

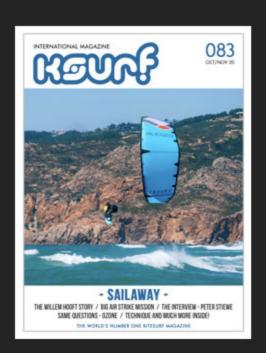


OCTOBER/NOVEMBER 20

WELCOME TO IKSURFMAG

Welcome to Issue 83 of IKSURFMAG, the World's Number One Kitesurfing Magazine! After the brief pause it feels like the sport has gone absolutely bonkers, from scrapping around for fresh images last issue, too literally being flooded the next. We've got absolutely loads of great features in this issue, including the incredibly inspirational Willem Hooft story, the adaptive kiter is arguably better than

most of us, not bad when he's wheelchair bound. Peter Stiewe is the focus of our interview, the F-One team head to Corsica and North get their big air team logging the air miles on the new gear. Of course we have loads more inside with plenty of tests, technique and all the usual's to keep you entertained too, be sure to check it out!



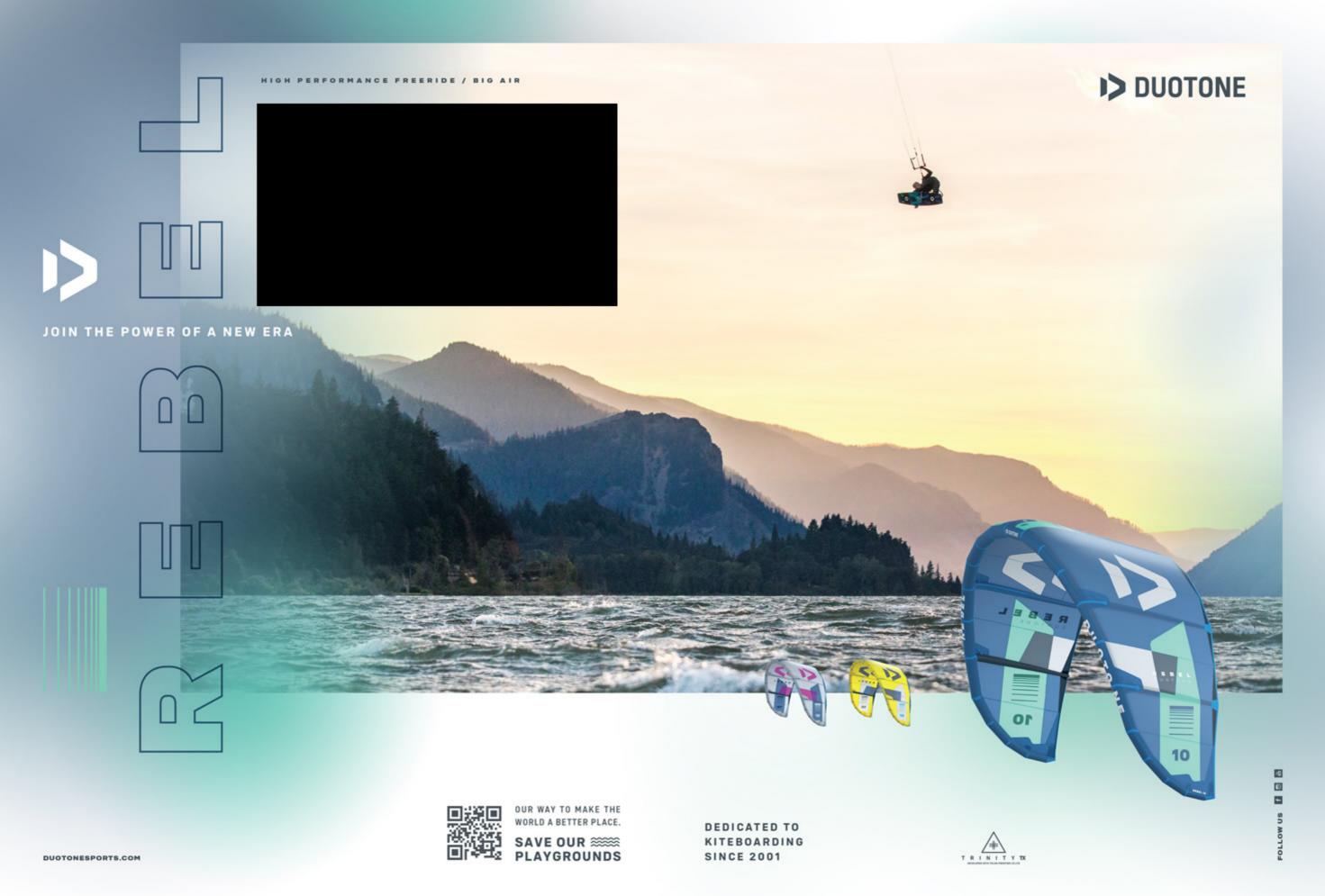
ENJOY THE LATEST ISSUE

Click on the corners to turn the pages or use the navigation bars. If you are viewing on a touch screen device then you can use swipe gestures. Swipe left and right to turn the pages and up and down to bring up the navigation bars.



- SAILAWAY -

THE WILLEM HOOFT STORY / BIG AIR STRIKE MISSION / THE INTERVIEW - PETER STIEWE SAME QUESTIONS - OZONE / TESTS / TECHNIQUE AND MUCH MORE INSIDE!



F-one **≠**



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- + Outstanding upwind efficiency
- + Optimized bar pressure: Concise and effortless response from the kite
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- + Power and generous lift for massive kiteloops and big air boosts
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NEW





F-ONE's legendary BANDIT returns for its 14th edition, featuring improvements that offer the best riding experience no matter the conditions.











SLINGSHOT |

COMFORT | PERFORMANCE | DEPENDABILITY

SENTRY VI

Click-In chicken loop technology meets intuitive, auto-swivel, line untwisting in this all-new state of the art control bar. We are proud to introduce the pinnacle of kiteboarding control systems; the Sentry VI. We have combined comfort, performance, and dependability into one elegant design that gives riders a cleaner, safer, and higher performing on water-experience. By collaborating with our riders and listening to our customers, our designers dissected our past control bar technology and developed one of the most comprehensive and intuitive systems on the market.

17" x 20m | 20" x 20m + 3m | 23" x 27m

1. CLICK IN CHICKEN LOOP

Release and reload faster and with zero hassle. Simply click in and GO!

SO CERTIFIED

2. AUTO SWIVEL TECHNOLOGY

Ceramic Bearings and our Dual Chambered Center Hole untwist lines automatically.

3. PU COVERED DE-POWER LINES

PU covered de-power lines provide smoother control & longer lifespan.

4. ULTRA SOFT EVA GRIP

Session long comfort meets dynamic control. Softer than ever with Anti-Slip Texture.

5. CLAMCLEAT DE-POWER

Simplicity and Functionality at its finest. This above the bar de-power system is smooth, easy, and dependable.





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...SOME I WISH I WAS KITESURFING MERCHANDISE

SUBSCRIBE TO WIN CLICK HERE IT'S FREE

We're giving away some stylish "I WISH I WAS KITESURFING" gear this issue? Sum up your mood at work, down the pub, or when you are having dinner with friends and family! If you can't wait to win just head to the shop on our website and buy some gear, you'll help us stay in business and have the slogan to sum up your mood to boot!

All the garments are eco friendly, sustainably sourced,

organic. We have t-shirts too cut to a ladies specific fit so if you are a chick who rips we have you covered. You can choose whatever size hoody and t-shirt you like and we'll have it shipped out to you as soon as the prize draw ends!

Remember you've got to be in it to win it!

HOW CAN I WIN THE PRIZE?

Simply subscribe to IKSURFMAG for free and we'll enter you into the prize draw. We will pick a winner from our subscriber list, if you are already a subscriber, then you are automatically entered into the prize draw!

By subscribing to IKSURFMAG you'll be entered into all future prize draws and be first to read the magazine. We will never spam you and only email about new issues or important IKSURFMAG news.

83 COMPETITION



forgot your kite pump, it wasn't a problem. Oh, how I long for those days. While "One Pump" was arguably one of the best advancements of its time, we seem to be hitting a block with inflation systems now. Different nozzles are needed for the various fast inflation setups out there, and, let's be honest, we have all

forgotten our pumps once or twice.

There has to be a better way...

On a recent test trip, I forgot a particular brand used a different system and would need a SUP pump adapter. When we got to the beach, I remembered this a little too late and being out in remotest Wales these days that proved a problem. I asked the handful of kiters, but no one had a pump or an adapter to fit. I rolled the lines back up rather despondently while cursing this so-called advancement in our sport.

After all, faster inflation systems are meant to get us on the water quicker, not stop us from getting on the water at all...

At the car park, another kiter arrived, and I found a SUP pump at the bottom of their van, I went back, rolled the kite out and failed miserably to pump the kite up as the valve get popping no matter how much I had it in the right place to start with. The pump itself was knocking the valve as it was undone. Eventually, we got the kite inflated, but I couldn't help but think this was a step backwards.

Then a week later we went to the beach with a friend who had been borrowing our pump during previous sessions, he didn't like it, it's pretty old, and so he insisted on bringing his shiny new pump. No problem I thought until I realised his adapter wouldn't fit the two kites I had with me, and these were not SUP valves,

but what looked like a standard valve that was, in fact, a millimetre too small to use a standard hose attachment.

I've had enough, I want kiting to get better for everyone, we've standardised the chicken loop in the interests of safety, perhaps, for the love of the kite Gods, we could standardise inflation systems so we can use any pump on the beach. It's not too much to ask, is it that's the way it used to be? Besides, it's almost Christmas, and we've had a pretty shitty 2020 so far...

Standardised pump connections for all in 2021! We can but dream!

Rou Chater
Publishing Editor

83 EDITORIAL
IKSURFMAG.COM

Naish has improved its lineup of award-winning kites by refining designs to be lighter and more efficient, yet still built to last. Backed by 20 years of experience along with a new team of engineers, world champions, and pro athletes, our kites have been tuned through rigorous testing on maui and around the globe. The wide lineup of kites hits each discipline from big air, to freestyle, to park, to waves and foiling, while keeping each model an all-around performer. The legendary Pivot and its sibling the Triad have proven to be the most acclaimed all-around kites on the water, excelling at just about everything. This year's kites feature Naish's industry-leading materials with fine-tuned patterns and added adjustability features. The result is a lineup of well-proven and easy-to-fly designs that deliver maximum performance for

PIVOT SIZES: 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 14

SLASH SIZES: 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12

TORCH SIZES: 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 14

DASH SIZES: 6 | 7 | 8 | 9 | 10 | 11 | 12 | 14

BOXER SIZES: 2.8 | 3.4 | 4 | 5 | 6 | 7 | 8 | 9 | 10 11 | 12 | 14 | 16

TRIAD SIZES: 6 | 7 | 8 | 9 | 10 | 11 | 12 | 14

FIND THE AWARD-WINNING NAISH KITE LINEUP INCLUDING THE PIVOT,
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"WE EAGERLY ANTICIPATED OUR FIRST SESSION BACK ON THE WATER, AND THAT FEELING OF PURE FREEDOM." 2020, the year life, as we know it, took a turn we wouldn't forget! After being in lockdown for weeks, the only light at the end of the tunnel was the hope that we'd be able to ride again, someday soon. We eagerly anticipated our first session back on the water, and that feeling of pure freedom.

Travelling has never been so unpredictable, with flights being cancelled, borders closing and reopening and self-isolation enforced, our need to organise a team trip was still stronger than ever. There were quite a few challenges we faced, but the trip made it all worthwhile.

Raphael Salles had been talking about organising a team trip to Corsica for years, and in a world filled with uncertainties, we felt like it was a smart move to stay closer to home; should things change at any point in time. Why would we need to travel halfway across the world? Raphael loves Corsica, and he was extremely excited to show us around.

We decided a boat trip would be ideal. That would allow us to be in the right place at the right time and still allow us to reconnect with the team yet disconnect from the rest of the world. We felt free, it was liberating.



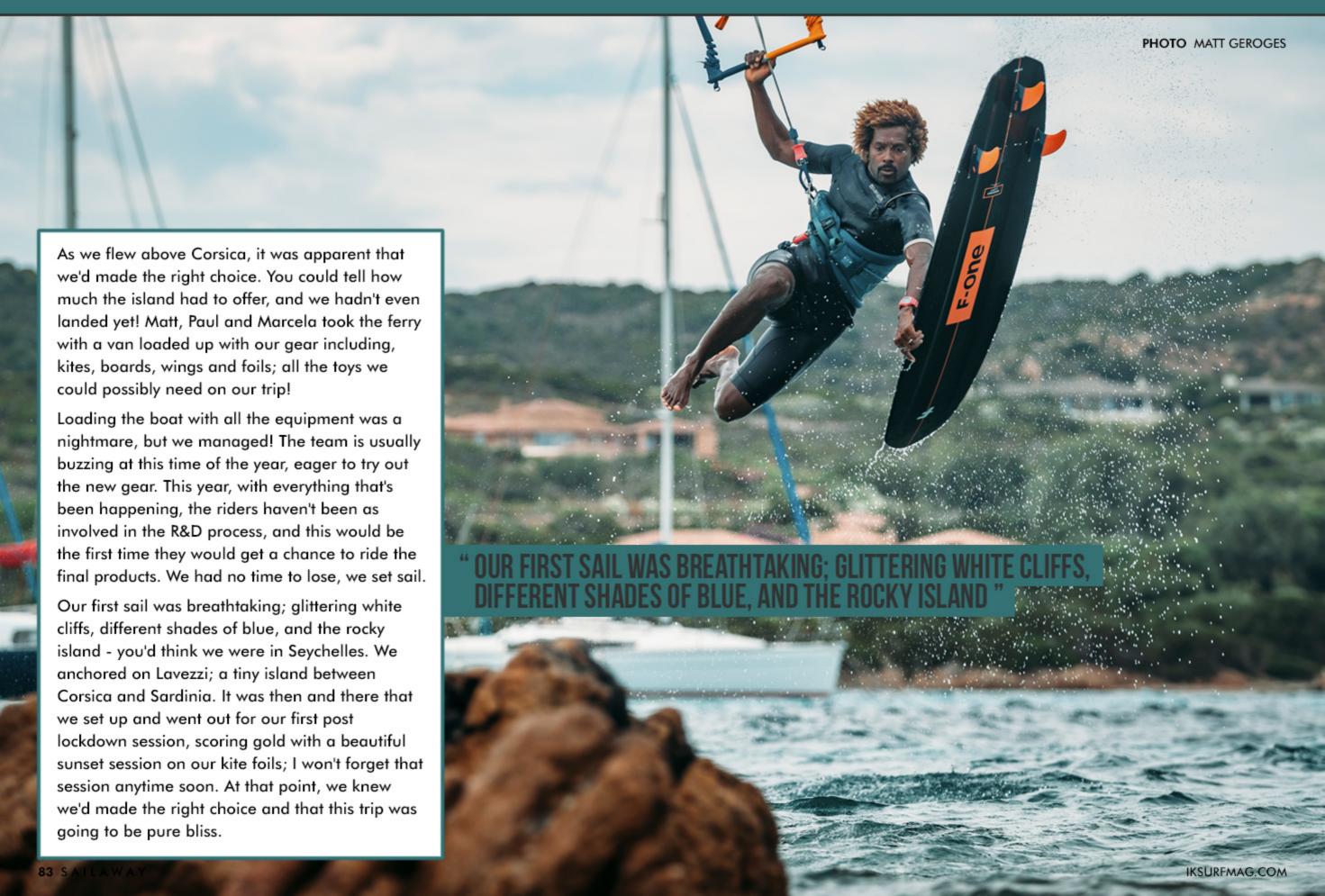


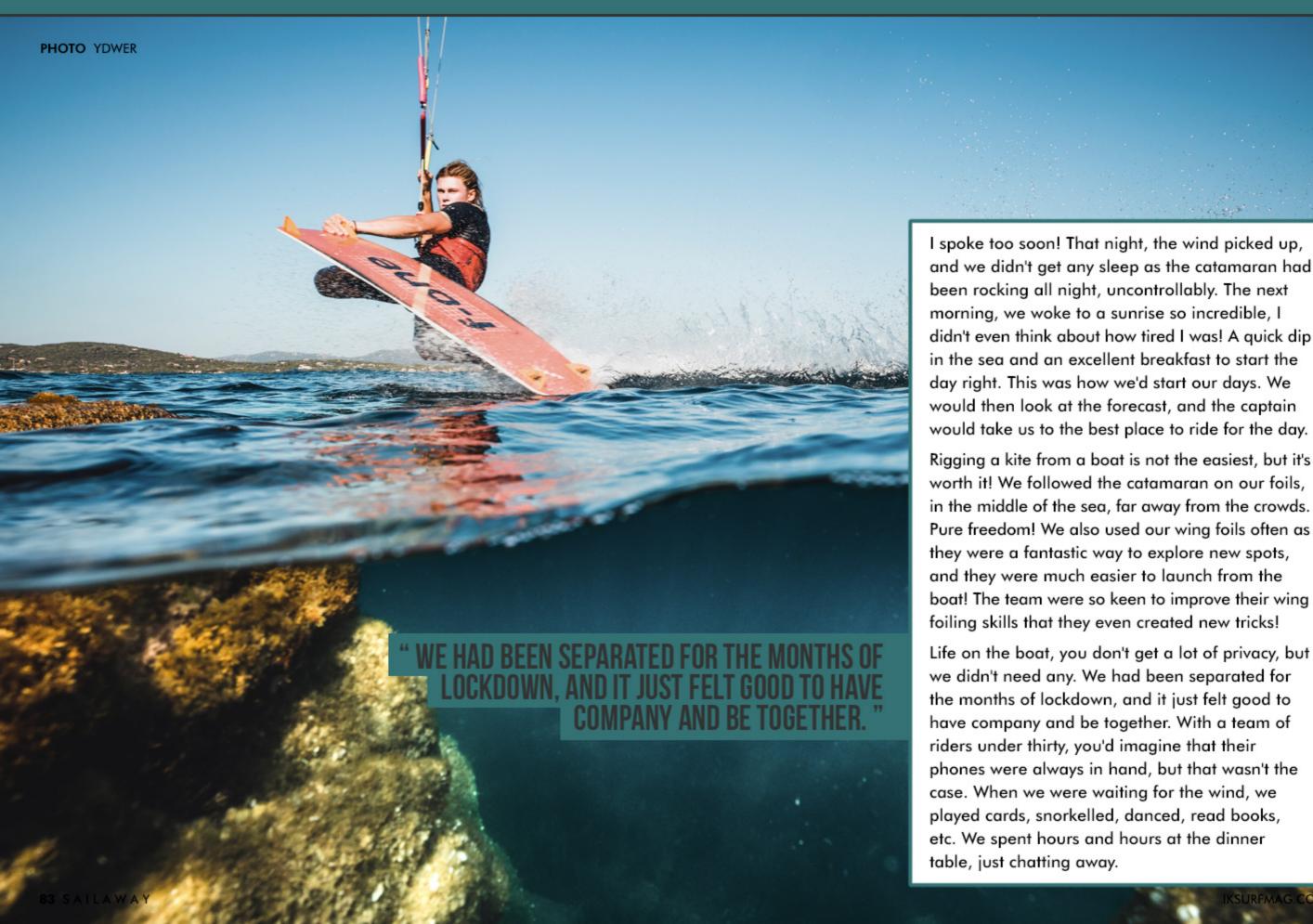
SINGLE HANDED EASY HOOK-IN NEXT LEVEL SAFETY

The new patent pending lightweight Aluminium Quicklock Hook is our newest revolutionary take on kite hooks.

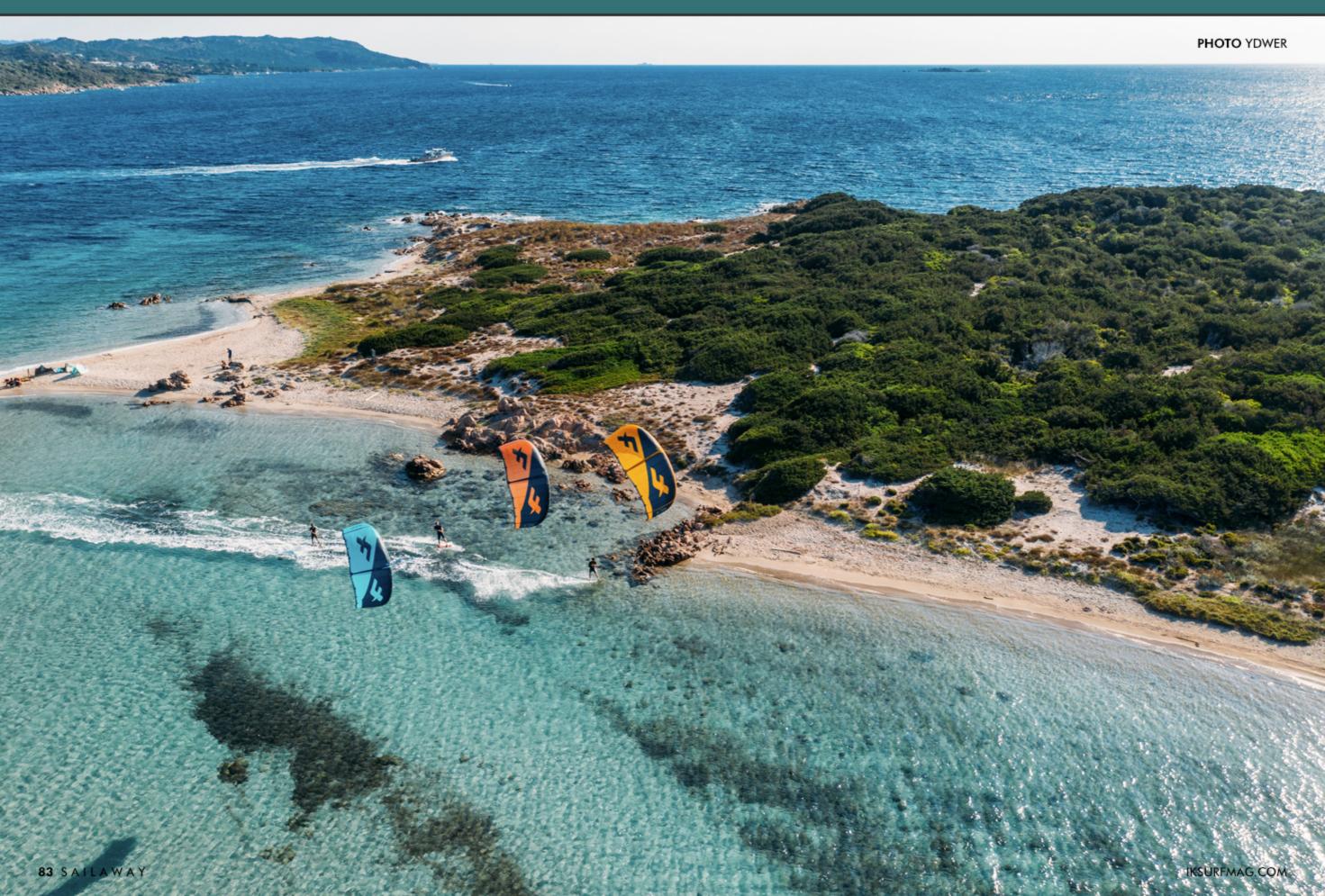
Next Level safety, eliminating the risk of the chicken loop slipping out.

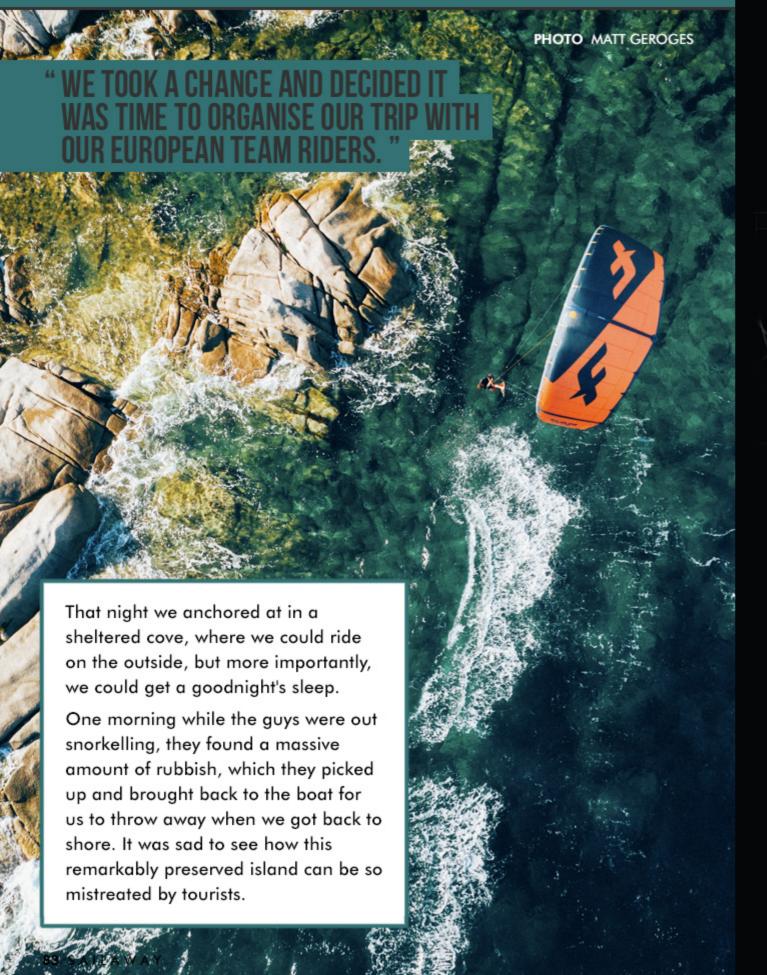












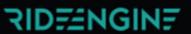


Unity Direct Connection exclusively available on **Carbon Elite & Saber** hard shell harnesses

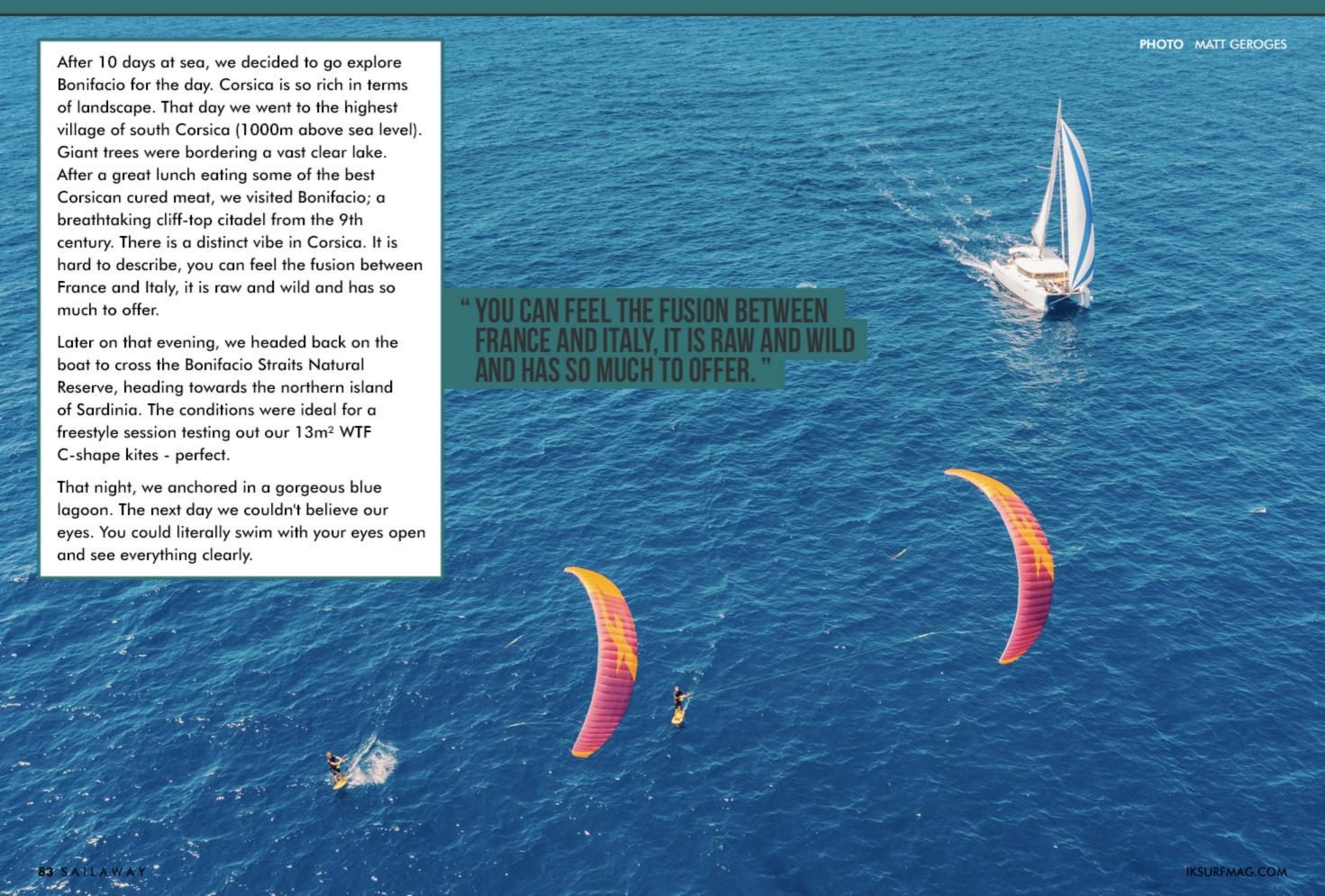


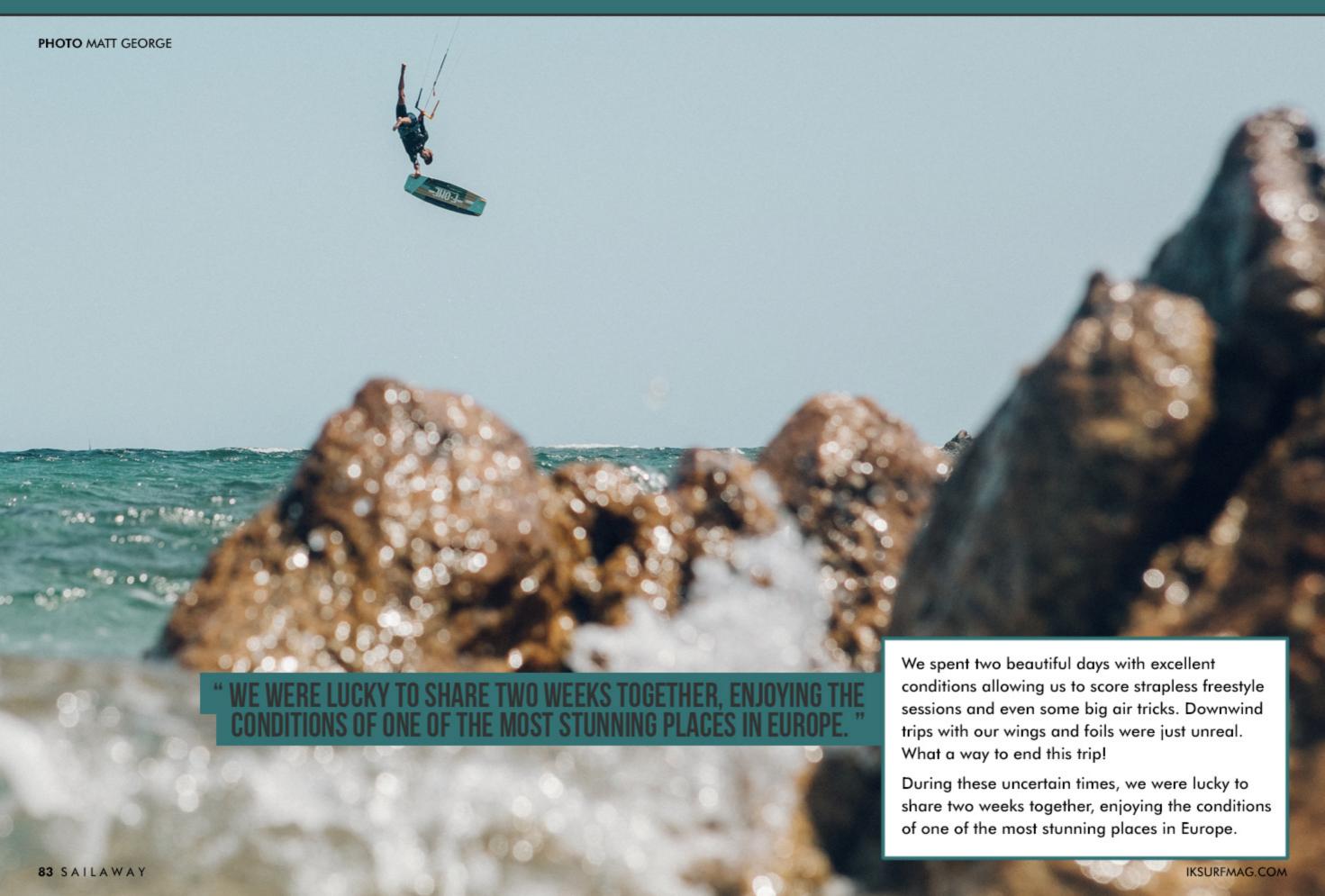












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- · Versatile Open-C design any style, any conditions
- · Performance kite for intermediate to advanced riders



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- · Medium rocker and medium flex
- · Quad concave hull for amazing control and pop
- Intermediate to advanced riders











It was an ordinary December morning in 2016, being a maintenance engineer at Tata Steel IJmuiden, I was on my way to work on my motorbike; the same route I've been taking for years. Driving in the cold morning twilight, I approached the 'Wijkertunnel' in The Netherlands, while riding at the maximum speed permitted. All of a sudden, the traffic lights turn red; which doesn't usually happen on a highway! The car in front of me slammed its breaks, which meant I had to do the same, and in that second, everything changed.

WILLEM HOOFT - THE STORY



IKSURFMAG.COM



I was able to dodge the car in front of me but ended up hitting the vehicle on the righthand side. Just when I thought it was over and done with, a car came at full speed and hit me from behind, tossing me into the air. At this point, I literally felt like my soul had left my body. I flew forty-one meters (to be exact) and crashed into the asphalt. In that second, I realised I was lying flat in the middle of the highway and cars were approaching. I had to move NOW. As I tried to force myself to the side of the road, it was apparent that something was terribly wrong.

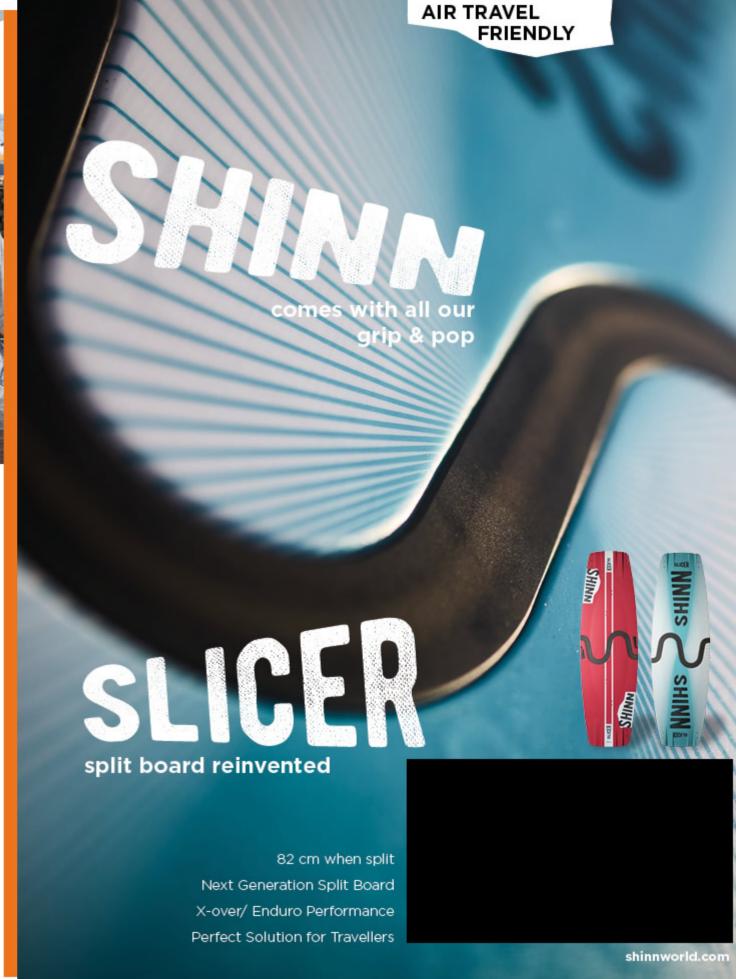
My lower body was not responding, and I was unable to breathe. I, later on, found out that both my lungs had collapsed, my ribs were broken, and my vertebrae were crushed. While lying on the highway, I realised there was nothing else I could do but surrender. I opened the vizor, spread my arms, focused on my breathing as much as possible while staring at the sky. Slowly and steadily, I was able to inhale a tiny bit of oxygen into my lungs. I still couldn't feel my lower body, and there was a deep, and intense burning sensation shooting through the upper half of my body. My heartbeat was irregular, and my body was getting colder and colder. I was afraid, and all I could think was; 'Am I going to survive this?' I saw visions of my loved ones; my girlfriend, my daughter, family and friends and wondered if I would ever get a chance to see them again. Right then and there, I felt immense gratitude for all the meaningful and beautiful moments I had with them throughout my life.

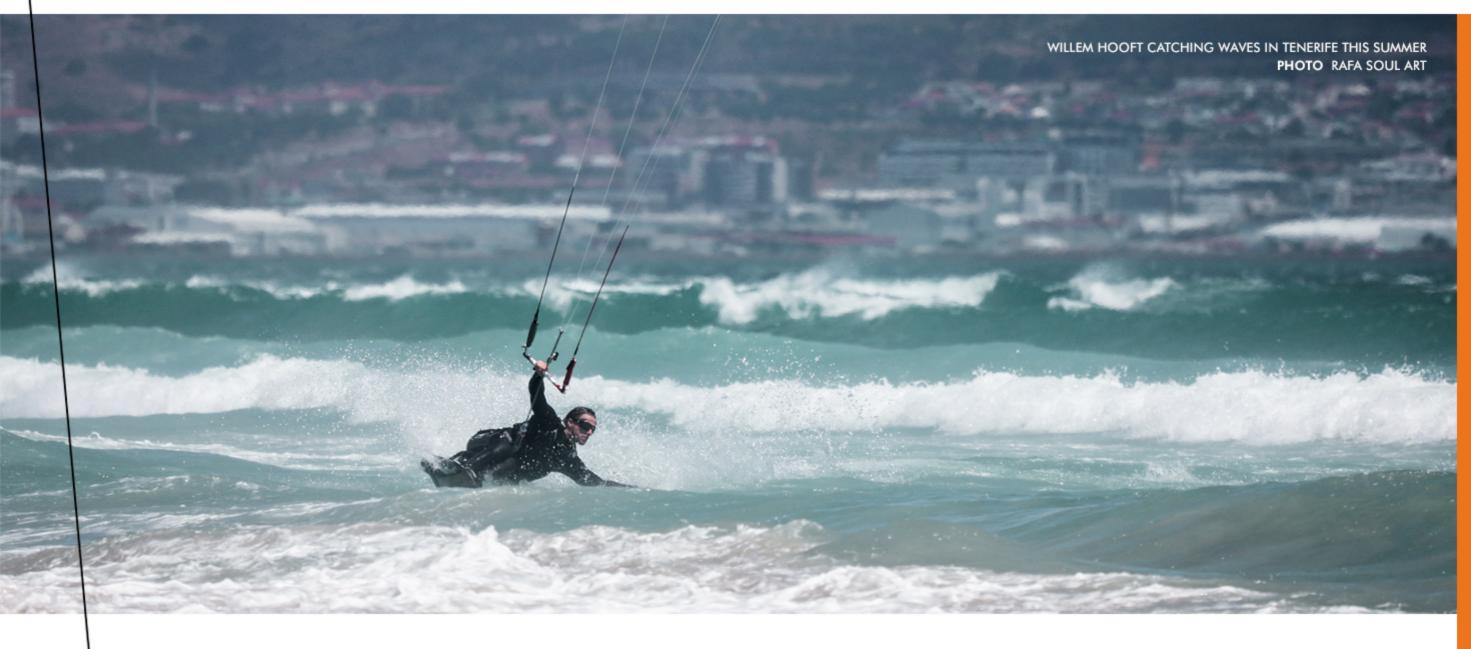
Moments later, I could hear the paramedics get closer, and my hopes of survival increased. First on the scene was a trauma helicopter and shortly after 2 ambulances arrived. On my way to the hospital, I felt blessed to be alive.



A few hours later, the truth was revealed to me. I was paralysed from the waist down (Thoracic nerve T12), with close to zero chances of recovery. I saw my whole future collapse in front of my eyes. I feared this would mean the end of my career, relationship and having to give up on my life's passion; windsurfing. Over the next few months, I had to rediscover life as I knew it in my new body. I had to figure out how to work with it instead of seeing it as a disability. Mentally and physically and the high and the lows were all challenges I had to face. I was afraid I'd lose everyone close to me, but they never left my side. My girlfriend supported me through thick and thin throughout this journey. People overwhelmed me with loving and supportive messages, postcards and letters; precisely what I needed to gather the strength to keep going.

" I HAD TO REDISCOVER LIFE AS I KNEW IT IN MY NEW BODY."





" IF THIS ACCIDENT HAS TAUGHT ME ANYTHING, IT'S THAT WE SHOULD STOP PUTTING OUR DREAMS ON HOLD, AND COMING UP WITH EXCUSES WHY WE HAVEN'T DONE THEM YET"

Before my accident, I had a dream to visit South Africa and windsurf the waves over there, but life kept getting in the way, and I kept postponing the trip. If this accident has taught me anything, it's that we should stop putting our dreams on hold, and coming up with excuses why we haven't done them yet.

I learned how to swim using my upper body only, so I could safely consider a way of riding waves again. My friends and I decided to design a surfboard suitable for me, thinking this would be a long process with years of amendments to come. A friend of mine recommended I watch a video by Thierry Schmitter; a sit-kitesurfer also with a

spinal cord injury. I was awestruck! I found out the Thierry lived about thirty minutes away from me. At that point, Thierry had been a Paralympic sailor for ten years and had been sit-kitesurfing for approximately six years. He had built a network around him of contacts in the world of watersports. His kiteboard had been designed especially for him, with a custom-made frame and seat. Seeing this design, the option of kitesurfing and possibly going to South Africa, suddenly came within reach sooner than I could have ever imagined.

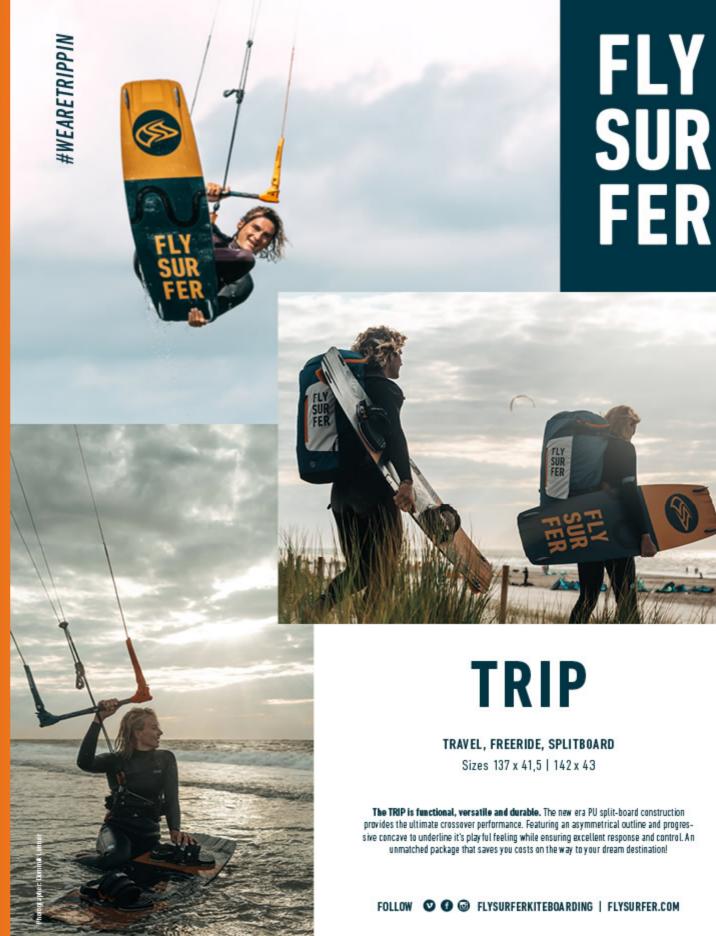
83 WILLEM HOOFT – THE STORY



" I HAD TO Ediscover Life as I Ew It In My Ew Body."

Over the next five days, I was able to receive 10,000 Euros through a crowdfunding initiative. Kickstarting the journey to build a custom-made sit-kiteboard for me. I ordered the adjusted seat from a French company, supplying material for sit-skiers, the frame for the chair was custom made in Denmark and the straps to attach me to the board came from a sailmaker in Scheveningen.

My motto was: "I can no longer walk, but I will learn how to fly!"

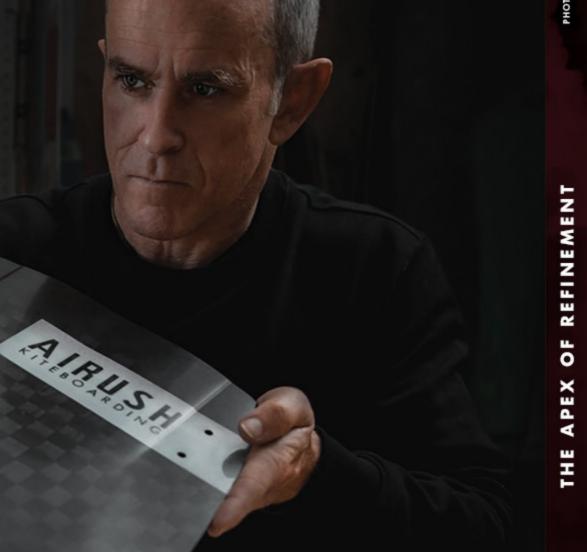




Over the next nine months, I dedicated my entire life to practising at sea and learning several safety techniques in the swimming pool. Two years, almost to the day, after my accident, my dream of riding exhilarating three-meter waves in Cape Town was going to become a reality. I started my own YouTube channel (www.youtube.com/c/willemhooft) and Instagram account (@willem.hooft), getting over 20K followers worldwide. My goal was to make a living being a full-time sit-kitesurfer, and a year later, I got sponsored by 2 renowned American companies; Slingshot and Wind Voyager. They have continuously helped me fulfil my dream and proceed to support me throughout my journey. I have recently started the "Willem Hooft Foundation" whereby I want to inspire others and show them the endless possibilities when you are in a wheelchair. Through clinics and introduction days, I'm trying to put sit-kitesurfing on the map, making it more accessible for people with physical disabilities. My goal is to create sit-kitesurfing Paralympic sports.

We all have to deal with life challenges to a certain extend. For me, this meant ending up in a wheelchair, but I'm sure there are other things people have to go through that I would not want to trade places with. By sharing my story, I'd like to make people aware that there are different ways of how to deal with setbacks and challenges. And that you can 'bend' these challenges into success and something positive. Looking at the bright side, by focusing on the possibilities and chances. Instead of getting stuck in limitations and hurdles. Anybody can accomplish their dreams.





AIRUSH

THE APEX OF REFINENT

Design Engineer Dave Kay has spent a lifetime crafting boards. His shapes have won World Freestyle, and King of the Air Titles for a generation. Airush has crafted a legacy of its own, with multiple World Championships built on a platform of in-house prototyping, and a commitment to real R&D, allowing us to refine individual prototypes with our test team religiously.

Working collectively, we have defined the ultimate level of refinement, the New Apex.

AIRUSH.COM



I am currently in Italy riding the waters of Lake Garda, testing a new prototype for my sit-foil board. I also plan to visit Genoa, to share my story at 'Yacht Club Italiano' and raise funds for the foundation. Through my foundation, I hope to make watersports accessible to as many people with physical disabilities as possible. Allowing them to enjoy kitesurfing as well as other watersports as much as I do!

For more information visit: www.willemhooftfoundation.com







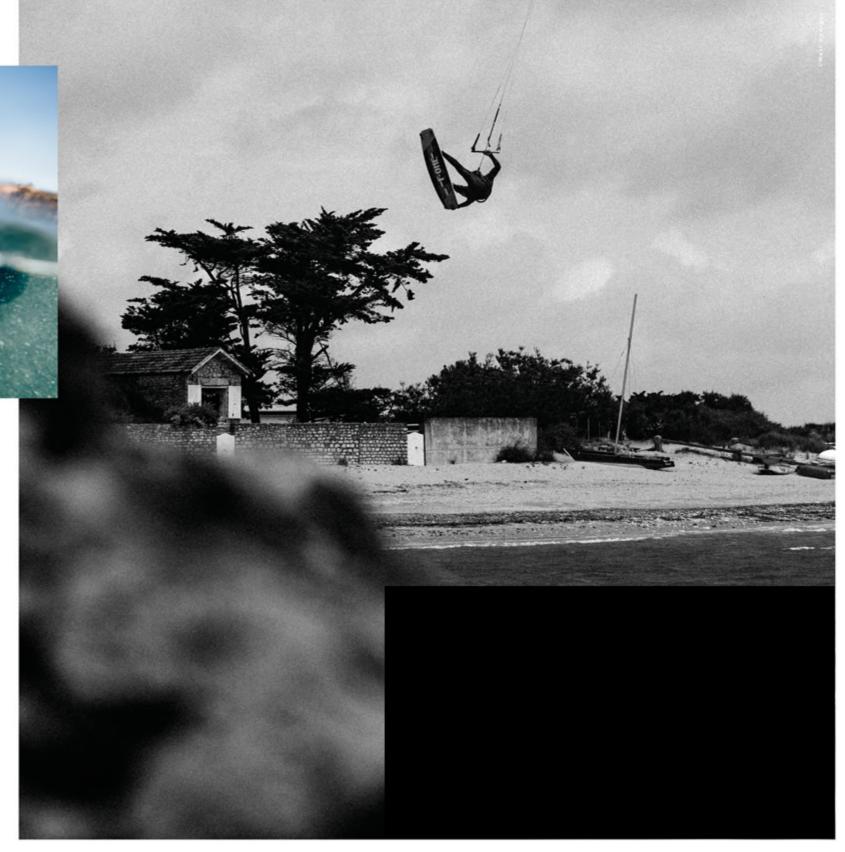
Seafarer.

In winter, we're inseparable.

Often out of sight but never far away, I am always prepared to accompany you. I'm thinner in summer, but when autumn comes, you don't mind my extra thickness. Just a whiff of me sparks memories of our past, as well as dreams of our future. Between the ocean and you, there is only me.

Without you, I'm no more than a piece of neoprene. Without me, you would be compelled to spend all winter ashore.

When you are at sea, nothing is more essential than me.







North Kiteboarding Big Air riders; Jesse Richman, Nick Jacobsen, Graham Howes, Tom Bridge and Marc Jacobs, met up after Red Bull's 2020 King of the Air (where Jesse claimed the crown!) for their 2021 photoshoot.

MISSION





' WE ARE ALL COMPETITIVE RIDERS, AND WE DON'T GET MANY CHANCES TO RIDE TOGETHER."

In this feature, we got a chance to catch up with them, ask them about the shoot, the crew dynamics and North Kiteboarding's 2021 line up.

Nick, tell us what it was like having the whole Big Air team together at one spot, fuelling off the energy from King of the Air?

NJ: When King of the Air ends, it's always a

relief for all of us! We are super focused during the build-up, but when that is over, we are drained, yet relaxed! As an extreme sports athlete, it is in our nature to search for the next big 'thing' to happen, and in this case, it was North Kiteboarding's 2021 photoshoot.

North made quite the appearance on the podium at the event, so that put us in an extremely positive mindset, and enabled us to do something extraordinary for the shoot. It was a real pleasure riding with the guys on an entirely different level. No competition,

no need to prove oneself; just focusing on freeriding and getting the shots.

Marc is there an element of competitiveness between the teammates, or is it always fun and games, the way it looks from the outside?!

MJ: Of course, we are all competitive riders, and we don't get many chances to ride together. I am used to having to motivate myself living in New Zealand; as there aren't other pro riders around to encourage and push me. So, riding with other pro riders amps me up a lot, but it's always a healthy balance of having fun on the water together and pushing yourself!

83 BIG AIR STRIKE MISSION





Jesse, talk us through the 2021 Orbit! What significant changes have you noticed this year?

JR: The Orbit has proven itself to be THE kite for Big Air and freeride kiteboarding. From day one, the Orbit has set a new standard, and every evolution of this kite has stepped up the potential for Big Air kiteboarding. The Orbit has always been extremely stable and can boost to the moon (it got me on the King of the Air podium two years in a row!) and now we have the most refined version of the kite, yet.

" WE HAVE THE Most refined Version of The Kite"





The 2021 Orbit got lighter, quicker, and more responsive. The North design team utilised new materials on the kite to reduce the kite's weight, making it faster through the air. They also reduced the leading edge diameter and created a new low drag bridle that gives the kite an unparalleled response time while maintaining a light bar pressure.

To go out in crazy conditions and put it all on the line, I need to trust my kite implicitly, and this is precisely what I get with the Orbit.

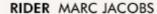
"WE HAD A FEW SESSIONS WHERE WE WERE ALL ON THE WATER AT ONCE, THAT WAS PRETTY MENTAL!"

Tom, what was it like shooting in South Africa with the North Kiteboarding crew? Are they as mental as they seem?

TB: Yes, it was good fun! The team got along really well, and we were all in a similar mindset. We had a few sessions where we were all on the water at once, that was pretty mental! I feel like we all rode better together.

Graham, being the only South African local, did you have specific responsibilities during the shoot? What are some of your favourite Big Air kite spots around South Africa?

GH: My primary responsibilities were to make sure I chose the best, empty spots; which was tricky as it was a few days after King of the Air and every pro was in Cape Town, shooting. I also had to make sure everyone had the best time! I think I managed both; the spots were epic, (top secret, but all within 1 hours' drive of Blouberg) and it was one of the most fun shoots I'd ever been on; all in my back yard!







Jesse, what were the highs of the shoot?

JR: Shooting with our Big Air team was unbelievable as we have the most incredible group of riders. We had numerous sessions that were so badass, with everyone going ballistic! When it's gusting up to 50 knots, the sessions can be quite terrifying, and one can quickly decide to play it safe, but looking up and seeing a buddy go full-send, turns that all around.

Seeing my friends go huge gives me the push I need to pull the trigger on a giant loop. Having the team altogether and on the water, pushing each other takes everything to the next level. " LOOKING UP AND SEEING A BUDDY GO FULL-SEND, TURNS THAT ALL AROUND."



MERCURY

NEW WINTER COLLECTION AVAILABLE NOW

THICKNESS: 6/4MM, 5/3MM, 4/3MM
COLORS: MISTY GREY/BLACK & BLACK/BLUE

Marc, what were the lows of the shoot?

MJ: The shoot went well. We got 4/5 days with good conditions. I'd say the only low was that it was a bit tricky finding uncrowded spots to ride with stronger wind.

Nick, What's your quiver of choice in North Kiteboarding's 2021 line up?

NJ: My quiver in the North line up is: 8,9,10 Orbit, 12m Reach, 138 Atmos Carbon and 45-50 Navigator

" WITH SOUTH AFRICA OPENING THEIR BORDERS II OCTOBER, THINGS ARE STARTING TO LOOK GOOD

Marc, King of the Air 2021, do you see it happening with all the new COVID regulations?

MJ: I'm going to be positive like always and say yes! With South Africa opening their borders in October, things are starting to look good.

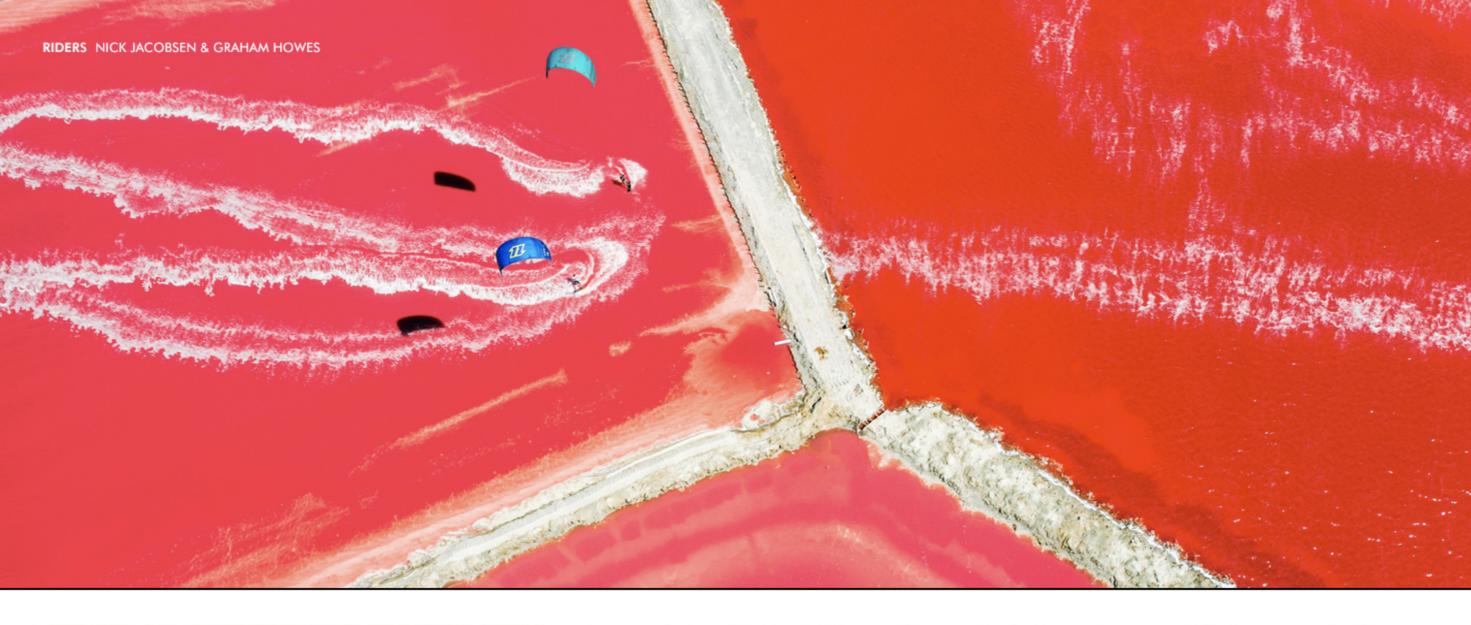
Graham, Marc, and Jesse, we'd like the three of you to answer this on! Could you share with us one thing about one of your teammates that only you would know?!

GH: Jesse doesn't like to break the rules! We snuck two extra people into one spot one day, and we had to pass security, Jesse refused to hide in the back of the car under the kites, so he drove the van, and Nick and I (being two fat guys) had to hide together in the roof!

MJ: Tom eats way more Nutella than everyone thinks!

JR: Marc shaves his legs, and Tom doesn't know why... I think it's the secret to what makes him so aerodynamic!





" WE ARE ALL IN THIS TOGETHER, AND WHAT A WILD RIDE IT IS. I'M THE LUCKIEST MAN ON THE PLANET!"

Tom, were there any gnarly-crash stories during the shoot you can share with us?

TB: No, luckily, there was nothing too hectic. I was the only one crashing out there; that's what I was known for! We had one session at Cape Point where I was trying to unhook in waves after looping, and it didn't end too well.

Jesse, unfortunately, it might be a while until the whole team is reunited again. What have you been up to during these crazy times? We've got to ask, what's it like being a new dad?!

JR: This year has been quite the ride! I'm creating a new life for myself and my family. We are growing together in the most magical of ways. My priorities have shifted, and so have my motivating factors. I still love pushing the limits of kiteboarding and pushing my boundaries, I don't believe

that will ever change, and it's the reasons that I'm now a father.

I found the most amazing girl in the world, and we decided to send it and have a child, start a family, and create a life together. We are going full speed and loving every second of it. This journey has been testing us in ways that we could never imagine before.

I feel so much more compassion and love for humanity; we are all in this together, and what a wild ride it is. I'm the luckiest man on the planet! So, to answer your question, being a new father has blown my mind!

83 BIG AIR STRIKE MISSION
IKSURFMAG.COM



Cruz

THE LIGHTEST ALU FOIL ON THE MARKET

3.5 kg





Nick, once things settle in this post-COVID world, where do you see North Kiteboarding taking the crew for a photoshoot next year?

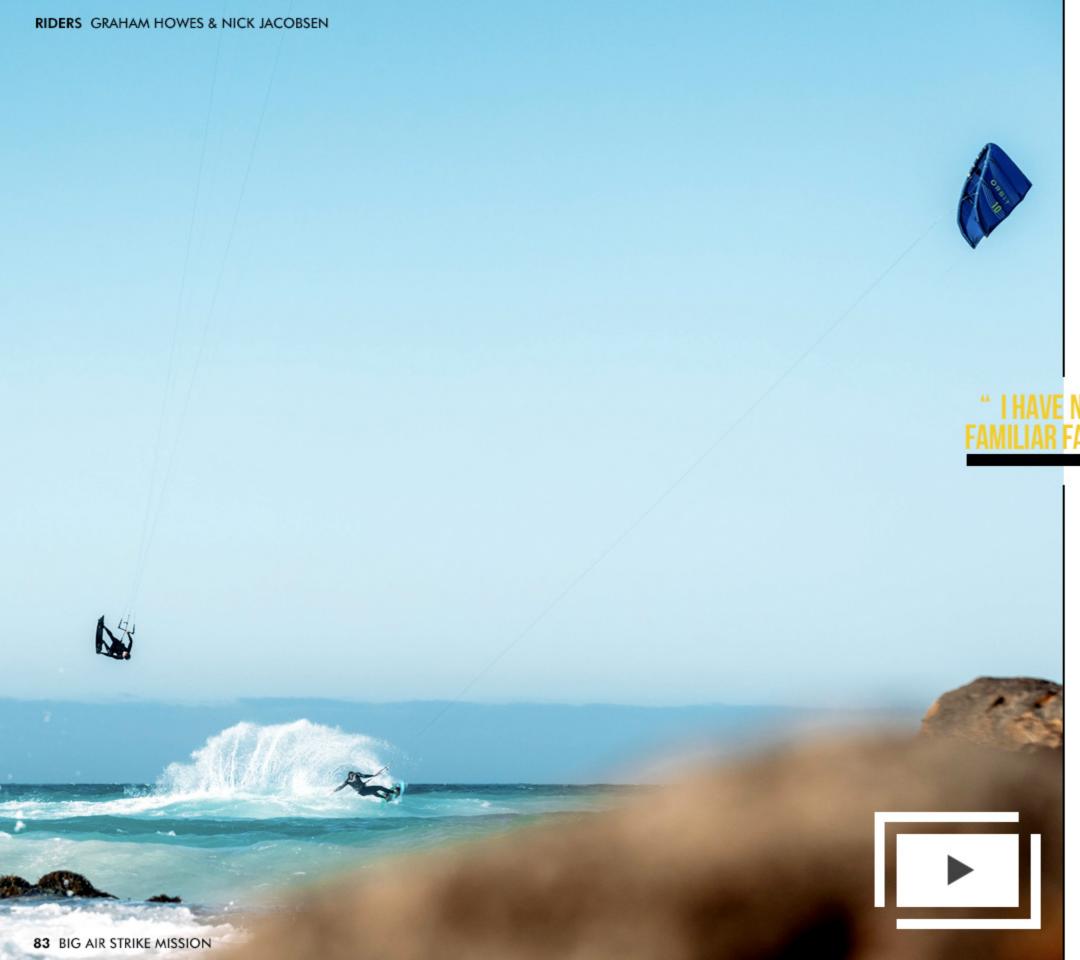
NJ: When the pandemic is over, I'd personally like to go somewhere cold with icebergs; just to switch it up. Honestly, you can take the team anywhere; it's not the location; it's the energy between the riders that delivers the outcome.

" IT'S THE ENERGY
BETWEEN THE
RIDERS THAT
DELIVERS THE
OUTCOME."









Graham, what's the vibe been like in South Africa since the pandemic? How do you see it all playing out?

GH: Us South Africans are a very tough breed, (you can tell from our Springboks Rugby Team) we have been through a lot worse, and we always come out stronger. The borders are already open, and summer has started. I have no doubt I will be seeing all the familiar faces on the water this season, and if not, well then we'll have the world's best Big Air spot... all to ourselves!

" I HAVE NO DOUBT I WILL BE SEEING ALL THE FAMILIAR FACES ON THE WATER THIS SEASON"

Tom, any exciting projects in the pipeline this winter you can share with us?

TB: Yes, although I don't want to say too much! I've been working on something since the start of the year, all being filmed in the UK. It should be done by the end of the year, and I'm already pretty stoked about how it's looking at the moment!

Thanks, guys! It's been a pleasure!

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WORDS & PHOTOS CHRISTIAN & KARINE

For those of us up here in the Northern Hemisphere, we can suffer the onset of autumn with a smile. Waving goodbye to the warmth of summer, and welcoming the wind, fronts and more gentle storms that give us a chance to spend more time on the water and ultimately more time learning. Back to school kids. This issue Karine takes us through some strapless tomfoolery with the rather satisfying and utterly enjoyable no grab air gybe. Then we jump on the twin tip with a somewhat showy way to end your session or return for some sun cream with the board off dismount. Of course, we couldn't finish without somehow sneaking another cheeky transition onto these pages. Your final nugget of homework is the Can Can air gybe, Oh la la! Bonne Chance.

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STRAPLESS NO GRAB AIR GYBE



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BOARD OFF DISMOUNT



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CAN CAN AIR GYBE



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STRAPLESS NO GRAB AIR GYBE >

Kite - North Carve 7m **Board** - North Comp 5'0

With a never-ending supply of media showing you just how easy it should be to defy physics and casually stomp you first 10m strapless back roll or double to blind, it can prove mildly frustrating when even a controlled air seems like a longshot. However, fear not, if you didn't spend your youth wearing out trainers imitating Rodney Mullen, or don't spend your life on the water chasing Airton, there are baby steps and more achievable tricks that will teach you shed loads about what's going on and which may in time lead you to the secret garden of strapless Nirvana.

Today's baby step is the no grab air gybe. What's great about this trick is that you don't have to be able to pop decent airs and you don't need to be going at mac 10 holding lorry loads of power. However, it will give you confidence and some more understanding of what's to come. And it's the slow precursor for a cheeky board 180. The beauty is you'll use a combination of wind and your feet to make something magical happen. What's not to like?

We won't go changing a habit of a lifetime, so without much hullabaloo let's have a look at the individual parts of this move that'll join to make it stick.

The Beginning Pic A

As good a place as any to start; your approach. Set up and carve are the foundations upon which everything else is built, so best get them nailed!





You need to be edging upwind otherwise you'll have no control over the kite or your upcoming carve, so feet slightly biased to the upwind side of the board. The front foot should be slid back a touch so that the nose becomes light and bouncy, just gagging to get some wind under it, whilst the back foot needs to be towards the tail, not right back but at least feeling the rear pad or over the front fins. Move your backhand right up to the centre line, or even split your first two fingers around it so that your kite won't move too quickly. To be edging your kite needs to be around 11 or 1 o'clock. Speed needs to be comfortable so that you're happily moving but easily in control—bar on the sweet spot and nobody in your way or behind you.

To start the move you have two goals, to drift the kite up to 12 o'clock and carve the board. As you're already edging upwind, just make sure that the bar is on the sweet spot and gently push and pull the bar to get the kite moving slowly up. As soon as it's in motion, you must start to carve, dropping your bum and weighting your heels to turn the board, whilst keeping your shoulders upright and over the board. Taking your front hand off will help lead you upwind. Also, beware that as the kite rises, and you carve against it will generate lift. To counter this lift, ease the bar out so that you can keep carving, aiming to get the nose into the wind. Looking at the first pic, Karine's kite is up at 12 o'clock, she's carving hard, her board's nose is up as her front foot is back, her bar is out so she can carve all the way up and her shoulders are upright, so she's over the board. If there is chop, it can be helpful to aim for a mini ramp, as it can assist with your timing.

Going Up Pic B

Getting the board off the water and yourself supported is your next trick. Board wise it's all about corking the board, to bounce it up whilst allowing the

front to lift enough that the wind will catch the nose and lift it further. Getting yourself up will also come from the effort you put into the corking along with using the kite to support. Before we go further though, it is super important that once you carve, you're ready to pop. This allows you to carve more aggressively and to pop sooner, which will keep some of your forward momentum, which you'll need to turn the board. Also, by popping sooner, the kite will not travel as far back, which will also help you keep momentum. If you look at Karine, she's got four things on her mind. No 1 is to stamp down hard with her back leg, pushing the tail into the water, her pop. No 2 is to lift her front leg, bending the knee so that the board can rise whilst simultaneously moving her front foot back slightly, taking all weight off it. No 3 is to pull the bar in for lift. With the kite now at 12 o'clock she will get lift and support. And no 4 is to look at the board. This part is equally important as it's about aiming your eyes where you'll stick your foot in a moment. Without giving too much away just yet, Karine has her eyes fixed on where her front foot should generally be when riding.

Mid Air Foot Change Pic C

Here we go then, the crux of the move. Get this right, and the board will turn,









and you've got a good chance of landing on it. Theoretically, if you've got the board up and off the water, you are supported by the kite, and you still have the smallest amount of momentum it's yours for the taking. You can see in the pic that the board is momentarily floating, held by the wind blowing onto the underside, even if just for a fraction of a breath, but long enough to allow you to bully it. The plan here is to swap your feet, much like you would gybing, pre or post turn. The emphasis here is on getting what will be your new front foot where it belongs to go back the other way. You need to do this sharpish as time won't stand still, and the board won't wait forever.

Karine is still focused on where she wants to move her foot. Whilst hanging from the kite, she lifts her back foot which she used to pop the board, bringing her knees up whilst moving the foot forwards. At the same time, she moves what was her front foot back. To do this, she twists her hips, almost as if she's going toeside.

The Catch Pic D

Well at least for those of you who can catch with your feet. If you haven't before, you will now! The wind is blowing the board off downwind, imminently ready to flip it in any combination of random ways. Before it has a chance, you need to get that new front foot on the board so that you take control of it and stop the wind flipping it. Here Karine has her foot on the board, and as such, the wind can only push the board against her foot. It's essential to get the foot where it usually is. Place it too far back, and the board will flip over it. Too far forwards and it'll blow under it. As you become more accomplished, you'll learn to match your pop to wind strength. Too much pop in too much wind and the board will be off in a jiffy.

The Push Pic E

With your front foot on the board, or at least in contact with the board, you now want to get your other foot





engaged too. This is where your momentum comes into play. With both feet in contact with the board, and you moving even ever so slightly forwards, you will push the tail of the board around. It goes without saying that you need to still be supported by the kite at 12 o'clock. Captured in a photo, it all looks relatively peaceful. However, in real-time, you'll only have a moment to push the board before it starts to fall, and the wind takes over since you're now offering the top of the board to the wind. Karine is concentrated on two things, foot placement and support. You can see that both knees are lifted right into her chest so that she's as close to the board as possible.

The Drop Pic F

As the wind and gravity take over, your board will fall

towards the water. By having both your legs tucked up, it allows you to extend them and try and keep your feet as close to the board as possible. Keep watching it, trying to aim yourself to land where you had made contact. If you're floating or lifting too much, you can also let the bar out to drop yourself with the board. You can see that Karine has her feet spread, ready to land where she should be standing on the board.

Dive It Pic G

As you're coming down all that is left is to get the power on. As with any move you need the kite to pull you out and downwind, and here is no different.

Concentrate on pulling and pushing. As you've been hanging off the bar, if you just pull not much will

happen, the push will help. Get yourself ready for the power by keeping your weight back and both feet planted on the board. The joy of surfboards is that with all that finnage, the board will obeyingly pivot off the wind as the kite pulls, and you can then carve back onto your edge with that relatively warm feeling of having just nailed something new.

Top Tips

This is another case of a "go early" move. It's easy to carve for too long and miss the moment, so get yourself primed and ready to stamp so that you can be up and off before the kite travels across to the other side of the window. This is where a piece of chop can help, as it'll give you a reference point to use, whether you feel lift in the kite or not.



Have a look at the sequence and videos to get a feeling for what's happing when you can't freeze time.

Common Problems

The first problem you're likely to encounter is that you feel that you're being pulled back away from the board after taking off. This is due to the kite travelling too far across the window. You don't want it to pass 12 before you take off. Either slow the drift down or pop earlier.

If you find that you're making contact with the board, but it sits above your feet, rolling fins up. This is because as you change feet, you're landing the front foot to low on the board. By which we mean that it's

too much on what will be your new upwind edge. Try and get it to touch the centreline of the board.

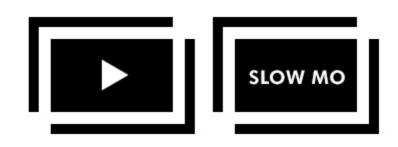
Also, if you find that the board is flipping under you, it's because you're making contact to high on the board; hence the wind rolls it the other way. Once again get your foot in the middle.

If you're getting your feet swapped and landing on the board but falling in, it's because the kite is drifting too far across the window. Either try and level the bar once you get it drifting, or make sure you give it a hefty dive to land so that the kite pulls from downwind.

Keystones

1. Front foot back

- 2. Quick, aggressive carve and early pop
- 3. Aim for front foot position and swap feet
- 4. Front foot first in the centre of the board
- 5. Drop and Dive



BOARD OFF DISMOUNT >

Kite - North Pulse 12m Board - North Focus Hybrid 139

Whilst pondering all the moves, grabs, transitions, airs, washes, strokes, tweaks, pops, passes and loops that we've covered on these hallowed pages, it struck us that we haven't been particularly generous on the dismounts. To make amends, here is the board off dismount. Actually, a very achievable trick, since there's no need to get it back on, it works in various wind directions, and when you get it right, it looks rather casual.

However, it does come with a warning! Jumping onto land has inherent risks, so please take care, make sure there are no obstacles to befriend, no other kiters to tangle with and no other beach users to terrify or injure. With that said, let's consider what lies ahead. We'll take you through this move using the heelside edge as per the simplest grab, as it's the simplest way to get the board off if you're no yogi.

The Approach Pic A

Before you start this move, it is worth appreciating that your goal is to land on your cherished feet, potentially bare and cold on what could be stony or slippy. This means that your landing wants to be soft. Hence you don't want bags of speed or tonnes of lift. That said you do need an edge for tension, so head upwind to keep the lines tight whilst slowing yourself down. It can help to let the bar out a touch, so you can point higher and kill some momentum. Your kite wants to be parked either at 1 or 11, depending on which direction you're heading. This way you can still





send it without the kite travelling too far back. Think air gybe. In preparation of getting the board off, it never hurts to wiggle your feet loose in the straps. The final point is distance! How far from the hard stuff should you take off? If in doubt, further out. It's undoubtedly preferable to land in the water than to plough up the beach on your trusty twinny. Looking at the pic, Christian is on a decent edge, not hammering in, his bar is out a tad, and he's still given the kite a good send from 11 o'clock. If you could see his feet, they would be ever so slightly back on the pads.

The Launch Pic B

Once again think air gybe. You want to dump momentum, stop the kite going back, give yourself a helping leg up and use the lift you've asked for from the kite. All before your fins and edge grind in natures original P50. Looking at Christian he's carved up to put the brakes on, he's fully levelled the bar to stop

the kite moving back, he's kicking off against the edge with his back leg to initiate the takeoff, and he's pulling in on the bar for lift.

Focus Pic C

As soon as you can, you must focus on getting the grab. Hopefully, you're not boosting, so without serious hangtime, you need to get things rolling. Christian already has his front handoff, quite literally looking for the grab. He's lifting his knees to bring the board up towards his hand whilst twisting upwind, which gives him room to reach the board. With his backhand centred on the bar he keeps it both level and on the sweet spot. You can see here how his feet are pulled back and loose in the straps. It's vital to keep the bar in. If you dump power with your front handoff, you will encourage the kite to overfly as you pendulum underneath it. Not the end of the world in the water but best avoided on the hard stuff.







Once you get a solid grab on the board, somewhere near the fin on your heelside edge, you can slide your feet out. Grabbing here you'll find it more natural to keep your front knee high whilst sliding the front foot out first. If you keep the board high and away from you on a stretched arm, your back foot will obediently follow. Christian still has the bar on the sweet spot, and he's

holding his board out in front of him at arm's length.

The Descent Pic E

Style and grace are optional, depending on personal coordination. Christian's excuse is that a wide position on landing is more balanced. Seeing as you've got the board gripped in your leading hand, it will be aiming down like a composite guillotine. Hence the need to keep it up and away from you.



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At the same time, you want a soft reception, and the only way for such a marshmallow landing is to keep the bar in on the sweet spot and float down like a leaf in autumn. Looking at the pic, you can also see that Christian is using his backhand to steer the kite forwards, pushing the outside of his hand up, just as you would for body dragging, think elbow high. He's doing this to make sure the kite steers back up to 12 o'clock and doesn't get left behind with the potential to Hindenburg.

Touch Down Pic F

If all goes well, you'll come down nice and soft.
Keeping the board away from you guarantees 10
toes, and moving the kite gently forwards maintains
that everything is moving slowly forwards in the same
direction. Here Christian still has his board at arm's
length and up, his bar is on the sweet spot, and
he's steering it ever so slightly forwards. Job done.
Should the kite then pull forwards, you can lift it and
sheet out.

Top Tips

If you already have experience of taking the board off, you have an advantage. For those of you with no prior freeing of the feet, it will be a good idea to practice the board off in deeper water to get the idea. Then as briefly flirted with earlier, to start attempting this you could do a lot worse than aiming to land in shallow water. Once you feel confident and get the hang of all the parts, it's then time for the full-blown dress rehearsal.



Have a look at the sequence and videos for the full walkthrough.

Common Problems

If you're struggling to get your feet out. Make sure to lift the board to you, knees up and in front of you, rather than flicking the board behind you and reaching down. With the board up and forwards, it will slip off your feet as you pull them out. You can also loosen your straps, making it easier still to drop your feet.

If you go flying up the beach and struggle to control yourself, the kite and your landing it's a sure sign of too much speed. Take it easy, use your edge and

make sure that you have your kite low enough to start with. This way, you can get the lift without breaking any speed limits.

Sketchy landings with slack lines and a kite that is threatening to drop are far from ideal. It means that you've sent the kite too far, or too long and you've possibly let the bar out also. Try a short sharp send and make sure that you level the bar before taking off. Pre-empt your take off with a little kick and steer the kite forwards with your backhand.

Keystones

- 1. Controlled speed and kite at 11 or 1
- 2. Short sharp send

- 3. Level and stamp
- 4. Early grab, the board held up and away
- 5. Lift elbow to steer kite forwards with the bar on the sweet spot





83 TECHNIQUE IKSURFMAG.COM

CAN CAN AIR GYBE >

Kite - North Pulse 12m Board - North Focus Hybrid 139

Way Back in Issue 60 we introduced you to a life of high kicks and frilly knickers. We're heading back to the ways of the Moulin Rouge, and although we can't claim that this trick will be as visually stunning as the film, it'll undoubtedly be pleasant on the eye and a giggle to perform whilst humming Orpheus in the Underworld. What's more, if you're able to grab an air gybe, you're more than welcome and ready to give this one a shot. So what's involved?

Set Up Pic A

Being an air gybe, you should be pretty familiar with the approach. However, unless you have ninja skills, you will appreciate a bit of extra time and float to get the necessaries done and dusted. This will require a bit of speed and plenty of edge. Added to that, a decent send is paramount to float, but as it's a transition, the kite mustn't move too far back. Hence, you'll want to start it around 11 or 1 o'clock and give it a good sharp but short send. In the pic you can see that Christian is approaching with some speed, his backhand centred on the bar, a solid edge with his weight low and front shoulder down, and he's given the kite a decent send from 11.

Brakes on Pic B

To get the float and time you need to convert your speed into tension to give you the classic elevator lift, lots of up with not much travel. To achieve this,





you need to time the kite with a very sudden and aggressive increase in edge, so that as the kite reaches 12 o'clock, you are effectively slamming on the brakes and dropping your weight further upwind and lower against the rising kite to get maximum tension on the lines. Christian is edging with all his might, digging the edge in by resisting with his legs, and he's dropped his derriere right down on the water to counter the lifting kite. You can feather the bar too so that the kite doesn't pull from downwind. And last but not least, the kite only has to get to here, 12 o'clock, so stop it in its tracks by levelling the bar. This will make the rest of the move considerably easier.

The Kick Pic C

Once again just as per an air gybe, pre-empting

your take off with a good solid stamp against your edge will give you many advantages. By going early, you can get up before the kite moves past 12, which will give you more float and with the kite above you less to worry about. The kick itself will give you some extra height and time. And if you get the kick against the edge, it will also help you to get more up and less drift. There's still a lot of work to do post take off so as soon as you've kicked you should be moving towards the grab, which means releasing your front hand and bringing your front knee up. Looking at Christian, you can see that his kite has stopped at 12 o'clock, he's stamped against his back heel, extending his rear leg. His bar is in, and he's already released his front hand whilst his front knee is lifting, bringing the board up towards his hand.

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Grab & Go Pic D

You're aiming to grab the heelside of the board somewhere near the front fin. Once you got the grab, hold tight and pull your front foot out with your knee-high. It's quite instinctive to push your foot down towards the water, but the Can Can is all about the high kicks. With your knee up it should be easy to lift your foot over the board. Keeping your back leg extended will give you

more room. Here Christian lifts his foot clear of the strap and keeps it high so that he has room to move it up and over. His bar is in, and his kite is high. Game on.

Show Some Leg Pic E

Here we go! With your foot over the board, you can now kick your leg straight out in front of you. Make it count by extending the leg as much as you can, aiming to get your foot high. Paris will be proud.

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However, there's no time to dilly dally as you've still got a down and then another high kick. Once you've got your foot up as Christian has managed here, pull it back over so that it's behind the board. Keeping the arm that is holding the board straight and your back leg straight will afford you the most space.

Concentrate on keeping the bar in so that you don't drop yourself down, you're not finished yet.

Leg Down Pic F

Time to get some rhythm going. As you pull your leg back over the board push your foot down towards the water, extending the leg as much as possible as you would for a one-footer. You can see that all the while Christian has his bar in. Christian is still looking forwards, the way he was on take-off. This is vital, if you turn and look the other way too early, you'll inadvertently drift your kite back.

Just One More Pig G

As soon as your leg is down, boys and girls, bring it back up and over for the final flourish. Same again, kick your leg forwards and extend for full glamour puss points. Up, down, up. Nearly finished.





Looking at Christian's lines, you can see that his kite is drifting slowly back, as it tends to when you have one hand off the bar. You need to make a call whether you still have enough float for this last kick. If you're dropping fast, it's best to bail. If you're still supported, get a move on and finish. Christian's bar is still in for lift, and it's worth noting that he's already focused on his back strap, anticipating and aiming up for the reunion of foot and strap.

The Tom Daley Pic H

Now is time to commit to your landing and it's all about the dive. With the kite drifting from above you,

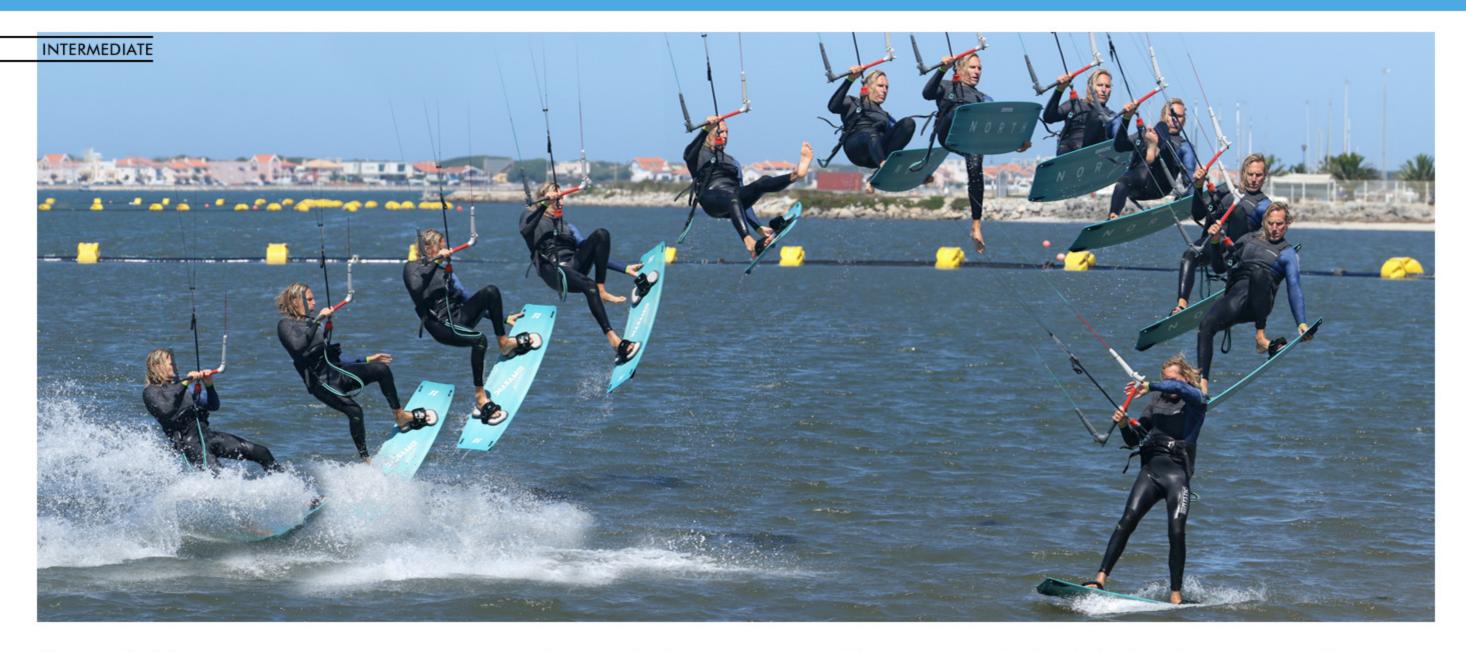
you need to get the power on sharpish so that your kite can still dive down through the window and pull you downwind for a soft, splash-free landing. This means that you'll need to commit to the dive before your foot is happily tucked up in its strap. With the bar in and a good hold on the board, you should still be able to reposition your foot whilst diving the kite. Here Christian has pulled the trigger on the dive, giving the bar a decent steer with his wrist, whilst fiddling his foot back in.

Top Tips

Building up to this is key. Start with some floaty air

gybes, then add a grab, a cheeky one foot, a can, and finally the full Monty. Your effort should be concentrated on kite position, as if the kite is right, you'll have time and confidence to nail this. It certainly helps if you can learn on a slower, lifty kite. Two factors that'll make the most difference are levelling or even slightly redirecting the kite before take-off and that early stamp. As soon as the kite drifts too far, you'll be playing a hopeless game of catch up.

Have a look at the sequence and videos for the actual Full Monty:)



Common Problems

The main issue that you'll encounter is the kite drifting across to the other side of the window. At the very least this will make landing with power impossible, and at worst it'll drop you back into the drink. Get your backhand centred on the bar, make sure it's a short sharp send from 11 or 1, no drifting and go early.

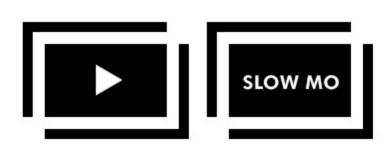
If you don't have room to get your foot over and through for the high kicks. Keep your arm straight and your back leg extended and down. Added to this if you keep your front knee up there should be plenty of space.

And finally, if you're landing across the wind and stopping. Commit to the dive early. If you wait until your foot is snug your kite will drift too far to give you power. So as soon as you're on the way down, foot or not, give it the beans.

Keystones

- 1. Short sharp send
- 2. Level bar and stamp

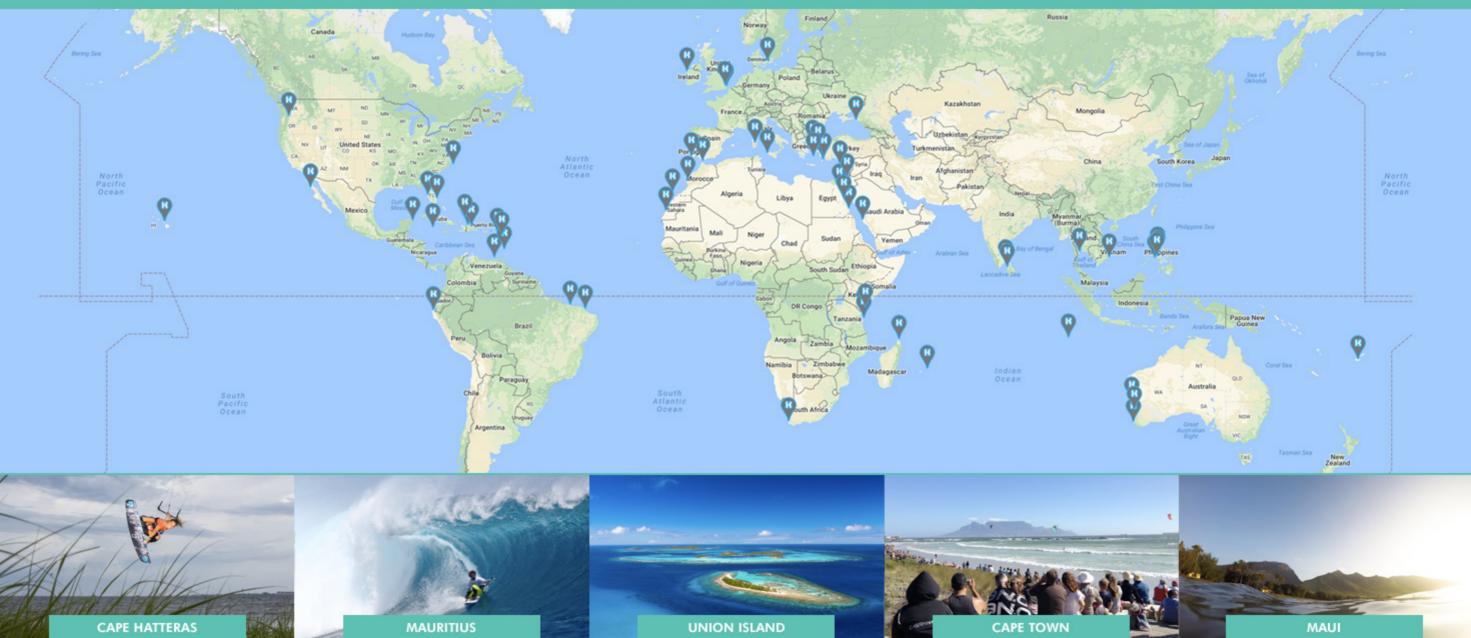
- Grab with the straight arm and extend the trailing leg
- 4. Look forwards whilst kicking up, down, up
- 5. Hard dive before kite drifts too far





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SAME QUESTIONS DIFFERENT BRAND! OZONE

83 SAME QUESTIONS DIFFERENT BRAND!

This issue we chat to Iain Hannay, General Manager at Ozone Kites about the brand, their core principles and why you should consider an Ozone kite as your next purchase. Born from a love of paragliding the brand has been in the sport since the very early days, using their own factory to produce all their equipment has some very distinct advantages, get to meet the rest of the team and find out what keeps them stoked on kitesurfing!





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" WE CAN FOCUS ON REAL CHANGES IN PROGRESSION AND MAINTAIN A HEALTHY MARKET PLACE FOR ALL OZONE CUSTOMERS. "

What is your core focus as a brand, and what do you think makes you different?

We are a product-focused, rider/pilot owned brand.

Our goal has always been to create exceptional gear and to share memorable sessions with our friends and customers.

Here at Ozone, we are the only brand that create all our products ourselves, instead of farming out the manufacture to OEM factories. This gives us a massive amount of control over the quality, design changes and production control of our products. By having our own factory (sharing it with our paragliding brand), we can focus on real changes in progression and maintain a healthy market place for all Ozone customers.

Who makes up the main team behind the products and what experience do they have?

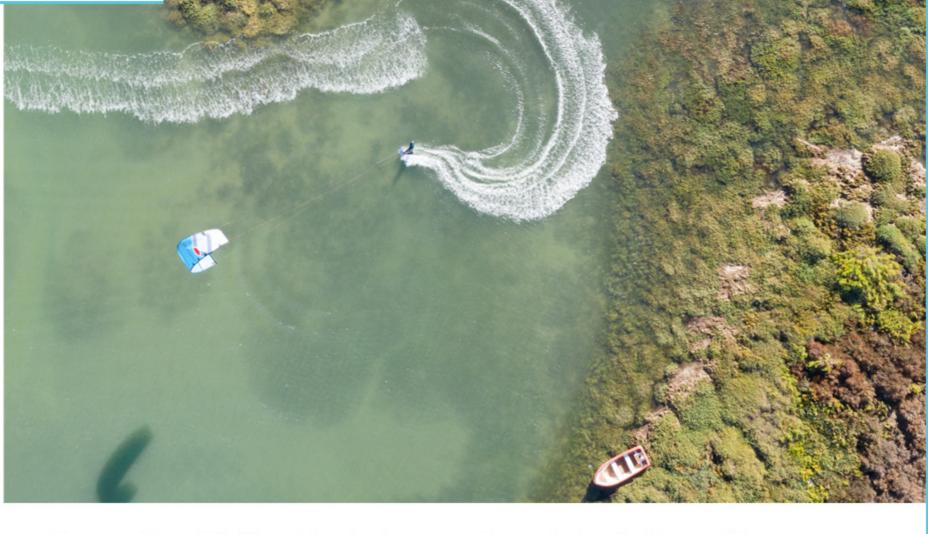
TWe are a small team of self driven individuals who are based all over the world. We are all connected to most of the processes from idea to delivery but we all have our own roles to keep us from going bonkers.

TORRIN BRIGHT - PRODUCT MANAGER

Torrin started with Ozone as team rider and tester and now looks after the whole design and product process. Torrin still rides at a very high level in all disciplines and is involved in giving feedback on all products that come onto our range.

ROB WHITTALL - HEAD DESIGNER

Rob has designed paragliders, speed wings, race kites,



wave kites, snow kites all his life and has also flown paragliders and hang gliders at world champion level. Rob races motorcycles and so understands the needs for performance and quality in design.

DOMINIK ZIMMERMANN - ASSISTANT DESIGNER

Dominik started trimming kites during the early days of buggy racing and was a pioneer in the snowkiting world. His trimming skills and experience with performance has helped create some fast kites over the years. Dom won the gruelling snow kite race of Ragnarok when the first race foils came out.

STU YARROW -

ASSISTANT DESIGNER AND CAD CODER

Stu is a passionate snowkiter and paraglider pilot and is also an incredibly skilled code writer. Stu designed our single skin kite the Explore (now V2) for snowkiting and also writes all the code for our in house design software that we share with our paragliding company. Stu also was paramount in the implementation of our laser cutting machines in the factory last year.

PHOTO RICARDO PINTO

83 SAME QUESTIONS DIFFERENT BRAND!



"HE KNOWS ALL THE BEST PLACES TO GO AND WHAT IT TAKES TO MAKE PRODUCTS LOOK GOOD IN THE MARKET PLACE."

TIBO DOS SANTOS

Tibo is our boards designer who has brought the knowledge of composites and moulding technology to our factory and a whole new board range for us two years ago. We now have a great knowledge of production outside of sewing which brings the ability for many new products in the pipeline.

Then we have a team who brings these products to our network of distributors, dealers and schools.

ANDY BANKS - GRAPHIC DESIGNER

Andy does all our graphic design on the kites, adverts and website, he is stretched between the product team and our marketing needs. Andy has been with us for 10 years, is based in Raglan in New Zealand and has brought to us 100s of designs over the years.

HANNES BURNER -

CUSTOMER AND CUSTOM KITE MANAGEMENT

Hannes is based in Barcelona area and looks after all our custom kite projects, all our customer service issues and also helps with the general sales strategy and rides our products more than any of us. When he is not riding he stands up at his desk, no one has ever seen Hannes sitting down.

RUBEN LENTEN – BRAND AMBASSADOR

Ruben has been working with us as a brand ambassador for two years now and has been driving



our social media channels and organising a team program while recovering from his injury. We are all very much looking forward to having Ruben back where he belongs and that is flying high!

DAVID TONIJUAN - MARKETING MANAGER

David started with us this year as our marketing manager and due to his strong riding skills and many years of riding as a pro in the kite world he knows who to take a good shot, he knows all the best places to go and what it takes to make products look good in the market place. David is also on the cover of this magazine!

MATIAS NOMBARASCO – ORDER SYSTEM AND WEBSITE CODING

Matias is a multi sportman and multi talented coder. When not paragliding, para-motoring or kiting Matias is working on the code of our bespoke B2B order system and also working on our website and is also a connection to the paragliding company as we share much of the code.

We also have 3 strong and passionate owners, Matt Taggart, Mike Cavanagh and David Pilkington who keep us all in check. Also an amazing team of logistics and accounting people in the paragliding office in France; Karine, Chloe and Isa.

Together, we are Ozone.



How much testing and product development goes into making a final product?

We don't change our models every year, as it doesn't give us enough time to properly develop all the kite models to have a significant benefit change for our customers. It takes us 2-4 years to develop each new model version. This method ensures whenever we release a kite it is ready for the market and more importantly the riders who will enjoy it.

" IT TAKES US 2-4 YEARS TO DEVELOP EACH NEW MODEL VERSION." Free shipping world wide



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" WE ARE FORTUNATE ENOUGH TO HAVE GOOD SET UP AND, MOST IMPORTANTLY, A RELIABLE TEAM OF SELF-STARTING, PASSIONATE PEOPLE."

Which product are you most proud of in your line and why?

That's personal! I love the Chrono V4 for lightwind foiling as it has all the performance of the R1 V4, our legendary race kite, but it is easier to use. When the waves are on, and the wind is 30 knots, then there is nothing more pleasing than a 6m Reo V5 for hooning down waves.

What's the most challenging part of running your brand?

I guess the most challenging part would be keeping healthy communication between all of us, and to make sure we are all on the same page. Even though we are just a ten strong team, spread across five different countries, we are fortunate enough to have good set up and, most importantly, a reliable team of self-starting, passionate people.

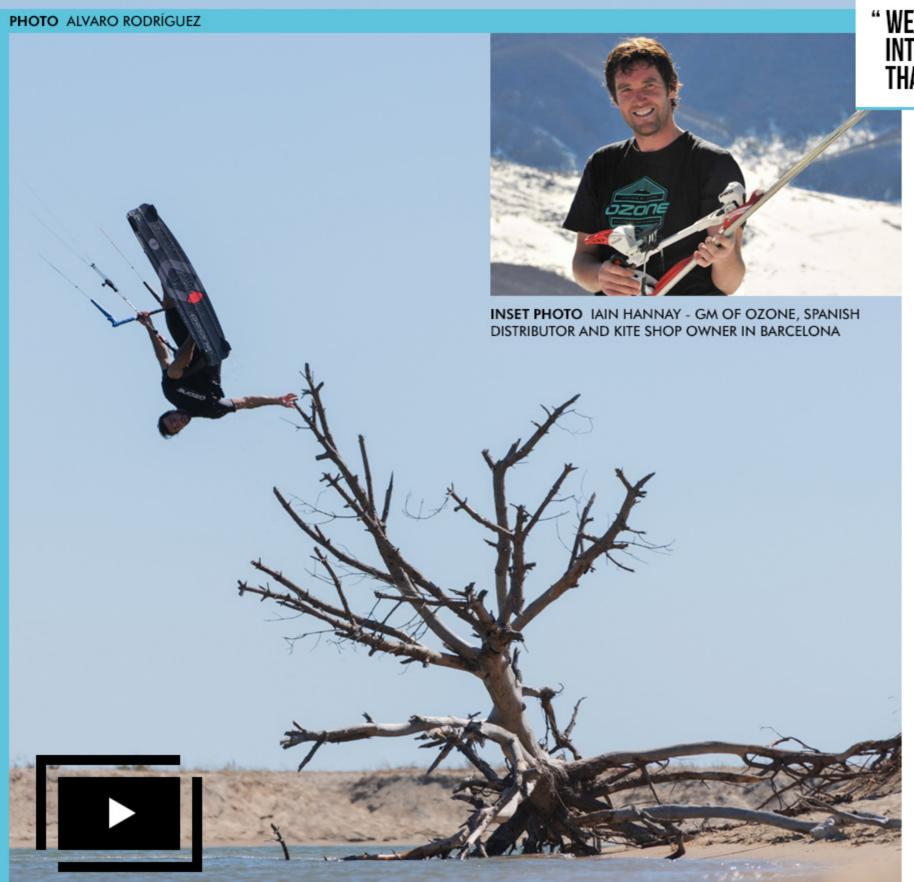
What's the most rewarding?

The most rewarding part of my day is when our new product models get delivered, and the wind is on.

What does the future look like for Ozone, what innovations, different areas and new products are in the pipeline?

We are always working on something at Ozone and some projects make it onto the market, while others don't, but regardless, we still fuel our passion and curiosity.





"WE MAKE SURE THAT ALL OUR CUSTOMERS, WHO ARE INTO KITE SPORTS, CAN FIND A MODEL IN OUR RANGE THAT SUITS THEIR RIDING STYLE AND AMBITION."

Can you describe who the typical Ozone rider might be? By this, I mean the guy who buys your gear, who are you pitching yourselves too, not the pro riders.

I don't think there's a 'typical' Ozone rider, as we have such a broad range of kites and boards. We make sure that all our customers, who are into kite sports, can find a model in our range that suits their riding style and ambition.

We are basically pitching to customers we'd like to share a session with...

Why should someone choose you over another brand in the shop?

If you are looking for value for money; our kites hold their value longer as we have no closeout sales because we don't overproduce.

If you are looking for performance; our design team and paragliding production facility give us the edge over most brands.

If you are looking for something specific; we have 17 models of kites to choose from!

If you are looking for an all-rounder; we have the Enduro V3; probably the best kite in the world.

What phrase best sums up the brand?

Inspired by Nature, Driven by the Elements.



DO YOUR FRIENDS AND FAMILY WANT TO LEARN TO KITE?

EFFICIENCY, TEAM WORK,

The Duotone crew including Lasse Walker, Airton Cozzolino, Matchu Lopes, Reno Romeu and Julia Castro head off to Fuerteventura for a 12-day photoshoot showcasing Duotone's 2021 gear. It's been a dream of Julia's to be a part of a product shoot and to host it in her hometown was the cherry on top.

In this feature, Julia tells us all about it!

WORDS JULIA CASTRO RIDER MATCHU LOPES PHOTOS MARIO ENTERO

83 EFFICIENCY, TEAM WORK, FUN

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"THE CREW ARRIVED ON THE ISLAND WITH 8 BOARD BAGS, PACKED WITH BRAND NEW SHINY EQUIPMENT, AND A LOT OF IT!"

A couple of months ago, I got a call from my boss, Philipp Becker, telling me that they were looking into doing Duotone's 2021 yearly photoshoot in Fuerteventura. I was thrilled! I've been riding Duotone since 2013, and have always dreamed of being in their product shoots. And now, it would take place in my hometown; the pressure was on!

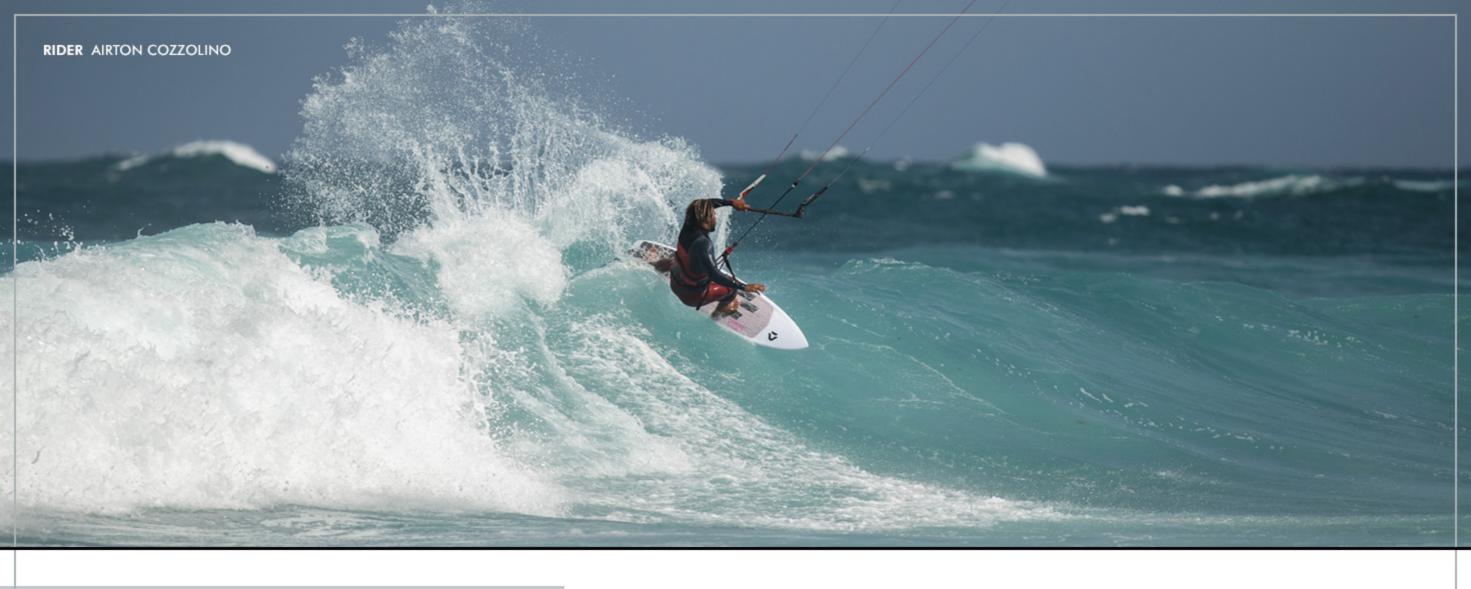
Everything was going according to plan. The crew arrived on the island with 8 board bags, packed with brand new shiny equipment, and a lot of it!

'Efficiency, teamwork and fun', thats what Philipp Becker wanted to see. We had a lot of work to get done, but with the right mindset and organisation, we should be fine. By late August, Fuerteventura's trade winds aren't as consistent as they usually are throughout the year, but we still rode whatever conditions were on.

Day one of the shoot was a little messy. I crashed a brand new 7m Dice on the rocks; luckily, I wasn't hurt. The second day was a full-on Rebel day. I mainly ride the Dice, but I have to admit I was very much surprised by how powerful and stable the Rebel is. It also has incredible hang time for old school tricks. During the shoot, Lasse, Reno and I had to come in and swap boards after each shot.

The rocks are a trademark on Fuerteventura's beaches and a hazard you need to keep an eye on. For the shoot, you ideally want to avoid having other kites in the background, and so we had to kite upwind (near the rocks) to get the perfect shot.





"THE WAVES WERE MASSIVE AND MESSY. IT WAS GNARLY, AND I WAS TERRIFIED TO GO IN THE WATER. "

Lasse and Reno made it look easy, as usual. They were able to dodge the rocks, jump near them, transition off them... it was impressive!

Growing up in Fuerteventura, there are a few local secret surf spots. There's one spot, in particular, that's incredible (please don't ask me where it is!) The wind was blowing onshore, so I wasn't sure if it was actually kiteable, but the media team was 100% positive that this is where they wanted to shoot for the day. Matchu and Airton thought about it for about 20 seconds, analysed the spot, the waves, the wind and decision made; they were going in.

The waves were massive and messy. It was gnarly, and I was terrified to go in the water. To be honest, I backed out and watched Airton and Matchu slay those waves. Trust me, if you were in my position, you wouldn't have gone in either. These guys are from a different planet! We ended the day by

celebrating Carlos's (Duotone's filmmaker) birthday at the beach with some beers.

9:00 AM start, and we were off to Cotillo's Beach, also known as "Piedra Playa" or "Stone Beach". The media team chose an incredible spot to film from the top of the cliffs with the town of Cotillo and the golden sands of Piedra Playa as the backdrop. I got my first 'cruising shot' that day with Matchu and Airton. Cruising shots are about 5 seconds long in a product video, but take hours to film! You have to be in sync, and If you are in spot number 3, you'll get sprayed by the other two riders as well as ride in their chop - speed and elegance are of the essence and not very easy to master!

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"THE CREW REASSURED ME THAT IF I WASN'T COMFORTABLE, I SHOULDN'T FEEL OBLIGATED OR PRESSURED TO GO IN THE WATER, BUT I CONVINCED MYSELF THAT I COULD DO IT."

The following day was a Sunday, and nearly impossible to find a beach that wasn't packed with other kiters or passerby's wanting to take photos and videos of the Matchu and Airton show. We split the crew up into 2 groups, and head back to the terrifying secret wave spot! The wind was once again on shore, waves were huge, and the current visible from the beach. The crew reassured me that if I wasn't comfortable, I shouldn't feel obligated or pressured to go in the water, but I convinced myself that I could do it. I swear to you, I was trembling.

I rode the spot, scored some waves and watched Airton and Matchu ride on absolute destroyer mode; they killed every single wave they took. Even Reno went on the water with his GoPro to get some shots. I have to admit, I was really proud of myself!

The following morning we were all starting to feel achy. Not only physically but mentally, but the show must go on. We drove from Corralejo to one of my favourite places in the world, Cofete. Cofete is the longest beach and the most virgin part of the island. The long black and white beach is surrounded by beautiful and mysterious mountains with only a handful of houses made of stones.

Getting to the spot, we were following Carlos's 4x4, until Carlos decided he'd like to see how powerful his car is by going straight up the mountain, and of course, the rest followed! The second car got stuck on the peak and had to back down, slid too far to the right and got stuck. Luckily Philipp and Reno had spotted the situation and came back to help.



With a lot of pushing, digging and sliding on rocks, they managed to get out!

We eventually got to the spot, and it was howling offshore winds and no rescue. We managed to get in another cruising shot here, and it was awesome. We drove about 40 min further to go to a flat water spot called Matas Blancas. Big air and old school tricks were on the menu for the afternoon session. We kited until the sunset and then drove back.

The following day, we went back to my favourite secret and crazy surf spot!

" BIG AIR AND OLD SCHOOL TRICKS WERE ON THE MENU FOR THE AFTERNOON SESSION."





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" I PROMISED HIM THAT THIS SECRET SPOT WOULD NOT BE SHARED. WE SIMPLY NEEDED AN EMPTY SPOT TO SHOOT AT."

The Canary Islands are known for having very strong (and crazy) locals at the surf spots. If you ask around, you'll hear some loco stories about what locals do to outsiders when they don't follow the rules. We arrived at the spot, I saw three guys coming towards us, looking extremely angry. They shouted at Patrick in Spanish, 'you can't be here, this is not a spot for kiters'. Patrick just answered 'yo, no hablo español!'

I turned around and said in Spanish: 'I could easily pretend I'm a tourist and don't understand you, but we are a kitesurfing brand and we're doing a product shoot, we've not mentioned the surf spot or where it is.' By this point, they started to calm down a little, and again I reassured them that this spot isn't even ideal for kiteboarding and I promised him that this secret spot would not be shared. We simply needed an empty spot to shoot at. One of the guys whispered to the other guy, "Don't you know who she is? She's a pro rider, and she lives here". All of a sudden, he apologised for everything. They finally felt reassured and comfortable and left us alone.

Later on, we went downwind to ride in an even sketchier spot. Even Matchu and Airton were hesitant to ride there, I promise! It was pretty much of a sick wave that had an insane backdrop for the picture that ended up pretty much on the rocks! I went for it, and it was epic.

Next up was all about Foilwing. After 9 days of kiteboarding non-stop, we were pretty much just missing the foilwing clips and photos. We ran into Fabian Muhmentaler, who is a machine when it comes to foilwinging.





"THE WAVES WERE MASSIVE AND MESSY. IT WAS GNARLY, AND I WAS TERRIFIED TO GO IN THE WATER. "

Philipp spontaneously invited him to join the shoot. It was good to have an additional rider joining us, he had the energy we were missing that gave us that push!

Last day, the 11th day of shooting in a row, non-stop. Full of laughs, work, sessions, and everything else, the team was close to being destroyed, but we knew we had to make the last and final effort to wrap up the shoot. Turns out we still had to do more stuff than we thought, shooting all the boards, their details, some foilwing action... But we managed; Efficiency, teamwork, fun!

What a trip! It was incredible having these legends at my homespot. The team spirit was fantastic. Everybody rigging kites for each other, giving each other tips on the water, encouraging each other even when we were tired by making each other laugh - truly one to remember.

A FEW WORDS FROM THE CREW

Mario Entero - Photographer: "I have known the riders for a long time now, and it makes my job much more fluid and easy since we both know the way we work, and we both know what we have to achieve."

Lasse Walker: "I was really amazed by all the different insane shooting locations!"

Matchu Lopes: "Fuerteventura, it's one of my favourite places in the world, to be honest. The funniest part of the trip was driving to the South of Fuerteventura with Lasse and listening to him trying to speak Spanish."

83 EFFICIENCY, TEAM WORK, FUN
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"THE CREW WERE HILARIOUS AND FUN TO WORK WITH, AND THAT'S WHAT MATTERS FOR ME!"

Airton Cozzolino: "I was impressed with the teamwork, man, believe me, we had a lot of stuff to shoot: wingfoils, twintips, kites, clothes, surfboard and more but with the coolest crew, it didn't stop us from having fun and making jokes in between sessions."

Reno Romeu: "After many years, I finally came back to Fuerteventura - It's pretty exotic. The crew were hilarious and fun to work with, and that's what matters for me!"

Fabian Muhmenthaler: "My filming day with the crew was very nice. I was super excited and happy because it was my first time shooting with all my teammates, and I felt extremely comfortable and motivated".



TECH FOCUS

HARLEM KITESURFING BOOOMTAG NFC TECHNOLOGY

Interview with Alex Morgenstern

This issue we speak to Alex Morgenstern about the Booomtag NFC integration with Harlem Kitesurfing products, what started out as an idea to use technology to reunite kiters with lost boards has turned into a fully functioning app and security feature every rider should know about...





Alex, we chatted a little bit about the NFC technology being featured in your products a couple of months ago, where did the idea come from and why do we need it?

The idea behind the Booomtag platform was born when Booomtag founder Rogier Dekker found a kiteboard in on the beach with a telephone number on it.

Unfortunately the number was written with a 'waterproof' marker and the last digit was missing. It took a few tries to dial the right number and connect to the rightful owner to get her board back. The idea was then born to integrate NFC tech and the Booomtag system on all our products to help riders retrieve their gear.

Does everyone need to have the app for this system to work? Is it a simple process for someone like the coastguard to reunite owners with their gear?

The platform itself is a web browser based platform, so accessible with every web browser on your phone. So the phone only needs to have an NFC reader integrated. Older models might need a (free) NFC app to read the data, but most smartphones since 2015 are equipped with a NFC 'reader'. With the current developments around COVID-19 and preferred contactless-payments and Apple pay this technology is going to surge and become even more widespread.







How hard was it to implement the idea into the products, were the factories open to the new system?

This varies per product and per factory. New steps in any production process will always be a challenge but right now even the factories see this platform as added value for the product of any of their clients and they have started offering Booomtag as a service.

What are the main advantages for the customers with this product?

 Gateway communication between finder and owner (Huge privacy update in comparison to writing your name on your product)

- Protected product for Lost-scan-found and Anti-theft
- Transmittable ownership when resell
- · One account for all your registered gear
- Enhanced safety (direct SAR communication)
- Insurance coverage
- Full control over privacy and interaction settings (per brand and per product)
- · A connected brand for direct interaction

Does it add to the cost of the kites and boards at all?

We offer this product without any additional cost to the customer. The cost for production and service is covered by Harlem Kitesurfing. The goal is to make the sport safer.

Where do you see this technology headed in the future?

NFC technology will be widespread and integrated in all devices due to the demand for contactless payments and other systems. Also we are entering a digital time, so Harlem Kitesurfing together with Booomtag are aiming to be an industry standard for safety, lost-scan-found and anti-theft. The focus is on surf and (outdoor) sports gear. We offer: One user-account to overview and control the status of your gear and brand communication.

83 TECH FOCUS

TECH FOCUS

RIDE ENGINE DIRECT CONNECTION

Interview with Coleman Buckley

We talk to the ground breaking Coleman Buckley from Ride Engine who is set to revolutionise the harness industry once again with the incredibly innovative Unity Direct Connection system.







We've seen the video, and we were pretty blown away, can you tell us a little bit about this new concept for harnesses? Where did the idea come from, and how hard was it to make it a reality?

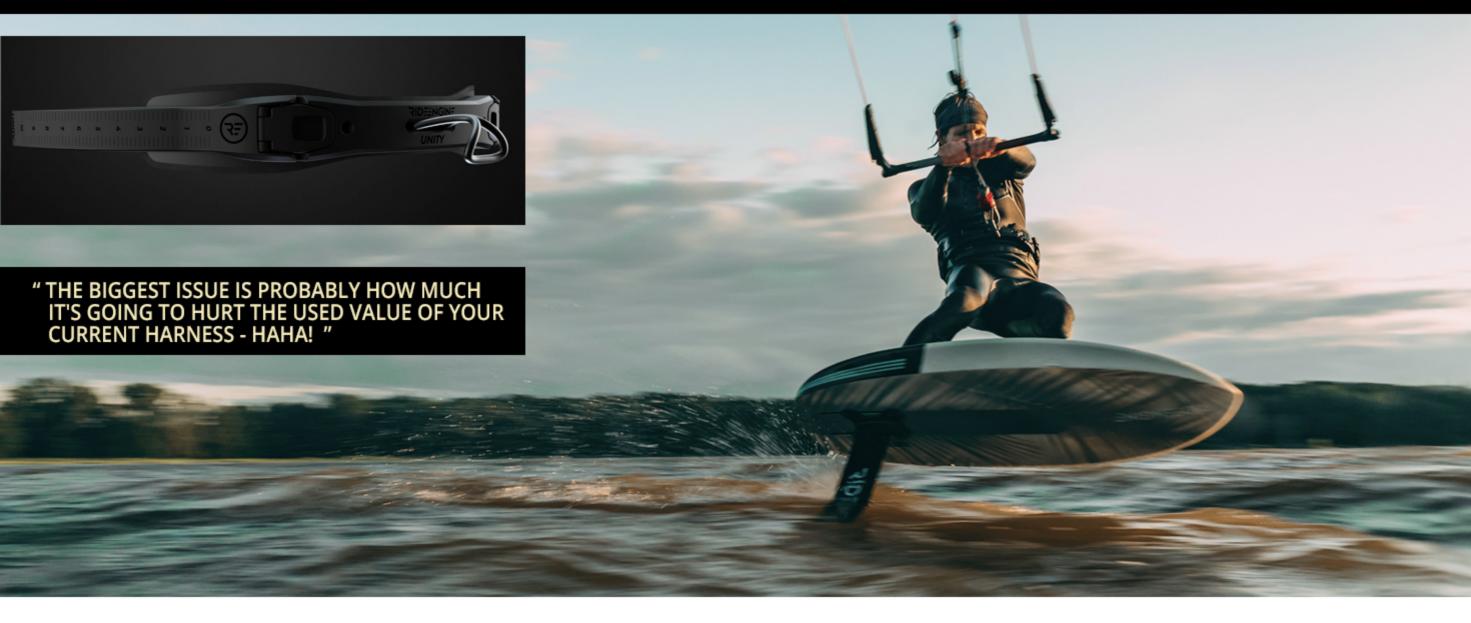
Our original goal was to unify the spreader bar to harness to create an encompassing exoskeleton for maximum comfort. Along the way, we realised this was also an excellent opportunity to radically improve the closure system as well. The idea of locking buckles isn't really new, and there's a long history of people trying to use some kind of snowboard style ratchet for harnesses, one patent I believe dates back 15 years. The reason they never came to exist though is that the mechanism used by that kind of ratchet will release under loads exceeding about 90lbs. What we did was combine two different types of load-bearing buckles, one that adjusts in size and one that tightens to create a hybrid system with all the features we wanted.

What was the reaction like when you first tabled the idea in the office?

The vibe at Ride Engine is always supportive of new stuff, so reception was good. Initially, the closure mechanism we had was pretty funky, so it wasn't until the dual mechanism idea that we realised it was going to be a hit for sure.

How long has it taken to go from an idea to a finished product?

I was messing with variants of it for about three years, but the closure system wasn't ever right.



Once we had that lightbulb moment with the dual closure system the whole Ride Engine development team leaned into it, we banged it out in about 6 months.

What at the key benefits and advantages of the new Direct Connection system?

- The bar doesn't spin
- · One movement entry/exit
- Set it and forget fit
- No webbing slipping/mid-session adjustments

 Easy switch between spreader bars if you use a hook and switch to a rope slider or a wider open hook for windsurfing.

Are there any drawbacks?

Not really. It's a little more expensive, but overall, it's basically a pure improvement that is worth paying for. The biggest issue is probably how much it's going to hurt the used value of your current harness - haha! We do have a system for updating older webbing systems to the new bar, though.

Will you be using this set up across the whole

harness range?

urrently, we use the Direct Connection in the 2 hard shell harness the Elite Carbon and the Saber. The soft-shell Momentum and Contour seat harness are still webbing based. For us at the moment, the creation of the full 360 degrees of support was best adapted to the hard-shell structure.

When is the product going to be in the shops?

NOW! Check your favourite Ride Engine dealer for availability.

83 TECH FOCUS

TECH FOCUS

CABRINHA CAB FUSION FOIL SYSTEM

Interview with James Boulding

We speak to James Boulding from
Cabrinha about the new Cab Fusion foil
system, a new innovative connection
system designed to future proof the
hydrofoil system for any sport. It doesn't
matter if you wing, kite foil or surf foil,
this new system is for you.

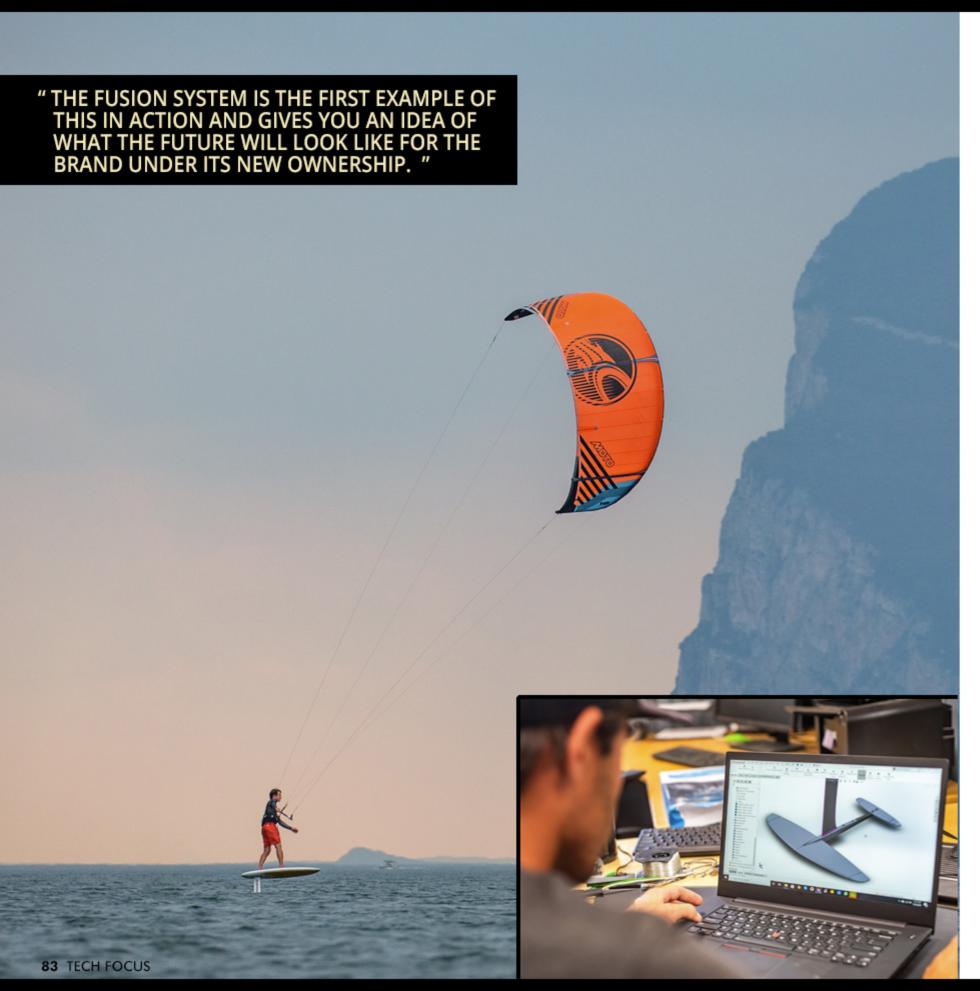




The whole hydrofoil system has been redesigned from the ground up across all your sports, kite, surf and wing, what was the need for the change, why did you decide to change the system after the new release last year? Was it hard to come up with a concept that works across all disciplines?

This was actually the main part of the brief to begin with. Cabrinha wanted a modular system where owners can interchange wings, masts and fuselage sections to tailor their equipment to whatever sport they want to go out and do. We've been seeing people using bigger wings for surf foiling as well as big boards for wingsurfing so there are some huge torsional forces involved. It was clear early on that there was a need to future proof the Cab Fusion system so that whichever directions the sports take the equipment platform can cater for this. We negated the issues of directly connecting wings to the fuselage with screws by seamlessly integrating the wing sleekly and efficiently to the front part of the fuselage where a huge amount of torsional stress goes through. It also became very important that playing around with the length of the fuselage was key to customising your ride for the different sports and a trend seen happening out in Maui. The Fusion system allows you to easily change the rear section of the fuselage at a very cheap cost without needing to buy a whole new fuselage. For winging we've seen guys choosing longer fuselage options whereas for kiting, slightly shorter rear sections are better if a more agile and carvy characteristic is desired. This modularity extends to the mast options too with carbon and alloy offerings.

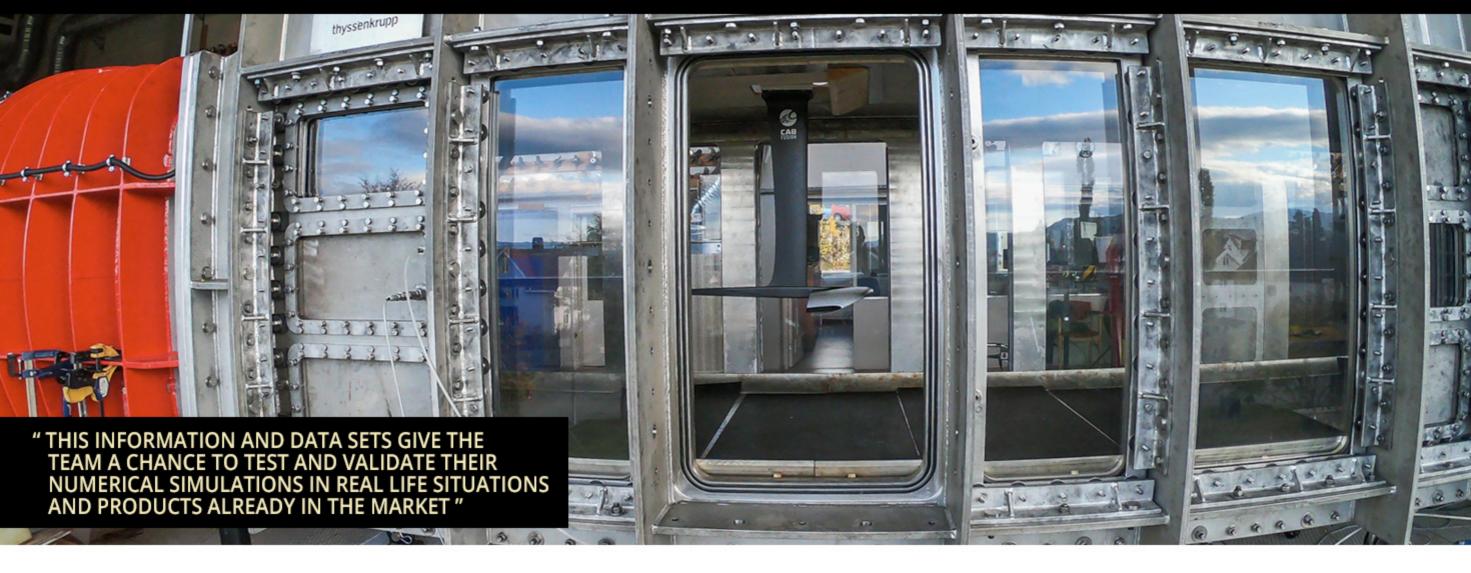




Whichever direction wings go in, the system is ready to take on this change without anybody needing to buy new parts for the rest of the system. All of this combines into the futureproof principle that is at the heart of this system.

Who worked on the design aspects and how long was it in testing?

The majority of the brand staff & some key riders have been involved in this project. It's been a major undertaking we've worked on as a brand for the last year and it perfectly suits some of Cabrinha's key engineers, staff, even new owner of the company, Jon Modica who is a self confessed foil geek at heart. The sale of Cabrinha out of Pryde Group back in February has brought an injection of finance, tools and support to push innovation and bring product to market faster. The Fusion system is the first example of this in action and gives you an idea of what the future will look like for the brand under its new ownership. Spearheading the Product Development Department, is Lars Moltrup and together with Mechanical Engineer and designer, Brodie Sutherland, there has been intensive work done on the Fusion system. Based in Hood River, Brodie runs his fabrication workshop, which is perfectly suited to churning out foil wings and it is here where a lot of Cabrinha's samples are first designed, built and tested. In Hawaii, the home of Cabrinha's main test team, the process grows exponentially to encompass some familiar names. Pete Cabrinha was at the pioneering stage of foil development, riding massive waves like jaws on heavy home built setups utilising snowboard bindings and early home-made foil setups in the late 90's.



Since the recent foil resurgence he's been at the cutting edge of the testing process together with Product Development Manager Lars Moltrup. You can usually find them each morning before work down at the harbour in Maui, the perfect place for testing foils. A full time addition to the foil test team this year is Keahi de Aboitiz. Keahi has spent the last few years carving out a very enviable existence foiling the outer reefs on Oahu while breaking the internet at the same time with his videos of this. Now, fully integrated into the Cabrinha development process he brings a valuable skill set to the table when it comes to fine tuning wings fresh from the press.

One recent new area that has injected insight into the

Fusion foil program has been a collaboration between Cabrinha and a team of research scientists in Norway at SINTEF and Trondheim University(NTNU). The team have been performing various tests in their cavitation tunnel to give hydrodynamic feedback on the wing aerofoils and other design aspects. This valuable data helps give design feedback to Cabrinha's R&D team while also embarking on a partnership where the SINTEF team can gain valuable data through experiences and problems that occur in real life foiling. This information and data sets give the team a chance to test and validate their numerical simulations in real life situations and products already in the market. In one particular area of research there

is specific interest in foils operating very close to the water surface, something that foilers can become all too aware of. The moment when the wing tip breaches the surface on a tight turn or when the wing breaches with too much back foot pressure.

All these instances that can easily throw riders off are areas of research that the scientists and the brand collaborate on expanding their understanding. It allows for a more in depth understanding of the performance of the Fusion system and it allows for a design process where iterations of the design can be numerically validated. It brings a new level of theoretical and practical knowledge to the Cabrinha hydrofoil design process.

83 TECH FOCUS



What are the main advantages of the new system for the end consumer?

The key advantages of the system is stiffness, modularity and efficiency. Every connection has been redesigned to maximise stiffness. This is really where you notice the difference between other options on the market. The integrated carbon front wing & fuselage connection means that when you lean into a turn you get an incredible response with no give in the system. The new mast construction and deep fuselage to mast connection add to this for an ultra-stiff setup. It's all about performance and something that is very noticeable the first time you jump on it. Wingsurfing, surf foiling and kite foiling are exploding at the minute and it's got everyone amped on putting this product together so that riders aren't worried about the durability of the product when trying new things.

Helicoil's are being used to avoid oxidisation between the materials, how reliable are these?

Components like the new helicoils just go to show the level of detail and thought that have gone into this system. It may seem a small part but how many people out there are sick of having their screws seize up, stripping threads or getting components stuck on? This brings a new level of durability to our Fusion Hybrid system. The kits also come with premium titanium coated screws, which further minimise corrosion.

When is the Cab Fusion system going to be available in the shops?

It's currently shipping from the factories and on its way to our network of global distributors and will be available in the shops within the next few weeks.





83 MAKING A KITEBOARDING MOVIE

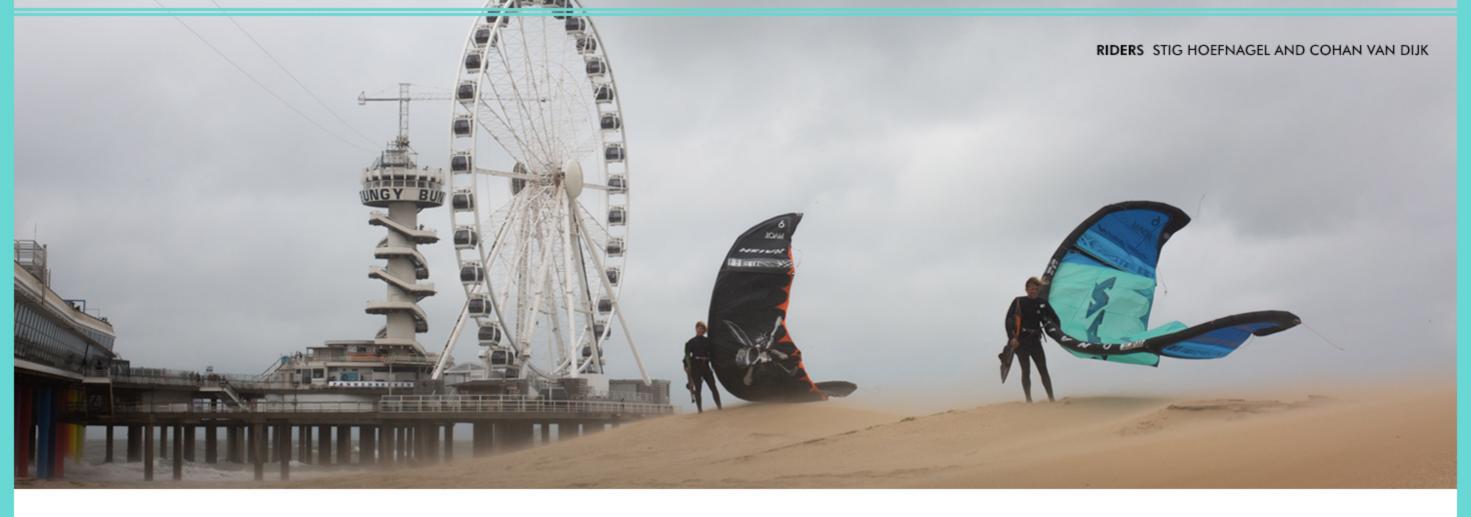
"THE WIND KICKED IN, WE GOT A CALL FROM KUBUS, GIVING US THE GREEN LIGHT TO SCOUT OUT THE BEST LOCATION FOR THE SHOOT"

Two months in, there was still no light at the end of the tunnel for when we could organise a Naish Kiteboarding team shoot on the new gear. The only solution we could think of was each rider could send in their own shots from their home spots. We would have We've got Ewan Jaspan in Australia showing off all his technical grabs on his new-pro model, the Traverse, Christophe hitting some sick kickers and crushing lagoon sessions with Helena in Portugal, Louka smashing out double handle passes on the new Torch and Cohan and myself riding some of Holland's best kept secret spots - and that's what my story is about!

It all began with a call to one of my good friends and cameraman, Edwin Haighton. He is an extremely talented rider, and the most qualified person I could have asked to join this project. It didn't take much convincing, and Edwin was on board. Work was quiet for him with all the COVID restrictions in place, so a project like this was just what he needed.

Our goal was to shoot Naish Kiteboarding's high-performance freeride and Big Air machine, the new Pivot and the new Monarch and Drive freeride boards. The forecast was looking promising, and it seemed to get better every day. Cohan and I were getting overly excited, but we still hadn't received the new gear. Luckily a couple of days before the wind kicked in, we got a call from Kubus, giving us the green light to scout out the best location for the shoot. We needed an excellent freestyle spot, a spot we could pull some big loops and last but not least, the right place for Edwin to get the shots.





"WE WERE ALL SUPER STOKED ABOUT THE FOOTAGE AND DAY WE SCORED. SCHEVENINGEN DELIVERED, AND WE WERE BUZZING!"

On the first day, we found a gorgeous spot with a little pier and lighthouse, but unfortunately got sent away by the owner before we even got a chance to pump our kites. We decided to continue our drive towards the harbour, in the hope to score a freestyle session on the flat water there. By the time we arrived, the wind had kicked in, gusting 30+ knots and so we missed out of a freestyle session but none the less, it was the perfect conditions to get in a Big Air session on the new Pivot!

Edwin found the perfect spot to set up; ideal for some board off shots over the trees, of course! Naturally, that would have been awesome if it went as planned, but on my first try, I literally got stuck. After a few attempts, we nailed the shot and moved onto some big air loops and board offs.

The following day, the forecast predicted winds reaching over 40 knots, so we decided to head to Scheveningen to film some high jumps and megaloops. We set up by the harbour, and after 10 minutes of riding, the police arrived and sent us away. Apparently, we weren't allowed to film from that pier. We packed up and headed down to the big pier at Scheveningen and then our luck changed!

Edwin found a spot where he'd be able to capture the perfect angles where the kite would fly in front of us while pulling a megaloop. The shots were flawless, the kickers were lining up perfectly, and there was no one around to bother us.

My goal for the day was to get the kite as low as possible for Edwin to capture. Nothing too technical, just yanking that kite over the horizon. It's rare to get conditions like these in Holland during the summer months. After a solid three hours of riding, Edwin's memory card was full to the max, and we were going to call it a day. Even though we'd stopped filming, I still wanted to get in one more loop off the kickers. When I finally got off the water, we were all super stoked about the footage and day we scored. Scheveningen delivered, and we were buzzing!

83 MAKING A KITEBOARDING MOVIE

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" EVERY MUSCLE IN MY BODY ACHED, EVEN LAUGHING HURT, BUT WE STILL HAD ENERGY FOR A FREESTYLE SESSION "

" WE ENDED UP SCORING SOME GREAT SHOTS FROM THE WATER, WITH AN INCREDIBLE SUNSET, A GOOD END TO A BAD START!"

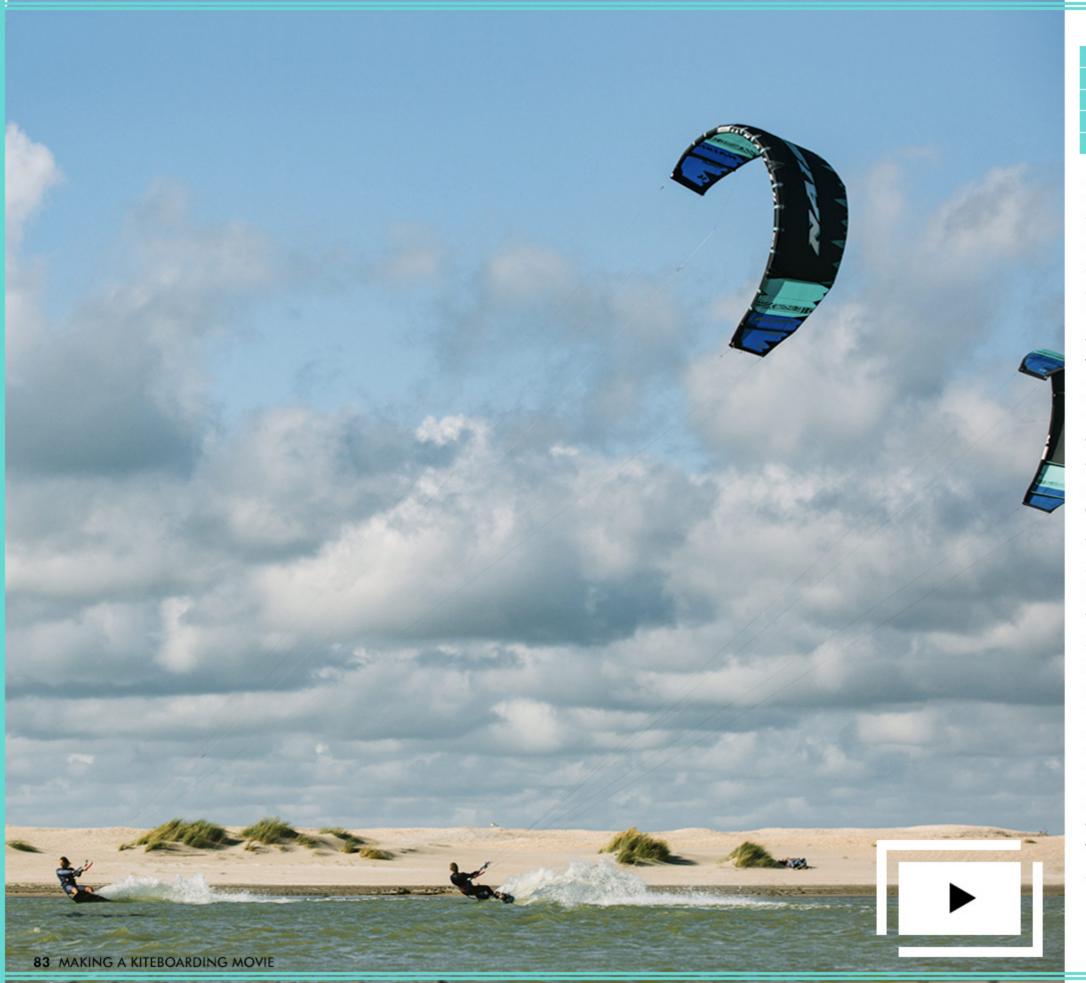
The next day, my body was pretty sore from the previous sessions. We drove to a tiny lagoon that was just about big enough for Cohan and I to do some freestyle. Every muscle in my body ached, even laughing hurt, but we still had energy for a freestyle session. But of course, no good story goes smoothly - something had to go wrong! I realised I had forgotten my pump in Cohan's car and he hadn't arrived yet, and because the spot was so secluded, there was no one else I could borrow one from. I remembered I had a friend that lived close by that we could potentially borrow a pump from, and so I gave him a call, and that was sorted - happy days, right? Nope. After a good 20 minute walk back, I realised I forgot my harness in the car, so I had no choice but to walk back! By the time I got there, Cohan had arrived, and so we ended up starting the session together. Edwin got some great shots from the water, with an incredible sunset, a good end to a bad start!

After that last photo session, the wind disappeared for a couple of weeks, a common occurrence during the summer months in Holland. After two sunny and not so windy weeks, the forecast once again looked hopeful.

With only a few weeks left until the launch date of the kites, we decided to give the freestyle session one more go.







' WE MANAGED TO SHOOT SOME EPIC FOLLOW SHOTS AND SOME IMPRESSIVE SLOW-MO SHOTS; ALL THE SPRAY WHILE TAKING OFF WAS ORANGE FROM THE SUNSET"

I got to the spot early, with my pump and harness! The wind was on, and we had a perfect little lagoon all for our selves. I pumped up my 11m Torch and grabbed my new Traverse Ewan Jaspan Pro. The lagoon was butter flat, similar to brazil but with no one else around! The sun was just about to set, and the lighting was sublime. The only stressful part was that I had an hour to land all the freestyle tricks I hadn't done in a while. Cohan was injured and unable to ride, so I had to do them all by myself. We got the drone up, and everything was going smoothly. We managed to shoot some epic follow shots and some impressive slow-mo shots; all the spray while taking off was orange from the sunset. It was indeed an incredibly rewarding ending. Edwin put together a 9-minute video with the leftovers that Naish didn't use - and who doesn't love leftovers! Check out the movie!

I want to thank IKSURFMAG for letting me tell my story, Edwin Haighton, for the video shots and last but not least Thomas Roos for taking all the pictures and helping out on the video part!









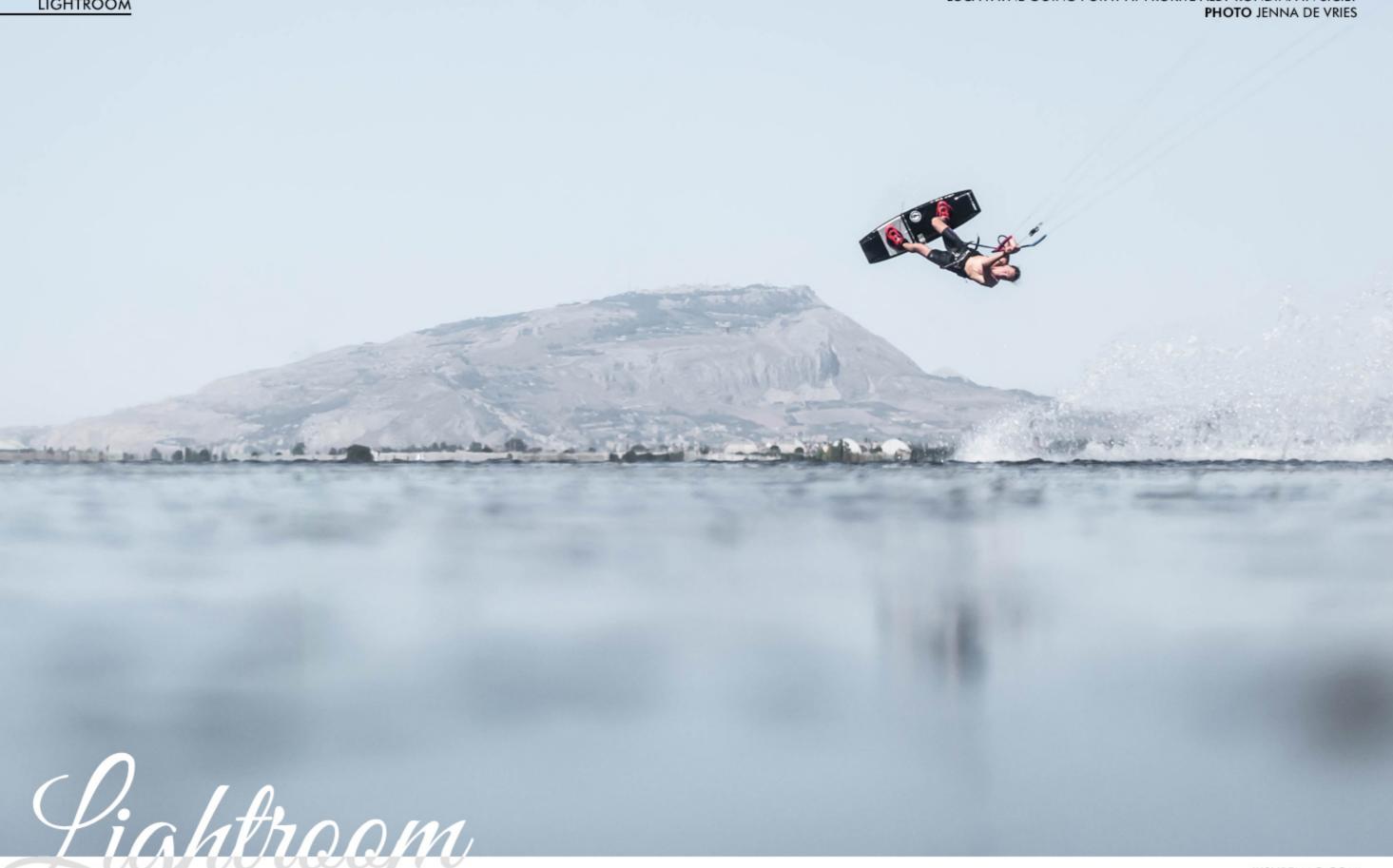


























THE INTERVIEW

PETER STIEWE

WORDS JEN TYLER PHOTO MATHIEU PELIKAN

This issue, we catch up with founder, Head Designer and CEO of Eleveight, Peter Stiewe. Peter has been designing kites and boards for over 20 years, and with over 1,500 kite-prototypes under his belt, he is the driving force behind Eleveight's product development. Peter shares his passion for watersports, how it all began and his deep appreciation for his team at Eleveight.

Read the full interview, right here.





Peter, you've been involved in the watersports industry for so long now, where did it all start, and how did you first get involved in the ocean?

Growing up, my parents were active sailors, and when I was only five years old, as you would expect, they got me into sailing as well. Not long after, I started windsurfing. In the early '80s, I was lucky to start working on windsurfing sails with a member from the sailing club, and I even built my custom board. In 1999, I started kiteboarding. I am grateful that the ocean and watersports have always surrounded me, and I have the same fascination for it today, as I did back then.

You were the kite designer at Best for a long time, we've got to ask, what happened at the end and how did the decision to start Eleveight come about?

I had a fantastic time at Best! In the early days, the vibe in the company was unbelievable. We were the market leaders in 2008/2009 with memorable kites like the Waroo and Nemesis; which were appreciated by countless people around the world. It is difficult for me to say why it all came to an end, but after the changes in ownership and management, I guess it was just time for me to move on.

Here at Eleveight, we are all long-time watersports enthusiasts, and this reflected in our common goal to develop and offer the highest performance watersports equipment.





In the early days, the brand was often seen as the new Best, but it wasn't, how hard was it to shake off those shackles?

Due to our professional history, we knew the association would arise! Still, it surprisingly faded a lot quicker than we thought once our products came on to the market, and people acknowledged our brand and how committed we were.

How long was it before Eleveight started to be thought of as a standalone brand?

When we first came on to the scene, we entered the market with four kite models, twintips and surfboards; proving that we were a serious brand, with a solid line-up. We worked vigorously on a worldwide network that reflected our values and shared our passion for the sport. " PEOPLE
ACKNOWLEDGED
OUR BRAND
AND HOW
COMMITTED
WE WERE. "





From day one, our focus was to be a professional and complete brand. We concentrated on performance products, sustainable management and business relationships. It wasn't long before we got the recognition and appreciation we had worked so hard for.

These days, the brand has grown exponentially, with an army of fans around the world riding the products, how proud are you of the team behind it to get it to that stage?

It fills me with joy when our customers are pleased with their gear, how motivated our team is to our brand

and how close our relationships within the Eleveight network are. The positive spirit at Eleveight is exceptionally high, and I feel blessed to be a part of it.

It's still a relatively small company in terms of the people involved, who helped you to get the product to where it is today?

We started moderately small, but there are quite a few people, doing a remarkable job, involved in the success of our brand. Phil, Robert, Jose, and Sam, but also Priscilla and all our country managers, distributors and warehouse logistic people helped and believed in Eleveight from the beginning. Good people, who trust in what you're doing are the most valuable ingredient.

Are there any unsung heroes who don't get enough recognition?

Absolutely, but I'll undoubtedly exceed the word count if I list them all! From the design, production to distribution and service, we have numerous brilliant employees at Eleveight. To name a few, I'd like to mention Suresh on the production floor, Priscilla in the distribution and Sebastian in the logistics department; they all give 100%, and they are incredibly accurate, professional, friendly and helpful all the time!

83 THE INTERVIEW – PETER STIEWIE





How do you juggle the roles of CEO and Head Designer? With so many products that must be tough.

I have been designing kites and surfboards for almost 20 years, so multi-tasking and managing a company is a welcomed challenge! Even though free time is limited, with the great team I have working with me today, I am way more efficient than I ever was.

The environment is a key topic these days; what are you doing as a brand to offset your impact?

The topic of sustainability is highly discussed here at Eleveight, and we are more than aware of the challenges we will face in the future within our industry. It is essential to implement strategies which we can control and measure. We've reduced plastic materials by 100% for our twintip and surfboard packaging this year and we are trying to implement the same procedure for all our products soon.

We try to work as much as possible with European suppliers; on the one hand, we have a better understanding of their production facilities and procedures, and on the other hand, we also reduce transportation.

The range at Eleveight has expanded a lot in recent years, with kites, foils, wings, twin tips and surfboards, did you always plan to have such an extensive range?

Our aim from the start was to develop and offer high-performance products for all riding styles within our sport. However, the development of new products needs sufficient time, and we only release new products if we are 100% satisfied with the performance and quality. In this case, the growth of our range was organic and in all segments planned.



What are your thoughts on the current drive towards wingsurfing, do you see it as a threat or compliment to kiteboarding?

I think all watersports can and should co-exist!
Kitesurfing and wingsurfing feel considerably
different, in my opinion, same as windsurfing or
surfing. These sports fuel each other and bring
inspiration and innovation across various disciplines.

Doing multiple disciplines helps you become a better watersports athlete! We are only in the beginning and already we can see incredible evolution and performance. In a couple of years, we'll see a huge progression and more people on the water, thanks to wingsurfing.

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A TOTALLY NEW MOBILE EXPERIENCE!





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I don't see any water sport as a threat, rather the opposite.

What does the future hold for Eleveight, what is your goal for the company over the coming years?

At Eleveight, we aspire to contribute to the community positively. We love the world of watersports, and we have lived it since our childhoods. The daily tasks and striving to improve permanently is what makes us tick.

Sustainability is essential for us and that how we want to see Eleveight proceed. Growth is a result if things are done well, and we like to focus on doing things well, and everything else comes after!

Thanks, Peter, for taking the time!

The IKSURFMAG website is crammed with news and videos everyday, we only show the best videos, so to make it onto the site is an achievement in itself.

These are the 4 most popular videos that have been viewed on the site as voted for by you with your thumbs up likes in the last 2 months! Check out the full list HERE, and if you see a video you like on the site, give it the thumbs up, it might just help to push it onto this page!



| WHEN PRO KITEBOARDER'S COME TO YOUR LOCAL BEACH - FEAT AARON HADLOW

On the 25th August, the winds were gusting over 50 knots in Cornwall, Aaron Hadlow, Tom Court, Lewis Crathern and Sam Light scored one to remember, and Blake Evans was there to capture it!



CLICK HERE FOR VIDEO

#2 KITING IN A 63-KNOT STORM 47

We're not surprised to see this one landing at #2 on our Movie Night list this issue - In the strongest winds
Durban had seen in a while, Joshua
Emanuel and the crew head out for one of the wildest sessions he's ever had.
Nuking winds, waves and rainbows, this one's pretty mental, so get it on the big screen and crank up the volume!



#3 MAKING A KITEBOARDING MOVIE

Due to COVID-19, Naish couldn't fly their team to Hawaii for their yearly shoot, so they teamed up with 'The Stoke Farm' to film Stig Hoefnagel and Cohan van Dijk's section in the Netherlands. Sandblasted, dirty lenses and howling winds, this is one of the best movies we've seen in a while!



CLICK HERE FOR VIDEO

#4 TWO DANISH FELLAS RIDING A MUDDY LAGOON

We love the energy in this one and stoked to see it land on our Movie Night list! North Danish rider, Mikkel Hansen teamed up with 10-year-old, Maxwell Dahl, and head out for a muddy session at one of their favourite green, nasty, flat-water spots in Denmark.



CLICK HERE FOR VIDEO

83 MOVIE NIGHT

