

Media information / November 27, 2018
(detailed program overview on page 2)



Snowboard, sound and style: the LAAX OPEN is pure freestyle

The LAAX OPEN is a top-class snowboarding event, which celebrates every aspect of freestyling passion in all of its glory. A global event in every respect.

Over the course of one week, the world's best riders will descend on LAAX and complete round after round as they make their way towards this World Cup finals. Song after song, the groove from the loudspeakers hots up. Day after day, the anticipation grows, with spectators up-close to the action. A cool air, a smooth slide, with a breath-taking trick combination on the slopestyle course, connecting the freestyle fan with the snowboard pro. A loud gasp, an original move to the beat, on the board or the turntables, in the crowd or in the shaper's heart.

Then it's time for high kickers, initial trophies and live music. It all gets going on the 18th. The action peaks on the 19th – from early to late, with snow, sound, sport, fun and style, all coming together in the cycle of the mountain, life and experience.

Save the date to kick-start your weekend: Friday, 18 January 2019.

Save the date for the top event day: Saturday, 19 January 2019.

A lasting conclusion to take with you: Sunday, 20 January 2019.

Packages: www.laax.com/en

Website: www.laax.com/open

LAAX OPEN 2019 Sound & Sport Highlights in Detail

The best place to start off the weekend on Friday is on the mountain with the slopestyle finals featuring the top six ladies and ten men (from 1 p.m.), taking on a descent along the P60 towards rocksresort, where Swiss artist 'Stress' will perform his greatest hits live at 7 p.m., along with new songs featuring DJ Santo, rapper M.A.M. and singer Karolyn. Then it's on to the Riders Lobby (10 p.m.) for a hip-hop live show from snowboard pro Olivier Gittler and his band Leopard Ale. Finally, the Riders Club will host the LAAX OPEN after-party with an international DJ set.

The mountain is open from 8.30 a.m. to 10 p.m. on Saturday. There are lots of ways to enjoy an action-packed day on 19 January, such as spending an active day in the snow and snow parks or swinging by the competitions and soaking up all the sound and energy. Lexx (Phantom Island Records) and Alex Dallas (Drumpoet, Zukunft, Zürich) will be on hand in Satellite all day long. The Hangar – the newest indoor creation of well-being up on the mountain – will invite for electronic live ambient interpretations and djing by Manuel Fischer in a special atmosphere. The night premiere of the LAAX 200-metre superpipe is an event not to be missed (5.30 p.m.). The champions will then get their trophies under the night sky in Satellite (7 p.m.), with celebrations to follow in Hangar on the mountain (until 10 p.m.). The big final of the LAAX OPEN for clubbers, featuring disco, house and synth-pop music, will take place downtown at Riders Club (11 p.m.), with a mega DJ set featuring Ruben from Asia (Mannequine), Banzai (Kultursounds) and Marcism (Sauvage, Mad Katz).

Anyone who has ever been to the OPEN events in LAAX will know that they offer a sizeable dose of passion for all things lifestyle and freestyle. **Action, freedom, community. Everything is possible for each and everyone. This is LAAX.**

Media information / November 27, 2018



LAAX OPEN 2019

SOUND HIGHLIGHTS LAAX OPEN 2019

15/01/2019

15:30-18:30 Indy (Red Bull DJ Bus) Kweku

16/01/2019

15:30-18:30 Indy (Red Bull DJ Bus) Kweku

17/01/2019

| | | |
|-------------|-------------|-----------------------------------|
| 13:00-16:30 | Satellite | DJ Set: Kweku |
| 17:30 (tbc) | rocksresort | Radio SRF Virus DJ Contest Winner |
| 21:30 | Indy Bar | DJ Laiki Laik |

18/01/2019

| | | |
|-------------|--------------|---|
| 10:00-16:30 | Satellite | DJ Set: Jamira Estrada (Cuadro 22, Chur) |
| 15:30 (tbc) | rocksresort | Radio SRF Virus DJ Contest Winner |
| 16:30 | Indy Stage | Kings Zebra live |
| 19:00 | rocksresort | STRESS in concert |
| 21:30 | Indy Bar | DJ Kweku |
| 22:00 | Riders Lobby | LEOPARD ALE live |
| 23:00 | Riders Club | DJ Set: Narx (London)/Lexx (Phantom Island Records) |

19/01/2019

| | | |
|-------------|-------------|--|
| 12:00-13:00 | Satellite | Radio SRF Virus DJ Contest Winner |
| 13:00-21:00 | Satellite | DJ Set: Lexx (Phantom Island Records)/ Alex Dallas (Drum poet, Zukunft Zürich) |
| 15:00-22:00 | Hangar | Electronic live ambient interpretations & djing by Manuel Fischer (Ozelot Ltd./ Black Belt Academy) |
| 21:30 | Indy Bar | DJ Stylewarz |
| 23:00 | Riders Club | DJ Set: Ruben from Asia (Mannequine)/ Banzai (Kultursounds)/ Marcism (Sauvage, Mad Katz) |

Locations:

GALAAXY, Hangar, Satellite, Caffè NoName @Crap Sogn Gion (2.252 m)
Indy Bar, Riders Lobby, Riders Club, rocksresort @LAAX
All for free / excl. Riders Club: 15 CHF, 10 CHF

Side Events:

rocksresort daily starting at 15:30 action, music, fun & food
(come-together, talk and dance, signing sessions, Riglet park, Freestyle Academy trampoline show, air bag, trampoline, partner & food stands)

Sports:

| | | | | |
|------------|----------------|------------|-------------------|--------------------|
| 18/01/2019 | Crap Sogn Gion | Slopestyle | 12:00 Finals | |
| 19/01/2019 | Crap Sogn Gion | Halfpipe | 09:30 Semi-Finals | 17:30-19:00 Finals |

Website: www.laax.com/open

Media contact and media accreditation LAAX OPEN 2019

Astrid Nehls, astrid@services-sbc.com, +41 79 9024215, +43 676 4314410