

pop magazine





*Surf's Up,
Bitches.*



Tadashi Kane shot by Jeff Curtis.



2	PHOTOS: MARKOBLOW.COM	3	WWW.ANALOGCLOTHING.COM	4	ACTION: LANDI	5	PHOTOS: MARKOBLOW.COM	6	STEFAN JANOSKI	7	SWITCH FLIP CROOKED GRIND
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Analog



DANE REYNOLDS
THE GATSBY LTD
VISIT: WWW.DCAUS.COM



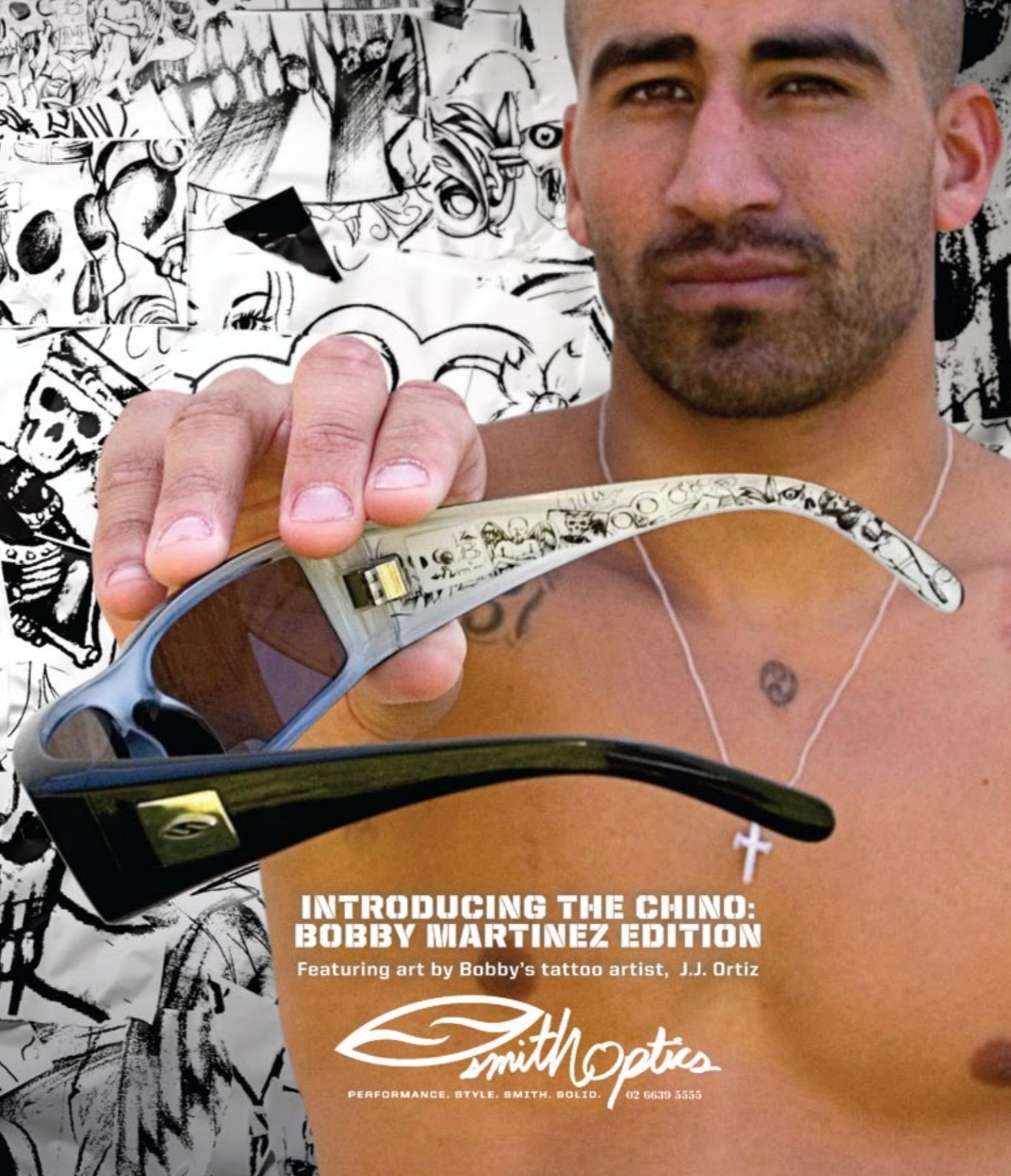
COVER: CHARLES BECKINSALE, SWITCH NOSE PRESS, TAHOE.
PHOTO: LIAM KASKA.
DETAILS: CANON EOS-1D MARK II N
F2.8 AT 1/80 ISO 100
2 QUANTUM STROBES

CONTENTS: MICHAEL BRENNAN, SHIPSTERNS, TASMANIA.
PHOTO: WWW.STUGIBSON.NET

issue eight

INTERVIEWS - PARTIES - REVIEW - STORIES - PRODUCTS - MAGLINK - NEWS

**Bobby
Martinez**



**INTRODUCING THE CHINO:
BOBBY MARTINEZ EDITION**
Featuring art by Bobby's tattoo artist, J.J. Ortiz

Smith Optics
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Check out Bobby in MIXED TAPE: BOBBY VOL. 1



News...

POP's New Website is up!

Speaking of the site, have you noticed our new online look? It's been up and running for a few weeks now and we have our three new bloggers on there, Ben Hoban (of PSC fame) Chris 'Chunk' Jepson (snowboard commentator/personality) and Paul Colby (ex Marketing Manager at Burton Australia). These guys will be putting down thoughts, opinions and news as it comes into their head. If you're having trouble finding a POP stockiest near you, try using our circulation page. Still no joy? Then you can get a subscription from us via the Subscription page. And the most popular new feature on the site, the chat-box, has been firing - I'm not one for tattle-tailing but would the employers of Ralph, Scarfers5000 and Not Jan please tell them to do some work... I swear, night or day, if you type something on there, one of these guys will respond.

15 Seconds of Fame Contest Update.

Scotty at Adio sent us this little clip for the 15 Seconds of Fame comp they're running. The comp is for skaters, musicians and filmmakers from all over Australia who can submit their footage to be included in an Australian Adio video release. Not only that, if you get the best stuff together, you will score yourself a new Sony high definition, hard disk drive, Handycam! Head over to www.15secondsoffame.com.au for more details.



POP Film underway!

Yes! It's happening and all the memories of the late nights and pressure from finishing the Trigger Bros Team Movie are refreshed as we've been planning the film while putting together this issue of the magazine. What can we let you in on? Hmmmm, let's just say that a certain **Ryan Tiene** might be making an appearance, alongside **Gus St. Leon** and... I've already said too much. I must go now. But before I do, make sure you mark all of May next year as "Out of Action." The launch parties will be happening up and down the country and they are sure to be some pretty damn big nights! Keep your eyes on the site for more info..

JP Walker Signs with 32

We just got the news that **JP Walker** has signed onto 32 Boots. I wonder how there are going to design a boot that can fit a man with such a big jaw? I'm sure the guys at 32 will work it out. We here at POP have always thought 32 Boots was under represented in Australia, so I hope this news helps get 32 the respect they deserve.

Attention: Completely Unsubstantiated Rumors!

Okay, so my mothers, friends, aunty dates this guy who cleans the bathrooms on the Amtrack train and he heard two guys talking in a stall about how **MFM**, having left Nitro, might be

making a change to the Technine team... There's no official reports yet but keep your eyes on the site and we'll let you know as soon as we do!

Still, Nitro weren't too bummed by the loss after they picked up a certain **Jon Kooley** (aka the Birdman of Snowboarding) as well as **Austin Smith** and **Brian Fox**. Along with the new riders comes 5 new pro model boards, completely new shapes and graphics that were fast tracked when the signings occurred... I'm not too sure how public this information is meant to be at the time of printing but the head honcho from Nitro Australia, Mark Bristow, tells me that there are some big things coming up from Nitro.

Speaking of big things, **Andreas Wiig** is dating Norwegian pop super-star Marion Raven. Being unfamiliar with her myself, upon inspection of the old Wikipedia I found she is 23 years old, 173cm tall and has a 32C chest... Is there anything you can't find on Wikipedia? Andreas appears in Marion's new video for her song 'Falling Away' from her 2007 album, Set Me Free. Check it out on YouTube.

Eero Etala has apparently joined a growing number of pro's who are doing exclusive deals with photographers. Eero has found a photographer he trusts to always catch his best side. With these kinds of deals going, it is sure to fuel a paparazzi culture around these riders purely to gain 'unauthorized' photos... which magazines like this will pay good cash money for! Call me...

Have you booked your trip to Canada? If so, sucks to be you. Aside from all the obvious reasons not to go (loud, obnoxious, Australians, that are more Australian out of the country than they are here), Canada is doing all it can to keep you away with several of the mountains releasing a new policy banning jumps from the terrain parks. **Lake Louise, Nakiska, Fernie** and **Kimberley** made the decision "to not compromise the safety of our guests." I hear next season they'll be restricting skiing to the summer months because the snow presents a definite risk that guests may catch a cold. Want to bet that this over-cautious policy lasts as long as British Airways insane decision early last month to ban the carriage of surfboards on all BA flights? The decision was quickly reversed due to public outrage as surfboards are one of the most carried sporting items on flights.

In skate news, Lakai's Fully Flared has been released in the States. The launch of the most anticipated skate film of the year has been an "on again, off again" affair in Australia, with rumors of three different launches due to occur. We decided to take matters into our own hands and will be joining with skateboard.com.au to handle the premiere for **Fully Flared** in Melbourne! The lunch is happening at 29-31 Macquarie St, Prahran (behind the town hall) on December 13th. Initial reviews from the States are mixed but as Transworld said "...we can't remember another video with this much pressure on it, so it's impossible for it to fulfill everyone's fantasy." If you're in Melbourne that night, see you there!

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For advertising info please email ads@popmag.com.au



Z.Y. OFFICIAL: LAMARE HEMMINGS

LOGGED: 0106 HOURS // 58° // GREELEY SQ. & 33RD ST., NYC
ZOO YORK, NEW YORK // UNBREAKABLE

ZOO YORK



MagLink

Okay, many of you will have seen this last issue. Here at POP we have our own little print to online link system we call MagLink. If you've tried it, then you don't need to keep reading. But for all those who are new to the system, below is a rundown on how to use MagLink. Basically, MagLink acts like a hyperlink for print magazines. By using your mobile phones camera, we are able to link directly to online content. Keep reading for how it all works!

The best way to describe what MagLink does, is for you to give it a go! The Nokia N93, N93i, N95 and E90 come with the software installed to do this. If you have the Nokia N80, you can use the 'Download!' application to download and install it. If you don't have one of these Nokia's, you can easily download and install a free program to do this by going to www.i-nigma.mobi on your mobile's internet browser.



Start Barcode program located in Office folder.

Scan MagLink by pointing the phones camera at it.

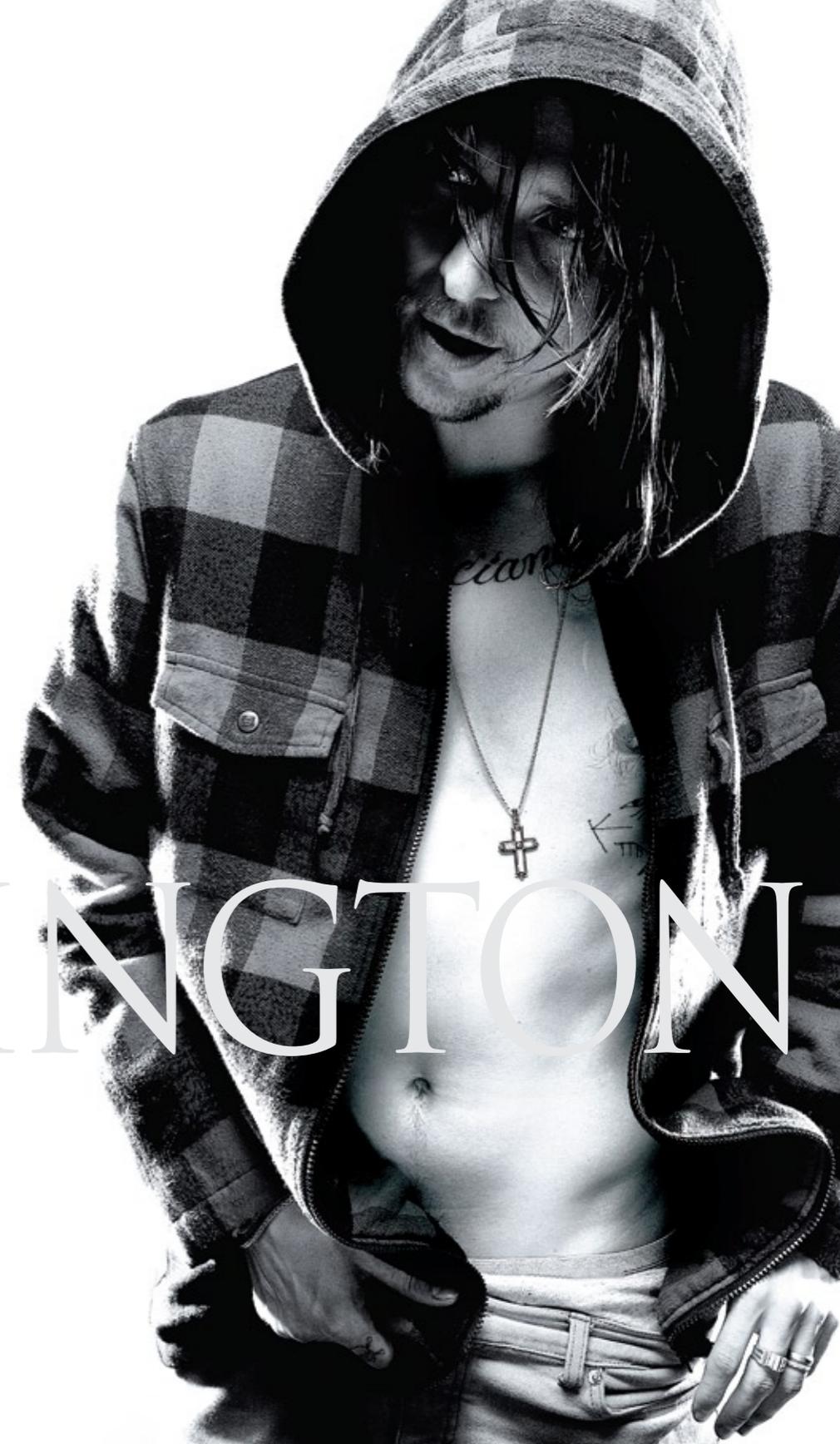
When prompted to connect to the internet, say yes and enjoy!

Use this if you have an old phone.

Using a Nokia phone, you need to start the Barcode program, accessible from the main menu in the Office folder. Once the program is started, select "Scan Code" and simply hold it up to the MagLink shown above. The phone will then prompt you to go online to access the linked media. In this case it is an exclusive video trailer for the new Burton film, 'Thanks In Advance'. We have included two different sized MagLink's here in case you have an older style phone, but from now on we will use only the smaller size and you're just going to have to get a new phone ya bum.

Throughout this issue, wherever you see a MagLink, you can scan it and access the good stuff. We will use this feature to give you exclusive videos, extra info, music and pretty much anything we find amusing. It really is a powerful time wasting feature that POP is giving to you guys to help extend the time you take on your lunch breaks, on the throne and whilst hiding out in the stockroom so you don't actually have to work.

Of course, like most things in Australia, the telco's are holding us back. Depending on your phone plan, you might not be able to access the internet. Even if you can access the internet, you need to be careful of your data costs, as we would hate for you to get caught out by excess charges because of POP. Please double check your data costs before you start using MagLink. Then start making moves, cause this shit is like crack, and thats what crack heads do... They make moves!



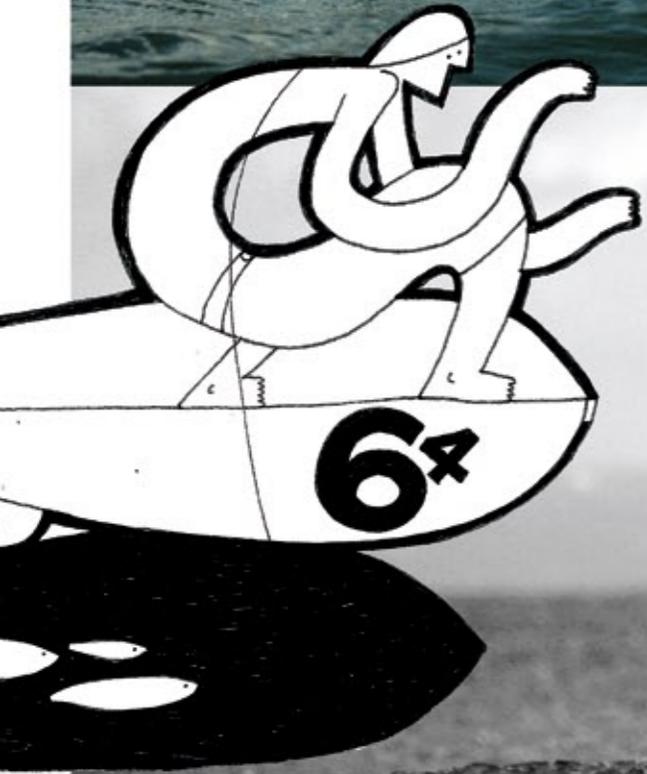
ERIK ELLINGTON



WWW.ONEDIST.COM

ERIK IN COLORBLIND JACKET

G.W. DISTRIBUTION - P.61.2.9907.4054



SMALL
FRI
Days





WORMSER



The Gatsby by DC.

I originally wanted to just have a passage of the Great Gatsby here, but Andy Kaufman already did it, so instead I'm just going to freak out on these shoes a little. DC makes so many shoes now that it's hard not get lost in the catalogue, but these stand out because they are simple. Tip of the cap to DC...



Hellraiser Boardshort by Analog.

These Analog boardies come complete with some added flare. Keep in mind that it is the bare minimum of flare, its not the kind of flare that's going to get you a job at a kitschy restaurant with a name like Chotchkie's... But it will help you make out with the waitress... Oh hey, check out the breast exam chick on channel 9...



30 Rock.

Australia is pretty behind on the TV show front at the best of times, but they have really missed the boat on 30 Rock. Alex Baldwin takes it to a new level and Tracy Morgan kills it. With cameo's from SNL regulars, this show is "smile times". If you live by the Pirate code then perhaps you can download some episodes from "the usual places". Otherwise your all going to have to wait until Australian networks give up on the CSI:Everywhere formula and show some real programming.

PS. Okay Channel 7 played this the night before we went to print. It doesn't change anything.



Marathon - GSAR

GSAR stands for Government Search and Rescue because this watch is standard issue to select bad asses from the Canadian and American search and rescue teams. It has automatic movement (no battery) and Tritium tube illumination which makes it glow in the dark for 25 years (which is why it has the nuclear symbol on it) which is the same technology used in the ACOG gun sight. And seeing as you'd never be able to grow hair on your balls again you'd want it to look as good as it does.



DFC Omega Binding by Ride.

So the worlds-lightest-binding-war just escalated to a new level. Rides new DFC Omega Binding is so light it doesn't even come with a base plate or screw holes! It does come with a drill bit so you can make the holes, a t-shirt and a beer holder (here's a tip, if you're a concerned about the weight of your bindings, maybe drinking beer isn't the right thing for you).





Crosswell Short by Matix.

I have never been a real supporter of shorts. I don't know why, I just think men shouldn't be showing off their legs. I could get away with this attitude because I hadn't had a summer for 7 years. Now I that I am home I've had to reevaluate some shit because it's fucking hot! These shorts from Matix really fit the bill. Not too long, not to short. Now, if only I could do something about my excessive leg hair...



2008 TJ Schneider Jacket by Sessions.

We've featured this jacket before but when we got sent this product image, it came with a note that went a little like this: "TJ's jacket has tie-in sides so you can rock it 'emo-art-fag-tight' or loose because 'I rock a Nuggets jersey but don't know what a 2-3 zone is...'." So essentially what they were saying is that it's a Gangsteemo hybrid jacket. Now thats the kind of genius diss that I like to read.



6300 by Nokia.

Until the iPhone gets to Australia (again, Australia's Telco are lagging!) the only other phone worth looking at is the 6300. It doesn't do a whole lot, but it does make and receive calls. You can also send a text message with it too I think. And because it's a Nokia, you don't need to understand hieroglyphics to browse the interface. But all you really need to know is that it is made out of aluminium and costs \$199 so you won't break the bank or the phone (see what I did there?).



Weelie Double Deck by Burton.

There is no debate that Burton make hands down the best luggage. Pretty much the only choice you need to make is what color to get. Me, I've never been one for flashy colours on my luggage; but there is one huge upside to going bright. It makes it so much easier for you to spot on the baggage carousel... It also helps me spot all the bags worth stealing when I'm on my weekend grifting trips to the airport...

Eco Mexican Sol Shorts by Billabong.

This boardy is apparently made from 12 recyclable PET bottles - thats right, you're Sprite, Coke and Crab Juice bottles are being turned into rasta-wear for the beach. The new fabric is called Eco Supreme Suede, which according to the little tag is both recycled and recyclable pure polyester fiber material. I am a big fan of the environmental thing, now back to my newest invention! It's a way to process endangered Sumatran orang-utans into a costly and non-renewable energy source to power your car - so when you fill up at the station, there will be no more dangerous petrol, oil and gas. Just fuzzy little chimps which can be placed into the "Monkey Muncher" where they become juice for the surf trip. My Mitsubishi is getting 20k's to the primate!





Australia is fucken up!

Words by Irwin Fletcher.

Now, I need to start off by saying that I am Australian and proud. I understand that this is probably a bad topic to write about, but it has really been getting to me lately and I feel we all need to take a long hard look at ourselves.

I guess the thing that gets to me the most is our fucking driving. Why haven't we figured out how to merge yet? If you're in Melbourne, then you really need to learn. OK, here's how it works... when you're coming onto a freeway, you adjust your speed so that you slot in right behind somebody. Nobody needs to fucking slow down! Especially the person who is already on the freeway. Are you listening buddy? You just keep going at the same speed and leave it up to the person who is coming onto the freeway to make sure they don't hit you. It should be that simple, yet when ever there is an on-ramp traffic slows down. If you ever drive in Europe or America you will see that on ramps are scary things because everyone is going at the correct speed. I've always thought of on-ramps like having sex in the shower, it only works if both parties work together. And if it's not done right; somebody is going to get hurt.

It doesn't help that no matter what political party is running the state, we still have shit roads. In Victoria the plan seems to be, lets put-in-as-many-roundabouts-on highways-as-possible-because-we-need-the-money-for-striking-school-teachers-more-than-we-need-fast-efficient-roads. Not to mention public transport is a joke. I'm not sure when we gave up on it. Every other major city in the world I have ever been to had a better public transport system than us, hell even Bratislava had it better. You know how you can go to Europe and take trains everywhere? Yeah, you can't do that here. We don't even have a good train connection between Melbourne and Sydney, let alone good trains in Melbourne or Sydney. The government will argue that our country is too spread out or there isn't the demand for it. Well, most of Canada will argue about the spread out thing and I'll tell you a little thing about demand... hands up who wants to sit in traffic for four hours after work? How about any supporters of higher petrol prices? Nah, I didn't think so because the only people that want higher petrol prices are the terrorists, and you're not a terrorist are you?

Hey, so a quick question for you. Did you ever use Windows 95 or Windows 98? If so, then chances are you have been using computers for close to 10 years now. Don't you think it's about time you figured out how to send an email attachment or download

the photos off your camera? Would it be too much to ask if you could learn how to burn files to a CD? Or better yet, how to use FTP or basic networking? After all, it's been 10 years and most people still can't do basic shit. I haven't been able to figure out why we are so bad at it? Australia needs to catch up because if we don't figure it out now, we never will. I can hear people saying, "I'll figure it out eventually," but I don't think you will. Do you know why... remember when the VCR was released? It was the 1970's! I wasn't even born yet and you know what else? I bet you still couldn't program one to save yourself! And they don't even make them anymore! They don't even make them anymore and you never even learnt how to program one. I'm not saying you should know how to program in C++ but you should know how to email a file.

What makes the problem even worse in Australia is that we have one of the worst broadband setups in the developed world. And this is because most people don't even realise how good it could be, because most people don't even know how to use computers! Do you know what IP-TV is? Don't worry about it because it's not really possible in Australia. How about downloading on-demand movies and TV shows like the rest of the world? Forget about it, our internet is too slow and our media companies are living in the 1980's. How bout free wireless hot spots? Yeah, they don't really exist in Australia because we have download limits (these don't exist any place else in the developed world!)

I guess the moral of this story is that Australia is fucking up. We all have better things to be doing than playing with computers and our government can't build a decent road. To compound the problem we just fired a guy who did a bang-up job for 10 years for a guy that has thin lips. I really hope that he does a better job than JH, but I think everyone knows he won't. I heard that they wanted to change the national emblem to a condom instead of the Kangaroo and Emu. Apparently this is because it reflects the values of the labour party more accurately. A condom allows for inflation, halts production, destroys the next generation, protects a bunch of pricks and gives you a sense of security while you're actually getting fucked. That's just what I heard...



STORIES



Best Ads of 2007

Words by Drew Baker.

It's hard to say exactly what makes a good print ad. We see a lot of them come across our desk, and believe it or not, we send a few back across the other way because they are so bad we won't run them. So, we decided we would have a little celebration of the best ads we have seen in 2007, in the hope that 2008 we'll see even better artwork.

We judged them on three main components. Firstly, the ad had to be effective for the company. That means that it needed to help sell products. It is all well and good to celebrate their creativeness, but the point is to sell stuff. Next time you go into an ad agencies lobby, you'll notice how they have posters of all the great ads they have done up on the walls. What they should have is balance sheets and profit and loss statements from all the companies they have helped. A great example of this is the Cadbury Gorilla ad that you can see here using MagLink. I wonder if this helped sell Chocolate?



The second thing we looked for is artistic appeal. Was the ad good to look at? Was it entertaining? We see a lot of ads that rely on a great photo as their main hook, but for us a good ad needs to be more than that. It needs to do more, it needs to draw your attention and not just because it's Danny Way bomb dropping out of a helicopter (although that was pretty sick!).

The last thing we looked for was originality. Was it something new to the sport? We don't mind ads that take something from outside the sport and use it in a new way, but if it's been done before, it ain't going to win.

Without further ado, here they are in no particular order:

Short Straw – Long Board Good Times

When we first saw this ad, we knew it was going to do good things for the new surf clothing upstart. With the company helped by old Mambo designers, it was always going to be creative. We were glad to see the sex-monsters and masturbation jokes dropped for a laid back longboard shot with some hand drawn graphics. The whole ad makes me want to go surfing with my buddies, I bet it does the same for you. As for its effectiveness, well Short Straw picked up 3 new accounts because of this, so that pretty much wraps that up.

Burton – Surf's Up Bitches

This last minute entry really is good to look at. We have a lot of snowboard companies that stop advertising with us over the summer (I guess they think snowboarders stop reading magazines in the summer?!) but Burton obviously think differently and that's why we have this gem. If it wasn't for the classic "Surf's up bitches" line, we would just have an amazing photo, but add that zinger in and you now have a great snow ad to run over the summer!

Ride - Mickey LaBlanc BETA MVMTN Binding

The binding ad is always a tricky thing to do. You can't really run an action photo because you can't see bindings in most photos. What you can do is put two Irish midgets covered in paint on a double page spread referencing Jackson Pollack. In this case, Mickey looks the goods and gets even more credibility in the art scene, like Holden Outerwear wasn't already doing enough for the guy. With no one else effectively catering to this side of snowboarding, it is this author's opinion that Mickey/Ride/Holden/Coal are set for even bigger things.

Special Mentions:

Coal Headwear

Coal Headwear have always had great photography that blends traditional fashion styling with snowboard personalities all without being cheesy and forced. That's a lot harder to pull off than you'd think.

Boost Mobile.

Boost Mobile ran an ad in Issue 6 to promote their SnoSho contest. As far as ads for a competition go, it was pretty good. Creative design and layout. If it wasn't for all the wacky spelling and having the cAPS set backwards, it probably would have made the list.

Because Design & 11one7

Both these small Australian companies really took it to the bigger international designers. Great photography and art direction. I'd really like to see them back their advertising up with some solid distribution.



50MM 008|10
Dave Harris v Lennon

50MM 008|11
Dave Harris v Biggie

Dave Harris 50MM Ltd Signature Series droppin 2008.
...its all about the bigger picture. We make them so you can roll them.

Picture Wheel Company



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PICTURE WHEEL COMPANY
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P_075287 9305 M_0433 362 777
WWW.PICTUREWHEEL.CO.COM

* Roll with Picture *

REVIEW



anon.
FADE TO BLACK

To LAUNCH their new sunglass range, Anon Optics flew their international surf team to Sydney's manly beach and put on a tow in surfing demonstration at dusk under lights. This followed with an after party 50 metres from the water at which Sydney's Katalast and Malakai belted out a few sets. It was at this point in the story, as the event was appropriately named, my memory fades to black... I do remember Dion Agius, Damian Hobgood, Reef Mcintosh, Betet Merta and Benji Weatherley all being at the after party at some stage. But to tell you the truth, that's only because there's photos of them being there...



Rig-Atoni
PRODUCTIONS PRESENTS

"VIAJEROS LOCOS"

A **LISTEN** FILM
skateboards

"THE CRAZY TRAVELERS"

A COLLECTION OF FOOTY SHOT AROUND THE WORLD, SHOWCASING THE STYLES OF THE LISTEN FAMILY AND FRIENDS, AS THEY STRAY OFF THE BEATEN PATH AND HIT THE ROAD IN THE NAME OF SKATEBOARDING AND FUN.

LISTEN UP... STARRING **BRIAN BROWN** **RODRIGO PETERSEN** **GABRIEL DE LA MORA**
DANNY MONTOYA **ROB GONZALEZ** **LOS AMIGOS** AND MORE.

MUSIC SUPERVISOR **DR. DOOKS** EDITED BY **RICKI BEDENBAUGH** CREATED AT **THE CAVE LBC**
EXECUTIVE PRODUCER **LTD COLLECTIVE GROUP** ART BY **22oz** DIRECTION



Hey so you might have missed one of the best snowboard days of the year and it was in October. Trigger Brothers put on their annual Trigger Brothers Annual End of Season Barbecue or also known as TBAESB (not really). Anyway, it is always a fun and this year was no exception with free t-shirts and Stu behind the BBQ cookin up some free sausages we all had a great time. There was even a race between the pile of snow on the summit and the piles of snow that used to be the tabletops. It had a river gap and everything! I forget who won but it doesn't matter anyway because everyone was smiling and I think Scott Hilton even got naked (how many times do we need to see a Hilton naked?!). It will be on again next year so make sure you're there.



fully flared

premiering december 13th

fully flared

fully flared

presented by pop magazine
7pm 29-31 macquarie st, prahran

"FULLY FLARED" DIRECTED BY TY EVANS A GIRL FILMS PRODUCTION
LAKAI LIMITED FOOTWEAR PRESENTS "FULLY FLARED" DIRECTED BY TY EVANS A GIRL FILMS PRODUCTION
STARRING ERIC KOSTON, MARC JOHNSON, MIKE CARROLL, GUY MARIANO, CAIRO FOSTER
LAKAI LIMITED FOOTWEAR PRESENTS "FULLY FLARED" DIRECTED BY TY EVANS A GIRL FILMS PRODUCTION
STARRING ERIC KOSTON, MARC JOHNSON, MIKE CARROLL, GUY MARIANO, CAIRO FOSTER



Pascal LENISTON

WORDS BY BEN HOBAN. PHOTOGRAPHS BY GLENN BARRY.

Pascal Leniston is a pretty underground dude. Before this interview, the most I could tell you about him is that he's a chilled Kiwi who skates 100 km per hour. But how many of those are there? Preparing an interview for him was like blindly swinging a bat around a piñata at a Mafia birthday party. You could end up with gold, a bullet in the back, or nothing at all.



SMITH GRIND, ST KILDA.

“The Drink Nightclub or Bad Girls strip joint was a crazy place to work and soon after I started they saw how hard I worked and put me to it... Open and close the bars, clean the pole’s on comp night’s, and probably the worst of the lot... serve Paris Hilton. Sorry but she’s disgusting...”

Fortunately, Pascal had no problem spilling the gold. The photos speak for themselves. But you have to wonder about his origins. Pascal Leniston presents up front as the guy who squeezes the best out of every day, and therefore has made the best of 22 years of living.

I was born in Wellington and lived there until about 11 years old, then moved up the coast to a small town called Paekakariki. My first board was a Dogtown complete that my dad bought back from Venice beach when I was about 4, I really loved speed from a young age, I'd just hoon on my ass and knees.

It wasn't until I moved to Paekak that I properly got into skating, there was a crew of skaters and damn - watching them made me want to skate. They let me in and showed me what skateboarding was all about! The local primary school even let us set up our own little skate park in the fenced off tennis court. It ended up being decent for what it was and we were down there all the time! I'd have to say that was the time of enlightenment!

Prodding Pascal for information was like poking a beaver dam. Once opened, his personal narrative ran like the rapids. Stopping briefly in an eddy of the river, he made mention of a pretty interesting story from his adolescence. As a talented sprinter he found himself training with the New Zealand Institute of Sport. You have to wonder if the idea of being an Olympian had crossed his mind...

Maybe for a split second but certainly not seriously! Basically just before I turned 16 I wanted out of school, I thought I would go out and earn money but because I was still only 15 the principal wouldn't let me go. Luckily I had a PE teacher that understood my situation and got me hooked up with a place at the N.Z.I.S. That whole 100m thing was such a joke, no way had I ever trained and no way was I going to take it seriously. I just believed in myself and fed off the jocks laughing at my baggy b-ball shorts and bare feet - It turned out I wasn't able to run in bare feet so I was lent some running spikes for the race - The look on their faces when I toasted

those rich boys was gold, that was pretty much the start and the finish of sprinting for me.

How many people do you know who have steeped around the real world to chase that perfect wave? The perfect powder day - or whatever it is you fancy snow types seem to like - Or simply skating new terrain? Pascal came to 'that' realisation pretty quickly at 18. Faster than most. Looking across a map, he naturally chose Australia - but its always intrigued me why so many Kiwi's make this move.

Obviously Australia is mad! But there wasn't a lot of going on for me in NZ especially in the way of decent work, which is what I THINK would be the main reason for most kiwis migrating across the ditch. Skaters always seek new places to skate and Australia is so close and cheap to get to, plus you get paid better, especially if you don't have a profession and for me it's the fact I can wake up and be positive everyday! There's always something happening, someone to look at or places to go and the weather - even in Melbourne - is superb!

Heading straight for the sun in Queensland, Pascal made a place for himself in the magical network of backpacker work. Doing whatever it takes to get the money to do what you really want to do. The first stop came at a northern titty bar.

The Drink Nightclub or Bad Girls strip joint was a crazy place to work and soon after I started they saw how hard I worked and put me to it! Id have to run up and down the four storied building making sure all the glassy's were in the right place and doing what they had to, open and close the bars, clean the pole's on comp night's, and probably the worst of the lot... serve Paris Hilton. Sorry but she's disgusting, I was so disappointed and still to this day haven't seen anybody dance as bad as her, straight up fish out of water!

Just when things can't get any worse, the narrative always takes a new turn. Think of that mid-week 'Wednesday hump' when you're wondering how the fuck you became an office monkey, or a dish pig, or a labouring pack

“That whole 1.00m thing was such a joke, no way had I ever trained and no way was I going to take it seriously. I just believed in myself and fed off the jocks laughing at my baggy b-ball shorts and bare feet - It turned out I wasn't able to run in bare feet so I was lent some running spikes for the race. The look on their faces when I toasted those rich boys was gold, that was pretty much the start and the finish, of sprinting for me.”





50/50 MELBOURNE

mule. Why you work for a douchebag or worse still, a conglomerate of corporate douchebags? Pascal threw in that particular towel, and did what you're already thinking. He fucked off up the coast.

A good mate from NZ and I were the bums of the trip along with two mates from the South Island who had vehicles. We could leave our gear in the cars but generally we would find our own sleeping arrangements. One night, like most, I had my sleeping bag in one hand and my pillow in the other and was skating down the road towards Alexandra Heads skatepark, when some old dude swerved and held on his horn for no bloody reason, I showed him what I thought of his reaction by raising my finger - and pillow - when all of a sudden a cop car cuts me off and then another one pulls up behind. Basically they couldn't care less that I wasn't doing anything wrong, but that I had a sleeping bag and pillow in my hands and was looking for a place to sleep. Sure enough they gave me one, but certainly not a nice one, it came along with a charge of 'Causing a Public Nuisance'. At Court the next morning I was told I was a piece of shit beach bum!

And just so you know it wasn't the only time QLD police lumped me with this charge. Watch out for it! Yes sir, No sir, would be your best option I would say!

The life of a skateboard vagabond is prone to snap decisions. Yet you have to wonder what a once freezing Kiwi was thinking trading Queensland for Melbourne. Cheap horrible beer, palm trees and perfect weather is what I imagine Valhalla to be like. And yet, Pascal again saw a future beyond the present.

Drinking way too much and working in 100% humidity, 40 degree days as a labourer in Airlie Beach was the final straw. Family and friends back home were always urging me to go to Melbourne. Then I met Don Tarr and Naomi, who took me in and let me bed down at their place in Caloundra. They had heaps of friends from Melbourne come and stay with them for the Caloundra bowl riders comp, they were all sweet-as and by the time they all left I was def-

initely moving to Melbourne! I was sold on being able to skate without needing a shower after one push!

A new chapter and plot point in the journey opens. I was wondering if the journey from one end of this ridiculously large continent to the other was worth it? Was he glad he stayed in Melbourne?

I'm glad but not too surprised. In that first week this random ripper Aladdin at Fitzroy bowl hooked me up with a job on the recycling trucks, but also took the shoes off his feet and gave them to me as work shoes! Things have been just flowing along since. Its the people I've met that have been such solid friends through any troubled times, not to mention Jessica and family who have always supported me in my more financially testing times, or I guess I could say my stubbornly 'just skating times'! I always try to grasp the positives out of a situation and that would have to be the biggest help to anyone's life!!

Considering the journey so far, cast your eyes over the photos. Why would a guy on a shoestring budget - with a transient urge that requires two functioning legs - risk his life and balls on such crazy terrain?

I skate because I love it and for no other reason. I don't like the industry stuff too much but I realise its all a part of it and am learning a lot. Until I got here I rarely had a chance to shoot photos or get footage, so am enjoying a different side of skating that I hadn't experienced before. I have learnt one thing from it, to listen to yourself, what your body and mind are telling you and to only go for it when you are prepared and in good health!

What's awesome about Pascal is the simplicity he finds in skateboarding. It kind of reminds you why you bothered with it in the first place.

I really get a lot out of watching kids skate, it amps me right up! And anyone on a skateboard for that matter! People smiling, people doing what they want, not what they think they should do! Skating is an outlet so I can't see how one could strive for another's outcome, and still have let out what they needed! There's not much better than watching

"I really get a lot out of watching kids skate, it amps me right up! And anyone on a skateboard for that matter! People smiling, people doing what they want, not what they think they should do!"

a skater do whatever they do well, and having fun all in one!

So now that the past and present are taken care of, is Melbourne going to be enough? Despite our impressive girth, Australia is but a small appendage in the complete anatomy of the world. Are there new horizons, or will he return to the geographical achilles heel of New Zealand?

Money and saving, hasn't been my best point and its probably due to the fact I've just wanted to skate, and don't place a lot of importance on it. Which is changing! But above all else, I can't ignore the need to travel, I've wanted to live in Spain for as long as I can remember. I wouldn't be happy if I didn't at least check it out!

On New Zealand, I'm pretty bummed not seeing my niece and nephew growing up. I have a big family, my grand-parents had 12 children who all have children so you can understand just how hectic life can be living there! So I think I'll be back there to live one day, but not for a while I'd say!

At the end of every good book are the acknowledgements, even if they only cover 22 chapters. Short stories are often the best anyway. Pascal has a few people he wants to thank.

Luke and Zoe so sad you couldn't see through the fog but thank you so much you'll never know how much you help me to this day! Thanks to all my family and close friends. My mum and dad who only ever encouraged me, couldn't have asked for more! Anyone I've spoken about, above all the Paekakariki. Skate.Crew, from way back then, every one who has made me feel at home in Melbourne and given me a leg up! Prah-ran crew and you skaters from round Melb you know who you are!

And of course everyone at POP, Ben & the boys at Dragon, Christian and the River Farm Family, BOOM and boys at Bentley sports for keeping my feet looked after, and David Allen. Oh and thanks to Jessica for all the lovely meals she cooks me!

“...above all else, I can't ignore the need to travel, I've wanted to live in Spain for as long as I can remember. I wouldn't be happy if I didn't at least check it out!”



WALL RIDE, MELBOURNE.



Picture Wheels

Words by Ben Hoban. Photographs by Megan Cullen.

STARTING your own label is tough. Starting your own label in the Australian skateboard industry can be financial suicide. Fighting your way into a market saturated by established American companies is hard enough, you then have to convince uber-picky, forum-friendly Aussie skateboarders that you're legit. POP Magazine asks Ben O'Neil of Queensland's Picture Wheels if he's insane... or knows something we don't.

Growing up in Logan just outside of Brisbane, Ben O'Neil found skateboarding the same way most did, by drifting away from organised sport into the un-coachable world of skateboarding. Much like an isolated Christian cult, skateboarding takes all comers, and indoctrinates them at an early age. If Ben's first skateboard was a bible, he began bashing it at an early age.

It was like April 1999 I had just turned 13 and it was obvious school wasn't going to do anything for me, as all I was doing

was living, breathing and dreaming skateboarding. I got on TV for my petition to get a local skate park put in, I would write letters to Al at Time, Andrew at XEN, Guy at Juice just asking them stupid questions, getting stickers, getting their adds signed by riders like Tristan Walker, Skunk, and Clint Bond.

A shrewd business eye is often evident at an early age. Music mogul Michael Gudinski built the foundations of his fortune by selling oranges at the Sunbury music festival three decades ago. Ask your hippy parents if you don't know what that means, but what I'm trying to tell you is that Ben O'Neil found a hole in the market.

My Mum hit me up like to start a mail order skateboard shop and sell these Aussie companies and do it cheaper, because at the time the other mail order store was charging \$135 for a Time board with out grip, and without mailing fee's. It was ridiculous to support Aussie companies.

So I started the small mail order business called 4128,

after my post code that I repped on my grip because Davo and the CLS boy's would rep 2153 (I think it is) but for the record and thanks to a conversation with Andrew Mapstone one day when I was considering changing the name, it also does stand for your set up - 4 wheels, 1 deck, 2 trucks, 8 bearings.

My brother also then helped me turn it into an on-line store as the internet craze started to really take off and 4128 is still cruising along til this day.

So one thing leads to another typically enough, and running a mail order morphs into a creating a brand. You're thinking that boards and t-shirts are easy to screen and promote. Wheels? Why the fuck would Ben bother diving into the murky waters of urethane?

The inspiration with Picture came from the restrictions with an on-line store. I wanted to do a company that pushed Australian skateboarding. I was stoked on getting XEN and other brands out there but I wanted to make my own stuff with my own amazing team and really push the Aussie industry forward. I was thinking Modus has bearings and I'm down for XEN and everything Andrew does with that, clothing is everywhere and so hard to break into anyway.

I watched the Lords Video "they don't give a fuck about us" and I thought it was so dope what they were doing. Taking Europe to the world through Urethane so I was like "damn I could do this as well". I could make something that has a crisp unique look with an Australian team that could rep this on the International market and I believed, after the research, I can pay some of the riders to do this and make it happen.

Before being launched Picture was without a brand name! I was going to just have an advert which said 'picture an Australian wheel company that consists of' and just have the most amazing team. And at the bottom of the advert have 'starting to get the picture?' And the more I looked at it I thought, Picture a team, Picture a team, Picture, Picture, Picture and it really flowed with this idea of a company that was unique, I mean wheel companies don't make videos, wheel company's don't source artists to make unique 50mm wheels, most the time it's your stock standard deal. Plain and simple wheel companies just didn't do anything.

So once the idea is born, the money and the plan are the next priority. If you've ever known someone who has tried to launch their own label, you will have witnessed the high stress, low reward ride of the first 18 months. It's not really a rollercoaster, more an attempt to push your ideas through the bricks of the Pentridge Prison wall. Ben knows like everyone else, that there is all manner of shit pushing to do before the brand even sees the light of day.

From the start I always made it clear Picture and 4128 were not connected. All the funds for Picture were raised through working full time. First in retail and then into the call centres, the commission can seriously help you boost the funds faster than nearly any other job that's legal. In fact, I still work for Telstra fulltime, investing cash into the company and telemarketing for them.

Business plan wise, I went at it a little blind and too

optimistic about it blowing up over night. I had an image of what I wanted to do and how I was going to do it but sometimes you can forget to actually share the dream with others! I would be sitting there wondering why people aren't feeling Picture, but it was because I just dropped a catalogue. I learnt to share the dream of what I was doing and the more I shared the more people jumped on board to help the dream explode.

Entering the Australian skate industry is like trying to break a slow and stubborn donkey, that shits on your foot all the time. Much of the industry lies in the hands of a few, and with a limited market the industry sometimes resembles University politics, the stakes are so high, because the spoils are so small. The biggest hurdle is to be taken seriously.

The Aussie Industry is painfully slow and I am pushing it harder every day to give more support towards Picture. I think the way we went about it, launching a team of some serious up comers in Alex Campbell, Scott Standley, Sammy Winter with the better known names of Stu Hines and Battlecat made us look serious whilst giving it an element of youth and the intention for the riders to be growing and progressing as the company did.

I was very picky with the original logo, I knew what I wanted and pushed hard to have it right before fully launching it to the Australian skateboard community and when it came out I think we got people talking, the feedback was positive that it actually looked good and even a lot of people were shocked to find it was directly out of Australia.

But no matter how serious I made it look there is always going to be an ongoing battle to crack the larger stores and there will always be that douche in a hotel room after some lame industry shin dig talking down your chances of making it happen. But they are the ones you just accept, smile and tolerate because at the end of the day if you don't have haters then you aren't doing anything right.

Most people don't appreciate the complex science of skate wheel urethane. If you've been gifted the opportunity of listening to Johnny McGrath and his Coretech co-horts explain the construction of a wheel, you'll remember the hour long fog of facts and figures that cloud your brain like a hay-fever hangover. The leaning curve is defiantly steep.

There is so much more I need and would love to learn, and do with urethane. There is a long way to go with Picture in urethane technology, I have barely got to the tip of the iceberg. In 2008 I am going to tour the US manufacturers purely to learn and discuss how we can continue to better and be a part of technology that pushes Picture forward and puts it as a leader in better wheel technology.

The perfect wheel is like the perfect wave, if we ever find it, then great - but it's an ongoing search. I would love to work with Coretech on taking Picture Internationally using their urethane but I don't believe that's a possibility, which is a shame to not be able to do it all here in Oz but they have their thing and we have taken Picture down a different path.

And when he got it right?

Relief! I ordered the first batch of Picture wheels and probably didn't research enough into what I had ordered and ended up

with dud stock which again made me realise how you must scrutinise everything you do. People can't read your thoughts! A lot of the team are my closest mates and it can be quite frustrating trying to explain to them why the wheel they want isn't on their board, but that's why we continued to pursue a better urethane from the manufacturer and thankfully we have gotten it to a point where we sit seriously competitive on the store shelf at \$50 a set for the quality we offer.

So the right wheels are in the warehouse, or in your mum's garage. Whatever the case may be. How does your product, which has already cost you a small fraction of your sanity, and a much larger fraction of your savings, get into the cabinets of every skate shop in the country?

I have a distributor, Headfirst which is great for me because I am still trying to focus on working to get as much dosh into the account as possible to build up Picture. They deal with other companies such as Red Dragon apparel so they have a great distribution reputation and actually focus on sales procedures to continually make sure the wheels are reaching the stores.

I still deal with the main city store in each state such as in Brisbane - Skatebiz, Sydney - 99 Degree's, Daily Grind Momentum making sure the stock is there and everything is running smoothly.

Consider for a moment the skate brands that have come and gone in Oz. Time, Censored or Criminal ring any bells? What about the fruit bowl of clothing brands that barely got their chance to flash in the pan? Some of these companies just couldn't compete, some of their owners moved on to bigger things, or just wanted to get back to skating. Either way, a frightening precedent has been set for failure. Then look to Aussie brands like Hoon and Modus who are standing up here and overseas. For Ben, the timing just seems right.

Australia isn't the 'new Europe' that Cliché has done so well from, but in a way Cliché is almost Time. Bog's (Alain Boglio) is making it happen, I know he didn't start it, but I'm so psyched what they are doing and what they are doing for Cale, Brophy and Sammy.

Hoon is so good and so is Modus. I think the formulas they are bringing to the International stage are amazing. Modus has just built and built and built, Brett Margarites definitely is a smart business man and knows where he is heading on the journey of Modus and I believe The 4 Skateboard Company one day may crack onto the International scene.

The great thing about Modus, Hoon and Picture is they're all so diverse, it isn't like we are just throwing the same stuff onto what everyone thinks is a saturated market. Modus is bearings with a serious team to be reckoned with and Hoon is a life style that sits outside any other marketing tactic!

Picture again is different bringing a lot of creativity to a 50mm and maybe a little more refined image of street technician and arty, not that they aren't, but we target 50-52mm specifically so again we are all totally different.

Sponsoring your homies is all well and good, but if your homies view beni-hannas and early grabs as legitimate tricks,

you might be in trouble. However, Picture has assembled a team of Australia's best new shredders. Glancing over the team list, you can't find a washed up name among them. This must suck for the haters, because dudes like Cale Nuske, Sammy Winter, Tommy Fynn, Josh Rio and Dave Harris don't suck. The pressure is therefore on Ben, to break the mould of a stingey Australian skate industry and support these guys the way they deserve.

Picture was designed to support Australian skateboarding. The first idea I had to help break that mould was Am wheels, pretty much meaning just because they aren't pro doesn't mean we can't design a graphic they are psyched on, put their name on and sell it to stores for a couple of dollars more and get a small pay cheque to them in return.

It's actually quiet ingenious because guys like Tommy Fynn are known and loved and their wheel sells out in no time. Kids can relate to these guys, because they are out in their locals all the time skateboarding. No hate to the International community but they don't tour enough for the kids to relate.

Secondly a larger photo incentive to riders, word does spread in the sponsored community about who gets paid what and if it gets around enough other companies are forced to follow suit, if we lift the bar other companies follow suit.

Thirdly we are budgeting to pay riders, sure we can't pay their full living and we can't pay all the riders. But on a level of how much coverage they are getting if we can get a small monthly cheque to them again more companies and even distributors have to follow suit because, lets face it wheels aren't what pays the bills - it's the shoes, boards and clothing sponsors. But if a small wheel company can pull off a small allowance to riders then they start asking other sponsors the question.

It's not a greed thing of driving BMW's and drinking Moet. But there is definitely a problem here in Oz regarding the support of riders and I believe the rare few that make a living off it shouldn't be so small, and if we can slowly start to move the trend, other companies will follow suit or lose riders because if we can do it, why can't they?

To really pull off the whole enterprise, Ben needed a hand. Every Batman needs a Robin, every Grizzly Adams a Gentle Ben, and every Hillary a Bill. Either way your head will explode without them. Somewhere in 2006, JB came along to join the party. A graphic and artistic hand to pen Ben's ideas

onto the very limiting canvas of a 50mm wheel. He is however, a crucial piece of the puzzle.

JB is the man! He holds down Picture, at the start I knew what I wanted and had heard through a mate Kane Stewart about a guy who could sketch anything, and could put the idea's I had of Picture into reality and make it look marketable. I met him and told him what I was after and he would design it, I would ridicule it and he would then redefine the concepts to my liking.

But the great thing is over the past 9 months or so he has really come into this own, designing and pushing Picture forward. Everything he comes up with is on point and to the point now that I can say, "Hey this is what I was thinking" and the first draft I receive from him is good enough to go directly to print. But to truly see his potential give him a pencil and paper and the amazement of what he could whip up on the spot would astound anyone.

So everything seems to be picking up, the wheels are right and Cale is on the team. But once every few weeks we all get a day that makes us lust for a semi automatic rampage. The only way out of that funk is to remember your inspirations. Ben finds most of his drive at home. Here he found the drive to start 4128, which made way for the rest.

My parents, brother and his wife are all youth and community workers. My parents have done it for 25 years. They work tirelessly trying to make a difference to the community. Another is my little sister who just turned 18, I always have time to chill with her. Whether it's fishing, chilling or just a good chin wag on the phone she always brings me down to earth and shines so bright, I love her to bits.

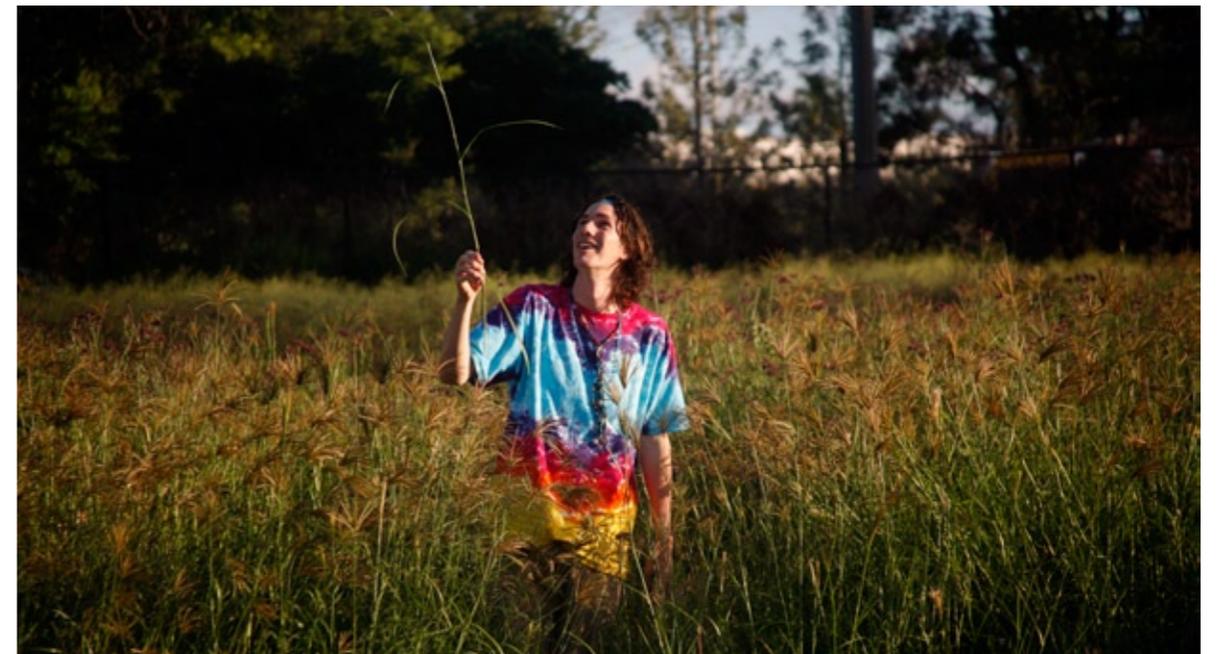
There is a lot of inspiration from Shane Cross, RIP. Anyone that met him knows he was seriously on another level in life and the small amount of time I had with him was an amazing experience. His death shouldn't be in vain to skateboarding; as Joe Pease says in the new Volcom video "making the most of everyday and living life, love your friends and family, be yourself".

So if you've made it this far (I'm proud of you if you did) then you must secretly want your own wheel, clothing/ board/ bearing/ bolt/ grip/ tool/ riser pad brand. Ben has been there and is currently elbow deep in it. In case you were wondering, he has a little advice before we go.

The main thing to look at before anything is why you want to do it. I started 4128 to offer cheaper Australian products to kids my age, I mean I was 13 at the time, I was the market. And with Picture it was to make something that was unique to Australia, 'picture a team that consists of...' and then the alternative motive was then being able to try and support skateboarders. Actually pay them for doing what they love.

If your intentions are pure towards skateboarding then you're on the right track. Go out of your way to make something that you've designed with the steeze you have which has spawned from your upbringing and surroundings, not what the next company is doing.

And finally as much as you believe it will, it won't take off overnight. I thought within 12 months world domination was do-able but unfortunately in this day and age with so many companies coming and going and Australian brands barley lasting a couple of years, you have to build slow and support the ones that backed you from day one.





MICK FANNING

WORDS BY SKULLY. PHOTOGRAPHS COURTESY OF RIP CURL & WARBRICK.



THE entire Australian Surfing community was abuzz in November 2007 when the man they call “White lightning”, Mick Fanning took out the ASP World Championship. The fact that the crown was back on Australian shores was enough, but the real stoke was the fact that Mick Fanning is as Aussie as Beer and Snaggers on a Sunday arvo. Aussie to the core, a larrikin to the boys, respectful to his elders and a legend to the grom’s, his surfing is insanely fast, precise, super smooth and radical, combined with the focus of an eagle on a bush rat, the title seemed his destiny from the outset of 07. I’m writing this from deep within the heartland of Taj Burrow country and even though most of the Yallingup boy’s were spewing TB fell short, everyone was as stoked on the Fanning win. He or Parko would do after all the years of suffering at the hands of Slater and Irons.

It’s not everyday you get to ask a newly crowned world champion to speak his mind; I was stoked I got the gig... I was even more stoked I didn’t have to call him after his party and got away with a few questions via e-mail. The guy’s a legend; read on and you’ll get the idea..

How was the party?! I heard your sweetheart organised a burster of a shindig!!

Yeah, it was wild. I don’t know how Karissa organised it all, but it was so much fun. All my family and best mates were there just going crazy, and then Grinspoon turned up and played for everyone. I’ll never forget it.

As an Aussie to the core, how much does bringing it back home mean after so long in Seppo hands?

It’s been a long time away from Australia and I’m just proud to take the rains from Occ and bring it back to Aussie soil. The Americans have had a domination on it for so long, so we’re all celebrating that we got it back and I’m stoked that I have been the one to do it.

How good has it been having Occy around at home? Does his presence create confidence among the boy’s? Has he been a mentor at all over the last few years?

Occ is a surfing legend and he’s done so much for the sport. He’s so much fun and I think he’s so proud that the world title is back in Australia. I got to sit next to him on the final flight we took on the way home, Sydney to Cooly, and that was just something really special that I’ll remember forever.

Do you think your great mate Parko will get psyched enough to put a whole year together?

Joel has been close a lot, but like the rest of us, just hasn’t been able to reach that extra mile yet and knock off Kelly and Andy. Over the years he has been my toughest competitors and I’m sure he’s going to be very keen to keep the world title in Australia next year.

It’s been well documented about the tragedy of losing your older brother Sean. People can go either way after such drama’s but what do you think made you chose the positive ‘get on and charge’ attitude you seem to have?

Life has got its ups and downs, but you’ve got to just keep living. You have to take the good with the bad sometimes and whilst that is one of the bad times in my life, it has also made me appreciate the good times.

I’m sure he’s up in heaven so stoked for you and knew all along you’d do it, but is there anyone else who you have drawn inspiration from to reach this pinnacle?

I think MR has been a great inspiration, because he is just so awesome and Occy has been an inspiration too. And Kelly. When Kelly came to congratulate me in Brazil I thanked him for being an inspiration, not just to me but to every single kid that surfs in the world.



“I am just looking forward to going to Hawaii and enjoying myself. I haven’t had a chance to really relax and soak it all in yet, so I’m looking forward to getting over there, surfing heaps and having some fun.”¹



As the first of several hungry Aussies to nail it, do you think we can keep it home for a while?

I hope so.

You are not only the first Aussie World Champ for many, many years but you're also the first Rip Curl star since Damien Hardman or Tom Curren, they must be happy with their investment hey?!

Rip Curl have supported me for a long time and are very proud of this year. I'm stoked to be the guy to win them another world title and have my name on the list with Dooma and Curren.

When Kelly and Andy were seemingly in their own title race and intense rivalry, at any time did the Aussies sit down together and talk about pegging them down?

Not really. I think everyone has been trying to work out how to beat them. It's been pretty heavy to have both of those dominant guys in the one era, but I guess that happens in sport sometimes.

I interviewed Jake Pato a little while ago and he is a huge advocate for grit, determination and hard work. Would you agree that 90% of competitive sport is in the mind?

The mental part of surfing is very important and I guess that is one thing that develops over the years. I've done a lot of hard work for this year.

At any point over the last season was it at all difficult to maintain the intense focus you had or was it just business as usual?

There are hard times for sure. There are ups and downs, but you've gotta keep reminding yourself what your goal is and how to do it. Sometimes it's hard to keep the extreme focus, but that's just part of it.

You appeared to conquer any perceived weaknesses you may have had leading up to this year. Was that part of the plan or did you just deal with one wave at a time?

I wanted to be consistent the whole year and I'm happy with how I've done that. Teahupoo has been one of my weaker places for results, so I went there earlier this year to get ready. That was one of the best things this year.

It sounds like a lot of the boys on tour were looking forward to seeing you win it in the end, apart from maybe TB, who was on a mission this year too. Although even he seemed stoked for ya' in the end. It must feel great to feel such respect from your peers?

I think that the best thing about it all is that we all support each other. If it wasn't me and it was one of the other guys we'd all be there supporting him. We're all mates but we also all want to win. So there are pressures, but we all want to enjoy the good times and the celebrations.

I guess the focus now turns to Pipeline, any chance of a fairytale finish?

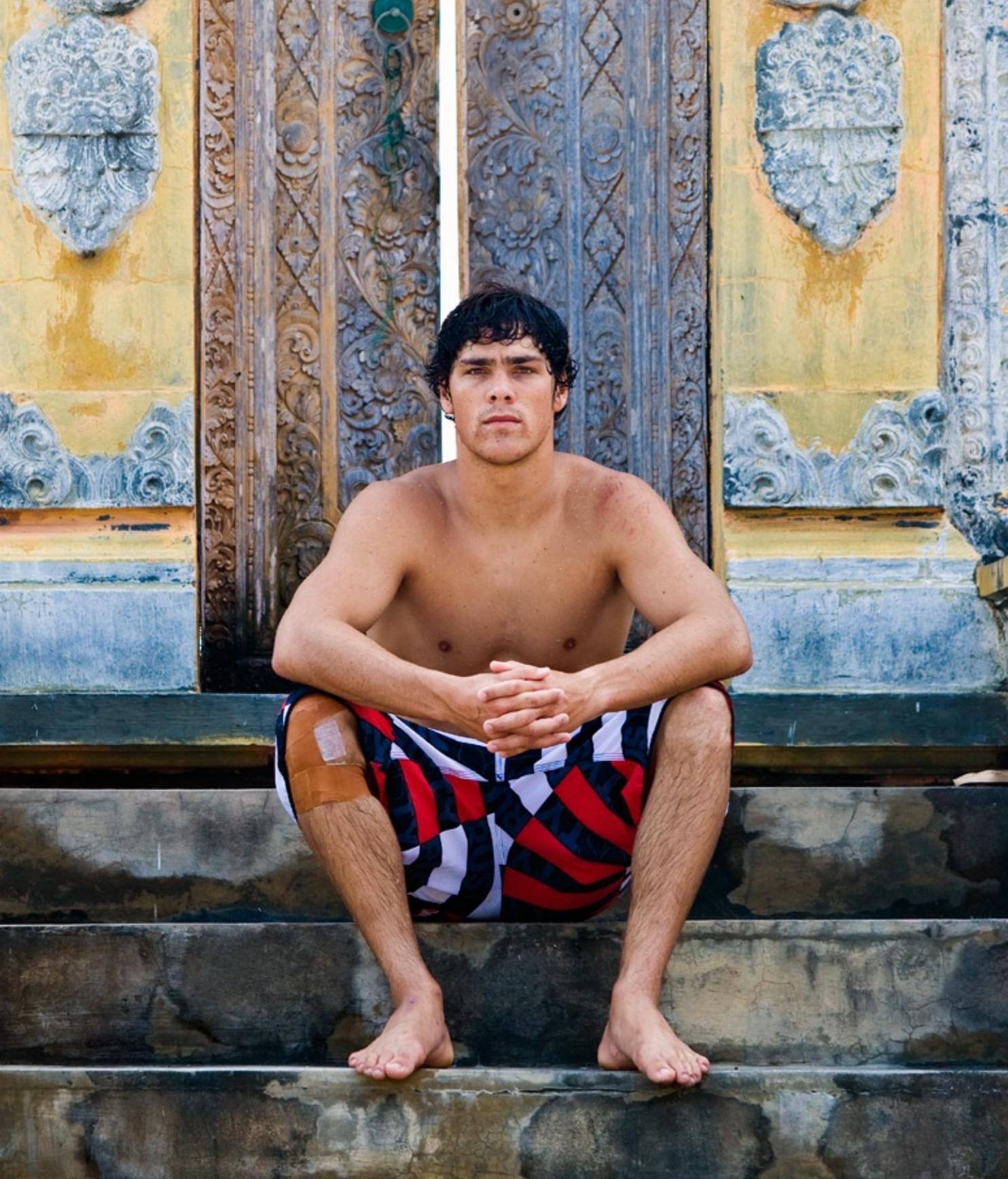
I am just looking forward to going to Hawaii and enjoying myself. I haven't had a chance to really relax and soak it all in yet, so I'm looking forward to getting over there, surfing heaps and having some fun. I'm competing in the Triple Crown so of course I want to win, but the pressure is gone and I just want to have fun and then enjoy a holiday before next year.

Well after all is said and done, you're a fricken' Champ mate!

So as you read this, Mick may have won Pipe or he may have not. He may have just slept in with his fiancée and just kicked back dreaming of perfect Snapper on the day his title defense begins. I suppose he'll take that as it comes and just get down to business as usual. Now that the pressures off him and all the other Aussies, watch them all flare up, get loose and see who can wear the crown next... Geez I hope Teeb's can do it one day!







JAY DAVIES

Photographs by Bosko.
Words by Skully.

ANOTHER miserable October day in WA's southwest and the dreaded Norwest devil wind is blowing the coast into a prolonged state of unease. Surfers throughout the region are getting rattled out of their minds. Most locals can't handle a week without clean waves, this spell has continued over the whole of winter and beyond. The Indo trip joy wears off after a while and the Up North adventure seems so far away as the persistent onshore brings punters to their knees, begging for a clean swell.

However, in a little Shack at the base of Yallingup hill, known amongst the crew as 'the Elsegood' there lurks a handful of the areas top flight local shredders who remain relieved at the crooked conditions. The lack of joy for others brings these lads some solace, the pain of their injuries is eased, as they hope to heal- ready to hit it when it comes good.

Amongst the crew in this beat up old crib is one of the country's most electrifying young surfers, his name is Jay Davies. Born and bred on the Hill, JD as he's known to his mate's, has been gifted with undeniable talent. Match this with a hulking physique, a silky smooth style and an ability to land huge aerials and you have one amazing package. Jay Davies has matured into a determined Pro surfer, he has the backing of a major sponsor in Rusty, strong family and friends back home and most of all he knows he's on the right track.

It's a relief to see the kid take his potential by the scruff and make it happen. Others may have wondered if he would, but I doubt he ever thought it would go any other way but up, just like his Skyline surfing. I was stoked to catch up with Jay at the Elsegood and hit him up on what's been going on and what's in store for the rest of 2007 and beyond.

So what's been happening lately Jay...

Um, I've been traveling a fair bit doing photo trips, a lot of free surfing trips. It's something I love to do.

I heard you've been in Japan, how was that?

I went to Japan three weeks ago, it was wild. Definitely one of the craziest experiences I've had. Just an amazing lifestyle over there, so different to anywhere else. The technology over there is pretty crazy, the people were really friendly. Where we went was Miazaki, this little island down the coast-that was sick, it was just like being at home. It was country style, good fun waves. Just flat beaches but they had these groins with a really good beachie's off 'em. We also surfed some reef points, just fun little set ups, lefts and rights.

Was that a Rusty trip?

Nah, that was with ASL. I got in the top six of the Hottest 100 (pro juniors) I was really lucky to get in the top 6, I was blessed to go on that trip.

So you've been laid up injured mate... How'd you do that?

I just did a Reo on the third last day of the Japan trip and got twisted up. Strained all the muscles that support my knee. And its given me six weeks out of the water. So I've just been in re-hab mode. Just trying to keep fit and keep the girth off so I don't go over to Hawaii and drown.

Hawaii?

This'll be my third or fourth year in a row. I just want to try and get my foot in the door as much as I can over there. Every year you just keep stepping it up. This year means a lot for me, its my last year in the pro juniors. I'm not going over there wanting to get hundreds of waves-I'm just hunting that wave...that Laurie Towner wave you could say. Just that one wave.

You've been with Rusty since you were a young fella' - they're obviously still looking after you pretty good?

Yeah, its been a really good relationship we've had. They look after me pretty comfortably...you could always get paid more...haha!...Its pretty good what I'm doing at the moment, I'm getting around doing what I love, I can't complain really.



Do they put much pressure on regarding comp results?

Oh well you do what you do...I know they want me to do really well, but whatever happens, happens. But they're definitely pushing me in the right direction. Trying to get me on the WQS, I'm getting really excited 'bout that. But they're letting me have my own time and do it my own way.

Are you feeling good about the 'QS - Do you feel like you can take it to them?

Definitely, the last few months I've been thinking about it a lot, I kind've went through a stage this year, like, where I was thinking I don't want to do contests at all, I just wanted to focus on my free surfing but now I've had some time out of the water I'm just itching to get back out there, not to nail the 'QS but definitely make it a focus.

You've got the big moves to make the criteria, any tricks you've been working on?

Not really, but the new movies you see... I've just been trying to do big fin wafts. Like Dane Reynolds - Big Larry wafts with crazy style. I can't really explain it. Just trying to put everything together throughout a wave. You need the complete package to make it through the WQS.

On the home front you must be stoked to have some time out...

Its an amazing feeling to come back. This place is one of a kind. To have all your family and friends around you is a bonus as well. That's the main thing that you miss while you're away, having that comfort, surfing with the mates that you grew up with. I always feel like I'm part of the ocean around here, I definitely enjoy it a lot when I get home, that's for sure.

Knowing what Taj, Jake and the likes that have come from around here (WA) and what they've achieved it must give you faith that anything is possible?

It offers a lot, but it doesn't really phase me that they've come from here. I mean you see people coming from anywhere...Slater came from Florida...It doesn't matter how the waves are really, it's how you feel. Even now, coming home injured and seeing even the crooked little waves that you frothed on as a kid...little shitty onshore waves, your body's just freaking out, you just wanna surf, its something you've done all your life and I've still got that bug in my stomach.

Footnote: It's always great to catch up see all the Lad's together hangin' out down at Elsegood. They are a huge part of the first born and bred surf generation in Yallingup and all seem to be blessed in one way or another. They light up any break which is on, on any given day and it ain't the same with their absence in the line -up of late. The other mentionables at the house are Jay's older bro Wyatt, his old sparring partner Danny Waddell and the ever happy Timmy Nott.

I asked them their thoughts on the progression of their brother from the same and another mother, J.D.

"He should just keep going the way he's going, he's doing really well. He doesn't need anyone else's help, he doesn't need to hear anything from me. Yeah he's killing it."

His old mate Tim Nott pipes in...

"He's done ridiculously good in the last year, a few cover shots, heaps of exposure. He's become a well known name in the surfing world."

Dan Waddell says...

"Shit, I don't know. Every time I see footage of him it blows me away, good to see him flaring so hard."

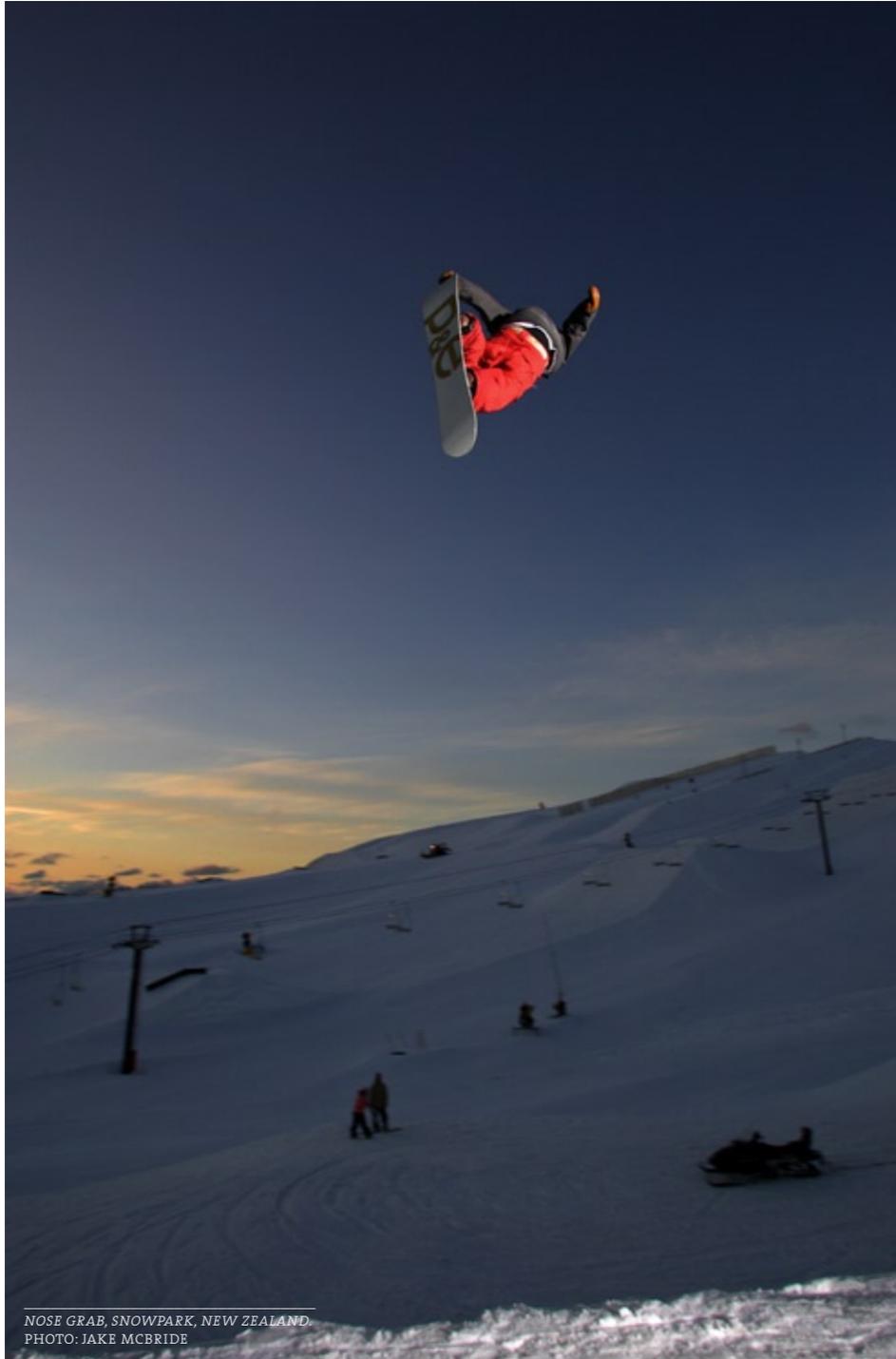
I left the boys house on that note. Hoping that when the waves do come good they're all out there taking it apart like only they can. The world is out there for Jay Davies, it will be intriguing to see how it all unfolds for the Hulk of Yallingup Hill.



PHOTO: JAKE MCBRIDE

Nick Gregory

Words by Rick Baker.
Photographs by Jake McBride, Dan Himbrechts &
Scott Serfas.



NOSE GRAB, SNOWPARK, NEW ZEALAND.
PHOTO: JAKE MCBRIDE

IREMEMBER when I first saw Nick... Not when I met him, but when I actually saw him. It was a few years ago when I was in New South Wales with my younger brother for a contest. Technical Difficulties had just come out. We were doing laps in the Perisher park when we saw this kid in a yellow and navy striped Special Blend jacket that JP Walker made famous doing 'underflips' and 'go rolls'. At the time Special Blend wasn't even in Australia and for a moment my brother and I were convinced it was JP Walker! At that time no one in Australia could do those tricks with that amount of smooth confidence and style. My brother and I no doubt lost the contest and returned to Melbourne with only rumours about 'this kid doing underflips in JP Walkers jacket' from New South Wales. Years later I would piece it together... It was Nick Gregory.

So Nick, how's summer working out for you? Are you a full blown shaka-gnar-see-you-in-the-green-room surfer bro yet?

I would like to think I am! However in reality I think I am more a full blown shaka-gnar-see-you-in-the-airconditioned-room kind of guy. If I had to describe my surfing I would say it's much like a Jack Johnson song (makes you wanna' vomit).

So I guess you're looking forward to getting some snowboarding done then?

Yep, I'm always excited to put the boots back on! I just got back to Australia on December 6th from a short a mission to Sohero, Japan. Which, although poor conditions due to how early it was in the season, was such a tease! I will be basing myself in Whistler this northern winter because that place really has something for everyone and from there I will explore the fruits of China, Canada, the States and hopefully a bit of Europe. **You've always based yourself at Whistler. It's always seemed like there were way too many Australians there for me to really feel like I'd even gone overseas.**

What's the attraction for you?

The place just has it all from amazing parks, backcountry and too loose night-life every night of the week. I'm not gonna lie, there are a lot of Aussies, so it's lucky I love them! No matter where you go in the world you always seem to run into Aussies.

Yeah that's a good point. I suppose another good thing about Whistler is all the film crews. I remember you had some shots in one of the Wildcat videos not so long ago. How did that come about and will we see more?

That was all through my board sponsor Endeavor who were a major sponsor of the film. Would be amazing to do some more filming with those guys because they know all the good zones for the various snow conditions however there are so many riders pushing to get in I am not going to count my chickens too soon.

Talking about sponsors... Of any of the Australian 'teams' it seems like Billabong has the strongest right now with yourself, Clint Allen and Robbie Walker. That's three solid riders with



“Snowboarding is still my main focus because it is still my passion and being on the business side has only made that fact more clear for me...”



FRONT 3, WHISTLER BACKCOUNTRY.
PHOTO: SCOTT SERFAS

potential to 'make it' overseas. Now that you're snow team manager for Billabong is that something you're focusing on... Making it?

For sure it's a major focus for me to push the riders into the international scene however sometimes I lose a bit of focus on my own career because I will always give Clint and Robbie the first opportunity. Those guys are riding so good right now so it makes it easy. I can push myself more through my other sponsors who are the major reason behind my success. At the end of the day it all comes down to money and to use the money you have in the most effective way to push both the rider and the brand.

Do you feel there's a danger of being seen as less of a 'pro snowboarder' once you step over to the business side of the snowboard industry? Or is that just a fact of life in the smaller Australian market?

Snowboarding is still my main focus because it is still my passion and being on the business side has only made that fact more clear for me. Obviously snowboarding for a living is not a reality forever and there is a time where every snowboarder has to start thinking about what they will fall back on when the dream dies. I am just really fortunate that Billabong have given me this opportunity to work around my snowboarding career.

Okay then TM, here's a 'press room' type question for you... Why aren't the big three surf companies (Billabong, Quiksilver and Rip Curl) dominating the snowboard world?

I think they do well however as you said a lot of people consider them as "surf" brands as opposed to lifestyle brands and I think this is because they are so strong in surf.

I guess one advantage of being the TM would be that you get to plan trips like that bus road trip; the Freeway Tour. Do you have one story from that bus that you probably shouldn't tell us but will for the sake of entertainment...

Our luck with weather over the last few years has not exactly been good so the tour usually turns into the booze bus and although it may seem very glamor-

ous every time we get onto the bus we can't wait to get off because of our ridiculous hangovers. Other than that it is quite tame with Abi doing all her school work and Robbie talking about his girlfriend Alice (he would talk about Alice all day if you let him).

If you could have one person (dead and/or alive) come on the bus tour with you, who would it be?

The Iron Cheff would be brilliant. That bloke could make a delicious meal out of socks and jocks if he wanted. All day!

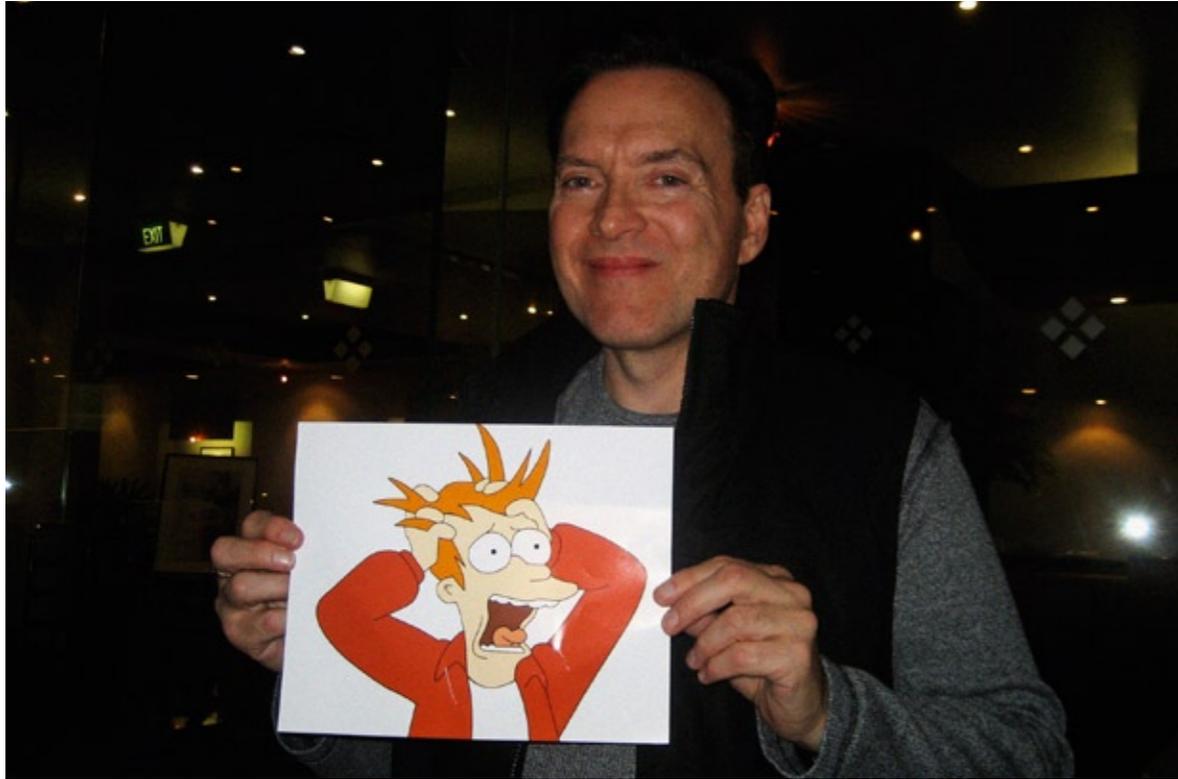
Here's another random question for you. What's your favorite Will Farrell movie?

Superstar. Piece of gold!

If you could be one of his characters, who would you be? Gene Frenkle (More cowbell guy), Frank The Tank (Oldschool), Chazz Reinhold (Wedding Crashers mentor), Ricky Bobby (Talladega Nights), Chazz Michael Michaels (Blades Of Glory)?

Ricky Bobby! If your not first your last!

"The place just has it all from amazing parks, backcountry and too loose nightlife every night of the week. I'm not gonna lie, there are a lot of Aussies, so it's lucky I love them!"



Billy West

Words and photograph by Steele Saunders.

BILLY West is the voice behind such iconic characters as Futurama's Fry, Zapp Brannigan, Dr. Zoidberg, Professor Farnsworth, Ren & Stimpy, The Red M&M and even opposite Michael Jordan as Bugs Bunny in Space Jam. Billy West is also the out spoken voice of the animation industry. What's there to be out spoken about in animation? I'm glad you... and more importantly... me, asked...

Watching you over the weekend it's obvious that you get hit up about your voices everyday...

I enjoy doing stuff, you know? Unless... there are people that just stand there and say, "Say this! And now say this!" That part I don't like. But I can put out; I'm an output machine. I really enjoy it because I understand the meaning of it for people that care about those kinda things, that's the way I was.

Checking out your site their seems to be some ill feeling about your time on Ren and Stimpy.

John K (Ren and Stimpy creator) calls me "I've got some characters" and he sent me some pictures, I didn't know what they were. Were they microbes? They were very impressionistic, surreal looking. A giant mosquito? Germs? I auditioned and then I had to audition again at Nickelodeon, right in Times

Square. We went into the MTV building. So he takes it in to the people and when he came out "Congratulations, what you just did sold the show!" Well, great I was very happy to hear that, we were underway. The next thing I know I find out he was going to do Ren. Which is fine by me, that's the honest truth. I was just happy to be given an assignment; I never lobbied to do the character. I was asked to audition for it and I did it. I was not in a position to say, "Hey! What's up here?" You can't be a troublemaker when you're new. Then, as he went through the episodes he was struggling over content with the network he was trying to get stuff in... which is basically his job as an artist; push the envelope. But it was going back and forth, back and forth. We got to about six episodes, which I found out is pretty much the pattern with this guy, and he got

fired from the show. Somebody went back to the original audition tape and said, "Wasn't he (Billy West) meant to do this in the first place?" So they brought it to me, I tried out again for it and they gave it to me. He (John K) called me screaming, "I think you should leave the show." Well why? "Well, they can't do the show without you but they can do it without me." So in other words he was saying I should leave the show, so then I would have the clout to bring him back. He's raves and rants about being a man, what a being a man is. Say it loud enough and maybe you'll convince yourself. The most unmanly thing I can think of is using someone else to fight your battles.

On to Futurama. As a fan there was a lot of hype, it's the new Matt Groening series, a lot of expectation. How was it for you? Was it a big thing for you?

It was a major thing for me as I was a big fan of Matt Groening... They called me in to audition for it, I went in there so open and so fertile, so ready to take anything they suggested and just run wild with it. Matt Groening said "I'm a big fan of yours" and I'm like, "Well, I kinda know who you are too." (laughs). They showed me pictures of these characters and what ever made sense to me, what that drawing said to me, I would go with. It's a gut thing, you can think too much. I didn't get abused, I was respected there. I, in turn, generated all my love, respect and care for this project that they entrusted me to do characters for. That's the way stuff is supposed to work.

Fry, obviously, a role for eternity. I think he's the most relatable character from either Simpson's or Futurama.

Then I've achieved my goal. That's exactly what I wanted him to be. An everyman that was no threat to guys and certainly not formidable to woman. It made him vulnerable, and vulnerability is what endears a character to you.

They are a few Futurama episodes where the ending is quite touching and they all revolve around Fry. Like the one with Fry's dog...

But do you realise what that is? That statement right there says people are having their feelings brought to the surface where they might be moved to watery eyes or just choked up about the emotion of it. It means people are still alive, people are still compassionate. For a cartoon to be able to do that to you, what ever they do that's funny after that will be as triply as funny. We don't get hired for animated features because they have to use celebrities. Most of the celebrities' blow. They don't know what they're doing, no clue. People like Robin Williams, Eddie Murphy and Mike Myers, they do belong doing characters. But to hire some fuck doll to come in and go "I'm a fairy princess" cause she's famous? That makes no sense to me. If they design a character that looks like you... and sounds like you... you bring nothing to the table except your own ego. When these people's career is over that film isn't going to be worth jack shit except for the visuals and the story.

Don't you think that those sorts of films that follow the formula of get some celebrities make them animals or whatever... blow anyway?

What do you think?

Definitely. They get some names on a poster and work backwards from there.

Yeah, I can live with that. I've had a real good career and people might say, "He has no business complaining." That's one thing. But then they got into this thing where they would take the best people to come in and audition. We're inventing hooks, ideas, and little gems that come directly from our own imaginations. They keep it on tape and then they just play it to the shlub celebrity that's going to do it. "We like that, see what he did there?" I hit the ceiling when I heard (about them doing) that. These people come in and invalidate what I do for a living instantly. The thing I spent my life preparing for, whether I knew it or not, has just been... voided. Anybody that has something like that done to them would be really mad.

How about Jerry Seinfeld's Bee movie, do you see that from a different angle? That he's actually written it, then performed in it.

I think that's admirable. That's not easy! He's a really funny guy, probably one of the greatest comedy writers. That's fine with me. But to just draw a character that looks like Cameron Diaz and go "Why don't we get... Cameron Diaz!" They run out with 20 million dollars and it's effortless to them. Then when they interview these idiots; (reporter voice) "We caught up with Hallie Berry". "It's really hard... I really worked at it". You worked at what? Doing your voice? Your own fucking voice? (Laughs) You're going to have to put a lot of "LOL's" in here. I'm not sitting here throwing horns at them. I'm laughing my arse off about it.

(Laughs) That's fine.

I'm not panicked in anyway. I'm just the guy that says there's an elephant in the room. I'm not a pretender. People ask if I'm afraid of being black balled or this or that... no! The beauty of being an adult is that you don't have to explain shit to anybody. You don't have to be afraid of anybody.

Let's talk about the fall and rise of Futurama.

Well, I don't think it ever fell.

The premature cancellation then.

It was the fans that brought it back. I'm eternally thankful to the fans. The letter writing campaigns, they wouldn't let it die. They really, truly loved it. It's my favourite show I ever did. Whether I had something to do with the show or not I'd be fan because of the writing, the stories. There is a lot of love, a lot on intellect, a lot of silliness all amalgamated right there.

Was there a fear that Futurama had four really great seasons and going back might tarnish that?

This won't disappoint you. I didn't think they could out do themselves but they did. When I read the scripts I was (in Zapp's voice) "Wait until they get a load of this!"

That's all the words we could fit into the magazine but to hear the full 2 part interview, use the MagLink or got to www.steelesaunders.com.

Billy West was in Australia as part of the Armageddon Pop Culture Expo www.armageddonexpo.com

For more Billy West info www.billywest.com

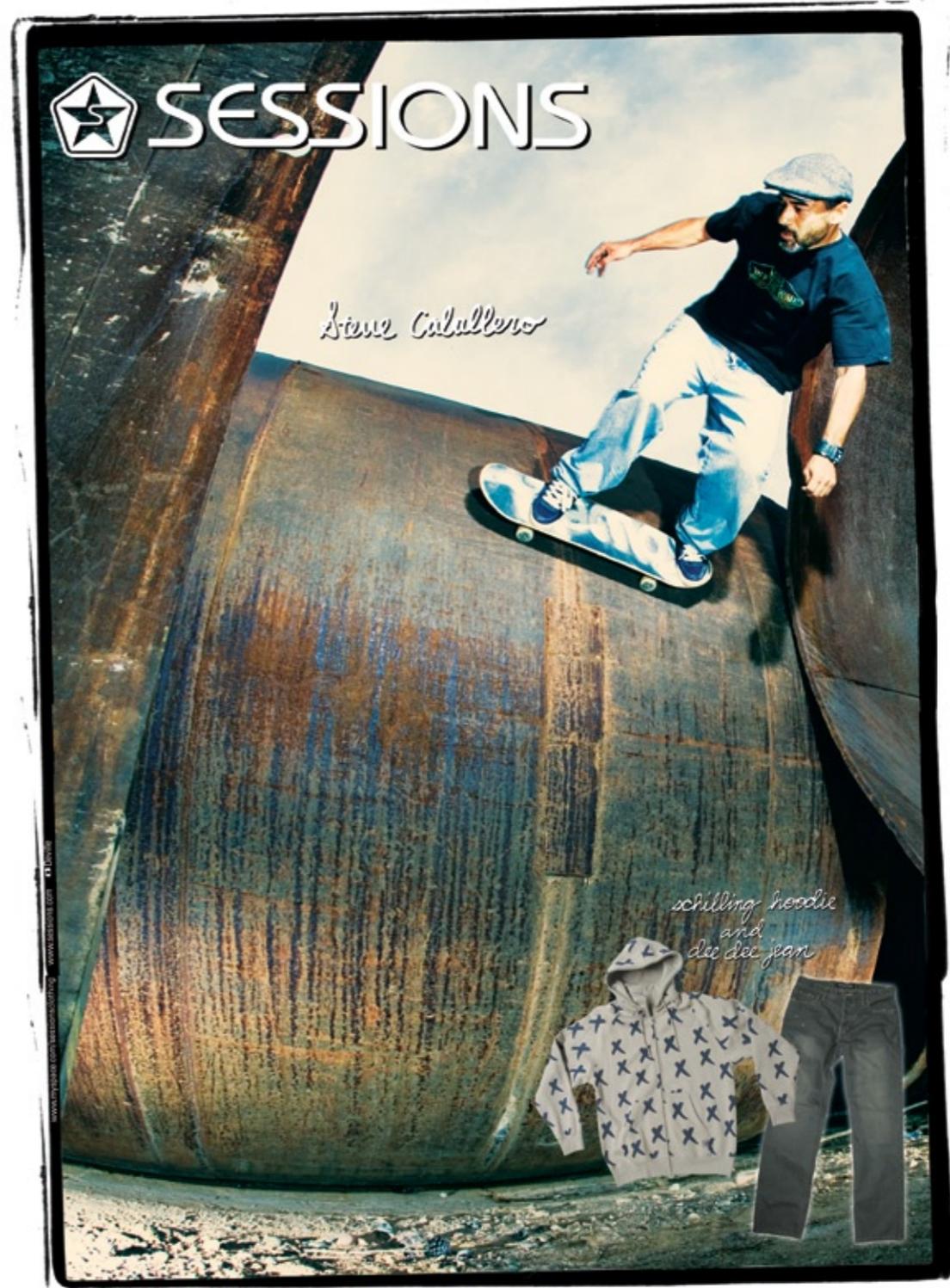


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