



## Vans & and the Ästhetiker shred the Zillertal

On March 1st through the 8th, 2008 Vans and Austrian shred crew the Ästhetiker (,the esthetics') bring you the Wängl Tängl. An event that, just as its founders, eats and breathes the *Off the Wall* attitude with every second of their lives.

Sprung from southern Californian pools, the *Off the Wall*-moment refers to that one second when skateboarding leaves solid ground and seems to float through the air along the vertical wall. The expression stands for a take on life that goes beyond the mainstream and its conventions seeking freedom in all respects. Vans can account for an "off the wall" record since 1966 and it is this free-spirited attitude that shows in the brand's shoes, apparel, snowboard boots and outerwear.

While Vans can look back upon a 40-year old heritage in the skate and surf culture, the *Ästhetiker* have been an indispensable member of the industry for 14 years solid. *Off the Wall* – three little words that represent the bond between Vans and a group of riders whose names read like the who-is-who of snowboarding like no others do.

When in 1994 Austrians Dieter Steinhardt, Bernd Egger and Steve Gruber came up with the idea to summarize their friendships under the crew name "*die Ästhetiker*", it was the significance of the *off the wall* spirit which defined the quality of their bond. Far from being alone in living this attitude every day, the Ästhetiker soon grew to welcome more members with top-notch snowboarders such as Thomas „Beckna“ Eberharter, Wolle Nyvelt, Friedl Kolar, Reinhard „Gogo“ Gossner and Muck Müller.

When collaborating to inaugurate the Shred Down in Westendorf, Austria in 1998 it was that very spirit of friendship and genuine bond on the one side, and pure individual freedom on the other that were to be conveyed to and by the contest – Vans has been a partner in crime since the first hour. Following several legendary events, such as the Ästhetiker Jam in Zauchensee, Austria and an Ästhetiker Tour, the first installment of the Wängl Tängl took place in Mayrhofen in Austria's Zillertal in 2003. This was an event that didn't obsess about contest conventions



such as “how high?” and “how far?” but focused its judging on creativity and style resulting in joy and excitement on the side of Vans representatives. The joint efforts were set on bringing to life the consecutive edition.

As the years went by, the Wängl Tängl advanced to a five star TTR event and matured into *the* event institution in Mayrhofen, home base to the Ästhetiker. In addition, the **Vans Penken Park** prides the entire Zillertal since this past season as possibly the best funpark in Europe. Brand-new park sponsor Vans works closely with the Mayerhofener Bergbahnen mountain railways and shaper Stefan Plattner. The positive energy of the cooperation between the Ästhetiker, the Mayerhofener Bergbahnen and Vans will undoubtedly benefit the Wängl Tängl as a season highlight. Everybody is excited to receive the feedback of participants of approximately 20 nations such as Martin Cernik, Peter Ström, Stefan Gimpl, Kalle Ohlsen and Wolle Nyvelt.

Vans and the Ästhetiker are looking forward to seeing the faces in the contest crowd after their first runs through the part on March 1st. Obstacles inspired by skateboarding and surfing, such as the “Cradle” (over-head bowl) and the “Taco” (wavy wallride), will provide the basis for never seen before trick variations.

“Back to the roots” will be Thursday’s and Friday’s motto when the IOU mega miniramp at Europahaus will be host to a skateboard competition that has come to draw close to as much attention as the snowboard competition itself. Danny Wainwright, Micky Iglesias and Chris Pfanner are but three skateboard icons from the international Vans team who will drop in on the weekend.

The comprehensive program also includes the Vans Photo Awards, a photography competition for pros and amateurs.

On this note: We’re shreddin’ and hope you like shreddin’ too. Woooooeeee!!!!!!

**Further information on the Wängl Tängl and side events at:  
[www.aesthetiker.com](http://www.aesthetiker.com) and [www.vans.eu](http://www.vans.eu)**