











90%











“No matter what new trail I ride, it will at least seem like some other trail I’ve ridden.”

John Fisch, singletracks.com

Specialized
REMOVAL



**“To know the market, a person
must be a market.**

**To know the mountain biking, the
manager must be an enthusiast.**

**To become an enthusiast involves a
lifetime commitment.”**

Alex Striler, XPLAY NATION







**“Build it for the pros and let
the masses hit it and see if
they can survive.”**

Johnathon Allen, Adventure Journal



**“Many destinations run a 20 years
old photo of an athlete and think
they are cool, they are like:
We’re extreme now. We’re
extreme sports”**

Bob Hurley

35









WINE AND DINE

THE BEST TRAILS AND DISHES
OF THE VALTELLINA VALLEY

WORDS BY LARS WICH
PHOTOS BY BARTEK WOLINSKI



THE ELEMENTS

OF PERFECTION



DIRT

AN INFINITE COLLECTION OF TINY ROCKS AND DECOMPOSED PLANT MATTER. YOU CLOG MY LUNGS AND GRIT MY TEETH. YOU SCRATCH MY GOGGLES AND STAIN MY CLOTHES. BUT YOU ALSO STAIN MY SOUL. SO THANK YOU. THANK YOU FOR LETTING ME RIDE ALL OVER YOU. FOR BEING FORGIVING WHILE I LEARN WHIPS. FOR BEING FIRM WHILE I LEARN MANUALS. FOR FINDING SYNCHRONICITY WITH MY TIRES. FOR PROVIDING SOFT GROUND BETWEEN STONE AND WOOD. FOR FLOWY LINES AND SCULPTED BERMS. FOR GIVING ME A REASON TO SKIP WORK. FOR THE SCARS ON MY SHINS. FOR THE IMPRESSIONS IN MY MEMORY. FOR BRINGING TOGETHER OTHERS JUST LIKE ME TO WORSHIP YOU IN THIS KICK-ASS PLACE. AT ONCE, YOU ARE EVERYTHING TO ME, BUT JUST ONE SMALL PART OF MY FAVOURITE BIKE PARK IN THE WORLD.



WHISTLER MOUNTAIN BIKE PARK
WHISTLER BLACKCOMB.COM /BIKE



SRAM

HAYES



EASTON

RACEFACE

MAXXIS

DAKINE

decline



KALI

Nintendo









EQITY

Who this brand is?
- the mountain biker said

AUDIENCE'S POINT OF VIEW



BRAND'S POINT OF VIEW



AUDIENCE'S POINT OF VIEW

THX