



## HISTORY OF SWEDEN






**SCANDINAVIA**  
Scandinavia is a region in Northern Europe that includes Denmark, Norway, and Sweden. The first known inhabitants settled more than ten thousand years ago and were heavily dependent on their surroundings for hunting and fishing. During the Viking period, which, lasted from 850 AD to 1050 AD, there were very few literate people, so much of the history was passed down by word of mouth. The Vikings sacked and pillaged most of coastal European countries and at one point controlled a large portion of Europe. A written account of Scandinavia's history appears again with the introduction of Christianity in the middle ages. Denmark was the first Scandinavian country to embrace Christianity, then followed by Sweden and Norway. 1388 AD marked a 123 yearlong political unity between the three Scandinavian countries with Denmark was the political capitol. The union was broken in the mid-1500s, which led to a Swedish monarchy which continues today.

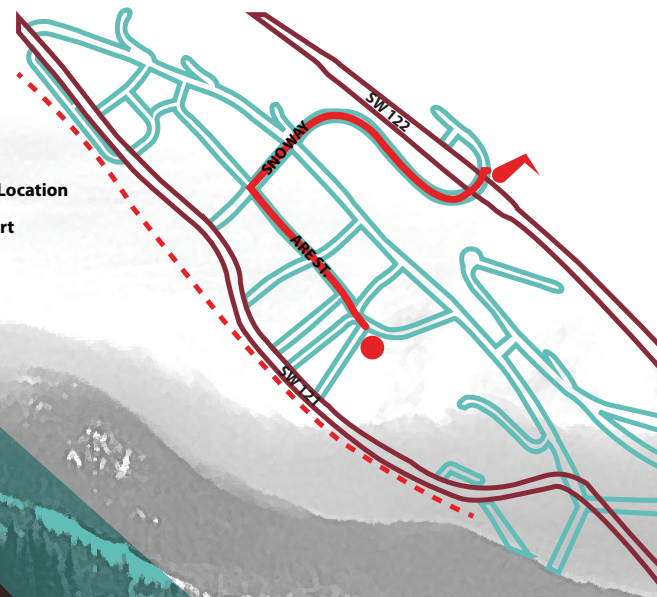
**SWEDEN**  
Sweden is an amazing country with a beautiful landscape and a very rich history. filled with political confusion, invasions, and brutal climates. Through years of despair, the Swedish culture has taken on a life of simplicity turning to design as a way to brighten their lifestyle, making everyday objects as beautiful as possible.

**SCANDINAVIAN DESIGN**  
Scandinavian design is all about simplicity and beauty. They have minimalist aesthetic, using clean and simple lines to create functional designs and use only what is needed to convey their point. This style of design is often referred to as democratic design because of its simple appeal to a large audience linked to accessible and affordable products. Scandinavian design relies just as much on balance as much as they do simplicity.

**THE SKI**  
One of Sweden's most notable inventions, the ski, exemplifies the Swedes ability to create simple solutions to complex problems, such as moving quickly through snow. Skis became an extremely important device allowing mobility in snow covered areas. Eventually the Swedes love of design and ski design came together to form a beautiful output.

## MAP OF SWEDEN ARE

-  Street
-  Highway
-  Train
-  Conference Location
-  Are Ski Resort



### FEBRUARY 14TH

9 A.M. History of Freeskiing  
1 P.M. History of Line Skis  
4 P.M. Importance of Graphics to Freeskiing

### FEBRUARY 15TH

8 A.M. Ski Demo  
3 P.M. Swedish Influence  
6 P.M. Trends in Freeskiing

### FEBRUARY 16TH

9 A.M. Modern Ski Graphics  
1 P.M. Outerwear Styles  
4 P.M. Speaker Q & A  
7 P.M. J.O.I. Finals



## PROGRAM GUIDE

## SCHEDULE

### FEBRUARY 14TH

#### 9 A.M.

##### HISTORY OF FREESKIING

Session one will be a history of skiing. The history will start with the roots of skiing in Sweden and will end with the current state of skiing. This session will feature skiers and speakers Henrik Hartlaut, Eric Pollard, and Jon Olson, who all compete in different disciplines of skiing.

#### 1 P.M.

##### HISTORY OF LINE SKIS

This session will go through the development of their first skis and graphics and what led them to be so successful. This session will feature the speakers responsible for the development and rise of Line Skis, Jason Leventhal, Tim Clayton, and Eric Pollard.

#### 4 P.M.

##### IMPORTANCE OF FREESKI GRAPHICS

Session three will explain the importance of graphics to modern day skiing and what it has done for the ski industry. Both Eric Pollard and Tim Clayton, both of which are very important to the ski industry through design, will head this session.

### FEBRUARY 15TH

#### 8 A.M.

##### SKI DEMO AT ARE SKI RESORT

This Event will give attendees the opportunity to meet and see other attendees showcase their skills as skiers. The event will also feature new and upcoming equipment for the guests to try out.

#### 3 P.M.

##### SWEDISH DESIGN

##### INFULENCE ON FREESKIING

This session will connect ski design as well as Swedish design along with what the future could hold for the two. In the discussion ski companies like POC will be spoken about and why they are so successful. This session will be headed by Gabor Palotai and Simon Alander.

#### 6 P.M.

##### TRENDS IN FREESKIING

Session five will be on the current state and trends in modern skiing. It will be headed by current industry leaders in both skiing, business, and in graphics, such as Eric Pollard, Jon Olson, Henrik Hartlaut, Tim Clayton, and Jason Leventhal.

## SCHEDULE

### FEBRUARY 16TH

#### 9 A.M.

##### MODERN SKI GRAPHICS

Session six will be a feature on the influences in top sheet graphic design. The speakers will discuss what their influences for their designs are. The speakers will be Eric Pollard and Tim Clayton. Both of these speakers have been designing successful top sheets for the past decade and are looked at as the best in the industry.

#### 1 P.M.

##### CURRENT OUTERWEAR STYLES

This session reviews the outer wear for the up and coming ski season. This will give the attendees an opportunity to see what new fashion trends are going on in skiing.

#### 4 P.M.

##### SPEAKER Q & A

Session ten will be a Q&A session for all of the speakers and attendees. This will give the attendees the opportunity to ask any last questions they have about anything that was featured in the conference. This session will feature all of the speakers.

#### 7 P.M.

##### J.O.I. FINALS

The last event will be another trip out to Are Ski Resort to see one of the conference speakers Jon Olson host the finals of the Jon Olson Invitational. This competition is one of the biggest contests of the year that features amazing skiers. After the contests the attendees will have the opportunity meet the contestants and ask questions.

## SPEAKERS



### JON OLSON

A Swedish born skier, Olson for the last decade has been one of the driving forces and reasons for freeskiings rocketing popularity.



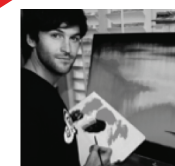
### HENRIK HARTLAUT

An Are, Sweden born skier, over the past two years has revolutionized all aspects of freeskiing, from style, music, clothing, to filming.



### GABOR PALOTAI

Palotai is one of the most respected graphic designers in Sweden, and is known throughout the world. He is based out of Stockholm and he established his own design firm Gabor Palotai Design in 1988.



### ERIC POLLARD

Pollard is one of the most respected skiers in the world today. He is also an unbelievable graphic designer and industrial designer and is the most successful ski designer.



### JASON LEVENTHAL

Leventhal founded Line Skis after becoming fed up with the lack of creativity in skiing. His company pioneered the sport of freeskiing, bringing along with it the art of ski graphics.



### TIM CLAYTON

Clayton while working for Line Skis found that the design on the top sheets of skis was boring. He, with the same mind state as Leventhal decided to try something new, reinvent the state of the top sheet.