

# ELAN MAGAZINE

**NO.3**

WINTER 2016/17

WINTER STORIES

**WE BUILD SKIS**  
HANDMADE IN THE ALPS

**HELISKIING**  
GLEN PLAKE IN CANADA

**CYCLES OF WINTER**  
DIFFERENT FORMS OF SNOW

**W STUDIO**  
A PERFECT SKIING DAY

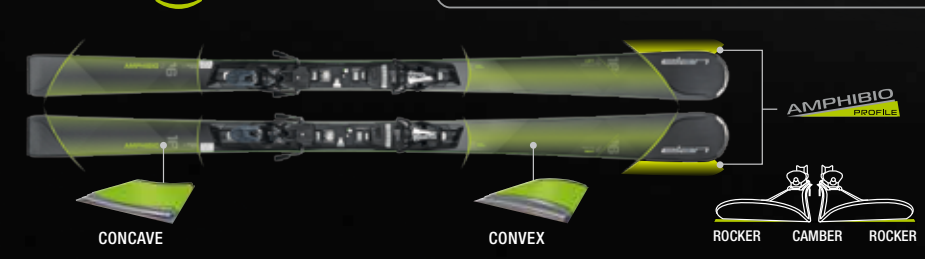
**A SKIER**  
KELSEY SERWA



# AMPHIBIO 4D

SERIOUS VERSATILITY

AMPHIBIO **4D** TECHNOLOGY



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# CONTENT

6

AWARDS

8

WE BUILD SKIS

16

HELISKI DREAM

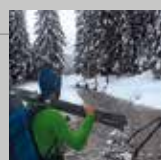


24

FORM AND  
FUNCTION

28

CYCLES OF  
WINTER



34

WHEN CRYSTALS  
SHINE

36

THE WHITE  
MAZE



42

GLADIATORS

46

A SKIER,  
KELSEY SERWA



49

COLUMN  
FILIP FLISAR

50

PERFECT DAY



54

SAFE FUN

58

KIDS CARVE, TOO

60

MASTER YOUR  
POWDER DAY



62

ELAN SKIS  
COLLECTION

64

GLOBAL PLAYER

65

WHITE ELEMENTS  
TOUR



66

COLUMN  
DAVO KARNIČAR

## ELAN MAGAZINE

Winter 2016/17

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Sandi Bertoncelj



# ART, ACTUALLY

Anyone that truly loves winter, snow, and skiing, dreams of being able to make their own set of skis, a pair customized and adapted to exactly their unique wishes and needs. They dream of that magic moment when their boots click into the bindings, and these skis take off towards the valley below.

We are a few of those lucky ones that know this privilege well. We have been making skis for over seventy years, and know that making a great ski is anything but easy. It took lots of learning, studying, calculations and testing of the various types of wood and other materials that skis are made of. Over the years we have become better and better at making skis, not just for ourselves, but for everybody else too, friends, casual skiers, racers, cruisers, adrenaline addicts, explorers, adventurers, and more...

Our limitless dedication to our work has often resulted in truly revolutionary ski designs, ski technology that simply did not exist before, creating skis that profoundly redefined skiing. We are very proud of all these innovations that have since become generally accepted standards in the industry. The spirit of innovation is our main guiding principle. Even now, after seventy years, we continue to spend every day, be it in summer or winter, rain or sunshine, thinking of how to make skis better for their users.

Making skis is a distinct pleasure. It takes a cross between a carpenter, craftsman, sculptor, engineer, technologist, chemist, designer and painter to come up with a good product. It is an amalgam of tradition and advanced technology. The woodcores, the heart and soul of our skis, are enriched with modern materials that bring out the characteristics a ski needs to stand up to the most demanding snow conditions.

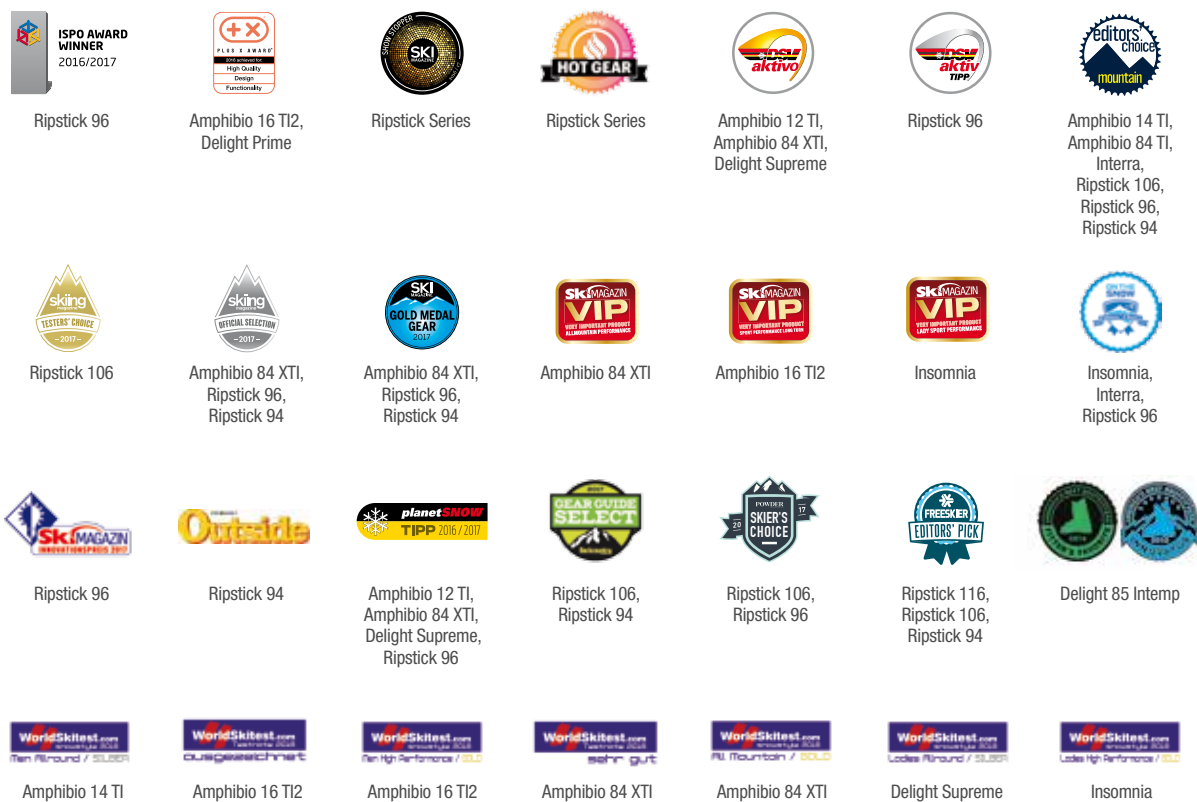
Skis are tools made for snow, bitter cold, and winter. They do not shy away from ice either. But if you have a love for skis, they are also pieces of art, just as home on a gallery wall as they are on the icy steepes.

Elan Team

# A PERFECT STORM OF AWARDS

Elan has always been known as the ultimate innovator in the world of skiing. The company's work ethic has always been firmly rooted in technology and design innovation, and its achievements have received many prestigious international awards. In the last decade alone, Elan has received more than 45 prestigious international awards, and was twice named the most innovative brand in sports. The Elan team is always flattered when our products get attention from the award committees and loyal users. The new 16/17 ski collection has already received several important affirmations that they are the hot products for the next winter season.

## SKI COLLECTION 2016/17 HAS RECEIVED FOLLOWING INTERNATIONAL AWARDS:



And we are planning to work further with a goal to progress in technical solutions and deliver equipment that raises expectations of everyone involved.

# NEWS



## RIPSTICK SUCCESSFUL IN THE USA

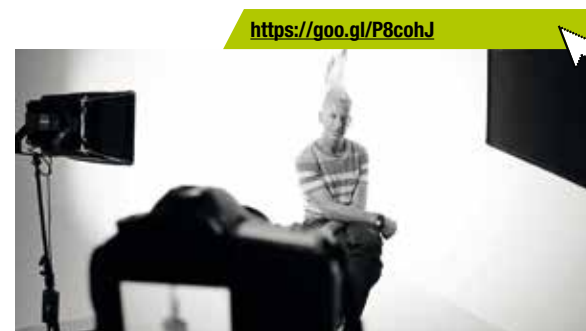
Skis in Elan's Ripstick series are becoming very popular in the USA. Their quality and technological perfection was also noticed by many of the American award committees. The Ripstick won several awards in the North America market, and is recommended by many ski magazines, including Freeskier, Ski, Skiing and others.



## JEFFREY HARRIS WINS THE RIPSTICK COMPETITION IN THE USA

Recently, our American Elan distributor organized an interesting Ripstick competition involving participants sending in their own videos featuring the new Ripstick ski. The winner, Jeffrey Harris, was announced at the SIA Snow Show, the premier American trade show.

Jeffrey Harris won an exciting prize - a 4 day stay in Slovenia, the home country of Elan. While here he took a tour of lake Bled, took a zipline descent off the ski flying hill at Planica, visited the Postojna cave and went skiing on Mt. Vogel. The high point of the trip was a visit to Elan's factory in Begunje, where Jeffrey made his own pair of Ripstick skis.



## MEN ALL OVER THE WORLD ARE CRYING

Guys around the world are brought to tears. What has broken these men? They are madly and hopelessly in love with something so perfect, but alas, it was never meant to be theirs! Elan unveils the new Delight ski and Slimshape technology for 2016/2017 season with a commercial, that is more than that. What men want to say is: Do not judge other people's reasons, support true feelings.



## 70<sup>TH</sup> ANNIVERSARY CELEBRATION

Elan celebrated its 70<sup>th</sup> anniversary at the end of last year. The company honored the anniversary by hosting a black tie event at Ljubljana's Union Hotel, which was attended by many of the co-creators of Elan's rich history. Guests of honor at the event included Ingemar Stenmark, the best skier of all time, who won all of his 86 World Cup races on Elan skis, and his great rival Bojan Križaj, who still holds the title of the most successful male Slovenian skier of all time. Both ski aces joined members of the press for a relaxed discussion over breakfast and gladly shared stories from their rich and varied careers.

# WE BUILD SKIS

---

ELAN'S FACTORY IN BEGUNJE NA GORENJSKEM HAS BEEN MAKING SKIS FOR OVER SEVENTY YEARS. THEY HAVE ALWAYS BEEN MADE WITH PASSION AND LOVE BY PEOPLE WITH CAPABLE HANDS AND SHARP MINDS. TO THOSE MAKING THEM, THE SKIS ARE A SOURCE OF PRIDE AND SATISFACTION. AND THAT IS WHY ELAN IS THE ULTIMATE INNOVATOR.

🔪 GREGOR ŠKET    📷 KLEMEN RAZINGER



You can see mountains from just about every window of the Elan factory in Begunje. The steep slopes of the Julian Alps rise in the distance, crowned by Mount Triglav, Slovenia's 2864 meter national pride. When the windows open, our lungs fill with the fresh alpine air that always carries a reminiscence of skiing, no matter what the weather. Perhaps that is why Begunje is home to so many skiing enthusiasts. Conquering the white steeps had such a strong impact on the people that they needed to start making their own skis. And skis were always considered special. They are an inspiration, joy, satisfaction ... They are made using the head, and the profound insight of a sharp mind ... They are made with the hands, the heart and soul ... They are made with love and passion ... That is why they are among the best in the world. That is why the many innovations that have changed the face of skiing bear their signature.

### *PAST AND FUTURE*

For a true skiing enthusiast, seeing the halls of Elan's factory is almost a religious experience. Walking through the hallways of the manufacturing halls you immediately feel a spirit of greatness infused in the structure itself. In a way, it is like a museum, but it is also a window into the future. Elan's engineers always manage to stay a few years ahead

of the times, so these halls are a continuing birthplace of the future of skiing. It must be a special feeling, to be able to look back from the future to the present and smile roguishly. Well, that is exactly how Begunje's engineers have always operated.

To just think of how many pairs of skis have passed through the machines and been caressed by the hands of the workers through the years... All these skis laid end to end would circle the equator several times over. But Elan skis did not circle the globe only metaphorically; they have done it for real. They achieved global fame and took the name of Slovenia to all the continents of the globe.

### *TRADITION*

All these years of tradition start with one man, Rudi Finžgar. He started making skis before the war, first for himself and his friends. During the war, he made skis for the partisan fighters and went on to start the company and Elan brand immediately after the war. His vision paved the way for the modern company we have today and it appears that his successors seventy years later still carry the same ability to take a different approach and view things differently than others. Elan quality is an accomplished combination of a sharp mind and skillful hands. After all, a head is no good if the hands cannot make what it comes up with.

*ELAN QUALITY IS  
AN ACCOMPLISHED  
COMBINATION OF  
A SHARP MIND AND  
SKILLFUL HANDS.*



*HANDCRAFT AND THE  
BEST MATERIALS*

Elan's products are born from a close cooperation between the R&D department and master craftsmen who can bring ideas to life. The process is not always straightforward as certain advanced design concepts pose major challenges and may even seem impossible at first. But Elan is home to some of the greatest masters of their craft. Just about every designer, engineer and craftsman is an accomplished skier in their own right, so they know exactly what to do and which materials to select for a ski to act a certain way.

That is why Elan skis proudly bear the tiny inscription: "Handmade in Slovenia". These three words define their very essence. Careful hands-on work has been the cornerstone of the success of Begunje's products since the beginning. In spite of the advent of modern technology and production techniques used to help craftsmen, the main steps in the manufacturing process are still done by hand. This is the only way to achieve the highest standards. Elan has also always produced all the main elements of the skis in-house using the best available materials. Wood is still used for core of most of the company's skis. Beech and poplar are the main types of wood used in racing ski cores. Skis which need to be lightweight use many other exotic woods. Edges are made of high-grade steel, while reinforcements are made of titanium-the most expensive part of the ski. The light and

stiff metal alloy adds stiffness, with torsional stability and a controlled flex.

Elan swears by sandwich construction. It may be one of the oldest methods of making a ski, but it remains the most efficient and generally the best way to put together a good ski. The roles of cheese and sausage in the ski sandwich are assumed by the above materials that take on their final form after being squeezed together for 25 minutes in a press.

It is a real treat to watch the skilled workers at what they do best - performing the same procedures they have done thousands of times in their years of work, with all the dedication, accuracy and love of a master craftsman taking profound pride in their work. Mrs. Petra is one such craftswoman. She has been working at Elan for over thirty years. She carefully lays down the constituents of the skis, the base, edges, core, reinforcements and topsheet and puts them into the press. She says she has never counted the skis she has made over the years, but after a brief thought and calculation she told us it must have been at least 250,000 of them.

The process of making a ski has many interesting steps. The press is certainly one, but the most visually exciting is certainly the grinding of the edges where the skis spark like an iron foundry. The hall where the wood is kept smells the best and the meticulously assembled sections of the core provide an interesting insight into the inside of a ski. Looking at the different core profiles it becomes

clear how a certain ski can be stiff enough to grip the iciest of slopes while another ski is friendly and soft. The ski molds are an interesting sight to behold as well, and each ski model and length has a dedicated set. They are a sort of archive of all Elan skis.

It is interesting to note that Elan makes skis by starting with the top sheet graphics. For several years now, they start with silk screening the design, logo and unique ID code onto the transparent top sheet. As each ski progresses through the manufacturing process, the unique identification code bears the signatures of all the persons that touched the ski during production.

THAT IS WHY ELAN  
SKIS PROUDLY  
BEAR THE TINY  
INSCRIPTION:  
"HANDMADE  
IN SLOVENIA".  
THESE THREE  
WORDS DEFINE  
THEIR VERY  
ESSENCE.



LEGENDARY STORIES

The halls of Elan's factory hold an eternity's worth of legendary skiing tales. Of course, the most important ones have to do with the racers that won World Cups, Championships and Olympic Games. Racing always had a special meaning for Elan and the company always knew how to listen to racers' wishes and needs. Sponsored racers receive skis custom tailored to their individual style. If Filip Flisar wishes for a GS racer with improved tail grip, then that is exactly what he gets.

COMBINATION OF OLD AND NEW

Elan skis are a unique combination of seventy years of tradition and cutting edge

technology and innovation. Throughout skiing's history, Begunje's R&D department has stayed at the forefront of global trends. It is a known fact that Elan's innovators were the first to come up with a prominent sidecut ski - what we now call a carving ski. After that major shift in ski technology, there came a host of unique technological solutions, including WaveFlex, Fusion, Amphibio, Amphibio 4D, TNT technology, U-Flex and the unbelievably light women's skis that won awards for their technology and design all around the world. These achievements make Elan more than just a factory or a brand name. Elan is an important co-creator of skiing's past, present and future, and the factory in Begunje is one of those hallowed places in skiing, spoken of in revered tones by skiers from all over the world.

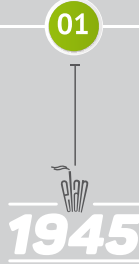
WALKING THROUGH THE MANUFACTURING HALLS, YOU IMMEDIATELY FEEL A SPIRIT OF GREATNESS INFUSED IN THE STRUCTURE ITSELF. IN A WAY, IT IS LIKE A MUSEUM, BUT IT IS ALSO A WINDOW INTO THE FUTURE.

ELAN,  
BEGUNJE IN  
GORENJSKA,  
SLOVENIA

Constant investments in ski production facilities.

Record production was achieved in 2005 when the factory made about 850,000 pairs of skis.

Over its seventy years of existence, Elan has produced over ten million pairs of skis.



Elan has been making skis since 1945.



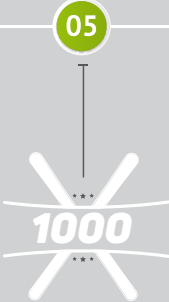
02



Largest single location ski factory in the world.



04



Elan currently uses more than 1000 different moulds to make skis.



06



# HELISKI DREAM

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HELISKIING: JUST THE WORD EVOKES DAYDREAMS ... OF THE CANADIAN BRITISH COLUMBIA BACK COUNTRY AND WIDE OPEN POWDER FIELDS HIGH ABOVE TREE LINE AS FAR AS THE EYES CAN SEE. "STEEP AND DEEP" CONDITIONS, WITH PERFECT POWDER SNOW AND A HELICOPTER WHISKING YOU UP TO THE TOP, DROPPING YOU OFF IN PARADISE FOR RUN AFTER RUN ... IT ALSO CONJURES UP RELAXING EVENING IN A SECLUDED MOUNTAIN LODGE EATING A FANCY MEAL AFTER "THE ULTIMATE" DAY OF SKIING.

📍 GLEN PLAKE

📷 KYLE HAMILTON, PASCAL GERTSCHEN



We all have this picture in our head ... these visions ... and why wouldn't we. However, in my honest experience, the handful times that I have been heliskiing, my daydreams and the actual experience were very different from each other. Starting with the secluded lodge, and getting to it, which usually required a canceled flight or two, to an unreliable airport, followed by a less than glamorous long bus ride (replacing the canceled flight). Some operations do in fact have top shelf impeccable lodging, but some don't. Your dream lodge could in fact be a run down motel room in a town that is not much more than a truck stop - except the food is usually better at the truck stop. The weather can be a factor on any ski trip, but it could have a devastating effect on a heli trip, like spending eight days with no flights and just some limited skiing on the low mountain. Or being far from the high alpine slopes of our dreams ... crammed into a 12 passenger aircraft after being shuttled by van to some remote landing zone that allows them to mitigate a large amount of people; a group of mixed skiing abilities, experience, and expectations. There's also the unfortunate reality that somehow gets lost in the translation of heliskiing - you have

been "dropped off" on top of a mountain, and the dangers are real. I was involved in a heli skiing accident that left 3 people dead due to avalanche. I hope you are now beginning to realize that some of my experiences of the heli skiing dream have actually been quite different, they have been my nightmares.

I don't want to sound like a spoiled ungrateful pro skier whining about how I "had" to go heliskiing, but I can't honestly discuss the subject without allowing my own negative experiences to influence my comments.

Am I the only one to ever speak of the not so dream-like part of heli skiing? I believe the negatives are overridden by the price one pays for it, and therefore it is taboo to speak of them.

When I was informed of the chance to go to White Wilderness HeliSkiing I was a bit hesitant to be excited, and you now know why. However, when I booked my tickets to Terrace and found out the airport had a good reliability record, and that their lodge was a mere 20 minutes away, it sounded too good to be true and I became a bit curious. Things would only continue to get better.

THE GUIDES ARE  
VERY EXPERIENCED  
AND LOVE SKIING.  
AND WITH A 4 TO 1  
GUIDE RATIO THE  
SKIING NEVER STOPS.  
AND NEITHER DOES  
THE A STAR.



## THE LODGE

IS exclusive, an established salmon fishing resort recently converted for winter heliskiing use. There is a main lodge and a collection of private cabins, and as I arrive the focal point of the trip is “glowing” in the night lit up like a car in a Fast and Furious movie set ... a five passenger EuroCopter A Star. I am shown to my cabin and then invited to come over to the main lodge - “the” heli dream is quickly becoming my reality! In the lodge our group is introduced to guides, the pilot and snow safety officer and of course the food and drink staff. At WWHS once you are there everything is included and the staff goes out of their way to make sure the ambience around the lodge is special. The lead guide is someone whom I have skied with in the past. He says, when speaking to him about the creation of

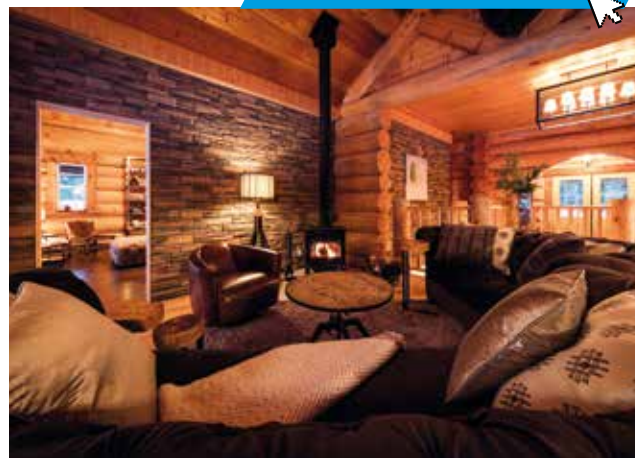
WWHS, they “wanted to make sure that they delivered the product” - that one we have in our daydreams!

In the following days we find out that Terrace receives a lot of snow, but also has the luxury of being in a “quick clear” area as far as skiing/flying is concerned. We had NO down days, and unlike some op’s WWHS has an unlimited vertical policy not a run count. Meaning that if the skiing is good they ski ... 4 runs or 14 ... late start or late finish ... it does not matter. The operation is new, and most of the skiing terrain is still being explored/established, so the very real sensation of a “first descent” is present. The guides are very experienced and love skiing, and with a 4 to 1 guide ratio the skiing never stops, and neither does the A Star. This allows for a heliskiing experience like no other!

WE FOUND  
OUT THAT TERRACE  
RECEIVES A LOT  
OF SNOW,  
BUT ALSO HAS  
THE LUXURY  
OF BEING IN A  
“QUICK CLEAR”  
AREA AS FAR  
AS SKIING/FLYING  
IS CONCERNED.

WHITE  
WILDERNESS  
HELISKIING  
CANADA

[www.wwheliski.com](http://www.wwheliski.com)





THEY ALLOW  
EXPERT SKIERS -  
"WELL ... TO RIP!"  
AND THE RIPSTICK  
IS PERFECT FOR IT!



Elan Rip Sticks are the exclusive ski used at WWHS, from a technical aspect it allows Elan to have the skis skied by a diverse group of skiers, and by the way fat skis were invented for the Canadian heli op's . They allowed not so competent skiers to ski the long vertical drops in the mixed snow conditions of the back country setting. They allow Expert Skiers - "well ... to Rip!" and The Ripstick is perfect for it! We had received one meter of snow just prior to our arrival and the clearing winds did have an effect. The runs did start above tree line on a slightly challenging wind crust before changing at the middle elevation to perfect snow. Right into the trees, the rip sticks transitioned from one snow to another all the way down to the LZ (landing zone). Run after run, flight after flight (which included an occasional G Force) I mean come on, we are in a heli, Let's fly! and fly we did, Ripsticks on the snow, and A Star in the sky ... for 4 days. Even on our last day some of us had 1:30pm flights but that didn't stop WWHS from giving us 6 runs that morning before we caught our ride to the airport.

Exclusivity, great snow, great skis with friends and of course you can't ski all day without eating well, the food was insane.

White Wilderness and Elan Ripsticks made my daydreams of heli skiing finally come true!

Ski Ya, Plake



## RIPSTICK 106

For those seeking exceptional performance for exploring all that the mountain has to offer, in any snow conditions, without any limitations, this is your weapon of choice. With, TNT Technology, Amphibio profile and SST Sidewall construction all skiers can experience the power and maneuverability that this ski delivers. Built to perform in all conditions and a smooth ride no matter where you take it; front side, steeps, trees, or exploring untouched terrain. This lightweight versatile ski is up for any challenge.





# FORM AND FUNCTION

---

AMPHIBIO 4D TECHNOLOGY IS THE CULMINATION OF ELAN'S SEVENTY YEARS  
OF DEDICATION TO INNOVATION IN SKIING.

📍 GREGOR ŠKET

📷 ALEX ŠTOKELJ, KLEMEN RAZINGER

A ski is a tough bird. It goes to work when it is still dark outside. It may sleep for half of the year, but it more than makes up for it during the winter. It works up a sweat in the bitter cold, and its stamina has no limits. The right ski can be bent, flexed and tortured in just about every way possible, and it will never complain. Nothing can get in its way of carving tight arcs, smearing turns, straightlining chutes and floating in powder. Skis can be beautiful or ugly, smart or stupid ... and some can be envious too, because while some can achieve anything they want, others just swagger around or burn out after a moment of glory ...

Elans have always been special. Coming from seventy years of experience, they carry in them the wisdom of an elder and the life energy of youth. Power and experience combined, what could be better.

## AESTHETICS

A ski can be viewed and experienced from

many different angles. We focus primarily on each ski's technical capabilities, the characteristics that mark its performance in turns of a certain radius, on a certain slope and at a certain speed. Our skis also demand strong aesthetics to match their on-slope personality. Just like a race car that is designed for corners, accelerating and overtaking, when it is parked we mostly admire its aerodynamic lines and design details. A ski is very much the same. With a new set of skis, the first thing a true skier does is give them a long hard look before putting them next to their bed so they can steal admiring glances as they drift off to sleep. Even if we don't consider a ski's basic purpose and function, they have always been great to look at, ever since the beginning. Just think of those elegant wooden shapes, given their form through the love and craft of their makers, and the beauty of their modern high tech successors with their radical sidecuts. A well designed ski can easily stand among the most beautiful products of industrial design.

## BEAUTY

Elan skis have always been complimented on their looks. To paraphrase Slovenia's greatest poet France Prešeren: "But none were prettier than Amphibio 4D!" Elan's latest skis are simply captivating from all sides. A rarely noticed detail - a ski is, for the most part, laid on a firm surface - is its bright green edge. It curves attractively and invitingly around the ski. The top plate is smooth and black, but not completely. The surface of the ski varies from convex at the tip to concave at the tail. Both design elements are subtle and barely noticeable, yet they contribute greatly to the visual identity of the ski, and its performance. The middle of the ski is dominated by the bindings, oddly reminiscent of a Moto GP race bike. They give the ski a measure of controlled aggression. When standing still, Amphibio 4D skis project confident elegance, but there is a touch of the wild and untamed in their form and it is easy to picture just what they are capable of once they get going.

TECHNOLOGY

The perfection of Amphibio 4D is the fact that its form and function work hand in hand. Just as a winning race car hides a powerful engine under its bodywork, the inside of this Elan ski is loaded with technology to conquer any challenge. The Amphibio 4D technology is in fact an evolution of our award winning Amphibio technology, which is a unique and revolutionary solution based on a dedicated left and right ski that combine rocker and camber. Rocker enables faster and more direct turns while camber provides excellent edge grip. This unique set of characteristics gives Amphibio skis unparalleled versatility. These skis feel equally good in short or long turns, on piste and even in the sidecountry, and they can handle hard or soft snow, all day long.

Amphibio 4D technology takes the Amphibio concept a step further as these skis do not only differ from left to right but also from front to back. The convex front section allows for easier and more precise turn initiation while the concave rear helps exit the turn efficiently and sets the skis up for the next turn. At the heart of the construction is a Dual Shape Titanium support element that gives the ski its unique response and stability. The concept of incorporating a bent titanium reinforcement may seem simple at first glance, but it is a very complex element in terms of production. The Elan R&D team solved this challenge to assure that these skis have truly optimal performance characteristics. Their torsional stiffness and stability are greatly improved because of this, and the skis are also ten percent lighter and absorb 30% more vibration.

The Amphibio 4D series are the best allmountain skis we've ever made. Their unique combination of craftsmanship, high technology and truly original design have impressed many juries responsible for handing out awards in technology, design and innovation all over the world. For its groundbreaking Amphibio 4D technology, Elan was last year named the most innovative brand in sport and our awards display case has seen many more additions in 2016.

[amphibio4d.elanskis.com](http://amphibio4d.elanskis.com)

AMPHIBIO 16 Ti2 FUSION

Amphibio 16 Ti2 Fusion is an ultimate machine for any kind of groomed snow conditions. It can run down the slope in long giant slalom turns or it can do dynamic slalom carves. With its all black graphics and green sidewalls this ski is an elegant and aggressive eye catcher.



# CYCLES OF WINTER

## SNOW.

IT'S WHAT WE'RE ALL AFTER. BUT IS IT ONLY SNOW,  
JUST MERE HYDROGEN AND OXYGEN MERGED TOGETHER IN A SOLID STATE?  
OR IS IT MORE, LIKE SKI TOURING IS MORE THAN JUST SKIING AND A DAY SPENT  
IN THE MOUNTAINS IS MORE THAN JUST A DAY?

📷 ROK ROZMAN

📷 SANDI BERTONCELJ, ŽAN KUNČIČ, ANŽE OSTERMAN, MATEVŽ VUKOTIČ

In late November we all start looking to the skies and wondering when will it start, when will it come? We did it this winter, but the questions only gave space to new questions, as the white substance simply didn't arrive. There wasn't even any rain; it was just a super dry and strange last part of the year. We had to wait untill February to finally get it here in the Slovenian Julian Alps. February became December and then it all started. Smiles upon people's faces showed that the time had finally come. Calls and messages started dropping. "What time and which mountain tomorrow?" and you could feel the enthusiasm growing inside. Even the dog felt the vibe and went crazy when he finally saw me carrying the skies around. He knew what was about to happen...

### FEELING GOOD

Once you leave the comfort of your house and hit the road early in the morning the feeling is just right. A wonderful thing about ski touring is that you have to go when the conditions are right, and that's what life is all about. It is go now or wait until next year, which seems like never again. You leave all your daily pressures and obligations behind

and just go. Then you come to the end of the road, step out of the car and enter a different state. Sure you forgot to put the skins on the skies the evening before so you glue them on with freezing fingers and can barely wait to step in the bindings and leave your car and your daily problems behind. By the time you do that the dog is already there. Now you enter the state that makes us what we are...

### MOUNTAINS AND RIVERS

Mountains are like Rivers – never the same. Variables make things interesting and ski touring if full of them. There is always something different waiting for you up there; different snow pack, different types of snow and weather, or maybe you just feel different than the last time. You start going and distractions simply shut down. Senses tune in and come flashing out as this is what humans were designed for during the long evolution we have faced. I always shut down the phone too and only carry an electrical avalanche transceiver with me, although the true one is always there; Hal the dog is ready for action and help at any time and situation. Not checking the conditions on the web or all those forums just makes

things even more real and interesting. After the first steps you start soaking in the atmosphere and information that is waiting there for you to unravel. You soon know if you took the right skis with you – we all hope to ride powder, but the Julian Alps are not Alaska, so finding it takes some time and knowledge. If you visit the world up there soon after a snowstorm you get your share. Certainly an all around ski will do it's job in any case and will leave you relaxed. Putting effort in walking or climbing up is so much easier when you know that going down will be all pleasure and joy. Even if the ascent is long and exhausting you know that it is well worth it, and often we decide to make it longer and harder just to elongate our trip and descent.

### SOMETIMES PLACES THAT ARE HIDDEN OR SELDOM VISITED PROVIDE MUCH MORE.



### ANOTHER POINT OF VIEW

Being a biologist and careful observer means that ascents never get boring; there is so much you can see and experience if you just open your eyes and ears and follow your guts where they take you. Seeing a chamois or ibex in the deep snow is simply amazing; you see how well suited for the habitat they are and feel a bit awkward compared to them. Meeting a snow grouse is my favorite, as these humble yet sturdy birds are the example of what a well equipped being is – the harsher the conditions the more they like it. In contrast with other mountain wildlife that retreat to lower elevations in winter, they stay on the mountain tops and feel completely at home. It is wise to realize that for them we are intruders and we should be aware that at every step, with super simple measures we temporary mountain dwellers can minimize unwanted effects and impacts. There is enough space for all of us when respect is present. Since feeling like a part of a place liberates your mind and body, this is something we can all do.

### DOWN THE HILL

So you reach the spot that seems just right for the end of the ascent. It doesn't have to be the top at all, sometimes places that are hidden or seldom visited provide much more. You take a deep breath, unclip your skis and sit down to watch the theater in front of you. You feel that the well-deserved gift is there and waiting for you to unwrap it. This is the sweetest possible feeling. If you spend some time just sitting there, Alpine choughs will pay you a visit, asking for seeds that you might have with you. Seeing them fly around the walls and edges in even the hardest of winds simply blows my mind. They never cease to impress me.

Filled with impressions you pack up your things, clip the skis and you are ready to go. To see what the white carpet below has to tell you in person... Sometimes you can charge down full speed and other times the same hill will only allow you to carefully zig-zag down – both tempos have their advantages even if we sometimes tend to forget that. Old guys around here have a saying. "It is better to have a bad time skiing than a good walk down!" and I couldn't agree more.

DIFFERENT FACES

Time passes, and the winter shows all her faces, from roaring snowstorms to warm fronts that bring rain and then wind so the snow conditions change rapidly. Soon the warmer days kick in and the snowpack transforms into one united layer. No more powder, no more shredding it, but much more feeling and timing is necessary as you aim to be at the top at just the right moment, when the 5 uppermost centimeters brake loose from the night's frost. This is the time that I find most entertaining in the mountains. You can hear birds singing their first spring songs, and the valleys start turning green, while high up the Winter remains. This is the period when it becomes most evident that everything moves in cycles. Our beloved white substance is giving way to the warm sunrays and starts flowing to lower places where it feeds the awaking plants and small streams that begin joining forces the lower you get, all the way to the valleys. There, Rivers go from being bone dry in the winter to their abundant spring flows when waters turn murky, prompting many fish species to spawn and migrate upstream. If you simply sit on top of a mountain and check your GPS and stopwatch and complain about warm weather that will take all the snow away you will never perceive that. But if you simply sit, watch, listen and focus you have a good chance this will pop into your head and give you a much bigger picture.



ROK ROZMAN

A former Olympic athlete in rowing (4<sup>th</sup> place at Olympic games 2008 in Beijing and 3<sup>rd</sup> place at World Championship 2009 in Poznan), is a biologist, pro extreme kayaker, nature conservationist, and the leader of the largest European River conservation action called Balkan Rivers Tour. In the winter he is a passionate mountaineer and touring skier.

One that tells you about what is going on, and one that will make you feel so amazingly insignificant – just the way it is. The snowflakes we waited for so long came from what is now dripping down from slopes into streams and Rivers all the way to the sea and oceans, only to get back here again next Winter. Did you ever think about that when you traversed a steep ridge on skis – that snow from under your left ski will feed Rivers that will go to one place and the snow from under the right one to another? In part of the Slovenian Julijan Alps this means that snow from under your left ski will end up in Black Sea and the one from the right one in the Adriatic Sea, which are thousands of kilometers apart.

NOT SORRY

So instead of feeling sorry for the end of the season just breath in the fresh spring air full of life and information, clip your skis on and follow the same molecule of water from its existence as snow on the top of the mountain to the drop of water in the River bellow that maybe you will meet in a kayak. Everything moves in cycles and so do we – it is liberating when you grasp that. All in all, you will be meeting the same molecule over and over again...and at the end of the day it is about experiences and insight and not the time, altitude or route. It is about humbly entering the ecosystem and becoming a part of it...



[ripstick.elanskis.com](http://ripstick.elanskis.com)

# RIPSTICK 96

A true all mountain ski that uses the newest technology and lightest weight materials for dynamic power and a silky smooth ride on any mountain. Wide enough to handle powder yet narrow enough in the waist to rip up the front side. The ski is a perfect choice for every day.







# WHEN CRYSTALS SHINE

ELAN HAS DESIGNED AN EXCLUSIVE SKI ADORNED WITH BRILLIANT SWAROVSKI CRYSTALS. WE CALL IT THE DELIGHT BLACK EDITION.

Winter is a magical time. Anyone who has ever admired snow crystals glistening in the sun will readily agree. At Elan, we are always thinking about how to make magical winter moments even more beautiful. When we think of skis, we first consider their functionality and use, but we never forget the design, graphics, and aesthetics ... In women's skis, these elements are particularly important. Ladies swear by sports equipment that is specially tailored to their needs and expresses femininity and fashion through its form.

That is why we chose to collaborate with Swarovski, a world renowned Austrian company that has been making jewellery since 1895. Our companies share a common passion for tradition, accuracy, innovation and a drive for perfection. Both companies also recently celebrated major anniversaries - one hundred and twenty years for Swarovski and seventy for Elan.

We took the Elan Delight Supreme, the lightest women's ski in the world, and transformed it into the beautiful Delight Black Edition. The top sheet of this ski is covered in snowflake shaped Swarovski crystals that create dazzling visual effects as the light hits it from different angles. This ski also carries a special certificate attesting to the authenticity of the Swarovski crystals.

The Delight Black Edition shares the technical characteristics of the Delight Supreme, which are among the lightest women's skis in the world, and are created using the Elan Lightskiing concept that provides superior performance and boosts the skiing experience. We firmly believe that every snow-loving lady can ski better with the appropriate equipment, and these skis are just right.

The Delight Black Edition is more than just lightweight - its cutting edge design assures exceptional response and dynamics. This ski is aimed at a wide group of female ski enthusiasts that share a love for snow, winter and skiing. It is most at home on the groomers. The Delight Black Edition utilizes many of Elan's leading-edge technologies. Using SlimShape technology we managed to greatly reduce the weight of the ski. The Early Rise Rocker profile makes carving beautiful arches much easier. The Trulite wood core assures a dynamic flex for each pair we build.

With its dark elegance and class, the Delight Black Edition by Elan and Swarovski brings exclusivity and personal expression to the slopes. These skis transform a simple day on the slopes into an elegant sporting and visual experience.



[delightblack.elanskis.com](https://delightblack.elanskis.com)

# THE WHITE MAZE

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IT WAS IN LATE APRIL 2015, WE HAD JUST TAKEN OFF FROM PETROPAVLOVSK AIRPORT TO FLY BACK HOME AFTER A MONTH OF GOING THROUGH OUR GREATEST AND MOST IMPRESSING ADVENTURE YET, WHEN I DROPPED DIRECTLY INTO A NEW, EVEN MORE INTENSE THING. I JUST DID NOT KNOW THIS AT THE TIME....

✍ MATTHIAS MAYR

📷 JONAS BLUM



YAKUTSK  
IS THE COLDEST CITY  
IN THE WORLD  
WITH AN AVERAGE  
TEMPERATURE OF  
-43 °C IN JANUARY



Petropavlovsk is a city, the only city, in Kamchatka, a peninsula in the far east of Russia. We had skied on „Onkotan Island“ and were on our way back home. Although the past month was exhausting, none of our Team could sleep. On our way to Moscow we flew over Siberia, for 8 hours ...

Most people, including myself, imagine extreme cold and flat lands when thinking of Siberia. However, I was staring down below at the huge mountain ranges we were passing over before asking my buddy „Hauni“ if he knew about these mountains that looked like an infinite White Maze. He didn't. We started joking and said, "let's go there next year!"

### AN INNOCENT JOKE

Now it's January 25<sup>th</sup>, 2016, and the two of us are again sitting in a plane above Siberia. We are about to land in Yakutsk. It's the coldest city in the world with an average temperature of -43 °C in January. Four months ago we started investigating the location of those mountains we had spotted. We made a stupid joke into a reality, and now we were really about to go there. Incredible...

The Chersky Mountain Range is more than 1200 km long, located in north eastern Siberia. It's highest Peak „Gora Pobeda“ is 3003 m high and far out of reach. Only few people have been on it's Peak and nobody was ever thinking of skiing there. There is only rare information online about these mountains, so we decided to travel to Yakutsk, the closest city, to find out more about this mountain range. Though Yakutsk is still 1300 km away from the mountain range, our plan was to find someone in the city who had been on the Peak and could tell us more about the conditions there.

### TO THE NOMADS

Two days later we were sitting inside the rescue center of Yakutsk, it's Boss, Vassily, had been on the Peak a decade ago, in summer.

He told us that the north face is a glacier and steep, about 70 degrees. He had some old photographs that proved his statement. South facing, he said, there are rocky couloirs, but as steep as on the north side. He did not believe that it's skiable. But, in his opinion, a much bigger problem was how to even get there. He was there with a helicopter when he was a soldier of the Soviet army. But since end of the Soviet Union there are no more helicopters that are based nearby. Not many people went there without helicopter support. And quite many, never came back, he told us.

The next one is here, in Yakutsk, 1300 km away. So, it's not an option. Vassily recommended that we go to Sasyr, a small village between the Momsky and Chersky Ranges. There live nomads who might be able to help us.

Three days later we found ourselves on the notorious Road of Bones in an UAZ, a russian 4wd Transporter. Pasha, our driver, lives in Sasyr and grew up with the nomads. He brought us there. 1000 km Road of Bones and 28 hours without sleep later we arrived in Ust Nera, a gold mining town, which is probably the scariest place I have ever been. After a short meeting with a police officer who wanted to arrest us, we hit the road again. Or let's say, we hit the land, because, between Ust Nera and Sasyr, there is no road. We rode over frozen rivers and mountain passes at temperatures below -45 °C. "What if our car brakes down?" I ask Pasha. He replies that every winter people die along this way, when your vehicle brakes down, and there is no one else coming along you die in the cold. That's why he always puts two cigarettes into the snow before he starts off, to calm the gods. 15 hours and several

dozen times of getting stuck in the snow later, we arrived in Sasyr. About 800 people live here, in a beautiful valley that is accessible only in Winter. In may, when rivers start melting nobody can get in or out. If you need a dentist, you need to wait until end of october Pasha tells us with a big grin.

In Sasyr we had to change vehicles, as snow mobiles are the only means of transportation to get to the nomads. The temperature was now close to -50 °C when we hopped on the sleds, wearing everything we had, to not freeze during the three hour ride, plus some special boots the natives gave to us as with our own we would already have froze off our toes.

Arriving at the nomads winter camp was like diving into a whole different world, like a fairy tale, not like reality anymore.

A family of three generations lives there, next to the Chersky Mountains. They own more than 1000 reindeer. In Winter they stay in wooden huts, in summer they follow the reindeer and live in tents.

They were excited when we told them that we wanted to ski the highest Peak of Eastern Siberia. They thought we were totally crazy, but they liked our plans. They had never been up on the mountains, „what for?“ they smile! But, they wanted to help us to get up there. With their motor sleds and the reindeer they could pull us close to the mountains. So that we would have less than 20 km to hike with all our equipment. Reindeer can go further than the sleds, so it could really be possible to get into the mountains, they told us.

We agreed on coming back late April, when temperatures start rising above -30 °C in the Glacier region and snow should become skiable. But they warned us, around the 8<sup>th</sup> of may, rivers melt and the way back is blocked. The turn from Winter to Summer is really fast there, and „Gora Pobeda“ always has bad weather when people go there!

A JOKE TURNS INTO  
A REALITY

It's late in April of 2016, almost exactly a year after we started everything with a stupid joke. We sit in the hut of the nomads, feeling quite depressed, because the reindeer already left for another place to birth their babies. But the Nomads waited to help us. So the only chance to get in are the motor sleds. With 300 kg of gear for staying 10 days in the mountains, food, cameras, batteries, and gas, we go for it. But, we only make it half of the way we had planned. The snow is too light and deep for the sleds, no chance to get any further. We are really far away from the Peak, with all our stuff, undoable, especially in these snow conditions. We would have to hike a really long way if we want to succeed. Our Team, consisting of Hauni, me, and Jonas, a photographer from Switzerland who is an experienced expeditionst accompanying us since 2012. The filmers Johannes and Moritz are both extremely fit and motivated, the kind of guys you need when it comes to carrying 40 kg backpacks and pulling 90kg sleds through deep powder uphill for days. We make 2 km the first 6 hours. Damn. We decide to split stuff, and hike twice. Luckily we are in the arctic circle and have more than 20 hours of daylight. 2 days later we reach the glacier where we spend dozens of hours carrying all the stuff up to 2200 m altitude. The weather forecast we receive via sat phone looks promising for the next three days, but, we still don't know if Gora Pobeda is skiable or even ascendable for us. All around us are steep icy walls. We decide to dig a snow

hole for spending the nights and try ascending one of the less steep walls the next day to get a clue of how skiing works here.

Still, we are uncertain about accomplishing our mission. We sit together in our snowhole discussing if we should climb the north or south side of Gora Pobeda. Really everyone told us that skiing is impossible in these mountains. How stupid and crazy can one be to go for it anyway...

If you are curious if and how we succeeded, Watch "THE WHITE MAZE" on I-tunes, amazon etc. Or on a Film Festival nearby.

RIPSTICK 116

A hard charging big mountain freeride ski that's sturdy, yet responsive, for top-to-bottom mountain exploring. With Amphibio profile for exceptional maneuverability and confidence at speed, the Ripstick 116 is designed for the deep snow days we all seek. These skis cut through windblown, crud and cut up junk with ease due to the direct power transmission of SST sidewall technology, all backed with the exceptional performance you'd expect from our TNT technology.



THE WHITE MAZE

**Athletes:** Matthias Haunholder, Matthias Mayr  
**Filmer:** Johannes Aitzetmüller, Moritz Sonntag  
**Photographer:** Jonas Blum  
**Producer:** M-Line  
**Co-Producer:** Red Bull Media House  
**Duration:** 52mins

[matthiasmayr.com/news/the-white-maze/](http://matthiasmayr.com/news/the-white-maze/)

THE CHERSKY  
MOUNTAIN RANGE  
IS MORE THAN  
1200 KM LONG,  
LOCATED IN  
NORTH EASTERN  
SIBERIA.



# GLADIATORS

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SKI CROSS - PROBABLY THE MOST ENGAGING AND ADRENALINE FUELLED DISCIPLINE IN ALPINE SKIING

In Roman times, gladiators were slaves who fought lions and other deadly creatures. While the thrill seeking public only wanted bread and circuses, Gladiators continuously toed the fine line between life and death. Only the select few were brave and skilled enough to earn their freedom.

Some two thousand years later, things have changed quite a bit. The role of ancient gladiators has been assumed by modern day athletes, but the rules are completely different. Not only are they free citizens, they are global superstars and setters of trends followed by the adoring crowds.

The most gladiatorial aspects can be found in sports that pit two or more rivals against each other in direct contact.

Boxing and other fight sports, as well as many team sports, have a certain primal attraction. Alpine skiing is among the most attractive sports, but carving turns through red and blue gates against the clock, one competitor at a time, could hardly be classified as gladiatorial.

📍 GREGOR ŠKET

📷 GEPA PICTURES





## GSX FUSION

Imagine a crystal clear early morning and a freshly groomed slope waiting for you. If fast long turns are your addiction, then the GSX Fusion is the ski for you. It shows its race origin in its every move. Starting with its appearance, which is even more aggressive and recognizable.

## HOWEVER ...

There is a ski discipline that is all adrenaline, battle and show ... Ski cross may not have its own Lauberhorn or Streif, but it has many unique elements that make the sport at least as engaging as the downhill races on legendary tracks. The discipline of ski cross holds all the virtues of alpine skiing. In a way, it is an amalgam of slalom, giant slalom, downhill, super G and freeskiing, but the main difference is the full contact. Racers are not alone on the track, they have to jostle for position with three to five more skiers, all focused on the same thing - to get to the finish line first. In ski cross, the stopwatch doesn't matter. Well, times are measured in qualifying runs in order to place competitors into groups of four or, at the X Games, six. A better qualification time allows a competitor to choose their starting position during elimination runs and one of the gates is always just slightly faster than the others. But once the elimination rounds begin, the stopwatch holds no power. What matters is line selection, tactics, courage, feel for the skis and overtaking, and perhaps some wrestling skills. Of course, these must be applied with as much grace as possible - there are certain rules. No pulling or pushing is allowed. If a competitor pulls on another with their hand, they are automatically disqualified.

## ATTRACTION

A battle of four racers blasting down a track at the same time is a recipe for true spectacle. Tracks are full of bumps, waves, banked turns and jumps. It is like watching a roller coaster on snow or a children's cartoon. But for the racers it's all too real, including the death defying jumps where each has to find their own position in the air. Jumps can exceed sixty meters in length, but the norm is between thirty and forty meters.

Competitors most often use giant slalom skis and wear slightly more baggy clothing. The atmosphere tends to be more relaxed as well, although things have gotten serious over the past few years. Ski cross has become very popular in certain skiing countries, so racers have become more serious and focused.

## MAJOR RACES

The International Ski Federation (FIS) places ski cross among free skiing disciplines. Perhaps it is because the races are not decided by hundredths of a second. But the classification does not matter much. Ski cross racers have their own world championships. Starting with Vancouver in 2010, ski cross is also now an Olympic sport.

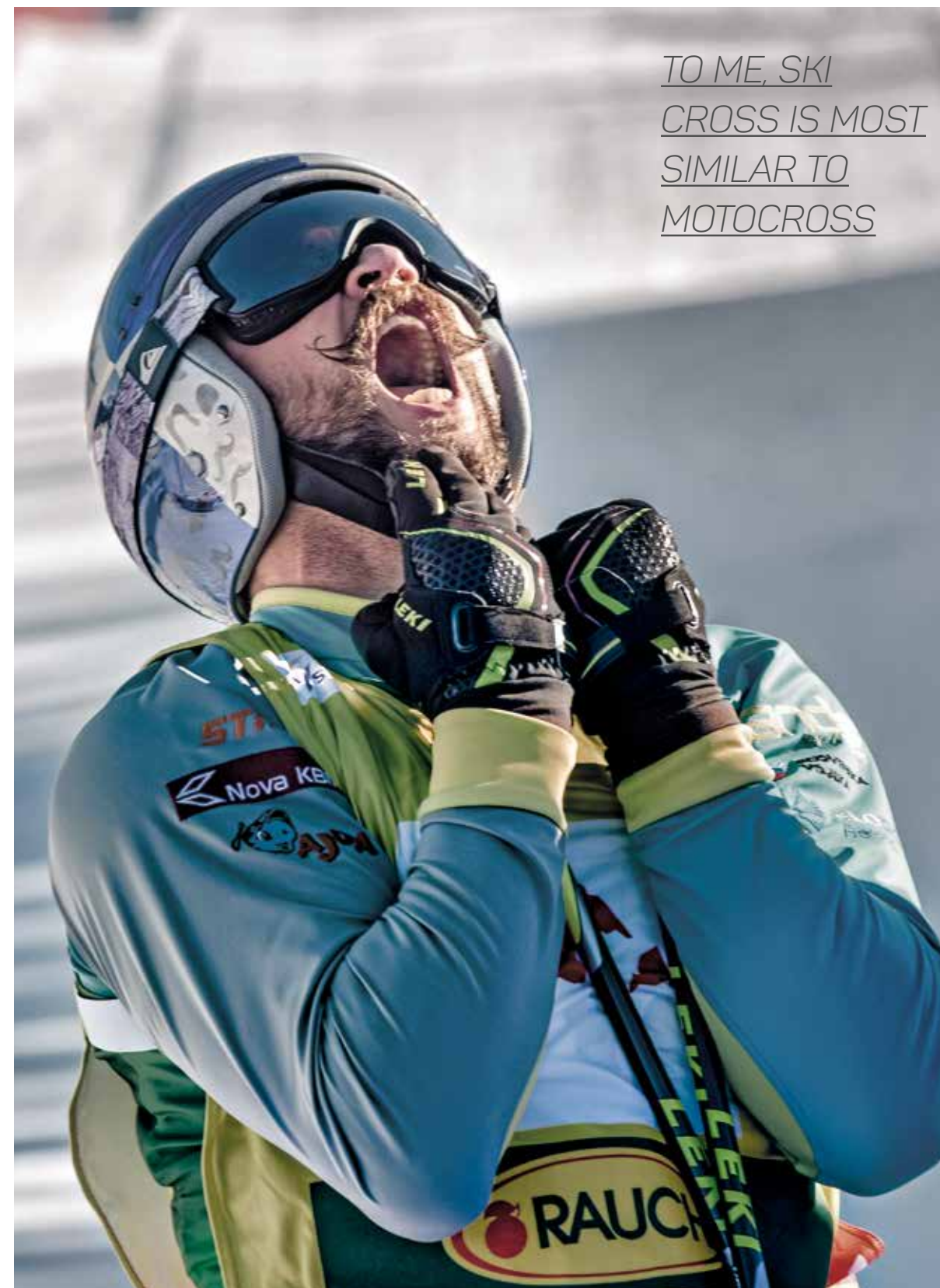
## TEAM ELAN

Elan's racing green is represented very well at the most important races of the ski cross calendar. The frontman of the team is the Slovenian ace Filip Flisar. His achievements include the small crystal globe of the World Cup Champion of 2012 and the World Championship title from Kreischberg in 2015. Filip begun his career as an alpine skier and later switched to ski cross. He is living proof that ski cross is much more than a sport for failed alpine skiers. Filip's body is a beautiful instrument. He is one of those rare sporting talents that can conquer any sport they set their mind to and when he straps on a pair of skis, it shows. When asked about his definition of ski cross, he answers somewhat surprisingly: "To me, ski cross is most similar to motocross. We have a track where four guys line up together at the start, even six at the X Games in the USA. The track has jumps, bumps, dips, turns and all the other stuff to make our riding harder, but they also make for an amazing spectator's sport. Ski cross requires the full spectrum of skiing knowledge and skill."

The women's side of the team received a massive reinforcement this year in the form of the excellent Canadian Kelsey Serwa, double X Games winner (2011 and 2016), World Champion from Deer Valley in 2011 and Olympic silver medalist from Sochi 2014. Just like Flisar, she too is a sports genius who is just as adept at riding a mountain bike or surfboard as she is on a set of Elans pointed downhill.

Along with them, the team is made up of a colorful bunch of international athletes: Slovenian Blaž Ogorcelc, Frenchmen Terence Tchiknavorian and Sebastien Lapage, Canadians Brady Leman, Kevin Drury and Mathieu Leduc, Russians Egor Korotkov and Semen Denshchikov.

They all race, jump and fight on slightly customised Elan GSX skis. Thanks to them, Elan's signature green will receive its share of the limelight in the coming winter.



TO ME, SKI  
CROSS IS MOST  
SIMILAR TO  
MOTOCROSS



# A SKIER

KELSEY SERWA, ELAN SKI CROSS RACING TEAM MEMBER, WORLD CHAMPION, OLYMPIC MEDALIST, MULTIPLE X-GAMES WINNER ...

📍 GREGOR ŠKET      📷 KELSEY SERWA

**Which three words would you use to describe yourself?**

Sporty, outdoorsy, and crafty.

**What is your definition of skiing?**

Slipping, sliding and gliding down an endless playground of crystalline water from heaven.

**What does speed means to you?**

Fast equals fun! Keep in mind, there's a fine line between pushing your limits and totally wrecking yourself.

**Your longest jump ever?**

My longest jump didn't exactly end up with me landing on my feet, but it did end in an X-Games gold medal. Ignoring every natural instinct of self preservation, I sent it off the finish jump and flew over 160 feet (50 meters) onto my butt and back.

**Could you describe your perfect skiing day?**

Any day I'm able to spend in the mountains, alongside good friends with the sun shinning is a perfect day of skiing for me. If there's stable fresh powder to be had, then that's a bonus on top of it all. Throw in any good après at the end of the day, and now we're talking!

**Your best and worse skiing memory?**

The best one is competing at my first Olympics in 2010. I felt so much support at that moment and realized that the Olympics are much bigger than a single athlete or team competing for gold. My worse skiing memory .... that simply doesn't exist!

**What would you be if you were not a skier?**

If I wasn't a skier, I'd for sure still be a skier. To me, skiing is more than just a fun wintery outdoor activity, it's a lifestyle.

**Who would you vote for the best skier of all time?**

Stan Rey! Yes, okay he has been my soul

mate for the past seven years so I may be biased, but I have never met another person so deeply connected to the mountains as he. With a grandfather who competed in the 1956 Winter Olympics in Cortina d'Ampezzo, and a dad who was a member of the Junior Suisse Alpine Ski Team, it's evident that skiing runs in the Rey family. Stan himself has gone from alpine racing, to ski cross and now pursues big mountain skiing with all his heart.

**What other sports do you practice?**

Aside from hanging out in the snow, I also enjoy playing in dirt and water. My two favorite sports outside of skiing are surfing and biking. I also enjoy hiking, paddle boarding, yoga, trail running, volleyball and a solid game of bocce.

**When winter is over, do you start counting down for the next one or you are looking forward for the summer?**

I appreciate each season, whether it be winter, spring, summer or fall. Each month offers different opportunities for activities, allowing me to stay well practiced in a variety of outdoor disciplines year round. As winter is wrapping up, I look forwards to getting out on my mountain bike to cruise freshly exposed trails. Moving into the summer months allows time for more water activities while autumn is the perfect time to make final gains in the gym before we head back on snow for the competitive winter season.

**Favorite summer and winter place?**

My favourite summer places are split between my home in Whistler, BC and my parents quaint A-frame cabin on Lake Okanagan. My favourite winter spot is at Big White Ski Resort outside of Kelowna B.C. Canada. I grew up skiing here so it holds a special place in my heart.

**What was your last vacation?**

The day after our final race of the 2016

season, I jumped on a plane headed to Hawaii. I absolutely loved every minute of the 10 days spent exploring the local mountain ranges, islands, waters, aquatic life, beaches, and boutique shops around Oahu's East Shore.

**Where would you go, if you've had a weekend, a week, and a month – and money wouldn't be a problem?**

If money wasn't an issue, I'd love to spend a weekend heli-skiing in BC, a week hiking in Nepal, and a month surfing in Indonesia.

**How would you describe your personal style?**

When clothing is no longer optional but mandatory, I like to keep my wardrobe free flowing and comfortable yet geared towards technical performance. A favorite clothing feature of mine is lululemon's anti-stink technology since laundry machines can be few and far between when travelling on the road for months at a time. I'm fortunate to have a very stylish grandmother who was a minx in her day, so when it comes time to switch out the gym wear for a night on the town I have a few key vintage pieces to sport.

**Do you wear jewelry or do you have a lucky charm?**

My lucky charm was given to me from my Mom a few years back. It's an agate protection stone, traditionally known for enhancing strength, courage and harmony in its owner. I bring it to every race and it's never far from my body. For me, jewelry is a memento from the time, place, person or occasion it came from. My favorite pieces include a ring I received from my parents as a graduation gift, a beautiful Pandora Essence bracelet featuring charms for confidence, strength, prosperity, and positivity gifted from my boyfriend's mom, and a turquoise pendant on a sterling silver chain I bought from a local First Nations artist in Prince George, BC.

**What do you do for charity and for reducing your carbon footprint?**

In 2014, I finally had the ability to give back to the community that has given me so much support by setting up a scholarship fund for excelling student-athlete graduates in my hometown of Kelowna, BC. The KSer Scholarship Fund believes in supporting those who may need to forge new trails to pursue their life's passions, achieving excellence through unconventional measures. Since inception the fund has raised over \$100,000, and has been awarded to two deserving grade 12 graduates per year to help fund their athletic and academic endeavours after high school.

**Last book, movie, concert, theatre, exhibition?**

I attended a 4 day outdoor festival in Pemberton, BC last summer and it was mind blowing. The weather was warm and dry, we ate amazing farm to table style dinners prepared by Solfeggio Restaurant, and rocked out to Alice Cooper so hard.

**Do you have any pets?**

Although technically he's my parent's dog, I like to consider Benny, a five-year-old springer spaniel as my own. Benny is diabetic and recently blind but still full of light and love. Despite not being able to see a foot in front of

his nose, he does an amazing job navigating the snowy trails at Big White by bouncing off the banks.

**What is the best dish you can make?**

Although my cooking skills are nothing to brag about, I can make a mean Chicken Marbella. Everything gets prepped and marinated the day before so it's the perfect quick dish to pop in the oven after a fun day of activities.

**Guiding principle in life?**

Don't take life too seriously, you'll never get out of it alive - Elbert Hubbard.



# STREET RAT



Because of the fact that I do many rather adrenaline friendly sports during the summertime, people often ask me: “Don’t you think it’s a waste, working so hard and then throwing it all away?” Actually, I do think that would be a waste, but I would not be the Filip Flisar I am today if I didn’t indulge in activities that keep me coming home with new cuts and bruises, broken bikes (and the odd bone here and there). At one point my mother often did not even want to take me to the hospital anymore, because it just needed to be done too often. The older I am, the more I understand how sport works. Generally speaking, we can separate athletes into those that had the right conditions from an early age and the support of a team of professions, and then the street rats, people like myself. A street rat learns alone, from his or her own mistakes. On one hand, this is a drawback. Progress is much faster if you don’t repeat the mistakes others made before and don’t try to invent things that already exist. But on the other hand, the mistakes of a street rat hurt, and make one think that much harder about it. You can warn a child about hot coffee in the pot a hundred times. But the kid who burns his hands because he was too careless most definitely won’t do it again and will be more careful in the future.

I have made many great mistakes in my career, and still sometimes make them. But each and every one teaches me a lot. I am sure that the success of an individual depends on the way they react to a mistake. You can interpret it as failure and quit, or you can learn. This is the game-changer - not only in sport, but also in life.

I was always an outgoing child, I loved jumping around on the bike and rollerblades, trying new things and exploring the unknown. Being a street rat made me grow up faster as an athlete, and I realized very early on that all these “dangerous” sports that I was doing were very good for me. Particularly due to the nature of ski cross where no two runs are alike. You can let four racers ride down the same track thousands of times and the overtakes will never be the same. The ride just develops as it goes and whoever adapts the best to the new circumstances and moves of the other three ends up winning.

The most important race for all of us is the Olympic Games, held every four years. This means that I can be in the best form of my life at only two Olympics, maybe three if the stars align just right. That is why I simply can’t allow my self to fail because someone in front of me reacted differently than I thought they would at the start line. And that is why I do my dangerous sports, because I only get two tries in my life and unfortunately one is already behind me. It doesn't matter if it's a motorbike, skateboard, bike or rollerblades. All these activities make a small contribution to the great whole, from getting used to speed on the motorbike, to learning balance on the skateboard or blades, to jostling for position, overtaking and understanding jumps and other specifics of racing a BMX bike.

Yes, it is dangerous and risky, I agree. But you can only get up to tenth or perhaps fifth position without taking risks. Reaching the gold requires a step further. There is another thing to consider. I never take on risks unprepared, like starting to learn double backflips on the bike a week before the racing season starts. When you do dangerous things all your life, you learn to walk the thin line between dangerous and too dangerous. It is a massive difference between being crazy and being stupid.

So there, that’s why I don’t think it is a waste for me to be doing all these things, even if they can result in an injury that could cost me my career. It is part of the process, of my path to success, and if an injury does happen, it’s simply because I really, really want to wear that damned piece of golden tin from the Olympics.



# PERFECT DAY

FASCINATING VIEWS OF SNOW COVERED MOUNTAINS. SUNRAYS REFLECTING IN GOGGLES. ENDLESS PISTES. HOT TEA. GOOD COMPANY. PERFECT SKIS. THAT'S HOW MOST LADIES WOULD DESCRIBE THEIR PERFECT SKIING DAY.

📍 GRORGIE BREMNER

📷 KLEMEN RAZINGER

*W*  
studio

Hi there ladies. Are you completely addicted to advancing your abilities and form in our downhill sport of alpine skiing? As a ski instructor often assisting females, and sometimes slowly convincing them, to experience the beauty of this sport as a pure form of winter enjoyment, I've decided the secret to loving this exhilarating pastime depends entirely on finding your own key to its many hidden raptures. To help locate some of your own personal opportunities to find motivation, here are some tips for you to ponder upon and advocate for your own perfect days on the slopes. Perhaps you want to bust through being a terminal intermediate and find out what all the fuss is about in this skiing lark that so many of your friends and family have lost all rational common sense and reason about? Whether wondering what gives, or being frustrated about having already made numerous efforts that have not yet produced your desired results, I encourage you to consider this sport as a commitment your whole body makes that involves personal judgment – it is all about you – and unless you grew up playing on the side of a snowy mountain your instinctual conclusions about survival may not match any of the true realities of slippery, downhill motion. There are also women's specific gear that is lighter and designed to aid your performance.

INGREDIENTS

Where my most important ingredients in crafting my own perfect day on the slopes are the social and culinary aspects of the day, you may be at a place where keeping your confidence is the greatest priority. As that goal becomes more tangible suddenly the thought of meeting people for lunch sounds interesting. Where I love to enjoy the mountains with like-minded people; lapping challenging slopes with beautiful, strong skiers, I also find enjoyment being part of the milestones and achievements that beginners' share with me on the flatter bunny slopes. If having a lesson is something you want to do, express to the ski school how you prefer to learn and what personalities you work best with. There is not always a correlation between an outstanding, capable skier being adept at helping family and friends figure out the mechanics and personal psychology of advancing skills in our playground.

Yet a good instructor will design a day around your needs and goals on the day, and pique your interest in trying out new learning on the right equipment. It also must feel achievable for you, and this will depend on your attitude and energy levels on any given day and having tasks that match these. Then you can develop your learning in different situations and places.



EXPLORE

Before joining any individual or group, to go explore the mountains beyond the beginner/intermediate slopes you are comfortable with, do you know how to side-step both up and down hill, traverse, and side-slip downhill in a chosen path? If you suddenly find yourself off a groomed slope what tactics do you have to get down? Learning to do new, physical stuff is being able to try things when the pressure is off and you can experiment, get feedback and think about it. We then test our learning by increasing the difficulty with different resulting speeds and ways to move our body to create skiing outcomes of speed control with less fatigue. Rush this process, and a more challenging or new experiment can result in having to rebuild your confidence or let your body recover. When what appears to you as the world's most amazing skiers, invite you to join them, get them to ski some of your level of slopes first. You can sell it as your need to warm up. These runs will be an indicator if there is some compatibility in how they intend to shape the day and get what skiing at your level is all about. Does it feel like a fun environment where you can enjoy yourself, or are you feeling constantly left in the dust? An important decision to ask yourself, will be whether to join them or not, when it gets beyond your comfort zone.

DELIGHT SUPREME  
POWER SHIFT

Designed for women, wanted by all. Developed based on The lightest ski in the world, now reinforced for enhanced responsiveness this ski make you feel like a pro with every turn. This is the extra tough version of the lightest ski in the world, built for skiers looking for durable and dynamic skis that can handle the whole mountain.



THINGS TO CONSIDER

- Is this person or group willing to join you for a couple of runs on the slopes where you are at your most confident? When on your slope of choice are they there with you and paying attention to how you ski in a way that you find supportive?
- Where on the ski map are they are planning to go? Locate a ski map and ask them to show you where they are planning on taking you. If some of the places include more advanced slopes than you have been on (i.e. if your comfort is on blue or red groomed runs and they're pointing out runs where it all looks like black designated areas are the only option) are there runs close by where you can bail to if necessary?
- How do you react to trying something new under pressure? Some of us have a carefree attitude when physical performance demands are being put on us and can rise to the occasion, or at least have confidence to help us muddle through. Others may freeze up and become anxious and unable to remember the "how" that was making us successful in our comfort zone of terrain. The people you are with may contribute to what end of the spectrum you experience, in anything more challenging than what you are used to. How did they react to being on the runs where you feel confident?

- How are you feeling right now? Are you confident enough to experiment with your skills when out exploring? If you are mostly concerned about being able to keep up or make it down ok, if for some reason you were to be deserted in an out-of-your-element situation, do you feel capable of side-stepping both up and down hill, traversing, and side-slipping your way to relief?

As stated earlier, many great skiers are not adept at helping less able skiers negotiate what appears difficult to a less experienced skier - maybe because they can't remember the hundreds of hours skiing in different situations that advanced them to their level. Chasing people may help you become more comfortable with faster speeds, but may not help you feel as if you are in control or actually able to take a breath and enjoy your surroundings. A large part of skiing is building your community of like-minded people. Some need to have the willingness to be patient with you while you are slower and less capable, and some will need to not leave you in challenging areas to figure things out on your own. The only way for you to have your best day ever is to speak up about what you need. If your needs are met you will increase your ability to have fun and accelerate your learning, and you may be surprised that someone else also wants to look at the view and have a drink to celebrate that challenging slope you just got down!


WHEN WHAT  
APPEARS TO  
YOU AS THE  
WORLD'S  
MOST AMAZING  
SKIERS




# SAFE FUN

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SNOWBOARDING IN THE BACKCOUNTRY CHANGED MY LIFE. AND I DON'T SAY THAT HAPHAZARDLY. THERE'S DIFFERENT LEVELS OF SAFETY PRECAUTIONS USED IN DIFFERENT SITUATIONS, JUST KNOW THAT WHAT WORKS FOR ME MIGHT NOT ALWAYS WORK FOR YOU. ALSO KNOW THESE ARE ABRIDGED NOTES AND THIS IS BY NO MEANS A COMPREHENSIVE GUIDE, MORE JUST SOME ANECDOTAL STORIES THAT HAVE HELPED ME.

 GABE TAYLOR

 GABE TAYLOR

THROUGHOUT  
MY CAREER I'VE BEEN  
FACED WITH SOME  
PRETTY HARROWING  
JUMPS, LINES AND  
FEATURES THAT  
HAVE COME REALLY  
CLOSE TO MAKING ME  
SHIT MY PANTS.

I've learned a few things over the last dozen or so years that I've been asked to share. Please take note that these are my opinions and this is the way I do things. There's really no right or wrong way of riding mountains in the backcountry. If you make it to your goal and back and have a smile on your face then it sounds like you're winning. Be safe and have some fun.

If it's the adventure of climbing mountains and immersing yourself in one of the most powerful and deadly environments known to man, then welcome, backcountry snowboarding is for you.

Choosing an objective is a great place to start. Whether it's a popular side country route off of your local ski hill or a massive peak that rarely sees human traffic there's going to be information on it out there. Almost every zone in the world has a local backcountry bible that skiers and riders pour their lives into so that you can get out there and score. The internet is also an awesome place to gather "beta" on your possible route and nothing beats going into the local mountaineering shop to gather some final details.

All of these have drawbacks however. While the internet is overflowing with info, big mountain beta is usually found on obscure online chat rooms that come with the obligatory haters and commenters that will verbally crush your dreams with a few snide remarks on how lame your route is, or whatever. Similarly the local mountaineering shop usually employs the most bitter backcountry hippies they can find and it's their job to make you feel like a kook.

Which leads me to my point. Gather recon

for yourself. Start climbing and see what happens.

## APPROACH

To split or not to split, that is the question. I used to swear by snowshoes and was faster than most with a Vert (small plastic snowshoes that I still use often) on each foot. My new Strider split-board pretty much changed that though. It rides like a normal board and is really quick in transition, so I almost always opt for it nowadays. My objectives usually involve some airtime and if there's a lot of it I want to make sure I'm riding a board I'm comfortable with. There's no point in hiking for 10 hours and climbing up a mountain just to side slip down it because your board feels weird. Either way make sure you get to know what you're riding, take your split board out to the hill and ride a few resort laps on it. One of the scariest yet most useful things I've ever done was trying to SKI down the mountain on my split-board. I had to learn how to descend REAL fast so as to not take out any unsuspecting families.

Obviously, long approaches suck and trips where you have to transition a bunch aren't ideal. But if you've got an itch for something sweet don't let a long approach deter you. In fact most of the stuff that's a little out of the way has even fewer people on it. A little extra work for an empty untouched mountain? Yes please.

Breaks are dangerous. They feel great but can set you back way longer than you think. Try to keep your group moving even if it's at a slow pace while you eat and drink. Think of it as a

break with motion involved. Of course it always sounds nice to sit down and take your pack off but those little stops can turn into half hour shit shows where you end up telling pointless stories about some trip you did last month. Seriously, keep moving at all costs.

## LINE SELECTION

Everyone wants to nail the obvious, aesthetic line, that one that you can see from the road miles away. But they usually get ridden pretty consistently and once you've ridden it, well, it's old news and time to look for something a little less obvious. Obscurity won't get you laid in high school but can be a backcountry enthusiasts "booty call" when they know better.

Fresh perspectives are the life-blood of keeping a crew motivated. I always try to picture myself riding the line and envisioning what I'd be doing where. "Toe edge slash, ollie that rock, crack that windlip, wiggle through those rocks then point it." I'll picture every turn and air so that when I'm up there I can stay calm and feel like I've ridden it before, even if it was just in my mind. Scan your line and look for signs of inconsistent snow. If there's a ridge of ice, pocket of deep pow or potential area of thin snow on rocks it's best to know about it and make plans before you get there.

The last thing I'll say about selecting a line is keep in mind how you're going to access it. Do you have to hike straight up it or come in around the back? The nice thing about hiking up it is you'll know exactly what the snow is like allowing you to ride it with more confidence.

## RIDING

Remember how excited you were to scope your line from the bottom or read about it in a book? Don't forget that feeling. Sometimes when you get to the top of something, especially when it's big and there's exposure involved it looks WAY different than it did from the bottom. All of a sudden your body's natural survival instinct kicks in and you want nothing to do with it. There's a lot of different ways of dealing with that feeling of being scared. First thing is to really assess the situation. Is the snow stable? Are you truly capable of riding this line? If the answer is yes, then ask yourself, "Is this where I really want to be right now?" Throughout my career I've been faced with some pretty harrowing jumps, lines and features that have come really close to making me shit my pants. But when I took a figurative step back and thought about it, "Yeah, this is exactly where I want to be right now."

Once you've committed to your line the hardest part is behind you, you've successfully wrestled some mental demons and are now ready to strap in. I've always had a pre-drop routine that gets me stoked and "in the zone" so to speak. I always start by cranking my binding straps tight around my boots and calling the camera guys on the radio. "You ready?" I'd ask. "Ready Gabe." With that response I know it's go time.

"Alright, dropping in ten." Ten seconds gives me the perfect amount of time to put my radio away, throw my mouth guard in, click my binding straps one last time, rock from my toe edge to my heel edge a few times and finally

yell out "dropping!" Even if the film crew can't hear me yelling out loud the yelling gets me pumped up to ride hard.

It's amazing how your emotions can change the second after dropping into a scary face, line or jump. All of your instincts take over and you're reminded that this is exactly what you know how to do and what you worked all those hours for. Enjoy it, shit, shred the hell out of it!

## EXIT

Prepare for a longer exit. Just do it. Unless you're riding straight down to your car you're going to have to deal with some exit time. Since you've already ridden your objective and are high as a kite the potentially long, hard slog back to civilization can really put a damper on a day. With all of those endorphins rushing in the overwhelming feeling is to usually sit and chill, ignore this and keep moving. Similar to the way in, breaks are like a disease and slow things way down.

## BE SAFE AND HAVE SOME FUN



## WAVESTRIDER

Wavestrider Split board gives riders the freedom to summit on their own, ride untracked powder, and explore the backcountry. So get out there and ride some uncharted terrain, or go get some fresh turns when the resorts are all tracked out.

# KIDS CARVE, TOO

U-FLEX TECHNOLOGY HELPS KIDS LEARN FASTER AND EASIER.  
THERE IS A GOOD CARVER INSIDE OF EVERY KID.

✍️ GEORGIE BREMNER

📷 KLEMEN RAZINGER

Working in ski & snowboard schools around the globe has made me not only a great observer of successful ways to achieve the desired family snowsports vacation, but an often necessary component in creating a learning environment for kids, and their parents, where skiing and riding can develop into every individual's love for this sport and become a part of who they are that includes spending quality time with the whole family.

I encourage taking a long-term view. The end point will be amazing family time that all will covet for years to come, but the process to get there takes a little flexibility in how that will unfold. Catering to each individual's needs will set all of you up for your best success. At times the best thing to do is to remove some family members and let them learn as individuals at their own pace, without pressure or a sudden family audience of experts.

## What do kids need?

Whether this is a brand new sport for all of you, or just some of you, I encourage creating an atmosphere of excited curiosity pre-trip. Consider and discuss what you all are going to learn, how each new person figures out what it takes to walk with ski boots on, and how interesting it will be to share each experience at the end of the day.

Kids need the environment to be fun and without expectations of what they are going to be able to do, and ideas to prepare them for what a day wearing lots of layers and weird equipment is like. There are milestones to work towards but each will be completed at everyone's own pace. Today's equipment is much more comfortable and supple than in the past, and taking advantage of amazing kid's gear like U-Flex boots and skis is a no-brainer for professionals like me and my peers, who are going through this with our own children. Walking around in ski boots feels different and wobbly (a direct quote from two seven year-olds that spend much of

their winter in ski boots when I asked them for their ideas on how to explain the feeling.) Ski boots are stiffer than regular boots, yet now kids can at least flex Elan U-Flex boots.

Competition between siblings can motivate improvement however keeping everyone engaged requires encouraging skills through fun activities for all to try, and be able to succeed at. Figuring out how to make it more fun when it's taking longer to learn for one person may mean taking more laps to build confidence and their own sense of achievement.

## What is the best age to learn?

This depends on each child. How kids learn to ski is at their own pace and only as long as energy, temperature and their own personal needs can be managed successfully. If they have no interest, it does not mean that they are not ready, it means that it's going to take figuring out what is going to be their ticket to this feeling like a good idea and bunches of fun. With our little ones (under 6) putting on their boots and one ski to scooter around on carpet is something many instructor parents do, starting as early as the smallest boots fit. Which ski boot goes on which foot – buckles on the outside! Can we figure out together how to take the ski off and put it on the other foot? Let them know they will get to do this again with you or an instructor who is going to have them move around on snow, ride a lift and slide. Most importantly you can't wait to hear about how it all goes. If you must watch, find out if there's a place you can do so, where your darlings won't be distracted by you – they need to focus on what they're doing and your presence can distract them into thinking about all the things they are quite capable of working out with their instructor. Things such as being hot/cold/hungry/tired/itchy/bored - maybe this drama is avoided with their instructor - but your absence gives the best chance for less whining and more doing. If you are putting yourself through this process and teaching them, then you must

commit to humor and patience. It has to be a fun time, and small doses of trying things with a hot chocolate break prior to meltdown means your timing and attitude is spot on. The younger they are, the shorter each on-snow time. However personal stamina also depends on how well they slept, if they ate breakfast, and if altitude and cold is affecting them. These things are not restricted to just the kids - this is important for us parents too.

Anything to familiarize them with equipment and how it works starts their learning. Ski poles are considered a right of passage. There are varying thoughts on when they are added to the equation. My advice is to influence no poles for as long as possible. It is legs and feet that must learn to move around with attachments, and poles can interrupt that process.

Now it is time to drop them off and escape to your own lesson, to watch, or to head out on our own adventure. A positive kiss and hug and quick departure will allow them to focus on lots of new things and allow the instructors to focus on getting them prepared for their day.

Not everyone has close access to the mountains. Whether you have the one chance to visit per winter, or become a family of weekend warriors, the actual time each of you spends sliding on the snow, will be your opportunity to improve and become addicted. When you take a run all together, select a run where all can be successful. Get your kids on modern equipment that will accelerate their learning and enjoyment. It has been fascinating to hear from the instructors that ski with our kids, how visibly noticeable the superior affects of the U-Flex gear is, compared to the traditional kids skis and boots out there. I see that my kid's stance and stability in a turn are stronger because of U-Flex. The equipment you select matters, especially for kids. Make your family experiences as fun as possible and get your kids on U-Flex. When our kids are happy it becomes much easier for all of us to have our best days in the mountains.

schneeschule.at



## U-FLEX™ IN THE REAL WORLD

When we developed U-Flex™, our goal was nothing short of revolutionizing the way boys and girls learn to ski. A new report by the Austrian ski school Schneeschule Klinger suggests that we have done just that. The method called SkiEdina was developed by the ski school's team of instructors, and aims to redefine the learning process by teaching parallel turns from the start, instead of focusing on the snowplow. In this study a group of children 3-6 years old using U-Flex equipment were compared to a similar control group using traditional equipment. The results clearly showed that U-Flex construction provided significant enhancement to the learning process.

# MASTER YOUR POWDER DAY

AS A SNOW SLIDING ENTHUSIAST, IF YOU HAVE A FEW DAYS UNDER YOUR BELT, THERE'S PROBABLY A DAY OR PARTICULAR SKI RUNS THAT STICK OUT IN YOUR MIND. POWDER DAYS! DEEP, SNOW-IN-YOUR-FACE, TAKE-YOUR-BREATH-AWAY TURNS THAT ARE ENGRAINED INTO YOUR MEMORY. FOR THE MAJORITY OF THE SKIING POPULATION, DAYS LIKE THAT ARE FEW AND FAR BETWEEN.

✍ BEN BROSSAU

📷 KYLE HAMILTON



Skiing powder is enticing, and elusive. But if the stars align, it's ecstasy! We love that effortless, floating, blissful descent. Sometimes we get it easy, and sometimes Mother Nature adds some elements that make us work for it. Here are a few tips to make any kind of powder day something to write home about.

## KNOW THE SNOW.

Don't just look at the amount of new snow in the forecast and automatically expect all-day face shots. Identify the quality of the new snow. Pay attention to recent weather, snow accumulations, wind and temperature variations. Quantity plus quality intel can give a better idea of the snow that awaits. Will new snow conditions be dry and light ... wet and heavy ... or wind effected? Gather data from the avalanche advisory in your area or check in with ski patrol. Certain aspects and elevations may be holding the goods! Knowledge of the snow quality will give you a better idea for equipment selection and what skiing tactics may be necessary.

## SKI SELECTION

Extreme skiing pioneers like Glen Plake, showed us how powder skiing is done on skinny skis 30 years ago. While there is still no substitute for fitness and athleticism, wider boards can make us feel a little more proficient in deeper snow.

Wider skis = more floatation. So many to pick from, right?! Powder skis, nowadays have never been more efficient and I believe a ski around 105 mm underfoot and some rocker in the tip can get you just about anywhere. Check out the Elan Ripstick 106. It's one of the most versatile skis on the market and is built for two-footed surfing!

## TAILOR YOUR SKILLS

Powder skiing tactics are an extension of strong fundamentals. Embrace the soft snow environment and use the right tool for the job. Be ready to adapt movements in varying depths and densities by calibrating balance, pressure and speed to manage your line.

## ART OF THE BOUNCE

Proper timing is key. Use an exaggerated unweighting movement to redirect energy from the old turn into the next. Then, let the skis dive deeper and the snow come up. Submerge, resurface, repeat.

## TWO FOOTED MENTALITY

Instead of directing too much energy to the outside ski, even out the pressure from foot to foot. One under-pressured or over-pressured ski can lead to negative reactions in the snow. Aim for matching depths, similar edge angles and equal direction of travel.

## NARROW THE STANCE

Keep your feet closer together. Align your body over a stable, unified platform. This two-footed maneuver is especially effective when the snow is dense and the skis you're on may be narrower than desired.

## CORE STRENGTH

There are a lot of moving body parts above and below our core. Add in a mixed degree of snow resistance and that can easily jeopardize our balance. Keep a tight body alignment; allowing yourself to shift and absorb through the turn without over-compensation from the upper body.

## ATTACK THE LINE

Deep snow is a natural speed control mechanism. Allow your skis to take a more aggressive and direct route down the fall line and adjust your momentum with turn shape. Maintain rhythm and stay ahead of your skis with a deliberate and reaching pole swing towards your next turn.

Endless, euphoric powder skiing is the reason for countless sick days called in to school or work every winter, and it makes us as giddy as a five year-old in a candy store. It's why we incessantly check the snow forecast and make sure the GoPro battery is charged. It's that addictive sensation that makes us yearn for the next storm cycle. Stay sharp, be adaptable and enjoy your powder day!

# ELAN SKIS COLLECTION 2016/2017



ELANSPTS.COM

## RACE

### SPEED, STABILITY & CONTROL

The Race ski line is intended for the most demanding skiers. Skis belonging to the Race class are uncompromising arrows and Power Spine Amphibio skis change the rules of the racing world. Power Spine technology, a genetic evolution of race ski construction, with its spine and bones provides better edge grip and torsional stability, while the Amphibio® Profile enables faster and direct turn initiation.



## ALL MOUNTAIN AMPHIBIO

### AMPHIBIO 4D SERIOUS VERSATILITY

4 Dimensions of performance designed to dominate in all conditions and terrain. Elan Amphibio 4D technology works in harmony with our existing Amphibio skis and doubles down on performance. This technology regulates grip, improves turns and adds control on all terrain, in all snow conditions, and at any speed. Simply, the most dominating Elan skis ever!



## ALL MOUNTAIN EXPLORER

### CONFIDENCE AND RAPID PROGRESSION FOR CONQUERING ANY SLOPE

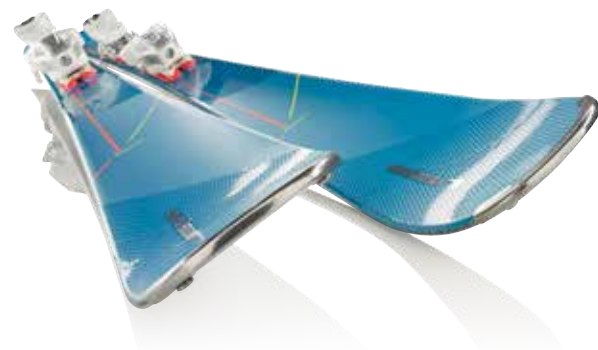
The Explore Series features Parabolic Rocker, an exclusive technology that facilitates rapid progression, and creates confidence in more seasoned skiers. With low angle performance, easy turn initiation, and stability, the Explore allows skiers to push their limits and conquer any mountain.



## W STUDIO ALL MOUNTAIN

### WITHIN EVERY WOMEN IS A GREAT SKIER

It doesn't matter whether you are a beginner or a top skier, whether you like to cruise the piste or seriously devour terrain, or whether you like to ski with friends and family or hit the slopes as a solo act. Elan has developed specific Lightskiing solutions that meet a wide range of female performance demands. All you need to do is select the Lightskiing gear that suits your passion, and prepare for the ultimate skiing experience. Lightskiing. Because within every woman is a great skier.



## JUNIOR

### U-FLEX – 25% SOFTER AND 250% MORE FUN

With Elan's exclusive U-Flex technology, skis are 25% more flexible than the industry standard and the snowboard is the softest and shortest out there. This provides a fun and forgiving performance for young skiers and riders. Because of this, U-flex skis and snowboards enhance learning and progress. And because improved flexibility facilitates comfort and learning, the U-Flex concept has also been developed for ski boots, creating a boot that flexes according to the anatomy of the foot, and in unison with the ski. Elan now offers a complete package of skis + boots, featuring U-Flex that provides the best possible performance combination to young skiers.



## RIPSTICK

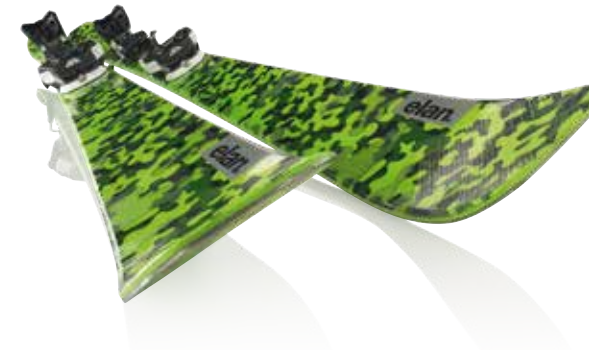
### EXTREME MANEUVERABILITY, SMOOTH RIDE & LIGHTWEIGHT

The Ripstick was created to help all skiers excel on the toughest terrain and in the most challenging conditions. This unique ski utilizes TNT technology, which combines a TubeLite Woodcore with VaporTip inserts. And to further boost versatility, Elan's patented Amphibio® Profile was also incorporated into the ski's design, delivering greater maneuverability and strong edge grip. Finally, the Ripstick's SST sidewall construction provides skiers with more direct power transmission. The end result, is a lightweight ski that's extremely maneuverable and delivers an ultra-smooth ride; even on the most demanding terrain.

## TOURING

### LIGHTWEIGHT SKIS FOR HEAVY-WEIGHT DESTINATIONS

The Elan Touring series is designed for skiers who avoid the crowds and the ski lifts by making the ascent on their own. Light-weight is a primary focus for this class of skis, so we utilize our exclusive GruvLite and Bridge technologies, to deliver weight reduction with enhanced performance. The result is the ultimate range of gear for every adventure, from casually exploring nature to embarking on serious expeditions.



## FREERANGE

Though we are focused on producing the most modern designs for our park, pipe and all around freestyle shredding machines, we use our time-tested equation of combining innovative design and craftsmanship with the highest quality materials to create exceptional skis. With a range of skis that runs from the backcountry focused Boomerang to the junior models, that feature U-Flex so they are optimal for mini rippers, the Elan Freeski Collection delivers a diversity of performance that ensures superior performance for freeskiers everywhere.

# GLOBAL PLAYER

THREE ELAN DEALERS FROM THREE DIFFERENT PARTS OF THE WORLD.  
THREE PERSONALITIES, THREE VIEWS, ONE PASSION.



**GEORGE MICHAELSEN,**  
31 year old boy, originally from  
Wayzata Minnesota.  
Works at The Ski Monster store  
in Boston, Massachusetts, USA.



**ANNICK DUFFOUG,**  
47 year old ski lady from  
St. Gervais Les Bains, Haute Savoie, France.  
Works at the Loca Ski Sport 2000.



**ALBRECHT ZEISLER,**  
45 year old former member of the German  
national freestyle and mogul team.  
Works at the Intersport Zeisler  
in Moosburg, Germany.

## WHAT DISTINGUISHES ELAN FROM OTHER MANUFACTURERS?

**George:** Tangible technology. Waveflex, Amphibio 4D and U-Flex are easy to see, feel and explain without the customer using it. Other brands technology is very Gimmick focused.

**Annick:** Elan follows the tendencies and always focuses on new things and technologies. They manufacture their products themselves and have great marketing. The brand never sleeps.

**Albrecht:** Elan is known for its innovations and high quality standards.

## HOW MANY SKIS HAVE YOU SOLD IN YOUR CAREER?

**George:** Estimating an average over last nine years of 300/year. That makes approximately 2700 pairs.

**Annick:** I have no idea because I only do the rental ski. I sell used ski - about 60 pairs each season.

**Albrecht:** About 3000 pairs.

## WHAT IS YOUR FAVORITE CURRENT ELAN SKI?

**George:** Ripstick 106

**Annick:** Last winter I skied with Spectrum 95. They were great in powder and also on the pistes.

**Albrecht:** SLX FIS

## WHAT IS YOUR FAVORITE ELAN SKI OF ALL TIME?

**George:** Elan 666

**Annick:** Insomnia. They go everywhere and they are very easy to ski on pistes, in powder, ice, melted snow ... Great ski for women. Very light.

**Albrecht:** SLX FIS

## WHAT IS THE MOST COMMON ADVICE YOU GIVE TO CUSTOMERS?

**George:** See this straight part right here? That's sidewall. See how on this ski it's rounded off, that's cap. Those are the two ways you can build skis, sidewall is by far superior, sidewall is what makes your skis grip on hard snow and keeps them from chattering.

**Annick:** Try Elan and you will come back with a real smile. These are the skis for every level and everybody.

**Albrecht:** Buy Elan!

# TEST THE LATEST AND GREATEST

Join us at one of the Top European Ski Resorts and test the newest Elan skis for free  
NOV. 2016 - MAR. 2017



## ELAN'S EUROPEAN WINTER TOUR

Elan's White Elements Tour is set to take place this winter across 12 European countries between December 2016 and March 2017. Skiers and snowboarders are invited to come out and test Elan products free of charge on 30+ ski slopes across the continent. With a little luck it's possible for visitors to bump into some of skiing's legends and heroes at these events, as Elan's ambassadors will be making appearances at selected stops on the tour.

Visitors also have the opportunity to win great Elan prizes at every event. One thing is for certain - we are going to have a lot of fun out on the snow. So come on out for some fresh winter air, and participate in Elan's winter tour at your nearest ski slope.

Visit [www.white-elements-tour.com](http://www.white-elements-tour.com) to find your location and date for this year's unique winter experience.

[white-elements-tour.com](http://white-elements-tour.com)

# GRAND GIVEAWAY

Visit [www.elansports.com](http://www.elansports.com) and enter to win one of the fabulous prizes:



3X  
PAIRS OF ELAN SKIS



1X  
ELAN SNOWBOARD



5X  
BOOT BAG



10X  
BASEBALL HAT

[elansports.com](http://elansports.com)

The giveaway will take place between 15 October 2016 and 15 February 2017.

# SKIS FOR K2



During one of our discussions on life's problems, my alpinist mentor who is now well in his eighties once said: "After you turn seventy five you can really feel the body is not what it used to be..." What a laugh! And also words to live by. After taking care of some problems I had, I am now back preparing and organising my K2 expedition. This winter was short, but there was no shortage of snow in the spring, and I managed to get more than a hundred days on snow over the past six months. As the years go by, more and more training is needed to get the right feel for high-risk zones. This is a fact that I found hard to accept at first, but I am now starting to like it, and I am skiing like never before. For a year before I return back to the Karakorum I am working on skills I can't practice at home. Peru is the cheapest for the glaciers, crevasses,

seracs, steep and narrow chutes and frozen slabs on the tops of ridges that I need, and the altitude up to 6700 meters is just right. Each tour is a story in itself, but the inner flame driving me forward remains the same - Chogori.

I have been ski touring on the steeps for forty years now. I have seen many improvements in equipment and different approaches and have made many turns on every type of snow imaginable. But even now, I often find it hard to choose the skis I want. How then can an average user choose the pair that is right for them? The answer is never simple nor definitive.

Ski mountaineering is a complex activity so the selection of gear is naturally not easy. Which elements are important to me? Reliability and the pleasure of skiing - be it in powder, crud, breakable slabs or ice, the uphill - skinning up and changing direction, weight - important when skinning and carrying skis on your back, design - distinct, practical and attractive.

The right skis are always designed not only with the head and hands but also with the heart of their creators. Throughout the process, from development ideas to marketing trends, decisions must be infused with a profound knowledge of the activity they are being made for. Sellers and users can connect with and enjoy skis that are created this way.

Can I trust you with a secret? THEY are coming! At the end of May I was taking advantage of the last large patches of snow in my home mountains on THEM, I took THEM to my glacier training to Peru in June. I felt THEM, trusted THEM and was excited about THEM throughout the development.

And now these skis are on the way and just in time! Injuries and the challenges of organizing the greatest adventure of a lifetime on K2 moved my expedition to 2017. If a goal is completely clear the fire of excitement keeps burning and there is always a way to realize it.

Most importantly, I now know exactly which skis I need and have the right energy. To me, Elan means to trust and believe. And for you? Try them for yourself!

A handwritten signature in black ink, appearing to read 'Filip Flisar'.

## Delight

The lightest women skis in the world.

A stylized logo consisting of a large, thin 'W' followed by the word 'studio' in a lowercase, cursive font.

# Designed for women. Wanted by all.

#lightskiing

The moment Ski Cross  
World Champion **Filip Flisar**  
realized these skis are for  
women only.



New Delight Prime featuring SlimShape Technology.

## lightskiing

Within every woman is a great skier

## elan

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