

## Arbor Features Blaine Fontana

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the ARBOR collective  
RELEASES TWO New skateboardS Featuring  
the Art OF BLAINE FONtANA.

The artist brings his contemporary blend of urban-organic surrealism to the new Mindstate and Koa Pin.

Venice, CA - June 23, 2009 - The Arbor Collective is proud to announce the release of two new skateboards designed in collaboration with artist, Blaine Fontana. Arbor's new Mindstate and Koa Pin now feature original artwork from this influential lowbrow artist. His self-described contemporary blend of urban-organic surrealism adds powerful imagery to each of these important models.

The new Mindstate is a compact pintail shape and the latest addition to Arbor's popular Flex Series. It has a slightly concave fiberglass-reinforced design that was developed to deliver a fun, energetic ride with loads of rebound for ultra-responsive turning. Fontana created a graphic for the Mindstate that reflects aspects of the Arbor state-of-mind.

The Koa Pin is a classic tapered carver that features a huge wheelbase for maximum stability at speed and a wider, concave midsection for deep, open-stance, lock-n-hold skating. Fontana produced a graphic for the Koa Pin that speaks to Arbor's roots.

"Blaine Fontana is one of my favorite artists," says Bob Carlson, Arbor's Co-Founder. "I believe he is creating highly original views of some of life's more subtle elements. I'm stoked we have this opportunity to work with him and add a bit of his vision to the Arbor Collective."

Both new skateboards were designed in the Arbor tradition using a range of environmentally friendly materials, including: sustainably sourced Hardrock Maple, a finish ply of sustainably sourced Hawaiian Koa (Koa wood was used by the Hawaiians to build the first surfboards over 600 years ago), ultra-clear recycled glass re-grip, water-based finishes, and recycled plastic risers. All wood byproduct created during the production of Arbor skateboards is reclaimed for use in other Arbor products or by outside companies.

**ABOUT BLAINE FONTANA:** Fontana was born in Seattle, Washington and raised on Bainbridge Island (a small artistic community west of the city) where he was encouraged to use his imagination. This led him to develop a strong interest in several forms of art. During his teen years, he studied graphic design, photography, sculpture, and life drawing. Once he graduated high school, he attended OTIS College of Art and Design in Los Angeles, earning a Bachelor Degree of Fine Arts and graduating at the top of his class. After school, Fontana spent time working as an art director for Abound design firm, Metro.Pop magazine and Drifter apparel, before heading out on his own. His artwork has been showing frequently on the West Coast at galleries like Lineage, The Lab 101, Distinction, and Scribble Theory. He has handled design work for companies such as Ocean Pacific, Scion, Toyota, Kid Robot, and Nike, in addition to managing his own design studio. His work is rapidly receiving local and national interest and he is seen as a rising star within the art community.

FONTANA'S ARTWORK SHOWING NOW AT ARBOR: Blaine Fontana's artwork will be showing from June 24th to July 3rd at the Arbor Collective, 102 Washington Blvd. Venice, CA 90292. Along with Fontana's work, the showing will include pieces from Mike Benninghoven, Yoskay Yamamoto, and Peter Goetz who have also collaborated with the Arbor Collective on snowboard, skateboard, or apparel designs.

ABOUT THE ARBOR COLLECTIVE: Arbor was founded in 1995 on the assertion that solutions to many of today's most difficult snow, skate, and apparel design challenges exist in the natural world. For 14 years, Arbor has built on the belief of replacing, environmentally harmful materials with ecologically based, natural alternatives. Arbor's goal is to create a higher level of function and relevance in the most responsible way possible. The end result must be improved style and performance, with significantly reduced impact on the environment. "We all need clean air to skate, clean water to surf, and snow to ride&hellip;"

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