

Media information
15th of March 2007
For immediate release



Ästhetiker Jam - Wängl Tängl Mayrhofen 22nd to 25th of March 2007

(Mayrhofen/Tirol – AUT, 14.2.2007) – From 22nd to 25th of March 2007 Mayrhofen in the Tyrolean Zillertal valley is the meeting place of freestyle and of the Ästhetiker. At this years Aesthetiker Jam 'Waengl Taengl' it's all about sports and culture: at the snowboard contest there is prize money of US\$30.000 to be won, at the skate contest a ticket to the European championships is waiting, music wise the valley is rocking and an exhibition unites art objects with board sports culture. It is all about freestyle pleasure.

The Aesthetiker Jam Waengl Taengl is a real unification of winter and spring action. Two spots are the centres of attraction: international snowboard pros rock the snowpark on the Penken Mountain, in the valley skateborders, artists and musicians deliver special performances in the 'Erlebnis Sennerei' in Mayrhofen. The symbiosis between various parts of sports and culture is a relevant aspect to the Aesthetiker which partners and sponsors strongly support. The beauty and typical characteristics of the Aesthetiker world is that all constructions and locations are opened for everyone.

As the Aesthetiker crew are designing perfect events for snowboarders, the Aesthetiker Jam – Waengl Taengl 2007 is rated as a TTR 5 start event. This is the worldwide second highest rated category within the TTR World Tour and herewith the only event in Austria with this calibre. In three rounds 48 Riders are showing everything to win the title and US\$ 30.000. The park setup consists of perfect lines over various obstacles like rails, kickers and cradles asking for creativity of the competitors from over 10 different countries. The judges are looking for versatility and technical execution together with style and aesthetics. The contenders for the title are from Austria Stefan Gimpl, Sani Alibabic, the Vans team riders Wolle Nyvelt and Tom 'Beckna' Eberharter, Friedl Kolar, Andreas 'Mone' Monsberger and Steve Gruber (winner 2003). The international pros like Quentin Robbins (NZE), Martin Cernik (CZE), Alex Schmaltz (GER, winner 2004), Danny Larsen (NOR), Aleksi Vanninen (FIN) or Danny Wheeler (GBR) are eager to battle the local heroes and win the trophy. But these experienced riders will encounter newcomers. Surprises of this kind are exciting challenges for everyone. The final runs are taking place on Saturday from 12.30 hours onwards. The spectators and amateurs who want to test their own snowboard freestyle skills have the chance to do so in the pipe and in the medium size park. Envious looks on the winner of this years Ästhetiker Jam are not only guaranteed because of the brilliant runs executed but also because of the brand new Suzuki LT-Z400 Quad Bike waiting to be taken home.

Medienkontakt Ästhetiker Jam Wängl Tängl Mayrhofen 2007:
Österreich: Astrid Nehls, Tel. +43.676.4314410, Mail info@services-sbc.com
International: Bernie Köffler, Tel. +43.650.6219612, Mail bernie@aesthetiker.com





After the action on the mountain everything continues in the valley. Together with Red Bull a street skatepark is set up for everyone to use. Additionally several skate pros have confirmed their presence at the skate contest taking place on Friday and Saturday at 19 hours. From the Carhartt team Mucki Rüstig, Chris Pfanner (Austrian Skater of the Year), Tobi Alberts (Germany), Mato Kardelis (Slovakia), Oliver Gordon, Manuel Margreiter and Roman Astleitner from Tyrol will show what they are up to. The winner will receive amongst the deserved applause a ticket to the European Championships in Basel.

The Aesthetiker are going in a new direction with the Jaezz-Lounge happening Saturday evening from 22 hours onwards followed by the 'Waxolutionists featuring the Supercity Soundsystem' at 24 hours. The whole valley will be surrounded by DJ sound from Thursday to Saturday – motivating for riders, exciting for the public and relaxing for everyone.

For the first time an artwork exhibition is integrated at the Aesthetiker Jam – Waengl Taengl. With the motto „No New Enemies But New Friends“ international object-, streetart- and boardart artists prove their creativity and work together on an installation in the Erlebnis-Sennerei Mayrhofen. Works from the participating artists Roberto Guidotti and Roberta Introvaia from Italy, Will Barras from Great Britain, Katharina Kulenkampff from Berlin and Hans Reuschl, Christian Tanzer from Vienna and Oswald Oberhuber, one of the guiding artists in Austria in the post war era can be admired on Friday and Saturday from 10 to 24 hours at the Modart exhibition.

'The Aesthetiker Tour has been a highlight for years in the boardriding scene. At the same time a platform for people with a different access and imagination of snowboarding, art and aesthetics is offered. Aesthetics has a place, is to be localised' namely at the Aesthetiker Jam - Waengl Taengl 2007 in Mayrhofen, as Dieter Steinhart, a founder of the Aesthetiker describes.

For further information please get in contact with the media service, just as for press accreditations and photo material in high resolution.

Medienkontakt Ästhetiker Jam Wängl Tängl Mayrhofen 2007:
Österreich: Astrid Nehls, Tel. +43.676.4314410, Mail info@services-sbc.com
International: Bernie Köffler, Tel. +43.650.6219612, Mail bernie@aesthetiker.com

