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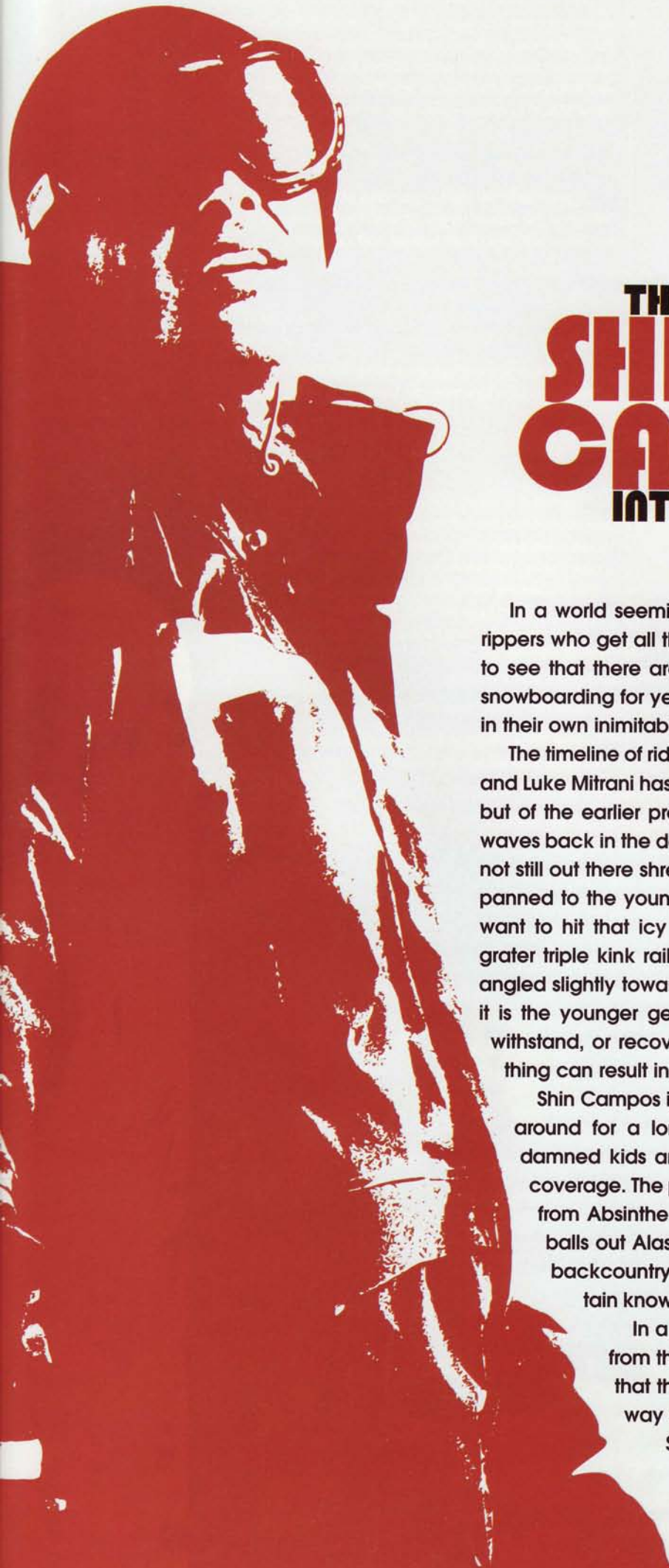
AVOIDING SOMBREROS IN SIERRA NEVADA
SHIN CAMPOS INTERVIEW
THE BRITS - RAD OR BAD?
EUROPEAN OPEN
AND MORE SCHIZZ TO GET THE NEURONS
FIRING...



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THE SHIN CAMPOS INTERVIEW

In a world seemingly populated by teenage, and even pre-teen, rippers who get all the media coverage and attention, it is stimulating to see that there are still those guys who've been at the forefront of snowboarding for years continuing to push the boundaries of the sport in their own inimitable style, as they have done for a decade or more.

The timeline of riders from Tom Sims and Terry Kidwell to Shaun White and Luke Mitrani has seen some colourful and inspirational characters, but of the earlier protagonists only a few of those who were making waves back in the day are as visible right now. Not to say that they are not still out there shredding, it's just the media spotlight seems to have panned to the younger generation who are maybe more inclined to want to hit that icy cheese wedge of death or the 30-stair cheese grater triple kink rail of doom. And with the trend of the moment still angled slightly towards urban rails and kickers of ever increasing size, it is the younger generation whose knees, bones and muscles can withstand, or recover from, the beatings that slams from this kind of thing can result in.

Shin Campos is therefore in an elite group of riders who've been around for a long time, yet still manage to keep up with the damned kids and more than hold their own in their high profile coverage. The past few year's Treetop's Films and last year's Vivid from Absinthe Films have all showcased his patented brand of balls out Alaskan descents, BC pillow bouncing and technical backcountry freestyle, all held together with the kind of mountain knowledge and vision that doesn't just come overnight.

In a time where snowboarding regularly moves away from the natural to the man made, it is motivating to see that there are still those around who ride mountains the way mountains should be ridden.

Shin Campos is a snowboarder's snowboarder.

- TC

THE SHIN CAMPOS INTERVIEW

Where and what sort of background does the name Shin Campos come from?

My Dad is originally from Japan but was adopted after World War Two and came to California. His adoptive father was a Mexican American soldier and that's where my Spanish last name comes from. Actually my real first name is Shin-Getsu, which is Japanese for "New Moon" because I was born on a new moon.

Give us a brief description of your early years, where you grew up, that kinda stuff.

I grew up in the West Kootenay's of BC, near Nelson in the Slocan Valley. (It was) Pretty mellow valley living, with lots of old hippies and loggers!

Your brother Shandy followed in your footsteps and took up snowboarding. Do you have any other brothers and sisters? As their big brother, do you play a significant role in their lives?

I certainly encourage them to try stuff, but I don't spend too much time with my brothers or sisters these days.

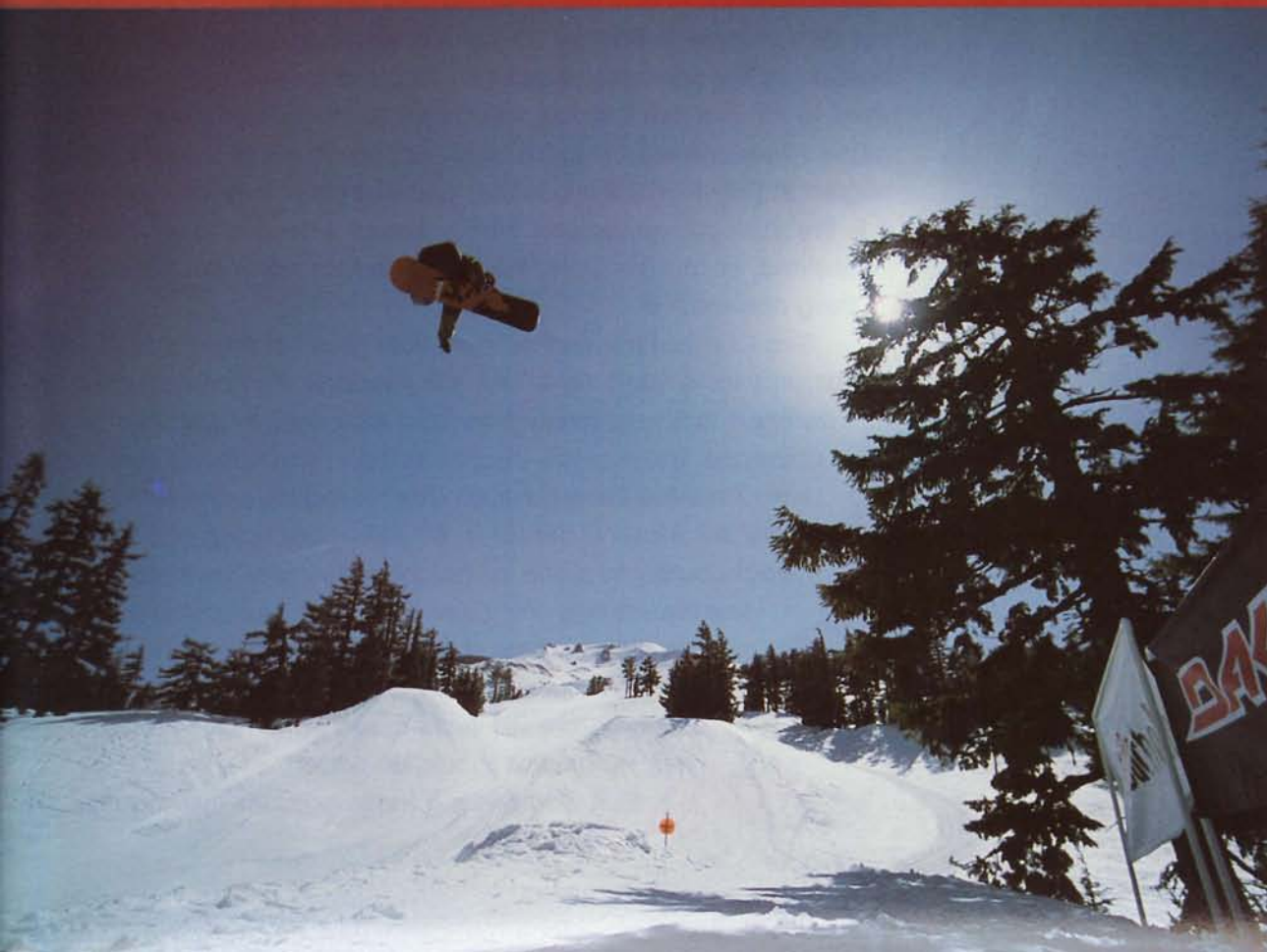
Where, when, how and with whom was your first day riding?

My first day riding was on Grouse Mountain in Vancouver and I'm not too sure who I was with, but it could have been with my friend Darren Proctor, who passed away two years ago. It was in the winter of 1986-87. See we were skateboarders, and in the Vancouver area in wintertime it just rains all the time, so snowboarding was a new and natural progression from skating for us.

These days you're based in Whistler, BC. How many years have you called Whistler home?

Ever since I finished high school. I came here in 1990 and worked to ride for years and years. (I'm now a) 12-year local!

Has the town changed much since you moved here?





More kids come here every year so yeah its changed. (It) Used to be you'd know most riders on the lifts, but now I know very few people except my crew of friends. The 2010 Olympics are on the way!

There was a huge commotion in the Whistler village the day the IOC announced the 2010 Olympic decision. Being a Whistler local and homeowner, how do you feel about their choice of the future Olympic games being in your back yard, so to speak?

Well yeah it's a catch 22 situation. I know that for the next seven years the construction and hassle of it all will be tough to handle, but yeah we do own a place here so it gives us a good chance of making some cash for the future, and I may even be able to see an Olympic hockey game which is real cool! By the time it happens I'll most likely be somewhere else anyhow.

Did you ever think snowboarding would come to be as it is today?

I never really thought about it, but being that it's pretty easy to get into and pick up, it's only natural. Corporate companies usually take on whatever is cool anyhow! Too much fashion!

You ride with a crew of guys called the C.S.M. How did that come about?

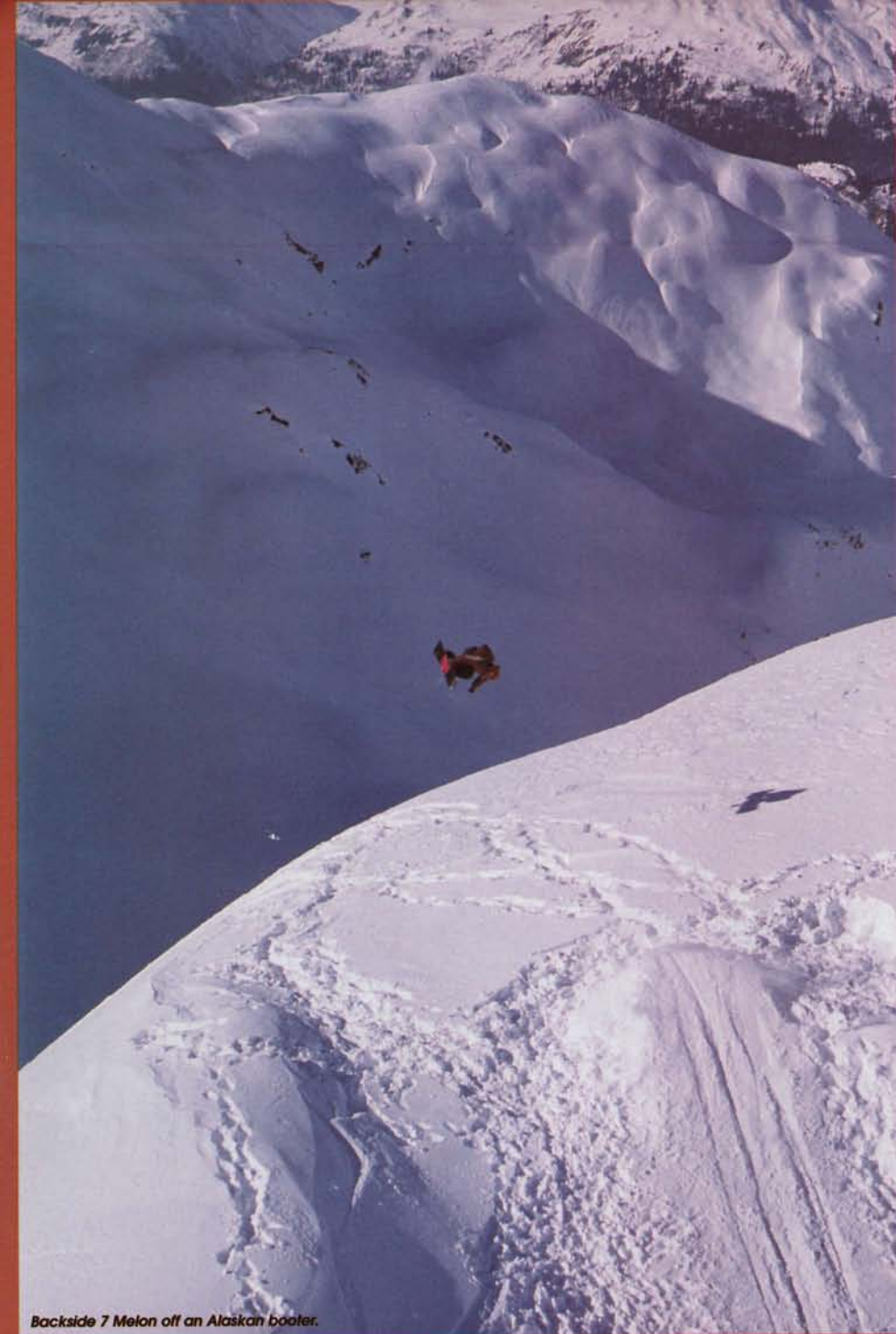
Well I used to ride with them a lot but now most are older and have moved away. They're just another group of guys who all hung out together, kinda like the Wildcats or the Aesthetiker crews.



Backside three with a bit of topiary thrown in. BC Backcountry.

Throwing down the hammers in Mt. Bachelor's funpark.

Well, they do say life resembles art... Circa 1997.



Backside 7 Melon off an Alaskan booter.

Helly Hansen seems to have picked a very strong team of backcountry focused athletes. Has the company ever used your personal thoughts and input for their designs? How do you feel about riding for them?

Yeah I help out a bit, but not as much as the input I put in with Nitro Snowboards. Helly is a big company with a lot of different people who make decisions so it can be a bit overwhelming. I do help with my ads and promotions as well as a bit of design process.

Shin, you are a "big mountain" freestyle snowboarder. All your photos and video footage have been of you busting huge off big cliffs and shredding the sickest lines. Why did you choose this route of sponsored snowboarding?

I grew up in British Columbia, which has lots of mountains and all the types off terrain imaginable, so when I started riding we just went down and tried to do our skateboard type airs in whatever situation that came up. It's way too much fun to ride this type (of terrain) instead of hitting a rail a hundred times to get the PERFECT backside lipslide, or hiking the pipe all day to clean the perfect run. Don't get me wrong, I like to ride this stuff as well but only to broaden my horizons!



to focus on riding in the backcountry?

Don't move here (to Whistler) because there's already too many heads up here! No... take an avalanche course so you know what goes on out there and make sure you have the right gear as well. Try to ride it all and not just build a cheese wedge in the backcountry to land in fresh snow. That's not really backcountry riding in my opinion.

Whose riding stokes you, young and old?

Terje is a natural along with Johan (Oloffson). Anyone who makes it look real easy. Travis Rice seems to have it together too. Devun Walsh is certainly on my list as well.

Your video parts have been pretty sick in the Treetop Films, and most recently Vivid. How did you like filming with Justin Hostyner (filmer/director of Vivid, Transcendence etc)?

Riding with the best riders in the world is a fun time, especially with different dudes from Europe. Justin is a true professional who has an amazing talent of putting together a snowboard video that just isn't jump after jump after rail after rail. There's some soul in it that makes you want ride all the stuff you see in it. He also likes to go to Alaska, and not too many others do!

Your section in Vivid had a lot of Alaskan stuff in it. What drew you there?

As far as Alaska, well it's the Wild West up there and you go to ride mountains very few people do. The last couple seasons I've been to Haines, Alaska and that's because Justin Hostyner always goes there. He's got it pretty locked down. The mountains there have lots of spines and steep descents that go out into open bowls or glaciers, so it seems a bit better than some other places I've been to in AK.

What is your favourite video part of all time?

I like to watch Devun (Walsh) ride in his parts as well as B.J. (Leines). They like to hit it all. One part that still sticks out is Johan Oloffson's part in TB5 (Ed note - if you haven't seen this section then make it a priority to get and watch. It is some of the most inspirational snowboarding ever caught on film, and hasn't aged in eight years). (That was just) Crazy on the edge, killing it!

What do you think of today's standard of riding; kids hitting monster booters, tech tricks off big cliffs, etc.?

It seems like the kids are hungry and trying to make their mark quickly while their body can hold up, which isn't too long these days.

Do you see there's the possibility of going bigger, and do you see the sport of snowboarding developing from where we are now?

Most definitely!

The Aesthetiker (Austrian crew of Steve Gruber, Wolle Nyvelt, Gogo Gossner, Beckna and friends) have been known to call you an honorary member. What do you think of them?

(They're) Good Euros with a whole heap of talent. May as well be Canadians (as they have) the same attitudes and hobbies.

Where is your favourite place in Europe to ride?

Ooooh... a hard one. But I like St. Moritz in Switzerland and the Zillertal Valley in Austria a bunch. I'm sure with good snow there are hundreds of spots because the Alps kick ass in a good snow year. Hard to beat it.

A real cool spot I went to this year is in Russia, at this place called Krasnaya Polyana in the Caucasus Mountains. (It was) Under developed and (I was) loving it.

You've done your time at the "infamous" Klaus Marco S.P.C camps. What moment stands out most vividly in your mind?

The summer of '99 when I met Maria (Shin's wife). With all scandals we've managed to keep it together and now look married and happy!



Shin taking a leaf from Schumacher's book. Controlled around the chicane, then floor it on the straight. Out of bounds, Haines, AK.



**THE
SHIN
CAM
POS
INTERVIEW**



Cab 7, Whistler, BC.



Goofin' for a Tampon ad.

Being a world traveller, if you could have the perfect day riding, where and with whom would you be with?

Either Las Lenas, Argentina in the summer with a metre of fresh snow and couple good friends from Whistler, or Snowmobiling in the Whistler backcountry after a 30 cm snowfall with some of the Euro burns, OR riding in the Alps stuck in a small village with no way to get out but by chairlift.

Besides snowboarding, what else do you do?

Skateboarding, Mountain Biking, Golf, Surfing, Hockey. I like to chill and cook a lot with Maria and basically checking out the world while I am still breathing.

I see here by your bookshelf, you have a fairly extensive selection of reading material. What book do you recommend above all others?

The last few I have read are good: Motley Crue "The Dirt" autobiography, "Stupid White Men" by Michael Moore, American politics and its BULLSHIT. "Manufacturing Consent" by Noam Chomsky on mass media propaganda. "Fine Balance" by Rohinton Mistry. It's fiction about the caste systems in Modern India

Where is your favourite place to kick back and chill?

Anywhere hot and with sand along the beaches and waves crashing nearby. Surf surf surf surf surf. Costa Rica, Indonesia, Vietnam, New Zealand, Hawaii, Mexico.

Where does your inspiration in life come from?

From looking outside at the mountains, and either the snow falling down onto them or the sunshine beating down.

Where do you see yourself in twenty years?

Hopefully spending my time between the mountains when the snow is good and then jetting to my cabina to get waves. I aim to be a Chillionaire! I want to have a self-sustaining business that I am proud to be a part of.

If you could throw down some props to a Brit, who would it be?

Yeah, well Matt the Alien is a good pick. He's Whistler's premier resident DJ and originally from Bolton. Him and his amigo Jimbo are a perfect combination.

Tyson Carmody, Rube Goldberg and you just got back from the Nitro Camp in Switzerland. How did the Canadians hold up over there?

Real well! It was maximum fun and we managed to hold our own in the Nitro World Cup of Soccer (Football). Lets just say we beat the French!

Being around from the early days, you have taken snowboarding to another level, from hauling ass through the BC backcountry to travelling the world. Are there any future goals left to accomplish for Shin Campos?

As my friend Lukas Huffman would say, (to) keep breathing, and I would say (to) keep living life to its fullest because it could be your last!

Last but not least, who would you like to thank?

I would like to thank Maria for putting up with all my nagging and analness, and my family for pushing me in the right direction and teaching me the basics of life. Thanks to Sepp and Tommy from Nitro for helping me along the way, all the crew at Helly Hansen for the support, Mark at Scott, and Randy at Da Kine.

Thanks to all the photographers and filmers for pointing their lenses at me and every one else who has helped along my years. There's too many people to name.

Lastly, never forget our fallen soldiers (shredders) who have gone with the movements of the mountains. Darren Proctor, Craig Kelly, Tristan Picot, Eric Smith, and countless others...

*SPONSORS

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*YEARS RIDING

DECADE AND A HALF.