

SNO
GRAFIK
SWEDEN 2015

SNO GRAFIK

SESSIONS

SPEAKERS

CONTACT

EXHIBITORS

FEBRUARY 14TH

9 A.M.

HISTORY OF FREESKIING

This session will present the history of skiing from its roots in Sweden to its current state of today. 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 present the development of the first line skis and graphic brands 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

This session will explain the importance of graphic branding 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

Influence 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

This session 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.

FEBRUARY 16TH

9 A.M.

MODERN SKI GRAPHICS

This session will feature the influences in top sheet graphic design. The speakers will discuss what influences their designs. 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 BRANDS AND STYLES

This session will present a review of the outerwear 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.

Session ten will be a Q&A session

for all of the speakers and attendees.

This will give the attendees the opportunity to ask questions 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 featuring amazing international skiers. After the contests the attendees will have the opportunity meet the



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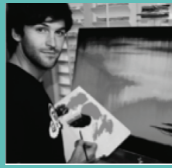
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ERIC POLLARD

Pollard is one of the most respected skiers in the world today. He is a renowned graphic designer, industrial designer, and the most successful international ski designer.



JON OLSON

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



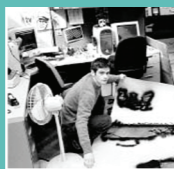
JASON LEVENTHAL

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.



HENRIK HARTLAUT

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



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, and reinvent the state of the top sheet.



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.





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Snö Grafik is an assembly of ski enthusiasts who are interested or involved in the graphic design aspect of the freeskiing industry. Snö Grafik is a Swedish phrase that translates into "snow graphic" in English. This conference for Freeski Skin Graphics is to be held in the ski resort city of Are, Sweden. The location is due in fact to the major contributions the country of Sweden has made to both the ski world as well as the design world. The conference is to be held February 14th-16th. These dates allow the attendees to not only view the beauty of this amazing country during the winter months but also give them the opportunity to ski the Swedish snow during the premier time of the ski season.

The main focus of this conference is to discuss the importance of graphic design to the freeski industry. The freeskiing scene over the past decade has blown through the roof and has seen innovations only comparable to the invention of snowboarding. The cause of this expansion is due to one word, free. This word has given skiers the ability to break free of a once heavily restricted sport, and express themselves as individuals. This trend has not only affected skiers themselves, but has also has given the designers the ability to break free of the monotoned designs and go wild. Freestyle skis are now looked at as a form of pop art because of the fascinating designs in wich they incorporate. Snö Grafik takes a deeper look into this topic, as well as looking into what is to come in the future years as this sport continues to grow and progress.

Sweden has been a hot bed for skiing since the sport started, due in part to the fact that skiing was created with in the country. The ski was first invented around five thousand years ago in an area that is now modern day Sweden. It was originally created as a way to travel through deep snow that falls in Sweden. Since then the ski has seen many innovations over the years, with one of the most innovative creations taking place in Sweden. This was the incorporation of the ski edge, the metal edge gives skiers the ability to make turns without the ski giving out. As well as being the skiing innovation capitol, Sweden is also known as one of the leading design countries around the world. Because the country has both the love for skiing and design, it makes the perfect location for the Snö Grafik conference. The audience of this conference includes those who are interested or involved in the freeskiing design industry and have a desire to further their understanding and appreciation for this topic. This conference will make the connections between freeski design and Swedish style influence.



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Registration

Sno Grafik
Casey Burke
Phone: (513) 212-2525
Fax: (513) 252-2121
E-mai: snografik@sno.com
717Are Street, Are, Sweden 60025

Hotel

Registration
HOLIDAY CLUB SWEDEN (Åre)
Box 68
830 14 Åre
Sweden
Tel. +46 647 120 00
E-mail: info.are@holidayclub.se



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Armada Skis	armadaskis.com
Atomic Skis	atomicskis.com
Salomon Skis	salomonskis.com
K2 Skis	k2skis.com
Line Skis	lineskis.com
Scott Skis	scottskis.com
Volkl Skis	volklskis.com
Oakley Outerwear	oakley.com
North Face Outerwear	thenorthface.com
Saga Outerwear	sagaouterwear.com
Jiberish Outerwear	jiberish.com
Orage Outerwear	orage.com
Under Armor Outerwear	underarmour.com



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