

## Into The Trenches Day 1 Of the Action Sports Retailer Convention

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ASR is more than just shoes you will never wear, boards you will never ride, and labels you could care less about. It's about witnessing another person's grasp on their version of the American dream. Be it a well thought out linear line to the perfect design or a half baked egg giving you the runs. Either way it's a display of mastery. Profane, inspired or just downright odd, the point of ASR is not what has been created but how it interfaces with the audience of slack jawed suckers and sellers, rubes in their own right, the masses are the judges here.

This go around longboarding seems to be more accepted, crazy displays of lunacy while still present seem to be fewer and maybe I am just getting jaded but the flesh bags seem, less, how do I put it. Fresh. We actually had a blast today, got to see a great many new friends, not just on the floor but also at the party we hosted. Read on for a few shots of thoughts.

See the full gallery of ASR [Here](#).

It is easy to see that SUP (Stand Up Paddle Boarding) is the new thing with surf culture, whether you think it's a badass way to commune with the surf or you just want those damn sweepers off your wave it is impossible to deny the growing presence they are having at ASR. Seen here the Waterman Vortice.

<http://store.c4waterman.com/>

This paper method is called Shahalak utilizing the Kyo-Hyo-Gu style the design system is able to produce a highly colorful yet thin sheet. It is made using perennial plants and is not only a great way to reach a depth of color impossible until now, it also is helping to do its part to save the planet. With no ink leaking and a better resin match Shahalak is poised to change surfboard graphics with an ancient printing method.

<http://www.shahalak.com>

I think we all can agree that is just awesome.

<http://www.bodyglove.com/>

Ahhhhhh yea, after a week on the hill with them they are still not sick of us, nothing makes you realize the expanse of their companies distribution line like sitting down and counting it. 31 unique boards, not bad for a bunch of Canadians. Oh and by the way, Scoot - Congrats Again!!

<http://www.landyachtz.com/>

With a new designer joining the NS team they drop on us a few new shapes, including the Descent; seen here chillaxin belly up. In a few words, Dynamic, Flexy and Aggressive. Have you heard about the mad rocker in their snowboards? No? Sucks to be you!

<http://www.neversummer.com/>

Go Pro has a line of action sports cameras, I may have been drawn in by the clean and durable design. Or maybe it was the Lotus and KTM in their display area. Either way they are one of two companies at ASR making sport specific cameras. I'm a bit shady on the details cause I was in their booth during a between energy drink crash but I am sure you can check out their site.

<http://www.goprocamera.com>

As seen in the closing ceremony at the Olympics.

Yea no skateboarding but they got crazy ass springy stilts. Go figure.

However this guy can do flips on them.

See and yea... He landed it.

Woooohooooo!@!!@! If you ask me airwalk dropped the ball, however swooping in to save the day!

LANDY SHOES!!! WORLDS FIRST LONGBOARD SHOE! I got no details other than they may be spit out of the same factory as DC and the sole is BEAST!

Sticks... You know for paddling... On land...

Have you tried it yet?

She has and she LOVED IT!

<http://kahunacreations.com/>

Yup. No lighter, no phone book, no belt buckle, no table, no sandle, no deadbolt...

No problem...

<http://www.uslskate.com>

The "Leaf Spring" ain't metal, it's CF. I have to be honest I haven't tried it yet.

<http://www.soularcboards.com/>

Sometimes they bring back technologies that should stay dead, and sometimes they rise from the grave like a bad ass Chuck Norris zombie and just kick yer ass stupid with perfect execution.The Rip Rider. Hell Yea...



A solid spread from Flex Dex. You check out the bobby board yet?

<http://www.flexdex.com/>

Bamboo longboards, not a truly unique idea but this guy is rocking them for OEM sale. Not a bad price and a very solid construction. I'm so over explaining the benefits of bamboo other than to say panda's arn't all that.

<http://www.bamboosk8.com>

So shut shows up with vinyl tarps emblazoned with thier boards. They said setup took them 7 minutes. I say, You bastards. Still though, impressive even in 2d. Congrats again on opening the NYC shop!

<http://www.shutnyc.com/>

Usually the taste of an energy drink is inverse to the attractiveness of the delivery system.

It actually didn't taste half bad.

<http://www.lostenterprises.com/>

This is Kelly, besides being a white girl who throws gang signs she is a straight ripper. Not to be sexist but the girl can talk boards with the best of them. She rocks a shop in my home town and rides with the truest crew, the DHB. Here's to you Kelly, keep shredding. I am half expecting her to kick my ass for this but, eh' I think I can take her.

<http://www.woodyshalfpipe.com/>

Pete Hamboard is the man.

<http://www.hamboards.com/index.php>

We had a party with CW at the Irish Pub on 5th called "The Field". We paid for the beer and people drank it. Good times.

I can't even tell you how sad I am when I look upon this structure. It used to be ours nothing but the particulate contrails left by slipping thane and hard carves in near blackness. So many people learned to ride here, sessions were sometimes quite massive, we bled for this place. I shouldn't be morose, guess I can just remember the good times. Or start killing security guards...

Thanks for taking the time to read, this is all for you. See you tomorrow.