

## „art on snow“ exceeded all expectations

For one week, from 06<sup>th</sup> to 13<sup>th</sup> of December, it was all about the subject “art on snow” in the Kleinwalsertal. The unique art project succeeded to bridge the board riders art and the sport itself with exhibitions, vernissages, workshops, movie screenings and several parties. The feedback of the visitors, locals and artists was tremendous and also the weather presented itself in the best light during the whole week.

The Organizers did not face a success of this kind. Already the first days of the event were well frequented and the large as well as diversified program was adopted perfectly. But in the last days of the “art on snow” even more visitors came to see the exhibitions and to watch the movie screenings. Also the photo- and painting workshops were fully booked.

The interest from the scene as well from not scene-related visitors in the different program points exceeded the expectations of the organizers. Everybody could of course find something personally interesting and amazing here. From landscape to action photography by well known photographers to canvas art or paintings on used snow- or skateboards, all facets of the board riders art were shown here. The exhibition of the Seven Artistic Sins by Rossignol as well as the snowboard museum by Peter Radacher with treasures from 40 years of snowboard history inspired the visitors and should not be forgotten to mention.

The week of the “art on snow” was a complete success and unforgettable also for the exhibiting artists. Markus Schwarzer for example wrote: “Yes, what shall I say,...I’m still smiling,...it was a great time.” Close relationships between the artists and a real community of like-minded people evolved during the event. In endless, intense talks the artists shared their experiences and views and so each of the artists could get and take away new impulses for their own work. The thought of offering a collective platform to the artists and to establish a kind of network between them, has become reality at the “art on snow” in an exemplary way.

The workshops were highly frequented in the last days of the project. Stefan Eigner and Steffen Kornfeld gave their best at the photo workshop to introduce the participants into the world of professional photography and to give them valuable tips and tricks. The painting workshop was led by Lisa Meier. She was really happy about the total of 189 very nice snowboard designs, which the participants put on paper with pens and brushes.

The Crystal Ground has been the sportive hot spot of the “art on snow”. Here one could witness intense traffic at the different obstacles and relaxed sessions were ridden until sunset. The photographers on site took their chance and captured these sessions with their cameras. Throughout the whole week various spontaneous photo shootings under a clear blue sky took place on the Crystal Ground.

The VICE Party on Friday evening at the Hörbar, Oberstdorf was a veritable highlight. DJ Raal and DJ Moulinex put the numerous attendant public with nice electronic sounds into the right mood for party and Rhythm Police rocked the full house, as if there was no tomorrow. On Saturday, the end of the “art on snow” was introduced with the outstanding snowboard movie “That’s it, that’s all”.

Subsequent the whole crowd went to the M&M Bar for a warm-up drink before the Art off Party opened the gates to celebrate the end of a fantastic week in the traditional and hilarious Walser style. DJ Stamina and DJ Amir, supported by the VJ’s bydefault and nin.sha made the motivated crowd freak out completely and rocked the club until dawn.

The Organizers want to thank the representatives of the different locations, the voluntary helpers as well as the artists, who made the week an unforgettable experience for all.

In retrospect, the "art on snow" was an event with feelgood factor, where everyone had a lot of fun. The positive feedback from all sides shows that the project made sense and that it has potential for the future.

Pictures from the "art on snow" as well as information on the artists and projects can be found on [www.artonsnow.com](http://www.artonsnow.com).