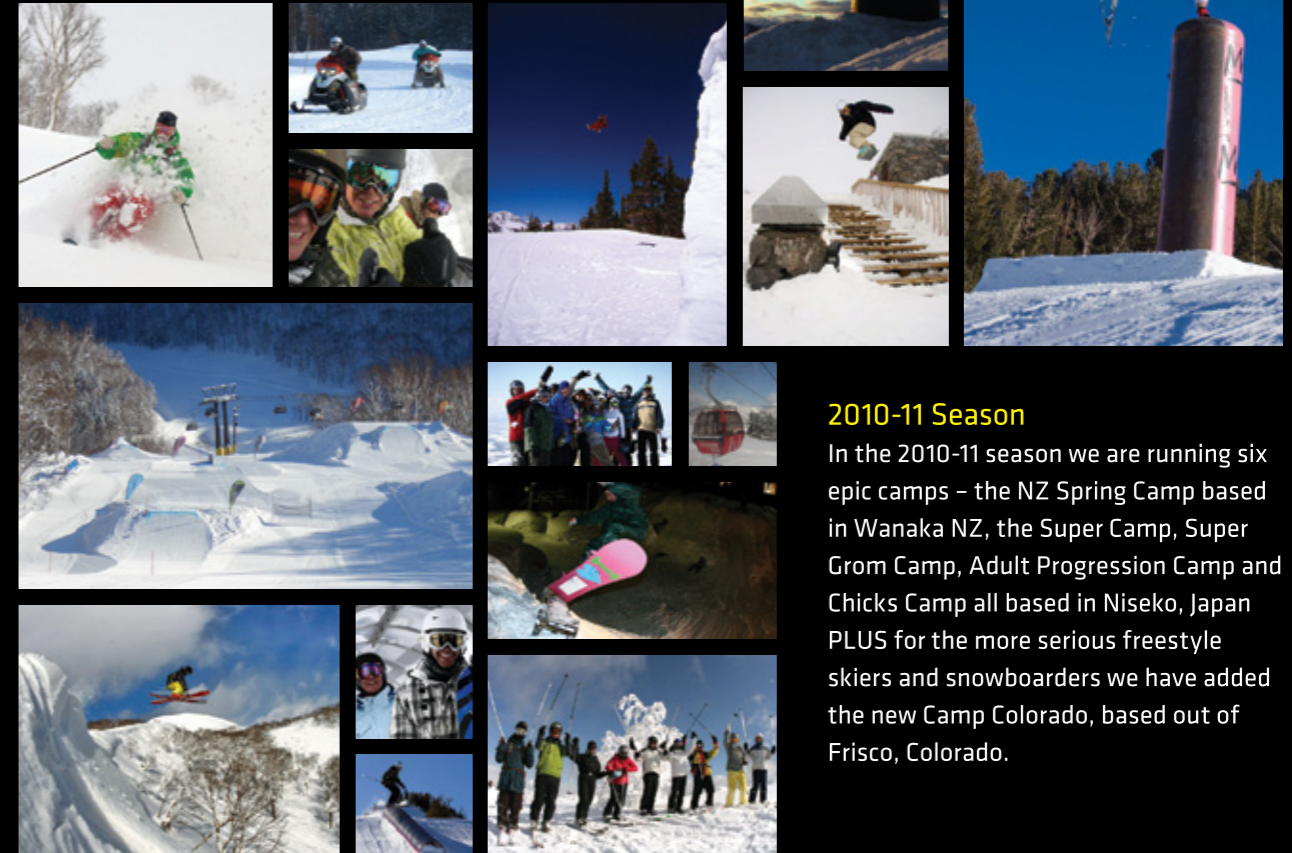
The differences between V and Red Bull thankfully do go beyond the superficial container, the smell of the drink is vastly different with a much more fruity scent. Although it's obviously a fake scent it does have a nice smooth citrusy-fruit type flavour that really stands out and makes the drink something worth trying. Now that it comes in a 500ml can at \$2.99, I give it an 8.9.



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GoPro Surf Hero HD /

YOU'VE PROBABLY SEEN A GOPRO'S 'SELFISH CAM' FOOTAGE ON POPMAG.COM.AU. HANDHELD AT ARMS LENGTH RIDING THROUGH POWDER, SPINNING OVER A JUMP OR PULLING INTO A BARREL. THAT'S ALMOST ALWAYS SHOT ON A GO PRO. HANDY LITTLE CAMERAS THAT NOW COME IN HD WITH ALL KINDS OF ACCESSORIES AND MOUNTS FOR THE ONE MAN FILM CREW.

PHOTOGRAPHY: *Steve Gourlay*
WORDS: *Chris Jepson*



Last year when I purchased my Canon Ixus IS100, I thought, this is the piece of technology I'll need. Compact enough for my pocket, shoots 720p HD video, and looks cool as hell.

Then one day I woke up and decided I was in reality a far more professional videographer (not true). The lack of a wide-angle lens in the Ixus caused my follow cam to be distant and shaky. I began to get precious of my matte black paparazzi machine; I can't take it to the beach/hill, what if I drop it in the sand/snow? I need to get serious.

As far as point and shoots go, the GoPro is about as real as it gets. Without a viewfinder or LCD screen you literally point and shoot hoping for the best. The unit itself is pretty amazing with all the bits and pieces squeezed in a tiny non-descript box with only a bulging wide-angle lens hinting at its capabilities. Two buttons, a light, and a small LCD screen, all of which are unmarked, make reading the instructions necessary (something I have never done before). The unit is then entombed in either a waterproof or backless bombproof housing. Plus, the waterproof housing is good to a depth of 30 meters underwater, which is considerably further than I have ever been.

As for the image quality, there are several settings. Manual image taking: 5 megapixels - cool I guess, but that aint what you are buying this camera for.

Multiple images: automatically takes photo at 2,5,10,20 second etc... intervals, depending on what you are doing, you are probably going to discard majority of the images, but if you are documenting a road trip or sunset or something, very handy.

A multitude of video settings: the HD version is an upgrade from the SD Hero (obviously), and with that comes the reason I bought the camera, 1080p @ 30 fps (full HD, blah blah...), 720p @ 60 fps which, for the quality of image, is the most exciting setting as it allows you slow motion playback. Rad!

There are probably a million people that could better explain all of these technical features to you, including the GoPro website, but I do want to give you my two cents on one particular issue. All you need to take good photos/video is good lighting. I would bet my balls that all the videos on the GoPro website have utilised some sort of colour correction in the editing room.

The particular model I purchased was the Surf Hero HD that comes with a sticky 3M mount, and an FCS plug mount for the front of your board. I am kook, and have not used either yet as I don't want to attract any extra attention.

GoPro have available, at a cost, a myriad of harnesses, brackets and attachments for the camera so you can have the perfect mount for any activity. Now as much as I want to get around

with a camera attached to my forehead, I believe there are some better alternatives. So far, the only aftermarket mount I have used is the one for handlebars on your bike. It is about \$25, can be fitted to almost anything and allows different orientation of the camera (in 90 degree increments).

So far I have used the camera in the surf by tucking it into my wetsuit, on my custom made wizard staff to film some skateboarding, and my face walking along the street. Holding the unit in your hand on a surfboard doesn't work that well because you need to paddle. Despite that failure, I was amazed to see how well the camera transitioned in and out of the water. The bulbous wide-angle lens meant not much water stuck, and the 120-degree angle view (up to 170 degree in different resolutions) meant most everything stayed in frame.

Due to the lack of weight, I would strongly suggest making your own wizard staff/extendo pole for steady follow cam. If you're lazy or made of money, there is a website (eyeofmine.com) that specialises in accessories.

For me, the \$300-400 you are going to spend on this seemingly indestructible camera is well worth it. Call me old fashioned, but I also think there is something pretty cool about not being able to see your footage straight away; it's the digital version of developing film.



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AUSTIN SMITH / NOSE TAP RIDING THE RAIDEN PHANTOM PHOTO BY N. 2009

“Fwoar!”: I Worked On A Bloke’s Mag /

THE MARKETING DEPARTMENTS AT MENS MAGAZINE PUBLISHERS HAVE CREATED THE IDEA OF A MALE FANTASY DREAMLAND AS A WORK PLACE... THE COMMERCIALS LEAVE YOUR AVERAGE BANKER OR ENGINEER WANDERING THE FLUORESCENT LIT HALLS MUTTERING ABOUT SHEEP, BIKINI GIRLS AND OPEN NECK SHIRTS. HOWEVER, THE SHANGRI-LA YOU’RE SEEING IN 30 SECOND SEGMENTS ISN’T WHAT IT SEEMS. ANDREW TIJS GIVES US AN INSIGHT.

PHOTOGRAPHY: *Francis Anderson*
WORDS: *Andrew Tijis*



In a lift in Sydney, I asked the editrix of your grandma’s favourite puzzle-and-real-life-story rag to define her magazine. After some diplomatic musings on “middle-Australia”, she asked how I’d summarise the notorious top-selling men’s magazine I’d been spending the last few weeks sub-editing. Easy. “It’s the internet for plumbers.”

The internet is for a) porn, b) gore and c) lulz. And that’s exactly what the magazine that I had been freelancing at trafficked in. Of course, OFLC (Office of Film and Literature Content) rules tempered any extremities in content, but the mag was renowned for taste so puerile that it often led to lawsuits (and the occasional public retraction because we had suggested a scantily-clad babe who had sent her photos to us was of “low moral character”). So what did I expect to find before I arrived?

Well, no sheep, midgits or bikinied slappers on swings were present. Throughout the ten weeks, while I trimmed text, placed text on trim, and had a ball dreaming up speech-bubble quotes of low moral character, the office ran as any other. There were as many screensavers featuring the employees’ kids as there were featuring chicks the employees would like to make kids with. Beer only flowed after 4pm on Fridays.

The breast issue (and every issue was

The Breast Issue) only came from friends, who’d somehow arrived at the idea that the mag regularly featured pink bits. Untrue. Part of my job was actually spotting unusually prominent nipples and crossing them out with my trusty pink highlighter. In fact, the sexualised content was so prosaic and uniform that the only threat of a “trouser tent” (sorry, I still lapse occasionally) was when I subbed early, un-Photoshopped version of the spreads which betrayed a stomach crease or marbled thigh. Only then did they look real.

If I was initially apprehensive about rampant sexism, racism and homophobia I’d assumed these magazines extolled, the environment disavowed me of that notion pretty quickly. The designers, writers and photo editors were young, savvy and, above all, funny. Good gags were the sole currency in the office and jokers were kings. Racism, sexism and homophobia were easy targets, but there was a knowingness to even these cheap shots (during my tenure they sent a correspondent to Melbourne to vox pop Indians about racial violence... dressed as a Native American chief).

This attitude made the ‘overheard at work’ game a hell of a lot more fun: “Hey, anyone wanna speak to a guy who has been attacked by a shark?”, “Does this dog look like it has nuts to

you? It’s important for the context of my caption”, and “When you write ‘Trip down mammary lane to reminisce about her tit tricks’, are you talking about tricks she can do with her tits?” “Yeah”. Plus debating the house-style of “man-boobs”, “man-boobs” or “man boobs”.

To assuage my nascent liberal guilt, I slipped in factoids about giraffe homosexuality, ancient Greek playwrights, German ship-building materials, and headlined a photo of a dirt-spattered chanteuse on a motocross bike, “Mud Honey”.

Halfway through my stint there was a minor moral panic over bloke’s mags shelved at “child height” in convenience stores, so I had to examine where I stood on the issue. Sure, we featured how-to guides on serial killing, gory reader photos and unnaturally bulbous boobage. This stuff might warp a young-un’s mind. But only if they were too young to read the snarky “Celebrities without make-up”, the puritanical “Sex romp shame” or the bullying “Lose weight and find a husband” headlines blaring from the women’s rags. Men’s magazines trade on ridiculing this kind of mock-horror judgmentalism, and for that alone I know which one I’d rather give to your kids.



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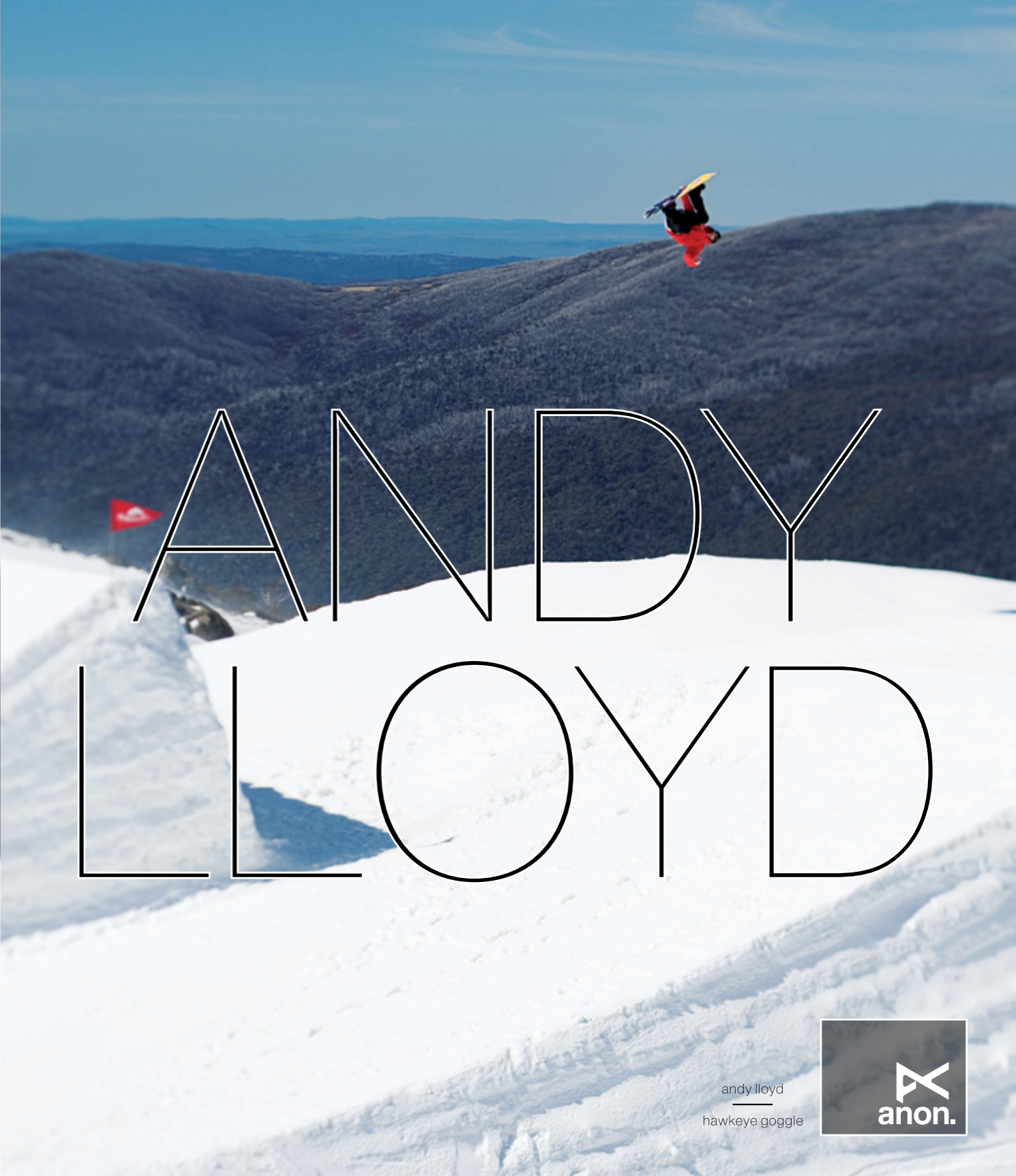
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