

SNOWBOARDUK

M A G A Z I N E



A Year in Pictures
Heaven & Hell in Utah
Jon Cartwright Profile
Off the Beaten Track Risoul

ISSUE 95, JAN 05 £3.50



THE UK'S BEST SELLING SNOWBOARDING MAGAZINE

+ FABULOUS TOURNAMENT ■ KENDAL ■ RIDING LINES

WIN! AN O'NEILL JACKET | A YEAR'S SUBSCRIPTION



Lon

"Yeah, I love to play guitar. A few pals and I jam, which is a great way to share time with your friends. I try and travel with a guitar as well, which helps to pass the time and make new friends. Beer is good, Rye is better. Water pistols... Ha, ha, ha! Last year I shot a small flick called 'Squid', there were a few shots of it in Method Mag. Basically the barrel of the gun is in the front of the frame (like the 007 video game) and then you nail people. It's pretty funny, for me at least. You would have to see it to know what I mean."

artwright

- on the important things in life.

*Guitar, friends, traveling, a couple of beers
and maybe some Rye, oh and water
pistols... the only thing that goes without
saying is his riding...*



It is raining on a late October day in the city of Vancouver, B.C. Looking to the mountains, one can see snow already accumulating on Grouse and Seymour. These local mountains are starting to build up a solid base, as if it could possibly be a promise of a good season. I am trying to find a parking

spot as I listen to a CD made by the friend that I am about to visit. It's the kind of music that is not too hard, definitely not mainstream, and yet it balances on the edge of mellowness. The balance is that of two opposites and this, in a sense, is reflected in the CD's creator; a fellow snowboarder with the name of Jon Cartwright. I walk into Jon's place and see straight out of a full sized window that extends across his apartment, from the floor to the loft. I see through this porthole and into the downtown city and I am astonished because the room speaks the greater mind of Jon Cartwright. To see is to live for him, and vision to the outside world is inspiration to his inner mind. The apartment is a backdrop to the work of Jon's artistic film-school friends, surrounding himself as he does with their art from a third dimension; a chair that plugs into a wall, lighting up to

display sequence photos of the chair moving across a field is but one of many. There is a substantially diverse amount of reading material in evidence; from an almost-finished Jon Irving book, 'A Prayer for Owen Meany' (which he says is a great one), to a pile of woodwork books. Jon is currently making furniture out of wood and so we get onto the topic of carving. He pulls out the chess set that his dad made him for graduating university. I pick up the ivory figures of dragon pawns and friendly, laughing gnome kings and queens and realize there must be a magical strength between Jon and his father. On the table there is one book titled, 'Community'. 'Community' is a collection of material that Lukas Huffman compiled from twenty-five friends and family on their personal interpretation of the word community. It's full of stories, words, art, photos, and post-cards. In Jon's case he created a CD that expresses his friends' various thoughts and tunes.

With the lifestyle of Jon Cartwright swirling around my mind, we walk down to one of Jon's favourite coffee shops. We take the back alleyway, just because that's the way Jon is: he likes to take the path less travelled and this is one of the reasons he stands apart. We sit

down and have coffee, and as we talk the life of Jon Cartwright begins to unravel. He speaks earnestly and with honesty on his life, snowboarding and the other things that he cares about. There is only one interruption as a Vancouverite starts to paste a poster of some local band up above Jon's head. Like a flash bulb going off, Jon's interest peaks and all conversations cease as he scrawls down the info of the band's gig dates and times. Jon loves the city in this sense and it is for this reason he resides here in the off-season. For him, there is so much going on within the music world and he draws much inspiration from that lifestyle. Some of the tunes that Jon is listening to these days are; Feist "This Girl Rocks!" Do May Say Think, Explosions in the Sky, Pinback, Modest Mouse, Can, Radiohead, some Bossa Nova and not too much of that hip hop! Jon plays guitar (his favourite is a Gibson ES 135) in a band - they don't have a name, they just have jam sessions and come up with music. He doesn't really know how to describe them; "*Perhaps space rock or progressive rock.*" No outsiders and definitely no girlfriends are allowed when it's 'jam night' or 'band night' and that is the side to Jon that very few people in the snowboarding community have as yet experienced. As for his riding, it could be called a reflection of his aural landscape, as he has no problem taking the stage, rocking booters and hammering out crunching backcountry lines.



A cunningly disguised Cartwright with a frontside 720 in the Whistler backcountry, photo Phil Tifo



"Let's see here Jon is your different kind of shredder these days. Lacking all the dangles, flair and scarves around his neck, he solely relies on his snowboarding skills to let people know who he is. When we're out filming he's out there to get some shit done and usually he succeeds. With a good bag of tricks for the backcountry and an eye for lines and powder pillows he's a good guy for a snowboard buddy!"
"Off the hill he likes guitar serenades, a nice glass of wine and a cozy fire with a "blanky". So you see he really doesn't fit in this MTV teen beat of a sport called snowboarding! But what the hell he rides fucking smooth!" - Shin Campos

Landing switch in deep powder; check.
Backside 180 in the Whistler backcountry.
photo scottserfas.com

These are what are known in the trade as 'the skills to pay the bills'. Hefty backside three, Whistler Backcountry, photo Phil Tifo



The Early Days.

Jon Cartwright has been around since the days when Kemper was the leading brand on the market and snowboarding was on the brink of a new era. Even though he wasn't rockin' the florescent duck-steezed world circuit back then, he did manage to ride his way up the snowboarding ladder to land smoothly on his feet where he is today, currently riding for Hammer, Westbeach Clothing, SP Bindings, DaKine, Smith, 32, and Whistler/Blackcomb. Growing up in Vancouver, he was able to convince his parents to let him try snowboarding on a ski trip to Mt. Baker. He rented a Crazy Banana 115 on his first day; *"I was pretty much hooked, and I think I wanted to buy the rental board after that first day. It was for sale for \$100 bucks or something."* He didn't buy this first board, but the next season he purchased a Look Bumpstick and lived each day in the hope of shredding on the weekends. Cartwright was one of the lucky ones, as his friends had a cabin in Whistler. They would head to the hills every weekend and the sport of snowboarding went on to occupy most of his free time through high school and even into university. Years were spent running from the school bell to watch timeless classics like 'The Burning' and 'Milk'. He looked up to those guys - to Shin Campos, Devun Walsh, Kevin Young, and Mark Morrisett - and a twist of fate would eventually lead him to become riding buddies with that whole crew. Of Jon, Shin Campos says: *"Let's see here, Jon is your different kind of shredder these days. Lacking all the dangles, flair and scarves around his neck, he solely relies on his snowboarding skills to let people know who he is. When we're out filming he's out there to get some shit done and usually he succeeds. With a good bag of tricks for the backcountry and an eye for lines and powder pillows he's a good guy for a snowboard buddy! Off the hill he likes guitar serenades, a nice glass of wine and a cozy fire with a "blanky". So you see he really doesn't fit in this MTV teen beat of a sport called snowboarding! But what the hell he rides fucking smooth!"*

Jon's first sponsorship came from a trip to New Zealand in 1995. He hooked up with Alex Fostfed in New

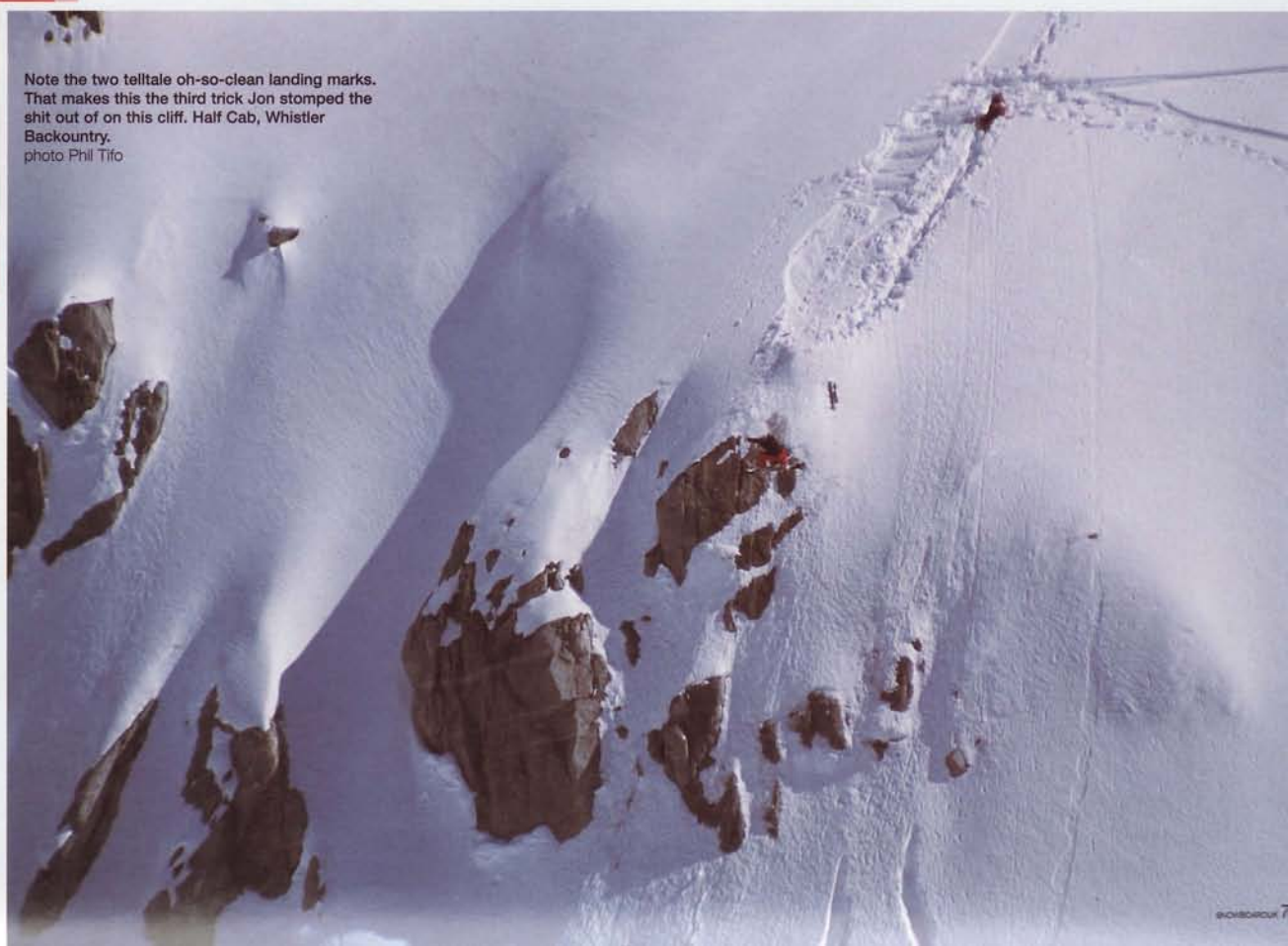
Zealand who was filming 'Solitude'. After that connection, he received a free board from Ride through the Vancouver shop, 'Paul's Boutique'. A season later, Jorji Richter invited him to film for his project, 'Momentum'. Jon looks back and recalls, *"It was actually a great show! One day as I was out with Jorji, Dionne Delasalle and Kevin Sansalone, I was forced to guinea [pig] the jump... I Cab nined it, first try. The next day, they had me talking to both their sponsors about getting on the program. This all seems like a long time ago, now!"*

'Momentum' was the key to Cartwright stepping it up in terms of support. Devun Walsh did a pro pick on him in TWS (which is still one of his favourite shots!), and after that he landed the cover of the same mag with a shot of him pulling a Method off a huge cliff. It wasn't the only cover shot that he dialed, as he netted the cover of Snowboarder pulling a frontside three over a fire. Things just seemed to keep going from there and when Cartwright got his first paycheck he realised he could definitely earn a living from riding. However, even when snowboarding became a huge part of his life, unlike many he stayed in school in the autumn and summers and graduated from UBC with an honours Bachelor degree in Human Geography. Although Jon owns his Vancouver apartment, when the snow starts falling he makes the move back up to Whistler. It is the proximity to Vancouver and the unmatched terrain that attracted him to these mountains plus, *"the fact that I knew some people there and that everyone that I do know is passionate about snowboarding! Wow, time flies, I guess it has been eight or nine seasons [in Whistler] now!"*



Threading the needle, Whistler Backcountry photo DSP Photo

Note the two telltale oh-so-clean landing marks. That makes this the third trick Jon stomped the shit out of on this cliff. Half Cab, Whistler Backcountry. photo Phil Tifo



The Game.

Some people remember Cartwright from Treetop Films' Second Wind and Third Degree Burns, in the early days when he was riding for Option. When asked why they parted ways, he replied that, "different opportunities came my way that I had to capitalize on. I am riding for the European board company, Hammer. They make incredible boards and have the best board graphics. (Cartwright has a pro model with them called the PSM.) To top it off they are French and it keeps me using my French! It is awesome because they are putting more effort into the North American market." That seems to have been a logical step as to take, as he has been shredding in Europe for a couple of weeks here and there over the last four or five years of his life. Another of his sponsors, Westbeach, has a head office close to his house, which he says, "is also great. I can visit and help with stuff and they are always receptive to riders' ideas. Celebrating 25 years in the business is quite an accomplishment and I have to say they have their heart in it. Cheers to that!" Clearly Cartwright is regarded favourably by his long-term sponsor, as head honcho Mickey McDonald attests: "Usually he has a stack of magazines and clippings from various articles, even the odd reference book from his own (extensive) library. He is never short of ideas and that was part of the reason that we wanted him on the Westbeach team... Since so much of Jon's riding is in the Whistler backcountry, his input into the performance of our clothing is really significant. He knows we use his input and he also knows that our outerwear is there to help him do his job more effectively." Mickey also adds, "Westbeach takes full credit for Jon's popularity with the ladies, we make him look good! Ha!"

The past 03/04 season, Cartwright tore up the world map like a paper shredder, dicing out the maximum amount of vertical lines. He toured Europe at the beginning of the season, went to Japan with Hammer, filmed for both 'Bamm' (Brainwash Cinema's new film) and 'Remote Control' (the Gathering Collectives'

latest project), travelled a bit in the States and also around B.C. "Best of all," he says, "it was an injury free season!" Having in the past headed straight to the summer camps, this year he took a bit of a breather in between to pursue some other interests, "Hopefully woodworking and recording some music," he had said in early summer. Obviously, there is more to this Jon than what we see of him on film.

Filming with the Gathering, Alterna Action Films and with Brainwash Cinema, Cartwright's true B.C. backcountry style is evident. Those vids, and many of the previous ones beforehand, depict what sort of terrain and what sort of riding gets done in B.C. "We have great access to incredible backcountry here. We really are very fortunate. The guys that I know and myself got steered in that direction a while ago, watching the guys that we looked up to. Lots of people here are focused on taking the tricks out of the park and into natural terrain... which is quite a challenge." I enquire whether he thinks that there is a difference between Canadian and North American snowboarders (as often the media portrays the Canadian riders as backcountry freestylers whereas the Americans are mostly seen ripping through parks and killing it on the rails), and with typical humility he responds, "Not too sure, because there are great shredders everywhere and you get good at what you practice." Still on the topic of the American-Canadian thing, during his travels Jon hopes not to be mistaken for an American but could understand if it were to happen. He laughs, "I just throw in a 'Back at home in Vancouver...', you all know that trick, I'm sure." Still laughing he continues, "alternatively I have found that singing some Shania Twain lets people know my true colours."




Cab nizzle is the shizzle. Would you be surprised to know this was in the Whistler Backcountry?
photo DSP Photo



Cab five. Guess where?
photo Phil Tilo

My friend Jon, we just got to hang out with each other for the first time in four, maybe five months. He had been around the world twice since I saw him last. He is still the same guy, but with sight and miles under his belt. I have said this before, and will stick to it; he is one of the most open-minded people I know. He treats every person and every situation as an equal. He is willing to give anything a chance. But if his toes get stepped on he will turn away from it. With this mindset, and the opportunities snowboarding has offered him, Jon has soaked up so much life from the world. He is like a life sponge; talk to him, he knows something about everything and everyone. It seems like he knows no saturation either, he is always learning asking questions, soaking up anything that comes in his way. In other words, JON IS LIVING. - Lukas Huffmann





In keeping with his B.C. background, when asked what kind of riding he prefers, park or powder, he responds with, "**POWDA TO THE PEOPLE.**" There seems to be a movement, a sense that the Blackcomb park is just the starting point for those that want to film, perhaps the boot camp before they reach the backcountry. These days, snowboarders are taking their park tricks and busting them off enormous cliffs and building massive backcountry booters for the sake of looking good on film. It's a feat that not all can step up to and involves a load of skill, hard work and determination to get the shot - taking a 4x4 truck to a parking lot, usually up a logging road, and from there being able to rip a sled up through bushes/rocks/trees/around cliffs and snow gnarr to get to zones where today's filmers and photographers are constantly pushing all boundaries. After getting there, being able to scope the good lines, cliffs and booter locations, being with the right crew (Jon doesn't care who as long as they are motivated) and the perfect filming conditions are all factors of getting the right footage. Which Jon is evidently more than capable of. When asked why Jon is a good rider to work with,

Brainwash Cinema's Rick Johnson replied: "*People probably think that working with Jon is a good thing because he is so positive and he stomps 90% of the airs that he tries. But the truth is I like shooting with him because he is just so incredibly good looking!*"

When it comes to shredding, the riding that truly stokes Cartwright these days is that of his good old buddy, Lukas Huffmann. If Cartwright is hooking up with Huffman, then that is a great day! "*It would be amazing because Lukas has great tricks, first tracks and I know that he is having more fun than anyone else.*" Huffmann himself offers up this insight into his buddy: "*My friend Jon, we just got to hang out with each other for the first time in four, maybe five months. He had been around the world twice since I saw him last.*"

He is still the same guy, but with sight and miles under his belt. I have said this before, and will stick to it; he is one of the most open-minded people I know. He treats every person and every situation as an equal. He is willing to give anything a chance. But if his toes get stepped on he will turn away from it. With this mindset, and the opportunities snowboarding has offered him, Jon has soaked up so much life from the world. He is like a life sponge; talk to him, he knows something about everything and everyone. It seems like he knows no saturation either, he is always learning asking questions, soaking up anything that comes in his way. In other words, JON IS LIVING." Another rider whom Jon rates highly, and who he looked up to in the early days, is Devun Walsh. When asked why, he replies succinctly, "*He makes anything look rad.*"



Devun Walsh ain't the only one who can make anything look rad; just look at this frontside 720. Need we tell you where? Photo Phil Tifo



Whenever Jon comes into the Westbeach office, he has a purpose. He is not just hanging out for the sake of it. Usually he has a stack of magazines and clippings from various articles, even the odd reference book from his own (extensive) library. He is never short of ideas and that was part of the reason that we wanted him on the Westbeach team. Style to Jon is important both on and off the mountain and his contributions can be seen in both our streetwear and our outerwear. Music is also a huge part of Jon's life and for next year he has incorporated musical notes into the outerwear he has helped design. We were even considering running a contest to see if anyone could play the hidden tune! People will also find a guitar plectrum in the pockets of certain jackets next year as Jon keeps losing his! Jon always needs one when he is serenading the lovely ladies, we make him look good. Westbeach takes full credit for Jon's popularity with the ladies. -Micky McDonald, Westbeach Sports

P.S. A HUGE HELLO TO ALL THE SUK READERS FROM A FELLOW BRIT!
COME AND VISIT VANCOUVER SOME TIME, CALL 604 907 1111
IF YOU WANT GO FOR A PINT AFTER RIDE!

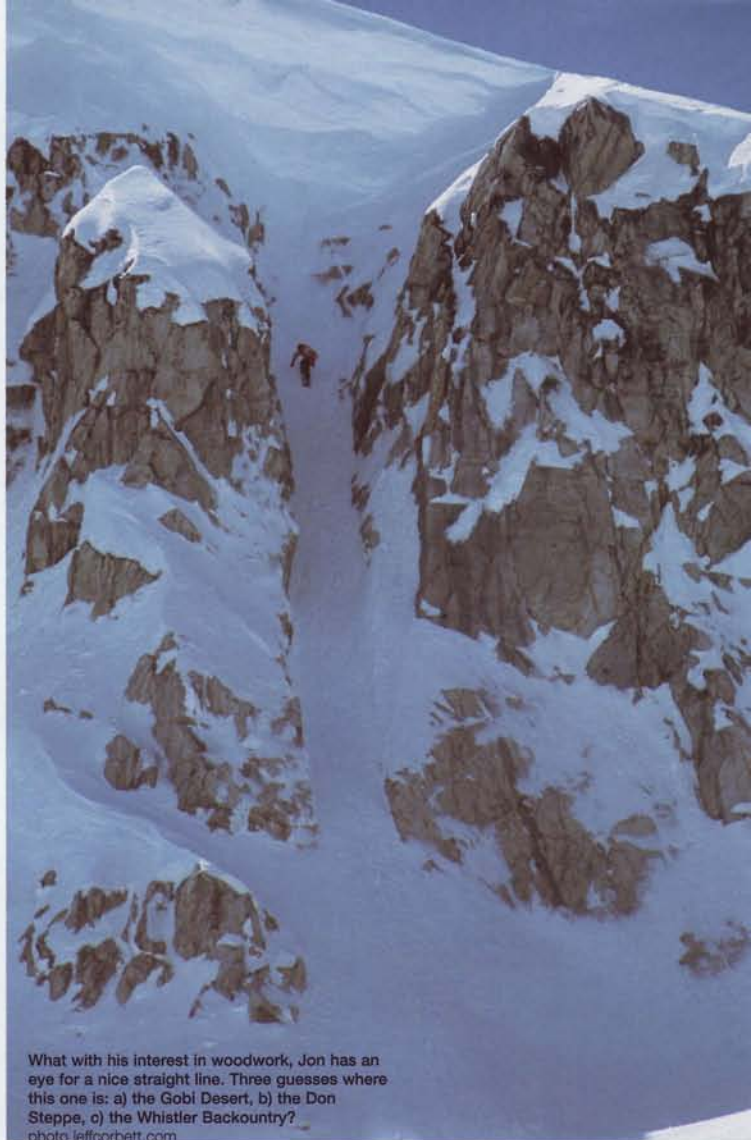
What's Canadian, has read lots of interesting books, likes playing the guitar and does nice big switch backside 540s in the Whistler Backcountry?
photo DSP Photo



In an industry that has become too serious with kids training all day rather than simply riding, Cartwright speaks to the youth in saying, *"Freestyle is your own style; snowboarding is about individuality and people can do what they want with theirs. I would prefer to have as much fun on mine as I can. You hear people talking about the spirit of snowboarding and how for some people it saved them from whatever, or gave them perspective and was a constructive thing to do. I would rather not see people get too focused on training and put too much pressure on themselves... otherwise they might not have any fun at all!"*

We move on to where snowboarding's at today. The decreasing amount of snow being seen in the snowboarding media, with urban rails commonplace, has Cartwright nonconforming. *"Put the snow back into snowboarding! For sure it's cool to see the diversity in the mags but only as long as people would be doing it even if there was not a camera."* While being on the subject of trends, the conversation turns to kickers, specifically kickers getting bigger and bigger. I mention the editor of SUK told me about the session on the Megaroller at SPC that Jon was a part of and an open discussion ensues. *"Ooh, that was 100-120 feet or something. It was quite incredible, that Tarte (Jon's fellow Westbeach rider, Marc Andre Tarte) Cab 1080s that one. Bigger jumps are cool for the guys that want to do it, but it shouldn't get to be all about, and only about, that. That's stunt stuff. A lot of the most fun terrain that you ride on a snowboard is not that big, although it can still be challenging... The future of snowboarding could be a very scary thought, let's hope that the good things get better and the sport continues to grow and make people happy and excited to be outside."*

And as for his own future? Jon Cartwright's could consist of anything, *"To the moon and back,"* he says, but realistically he could see himself getting his Masters and perhaps owning his own business. He leads a good life; his easy going manner and no-stress attitude while filming, his calculated and dialled backcountry lines, his intelligence, and his style are what make him the guy that you want to be with in the backcountry when film starts rolling. There isn't a doubt in my mind that one day Jon is definitely going to look back and say, *"Snowboarding is and was the most fun that I had with my clothes on!"*



What with his interest in woodwork, Jon has an eye for a nice straight line. Three guesses where this one is: a) the Gobi Desert, b) the Don Steppe, c) the Whistler Backcountry? photo jafforbett.com

..... "Jon is so motivated, and so happy to snowboard, he wants it so bad, is addicted. He probably eats it for breakfast. That's why he nails all the landings. Merci Jon!" - Martin Gallant

We reckon this Whistler Backcountry thing is all it's cracked up to be; just look how much fun this little jump looks, and we bet Jon just found it on the way down the hill after nailing a Cab nizzle or some other such impressive shizzle. photo Phil Tifo

