








SRAM  GORETEX  eccellenza  CASIO  DAKINE 

EVERMORE PRESS INFORMATION SHEET

evermore



CONTENTS

1. GENERAL PROJECT INFORMATION	3
1.1. the project	
1.2. the target	
1.3. the process	
1.4. the people behind	
1.5. production figures	
2. MOVIE & DVD INFORMATION	4 & 5
2.1. the movie	
2.2. the riders	
2.3. the locations	
2.4. the dvd and its features	
3. SPONSORS & SUPPORTERS	6
3.1. sponsors	
3.2. co-sponsors	
3.3. supporters	

evermore



1. GENERAL PROJECT INFORMATION

1.1. the project

swiss filmmakers and designers challenge the genre of sports and bike movies to experiment with new techniques and progressive audiovisual language. we aim for this to be different from what we've seen so far! bringing the worlds best mountain bikers to the most spectacular locations together with commercial and feature filmmakers, new emotions and depth are created. moments of original sound and dynamic energy are audio visually captured to last. discovering new trails means riding them!

1.2. the target

we want to bring the sport of mountain biking closer to our audience than has ever been done before. we move closer to the athlete, closer to his material and get in close touch with nature. the viewer slips into the body of the rider to experience euphoria, fear, the sheer energy of gravity and speed along with the whole diversity of sounds and vibrations generated during the ride. you will not only watch, you will feel the energetic freedom of mountain biking!

1.3. the process

evermore is a pool of creative individuals, dedicated to seek new approaches to our work and lives. the production of this film is a journey in a well defined direction, but the path is unknown and offers new inspiration along the way, zigzagging through new situations and offering unexpected possibilities of design as the product evolves. the film will be the result of a journey, unique in it's approach, unknown in it's form until the very end of production. let's see where the trails we ride upon will take us...

1.4. the people behind

marco jaggi – production / conception / camera / editing
peter rauch – production / conception / camera / editing
marco teufen – sound design & original sound recording
raphael stump – conception / art direction
claudio caluori – conception / riding
benjamin roffler – art direction

1.5. production figures

production headquarters – josefstr. 19, 8005 zürich,
switzerland
project duration – 2 years
people involved – aprox. 50 people
financing – sponsoring, private capital, voluntary work
product – dvd
distribution – www.x-tremevideo.com



2. MOVIE & DVD INFORMATION

2.1. the movie

the film takes you on an extraordinary trip to meet some of the world's top riders at locations in europe and the indian ocean. experience an audiovisual ride on dreamy single trails, jaw dropping downhill runs, explosive street and dirt lines and enjoy spectacular landscapes.

with team members coming from different backgrounds, evermore set out to challenge the genre of mountain bike movies by trying to find new ways to capture the energy, aesthetics and diversity of our favourite sport. the movie offers progressive close-up shots of the rider and his material, new and extraordinary lipstick-camera angles and dynamic follow cam shots. the images are underlined with music and a specially engineered original sound design, that brings you close to the rider and his environment and offers an authentic riding experience. see it... hear it... feel it! plunge head first into the sensation of mountain biking and experience the sport closer than ever before.

2.2. the riders

the movie shows world class riders from all the genres of the mountain bike sport. with frischknecht, minnaar, chausson and rinderknecht the film introduces three world champions and a wc silver medallist from the racing scene. with pritzel, diekmann, hansen, windfeldt and forstreuter some of the top cracks of the freestyle scene lay out their tricks in the film. among new riders such as titou, the famous german foto rider meyer also gets great coverage.

greg minnaar, timo pritzel, anne-caroline chausson, thomas frischknecht, eric porter, carlo diekmann, joscha forstreuter, trond hansen, roger rinderknecht, niels windfeldt, holger meyer, rene wildhaber, claudio calouri, titou, daniela bossard, janez grasic, david kretz

2.3. the locations

la reunion island - indian ocean
la palma - canary islands
granada - spain
massa vecchia - italy
livigno - italy
southern france
la massana - andorra
berlin - germany
pontresina - switzerland
flims - switzerland
payerne - switzerland
zürich - switzerland
gurten - switzerland
winterthur - switzerland
les crosets - switzerland
burgdorf - switzerland



SRAM GORENZE eccommerce (BRUNNEN) CASIO DAKINE

2.4. the dvd and its features

- > enjoy fifteen different parts in the forty minute main movie
- > choose between surround sound and stereo sound, just like in a feature film
- > get a glimpse behind the scenes in a twenty minute making of
- > check out four additional riding parts
- > get to know minnaar, chausson & frischknecht in three interviews
- > get infos on locations and riders in the chapter selection

evermore



SRAM GORENIX COMMENCAL TRUVATIV CASIO DAKINE

3. SPONSORS & SUPPORTERS *

3.1. the sponsors

sram, scott, dakine, commencal, rockshox, casio g-shock, truvativ

3.2. co-sponsors

palindrom, tyrann, avid

3.3. the supporters

canon, tsg, alta rezia, flims, bike station puerto naos la palma, massa vecchia, burning heart records, lockjaw records, wynona records, pixelprinz, rasoloution, noisebox, pixelprinz, mountain bike rider magazine, x-treme video

* for links and logos please check our website

evermore