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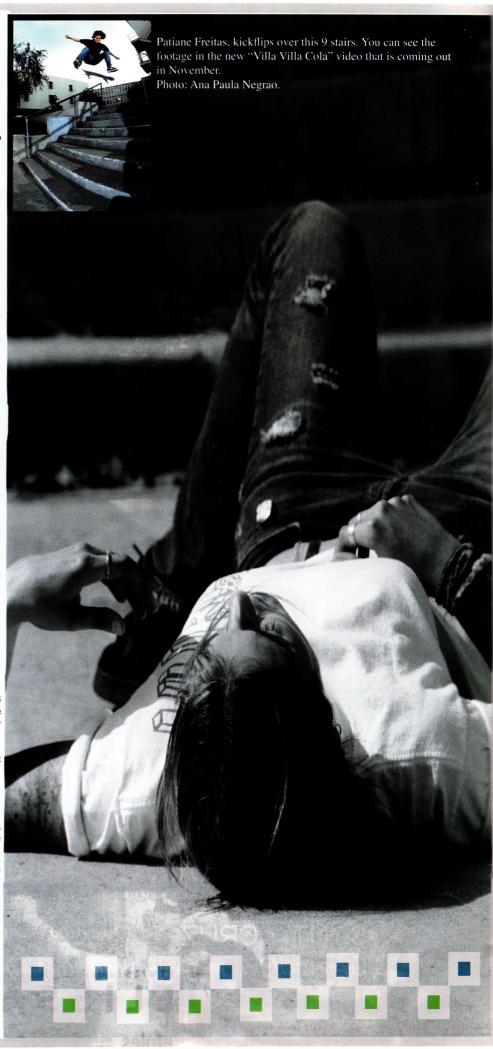
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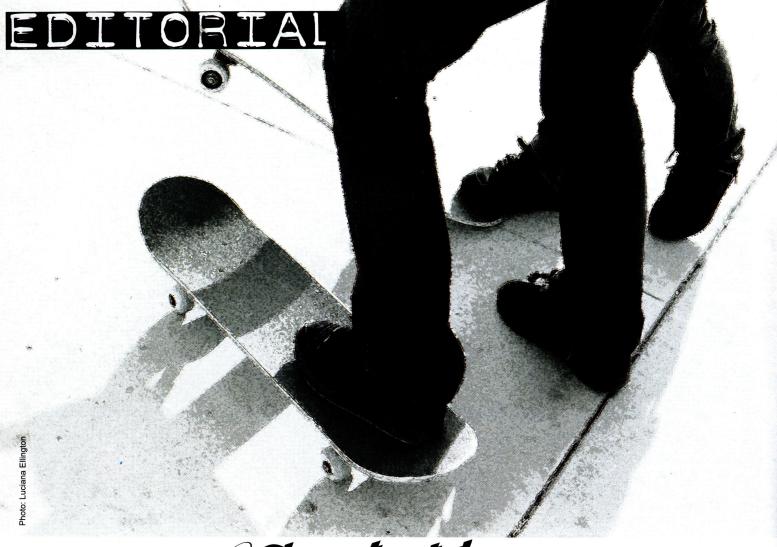
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Evolution

here are theories that can explain step changes in the fossil record, large-scale changes, evolutionary saturation and fuman evolution. There's also the evolution in the recognition of accomplishments, future promise's, equipment technology and lifestyles that date back to when skateboarding were no more than a piece of wood with roller skate trucks and wheels. We can explain this evolution if we look back at the 70's by watching the Dog Town & Z-Boys documentary or by looking at a 70's Skateboarder magazines from the same era. We'll see a lot of changes and it is still ongoing. Old boards, new tricks, new boards, old tricks.

From Peggy Oki, (a big part of a whole Z-Boys revolution that changed the way we skate), who added a lot of new tricks like the Burt slide, pool skating and ollies in the late 70's, to the 80's with vert skater Cara-Beth Burnside who started getting big air and planting inverts on half pipes, to Saecha Clark- the first girl to slide a hand rail. In early 90's evolution continued with the girls like Elissa Steamer, Jamie Reyes and Jessie Van Roechoudt ripping more technical tricks and bringing a higher level of skateboarding into the new millennium.

By searching through lots of videos, zines, magazines and web sites will explain the last 30 years of evolution of skateboarding. The sport has changed and girls are quickly becoming it's greatest icon .

The first Check it Out sk8 4Girls magazine copy was printed out in Brazil in 1995. From the first issue to the one you're now holding, CIO has noticed it's own evolution through the quality in paper, size, more color, better editorial, thicker issue, top notch photos and gnarlier tricks. Evolution gives skaters a powerful way to organize the remains of past lives and better understand on the history of skateboarding. By publishing or filming what happens today, and watching and reading it tomorrow.

In 2004, there are lots of girl skaters around the world- going on big tours and competing for self progression and the challenge of it all. In this issue more and more new girls are ripping the street spots and skate parks with a extreme evolution of tricks. Speaking of X word, the X-games, since last year, will count towards all Word Cup points an evolution unto itself. This is promoting skateboarding into the Olympics begin, China. Even we don't know if it will include the girls yet, but we can't deny that it's another step ahead for our favorite sport by being included in the biggest event on the earth.

Let's celebrate the skateboarding's evolution, because our evolution doesn't stop here it keeps going and going.

Skateboard never dies!

Liza Araujo

THE SKATEBOARDING NETWORK









































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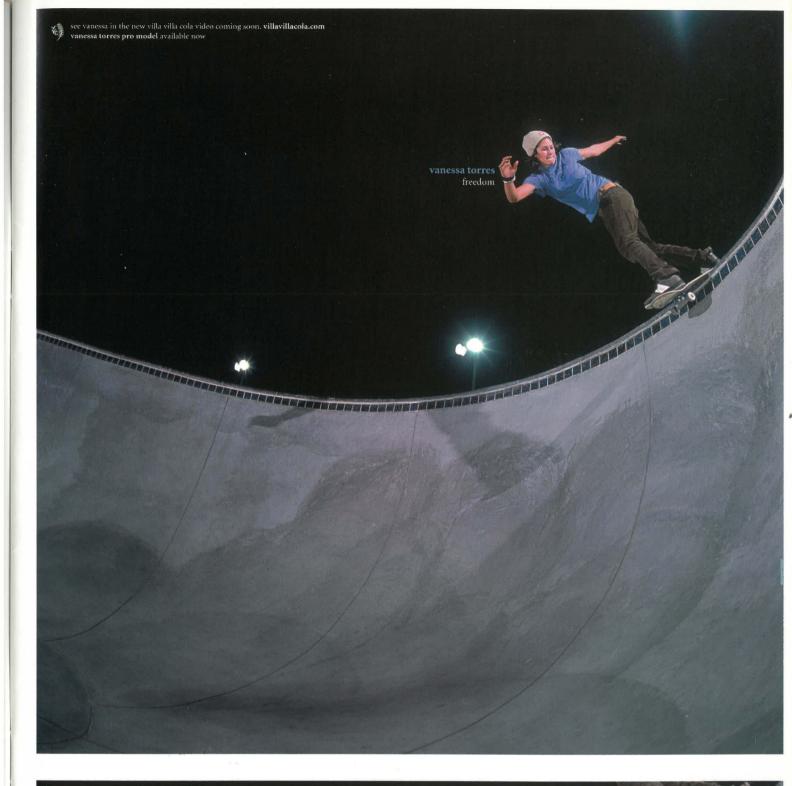
By Gloria Hernandez

Ride up to the stairs at a pace you think is fast enough but don't go too slow.

When you get to the beginning of the set, Ollie like on flat, but off the stairs, and make sure your foot is on the tail because sometimes it slips off.

Stay with your board. Keep your feet on it flat .

When you land, absorb the impact by bending your knees, because you don't want to land stiff or you might hurt yourself.





TECHNOLOGY CONFIDENCE FREEDOM

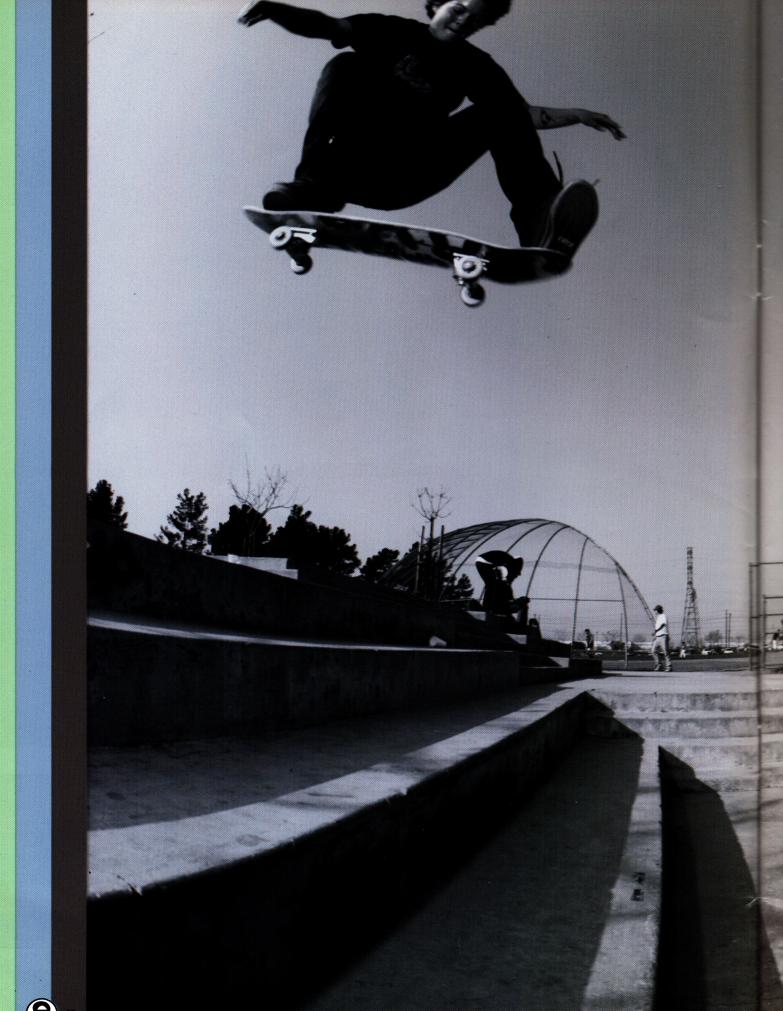
Skateboarding is based on growth, progress and change, as is life. At element we live by these standards. We take the same core beliefs and apply them to our product, striving for excellence and working dilus skateboarding to the next level. The purpose of all this hard work is to make skateboarding a better experience for ourselves and everyone else, resulting in technology that helps skateboarders push the limits and what is possible, we approach skateboard design like you approach your skateboarding, with passion and tireless repetition. TECHNOLOGY + CONFIDENCE |

Department of Elementology

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"I've been a friend of Amy for a long time and she still surprises me when we go skating." - Amanda Kitt.

Amy Caron was born in Castle Valley, CA., lived in Half Moon Bay near San Francisco, and is now relocated to Huntington Beach, CA. Amy's been skating for about 7 years and she rides for Pig Wheels, Popwar and Circa.

How do you like living in southern California, so far? I like the weather and there are always places to skate.

Are you going to school? Yeah, I'm going to Golden West college.

How did you get involved with the "Villa Villa Cola" project? Did it start as a posse?

Well, I met Van Nguyen about four years ago. After that we skated together all the time and got the whole villa villa cola crew (Dr.T, Nic-ole, Lori D., Flea Because, Lisa and The Vandalizer) back in the same state. We recruited some fresh new faces to the roster, Vanessa Torres, Elizabeth Nitu, Amanda Kitt, Jamie Erickson, and many more.

Are you excited for this video? Yeah.

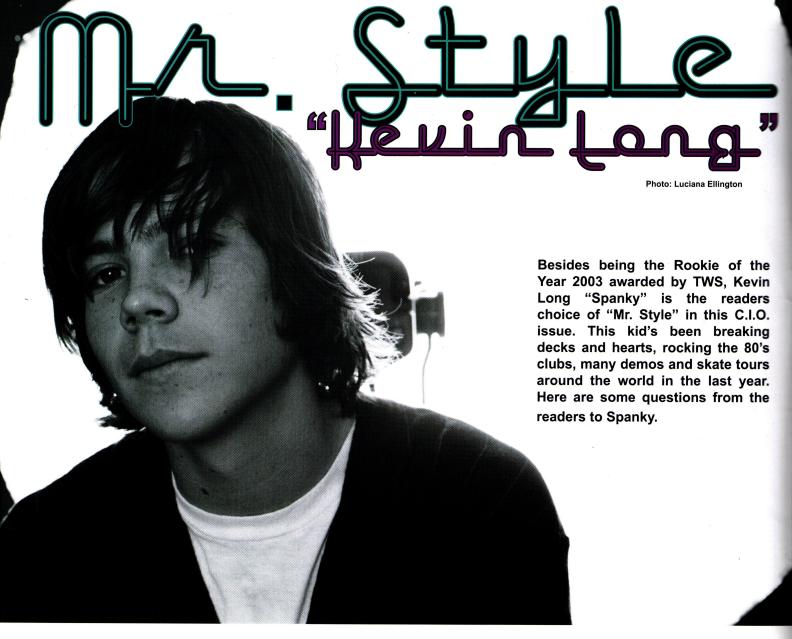
Where do you like to skate most? I like to skate the Chino park.

What do you think about the skater girl style in general? What is bad and what is good about it?

Girls suck and have bad style. I mean come on get some F@#*& good pants and shirts that fit, bitches!! Get Fitted.



Amy kickflips at the Chino 4. On the right, she's thinking about why the kids keep asking her if she is the "chick" from Popwar.



Cindy M.

What goes through your head when you have to try big crazy tricks?

K.L: I try to think of nothing at all. If my mind is clear, I can have full concentration.

What trick have you tried, but completely suck at?

K.L.: I think I really suck at switch kickflips. I can do them pretty consistently, but they look awful.

Melissa Royle

You've been rocking a Red Sox cap lately- Are you fresh or

K.L: I don't know what the hell I am. Just me.

Besides the US, what's your favorite country to skate and why?

K.L.: I like France. There are tons of great street spots in Paris and Lyon, and the south of France is one of my favorite places in the world.

Jennifer De Sera

How did you like the skateboarding at Amsterdam overall?

K.L.: I loved it. Holland is awesome and all the people we met were extra hospitable. We met some great friends there.



Villanelle

What do you think of the state of girls in skateboarding?

K.L: This is the gnarliest time for girls in skating ever. I see more and more girls killing it in videos, magazines, at parks, at contests, and on the streets everyday. And they're really good!

What happened to the Herman and Spanky duo? K.L: Bryan and I are still super good friends and skate together all the time. We just live further away from each other now.



Roos Van Unen

Who's your favorite female pro?

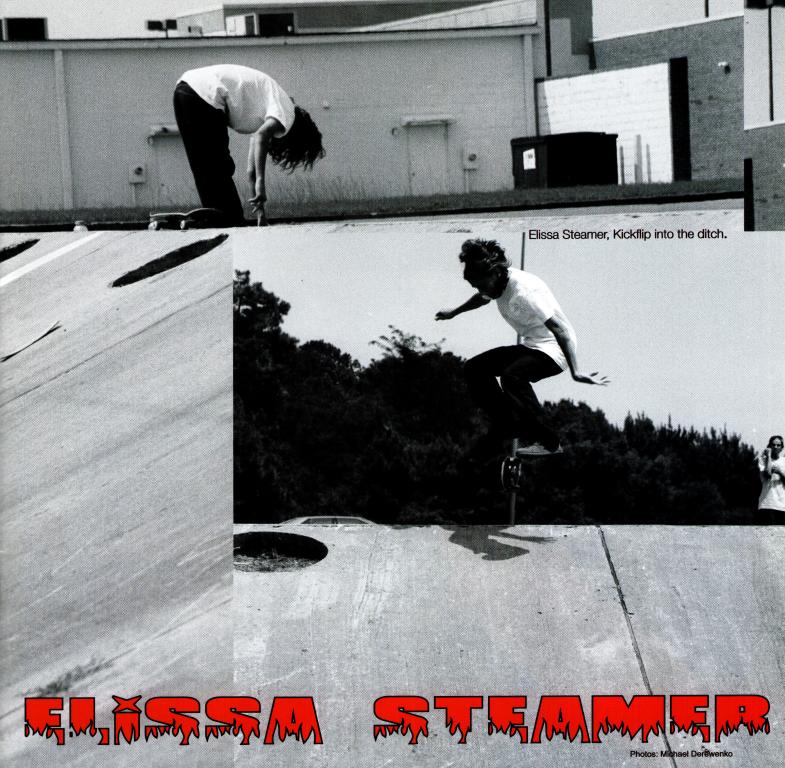
K.L: I think Elissa [Steamer] would have to be my favorite. She's O.G. and she's got the style.



Veronica Pollard

Are you single?





Elissa Steamer turned pro in April of 1998. She first started skating in 1989 with friends in her home own of Fort

Myers, Florida. By 1995, Elissa began to receive packages from The Firm, followed by Tum Yeto (Poundation, Toy Machine, Pig). Jamie Thomas noticed her skating in Tampa and started flowing her Toy Machine product. Soon after she was fully on doing tours and doing demos. In February 2004 she was awarded by the readers of C. I. O. magazine as "Skater of the Year 2003". On August 5th, at the X Games she received the gold medal with an amazing performance.

Elissa was the first female skater to have a pro model board and signature shoe model. She is also a character in "Tony Hawk's Pro Skater" video game "Tony Hawk's Pro Skater". She currently lives in San Francisco and ides for Bootleg skateboards, Etnies shoes, Thunder trucks and Skaterade. Her influences are Sean Sheffey, Guy Mariano, Matt Hensley and Frankie Hill.

"Filming is kind of sketchy sometimes, because sometimes you feel like you have to land a trick or you suck. I do have fun filming. I don't do it as much as I used to, but when I do film and I land a trick it is one of the best feelings" - Elissa Steamer 🧼 🧼



TRICK #33 AND COUNTING. THE BAKER VIDEO IS COMING.



IN A LINE SKATEBOARDS



Steff Webs

Where are you from?

I am from Leverkusen, Germany.

How old are you?

23

When did you start skating?

I started in 95-96, when my brother gave me his board (or I just took it).

Why?

I don't know. I tried it and I liked it. I always came along with my older brother and I was bored just watching, so I tried it and I loved it! I got addicted to new tricks and learning stuff. So I did it till now.

Do your parents support your skating?

Yes they do, but they always think I am crazy, when I come back with stains and scars everywhere...

Do you go to school?

I study communication and management in Düsseldorf, Germany. 3rd semester.









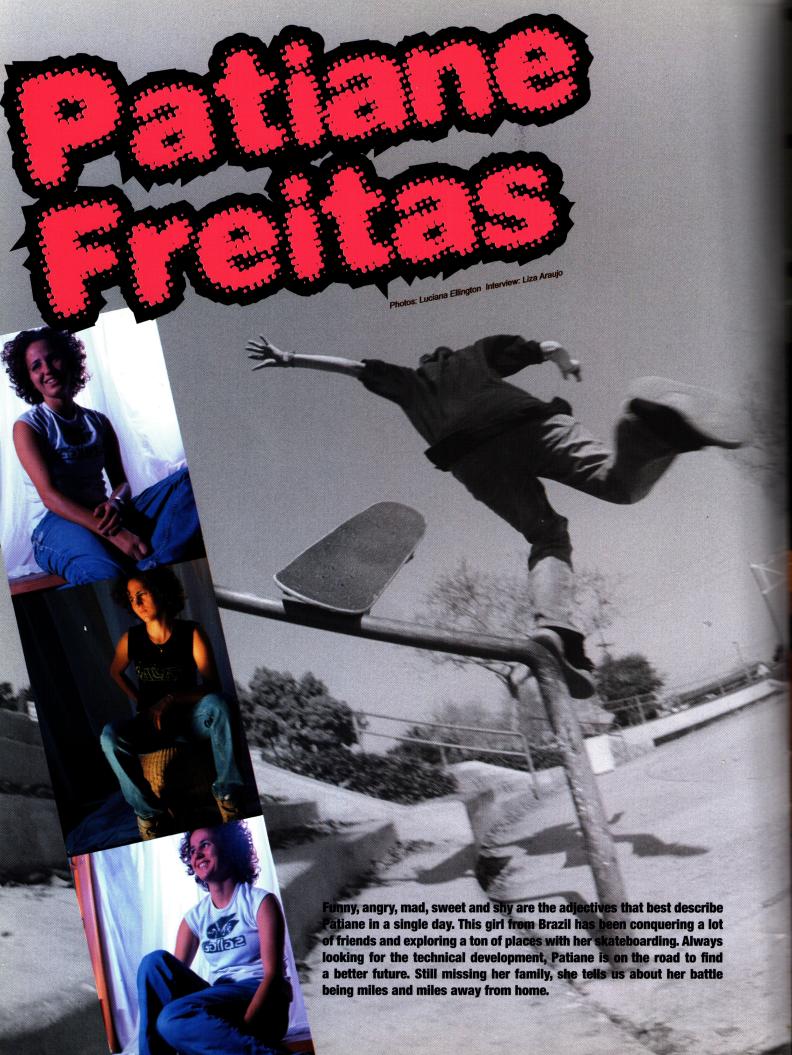














When and where were you born? August .03 1983 in Limoeiro -PE -Brazil

Where did you live most of your life?

I lived in São Paulo, Brazil

When and how did you start skate? I started skate in 1999.

Did your parents support this idea? Yep. My mom gave to me my first skateboard.

Were you ever considered a Tom Boy?

Yep ..everybody still calls me Tom Boy.

But you like to look like a girl... Don't you?

For sure I am a girl (laughs) a pretty girl, but I love skate wearing big shirts.

You had really long pretty hair why did you cut it?

Because I had that hair for a long time and then I decide to make a change.

Who were your first sponsors and how did get sponsored by them?
My first sponsor was BRUAKA, I got from some contest in Brazil.

Who do skate for now?

I'm riding for Gallaz and still looking for a board sponsor.

How do you like the contests in Brazil?

It's pretty good to see your friends and have a lot fun, but that's it, I don't really like contests.

When and how did you came to California for the first time?

I came to California in June of 2003 to skate in the All Girls Skate Jam contest. I heard about this contest for years. One day my friend Karen Jones called me and said, "let's go to California for this contest", and I said, "Are you serious? I don't have any money or anything, it's crazy". So she said, "whatever, let's go". In about one month, we got everything (visa, money, passports) to come here. When I got to the contest I didn't do good at all, but it was a good experience.

Was it tough to learn English, make friends and go to skate?

It was so hard, because I just spoke Portuguese with my Brazilians friends, but I got some friends like Gloria and then I started speaking more English.

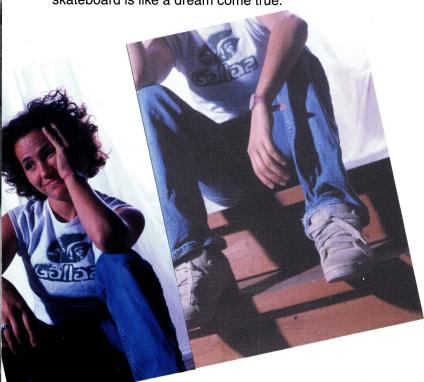
Do you know how many contests you have participated in since you started skating?

I guess that it is around 90 or more, I am not sure.



You place good in the contests, uh?

Not really, I'm still afraid of contests. I don't like it much, but it's very important for me. I have to work my mind to do good in contests. But anyway, I got 2nd, 3rd and 4th place in some contests. Action Girl, Vans Triple- Crown in Oceanside and in Cleveland and Munster in Europe. Sometimes I don't place good, but I have a great time. All the trips I've been on have been unforgettable. My favorite was the time I went to Germany for the Gallaz contest, I met so many new people. Getting to travel and skateboard is like a dream come true.



How long did you stay in California last summer? About 6 months.

When and what made you come back?

I came back in March 04 and I just came to skate and see my friends, I really like this place.

How different is the living in Brazil to Los Angeles?

The place that I live is so different from here, like the people and everything, but for sure Brazil is much better than here.

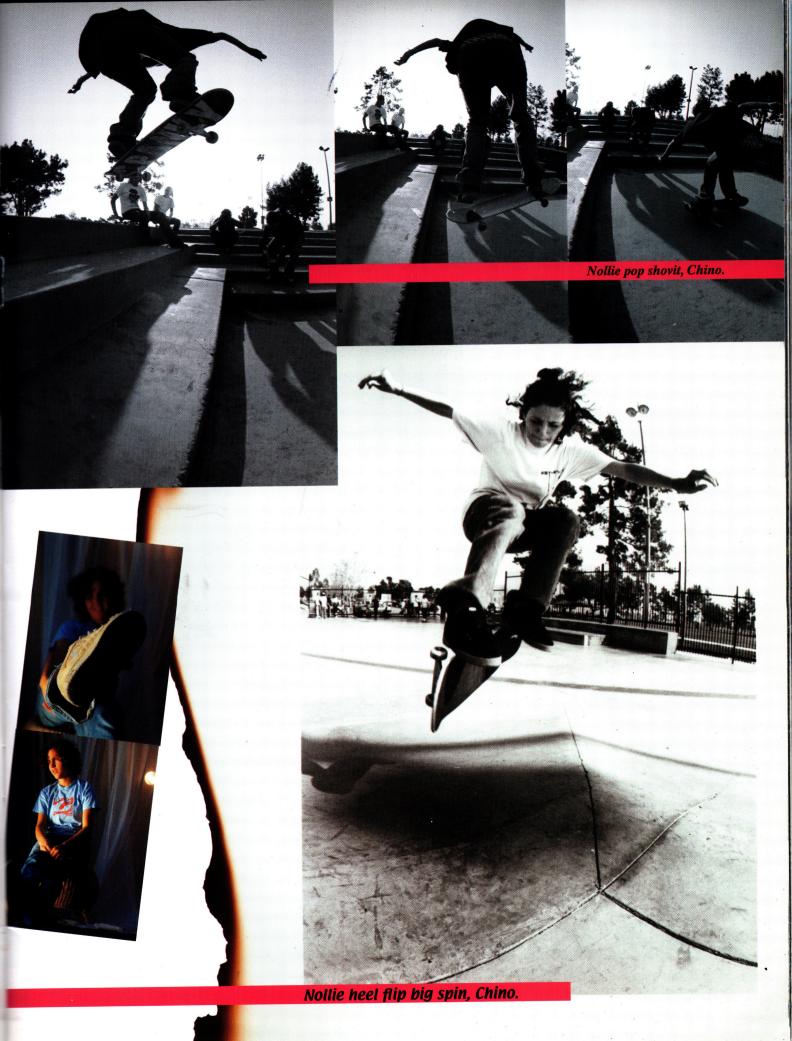
What is the most difficult thing about life and skateboarding in São Paulo?

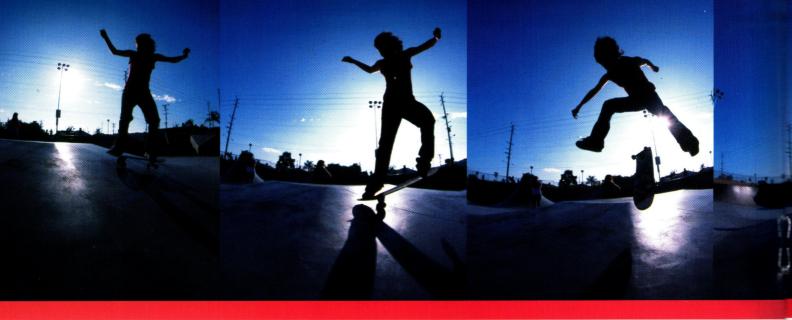
Everything is so far away, I had to take three buses and the metro to get to some spots to skate and it was like 3 hours everyday to skate. My life in Brazil was the best. I had my family, my house my mom, everything, here I have nothing. I have to do everything by myself, it's hard!

Isn't that just a part of growing up and doing things by yourself. Like paying rent and bills? Wasn't hard for you to accept that you didn't have your mom to help you out anymore?

Uugghh! It drives me crazy sometimes, because I have to do everything by myself and then sometimes I don't have the time and mind to skate. In Brazil, I always helped out my mom. It's so different here, but it's good for me. I am 21 years old now. This is the age!

CHECK IT OUT SKATEBOARDING 4 CIPLS





Have you gotten a lot photos and footage?

Yes, I was filming and shooting photos a lot and I get to know a lot of spots to skate and I meet a lot of people.

Are you excited about your part in the "Villa Villa Cola" video?

Yep! I can't wait to see the video! I filmed a lot and I am still filming with Lisa. It's so different for me, because it doesn't happen in Brazil. The girls just skate in contest or at skate park.

How can you do nollie heel flip so easy? How did you learn them?

I wanted to do some switch tricks and then me and my friend started to play S.K.A.T.E just with switch stance tricks.

What about big spins? Are those your favorite?

My favorite tricks are nollie varial heelflips and other flip variations.

Do you like to skate stairs, gaps and rails, or what?

Yep, I really like stairs. I'm scared about rails, but I'm working on it.

How did hurt your knee?

I was shooting a photo, and I was cold and then I did a kickflip and my knee twisted.

How long it did take to heal? About 1 year.

Were you very sad? Did you think about quitting skating?

No, never thought of quitting, but I was thinking like, "I will keep skating but I'll never do stairs again". I was wrong.

How was your very first skate session after the operation and physical therapy? I was at the beach with my friend and I just took a skateboard and a shoes and started to skate very weird.

You always use tons of muscle rub before a skate session. Does your knee still hurt?

It's like I'm paranoid about my knee, it has to be warm to skate.

What is your favorite music?

Brazilian rap, Facçao Central, Racionais.

Why do you like underground ghetto rap so much?

Because they talk about my reality and it's me!

Do you miss Brazil a lot?

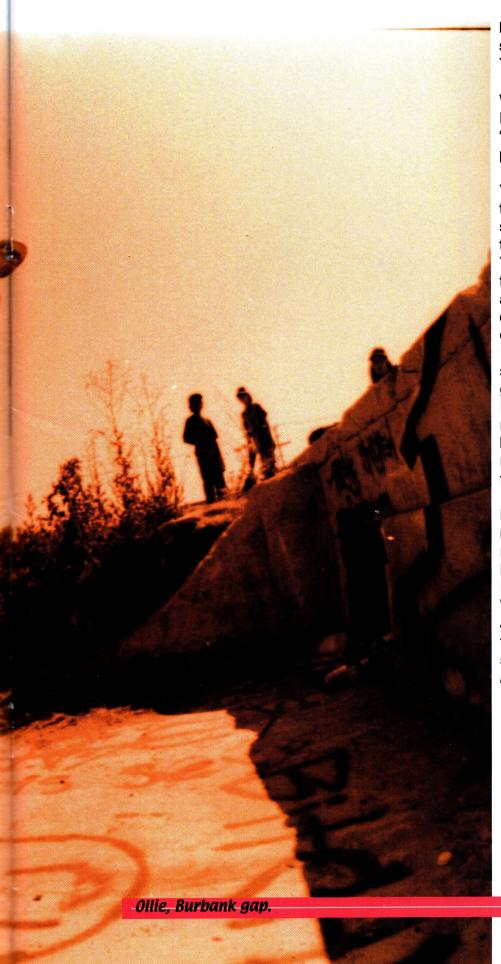
Of course, I have a little brother that I love so much and my mom, my family and some friends. The food- hummmm.











Is Alanis Morrisette your favorite singer?

Yeah, I like her voice.

Who inspires your skate style?

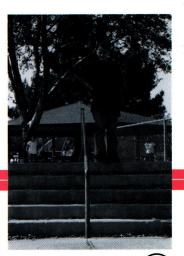
In Brazil I liked to see Gabriel Rezende, "Dentinho", skate. I loved his style, big pants, big shirts and nollie tricks.

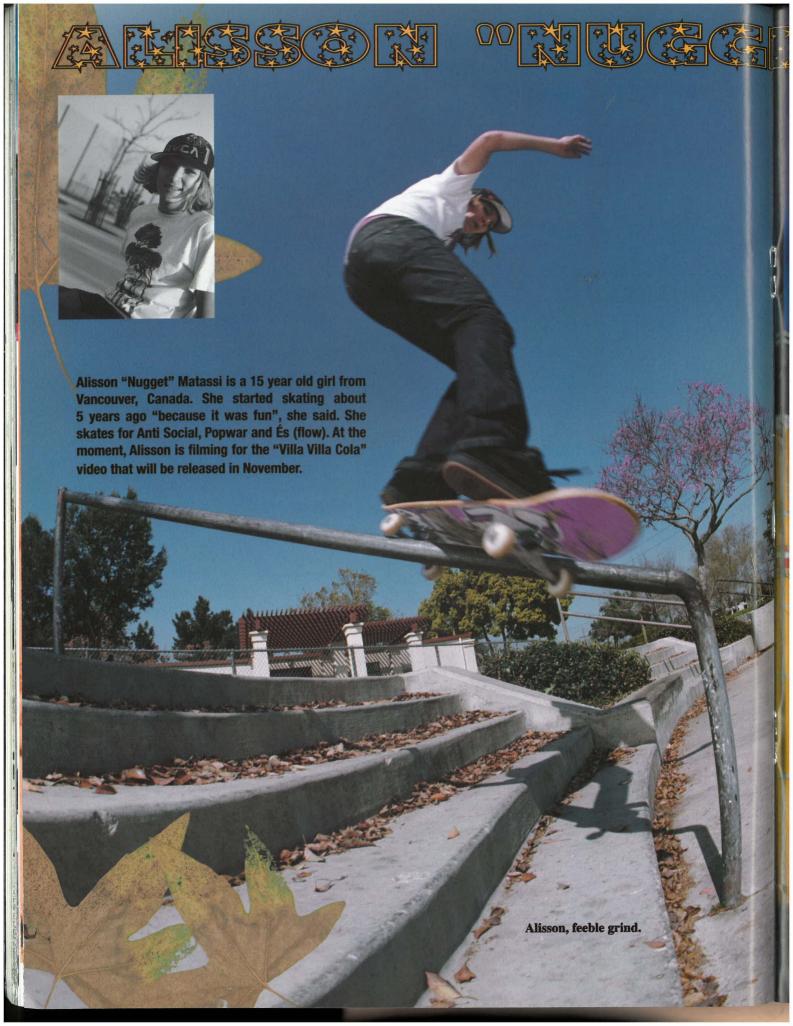
You studied to be a elementary school teacher, but you just been teaching skateboarding. How do you feel about that?

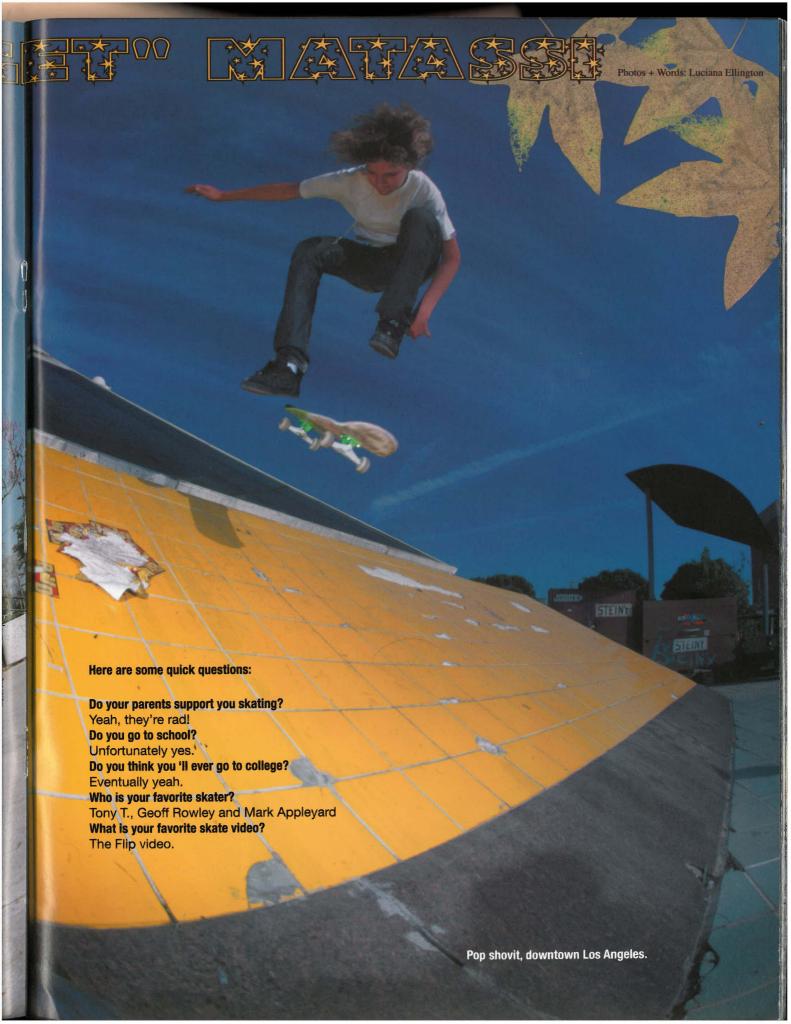
Yeah, I wanted to be a teacher. I studied for 3 years at a time that I was going to a lot of contests and it was like I made a choice. I tried to do both for 2 years, but it didn't work out. I had to go to school from 1 PM to 7 PM, 5 days a week. I started skipping classes 4 days a week just to go skate. When I finished this 3rd years, I realized that [school] was not what I really wanted. I just want to skate for now, but I do want to go to college someday. I really like kids and I'm always helping at the skate clinics whenever I can.

Last words: I just have to thank God, my family, my mom and my friends that really helped me and that I really love. Marcia (Bruaka), Liza, Luciana, Ana Paula, Thyago, and a lot of people. Lisa Whitaker, Melanie Butler (Gallaz), Karen Jones, Danny Drysdale and everybody that I lived in their houses. Sorry if I forgot someone.

I just want to keep skating forever!







Airplane Ride

What Skateboarder have to overcome.

Company endorsements require professional skateboarders to fly all over the world. Because they perform dangerous tricks everyday it's hard to believe that they would have a fear of flying. But they do! Some experience nausea during turbulence, feeling claustrophobic with so many people around, feeling cramped as if in a tube, and worrying about what their team mates or friends would think if they knew they had a fear of flying. Usually anxiety about flying starts several days before the flight. Some have even turned around at the airport and gone home. Some of them are miserably scared especially on the long trips (11 hours +). Some can't even watch a movie on the plane because it freaks them out and they can't push their anxious feelings aside. One professional skateboarder was worried that there was some yahoo pilot flying the plane and said, "There might be some mechanics that don't give a shit, so there could be mechanical failures."

Doctor Luan Linquist, with twenty three years in private practice, specializes in brief therapies, such as delete techniques.

Vanessa Torres - Skateboarder

"Well in most cases I miss my flights, especially to long hour destinations and those are the worst cause I'm by myself for a while. But in other cases, if I make my flights, I end up having like 5 to 10 more people on my flight. When I'm flying, I normally just read or if I could get away with it, I drink. I can definitely say that I'm afraid of flying especially after a recent trip to Cleveland for the Vans Triple- Crown. I've never really experienced turbulence as bad as what we had on the way to Ohio. So I pray a lot more when I get on a flight. I have a thing where I kiss the plane before I get on. Way too much. Enough to be scared of knowing the quantity."

Robin Fleming -Baker Skateboards Manager Do you usually fly by yourself?

Either alone or with the team.

What do you do when you're on an airplane?
Put a blanket over my head and sleep like a parrot.

Are you afraid to fly?

I'm also afraid of cars, but you gotta get around if you're a mover and a shaker.

How many times a year do you fly?

Probably 10.

Jennifer McVey Riley. Nikita Clothing Manager

Do you usually fly by yourself? Yes.

What do you do when you're on an airplane? Drink.

Are you afraid to fly? No.

How many times a year do you think you fly? 30.

"Flying Quotes"

Violet Kimble - Skateboarder Do you usually fly by yourself?

Yes.
What do you do when you're on an airplane?
Watch TV, listen to music or sleep.
Are you afraid to fly? No.
How many times a year do you fly?
About 5.

Caroline Kirkland -Roxy Team Manager

Do you usually fly by yourself? Yes.
What do you do when you're on an airplane?
Sleep or read books or magazines.
Are you afraid to fly?
No, it normally makes me go right to sleep!
How many times a year do you think you fly?
Roughly 24 round trip flights.

Alisson Matassi - Skateboarder

Are you afraid to Fly? Yeah.

When you're on an the airplane what do you usually do?

Listen to music or watch a movie.

Do you travel a lot by yourself? Yeah

When was your first trip by yourself?

I went to Australia by myself. I think that's the first time I flew by myself.

PortfolioBy Josie



Josie Perez, a talented photographer from New York City has become involved in the skate world industry by photographing portraits and the life style of skateboarders.

- How long have you been taking photos? I've been taking photos for 8 years.

- Are you originally from NY? No, I was born in Mexico but raised all over the place. I 've lived in Europe, Asia, but feel in love with New York over all places.

-From your perspective as a female photographer in the industry, what is your point of view of how skateboarding has changed within the last 10 years? It's became a business!

-Do you mostly shoot portraits of skateboarders? No, I shoot a lot of fashion portraits and film stills, but found that shooting portraits of people in general can be quite challenging. I jumped at the chance of photographing interesting and talented riders and what their life style represents to them, their freedom and their independence.

-How do you feel about female skateboarders and do you think that they have longevity?

I think it's brave for females to challenge themselves to an arena that's prominently dominated by men. As for longevity, it remains to be seen without the right sponsors taking chances on what's yet to become another side of a lucrative business in skateboarding.

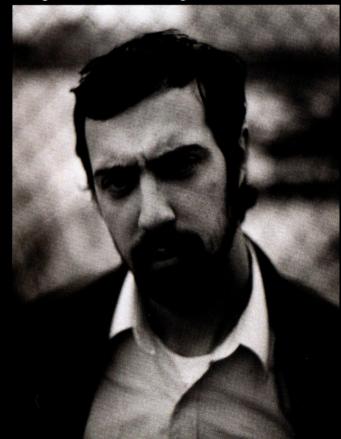
Female riders will remain the under dogs!



Dan Drehobl, City Hall New York City 2003 leaving court house after being arrested for lude conduct.



Jason Dill, Manhattan NY 2003 On the Staten Island ferry



Bob Puleo, Brooklyn New York 2003 Brooklyn





Lauren Mollica Whilliamsburg Brooklyn NY 2002.

SKATEGIRLS IN FOCUS By Enk Gee Guizzett How did you start working with photography?

I took a photography class in high school. It has always been one of my interests. I started shooting skateboard photographs as a way to keep active in another one of my interests- skateboarding. Skateboarding for me is not some sport or hobby- it's a life style. I will continue to skateboard as long as possible.

When did you start shooting skateboarding?

I have been shooting skate photos, that have been published, for three year.

How did you end up working for "Heckler" magazine? I began working for Heckler magazine through a friend, Brad Oates. He organized a trip to Visalia Skate Camp and hired me to take photos of the event.

Do you still remember who were the first girl skater you shot?

Cindy Gorset. Cindy and I have been close friends since we started skating.

Lenore Sparks, Ollie, Colorado.

What do you think about the female skate scene now?

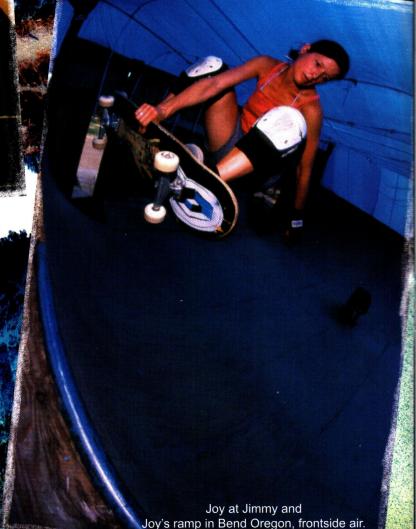
The female skate scene is blowing up crazy. As I travel, I seem to meet girls in every part of the globe just killing it. I have noticed more mainstream companies are starting to take notice. Things are definitely on the upswing and females are coming up.

What is special about shooting girls?

There seems to be less vibe around the whole girl skate culture. The female skate community seems so much more alive and friendly. I enjoy witnessing females annihilate street, ramps, pools or whatever... and capturing it to stills

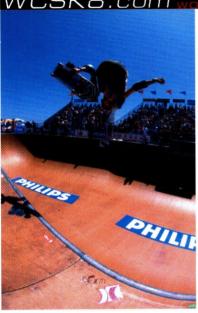
A message for those girls starting to skate out there?

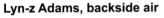
Girl skaters have STAR power!!!

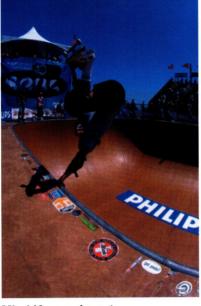


ontest Results

WCSK8.com







Mimi Knoop, invert

BANK OF THE WEST BEACH GAMES "SOUL BOWL"

Huntington Beach, CA July 29 - August 1, 2004

1 -Cara-Beth Burnside (Orange-CA) USA -Hurley, Vans, Chorus - \$1,000 2 -Lyn-Z Adams Hawkins (Cardiff by the Sea-CA) USA - Gallaz, Roxy, K-5 Boardshop, Skatewave ramps, Protec helmets - \$600

3 - Mimi Knoop (Chesapeake - VA) USA -Nikita, Factory - \$400

4 - Holly Lyons (Walnut Creek-CA) USA -Roxy, Nixon, Power - \$200

5 -Heidi Fitzgerald (Dallas-TX) USA - Dickies Girl, Randoms, Fab Optix, Autobahn Wheels, Es Flow, Independent, Dagger, Black Hole Grip Tape - \$200

6 -Julia Bauer (Shirley-MA) USA - Nikita, Easternboarder

7 -Ciara D'Agostino (Mesa-AZ) USA - Dikies Girl, Moto Griptape, Duff Shoes, Skeletools, Boneless Pads, Cal Daze Skateshop 8 -Amber Cangilose (Ashland - OR) USA -Gallaz, Nixon, Black Label







Street Women

- Elissa Steamer (Fort Meyers, Fl.) 1.
- Vanessa Torres (Modesto, Ca..) 2.
- Lauren Perkins (Huntington Beach, Ca..) 3.
- Lyndsey Adams Hawkins (Cardiff, Ca..) 4.
- Amy Caron (San Francisco, Ca...) 5.
- Patiane Freitas (São Paulo, Brazil) 6.

Karen Feitosa (Guaruja, Brazil) 7.

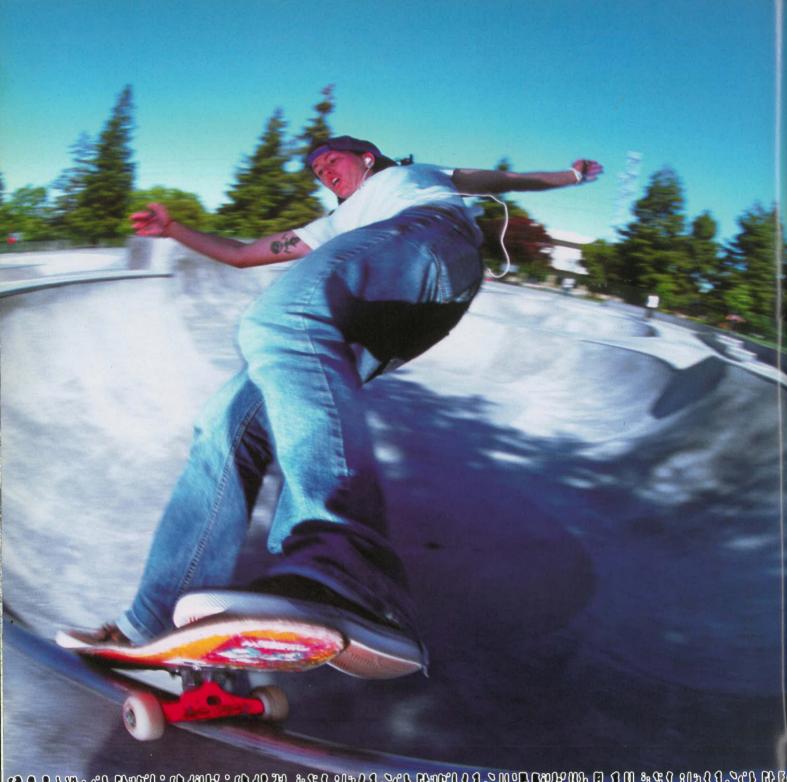




Vert Women

- 1. Lyndsey Adams Hawkins
- 2. Cara-Beth Burnside
- 3. Mimi Knoop
- 4. Jen OBrien
- 5. Holly Lyons



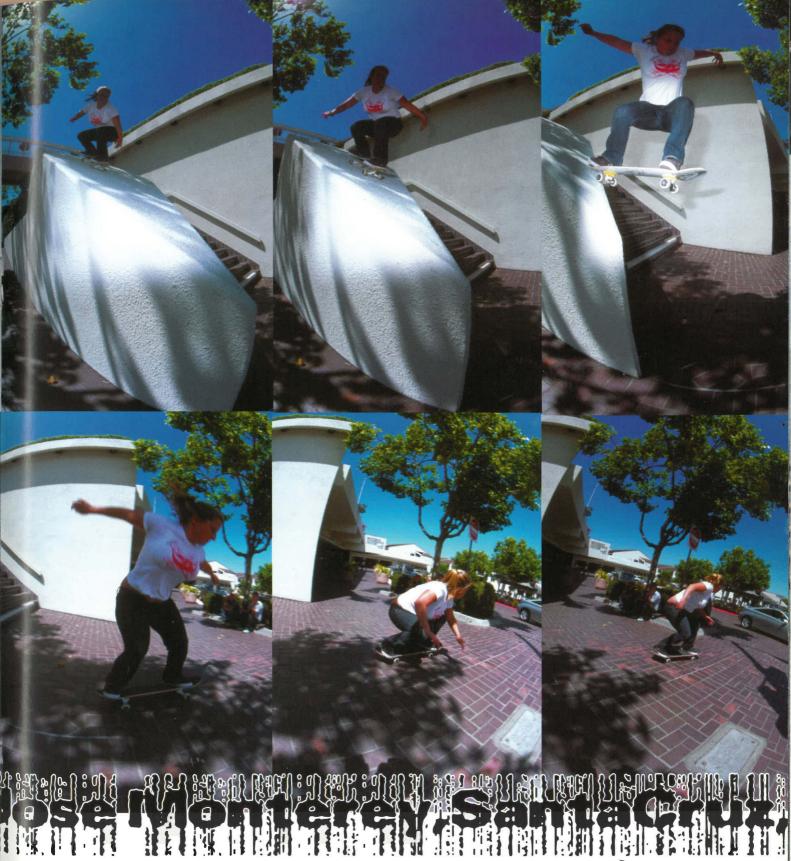


When I have my phone in my pocket, I generally leave the ring setting on vibrate. So, naturally I was excited when I got a phone call from Luciana.

"Why, hello?" - "Hey Alex, What are you doing this weekend?"

This seemingly innocent question is always the prelude to her asking me if I wanted to go out and shoot photos. "Shit! How am I going to get out of this one?!?!" Don't get me wrong, I like shooting with Lucy; sometimes we take shots of Cachaça before I go and try a trick. But I had just started my summer break and had retreated back up north to completely burn out.

"I want to get some photos of you and Kenna Gallegher for the next issue of Check it Out! I'll fly up to San Jose on Thursday and you can pick me up from the airport!" Oh, did I mention that Luciana lives in Hollywood, has her driver's license, but is terrified of driving on freeways?



Photos: Luciana Ellington Words: Alex White

Thursday, June 17th

I pick Lucy up at the airport. Sam and Jerry came along to keep me company. We met up with Kenna at the Consolidated Headquarters and discussed what to skate in the area. Kenna kept bugging out about wanting to find a 22-stair hand rail to do a fandangler grind on. I told her to shut her f#@& mouth up.

For those of you who don't know Kenna, she used to have buck teeth and can seriously play the banjo. I'm not even kidding, go to her page on friendster and check out the photos for yourself. When we were youngins' I used to see her all the time in Santa Cruz. I rode for Bills Wheels and she rode for Skate Works, so naturally we got into knife fights whenever we encountered each other at the fun spot.



She's got perfect backside tail slides and overall is one of the funniest people on earth, (excluding Eddie Murphy pretransvestite hooker and singing career).

Friday, June 18th

For those of you who haven't had the pleasure of visiting the Monterey peninsula, there are an abundance of good spots. We started off our day at the Monterey skate park, which is a big pile of crap. If you come to Monterey don't bother with the park, unless you want to throw out your back on the bunk tranny or get heckled by the Bench crew. We warmed up and made our way to the transit plaza in downtown Monterey. The transit plaza is full of steep banks that you can carve over stairs and around light posts. The only down side is the overwhelming amount of lurks. While attempting a wallride to fakie, I kicked out my board into Luciana's knee. Crippled over in pain, Lucy was muttering something in Portuguese at me. I think she was saying, "Hey Alex, my dear friend, this trick you've been trying for a half-hour is cool and all, but maybe it's time to move onto another spot." Me and Lucy have a psychic bond like that so I suggested that we go to the drop-in at the Doubletree hotel down the street.

After seeing the CKY video when we were 15, my friends and I had found inspiration in the antics of those Westchester brats. For about a year, the overzealous security at the Doubletree felt the wrath that was three bored kids with a video camera. We were terrorists to say the least. One of the incidents led to me, the only girl of the group, getting physically assaulted by a security guard. But that's another story, I digress.







Keena, switch bluntslide

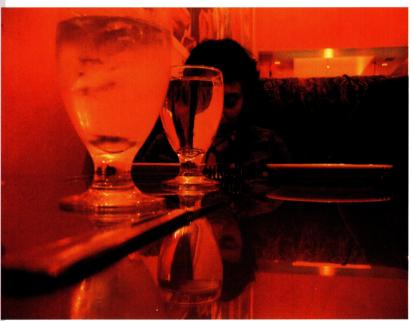
helping out holding the flash





Portfolio By Ana Paula Negrao

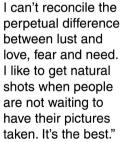
"I started taking photos of skateboarding because a friend mine Fernando Zaninha made a T-shirt of one of my photos of him skateboarding and told me I should be a photographer. I was able to catch "that moment". He made me feel so special and talented that I bought a better camera and started taking pictures after that day. I like to shoot people and how they interact with their environment, basically documentary and journalism. I try to know and understand my objects. I want my picture to speak for itself, I like to tell stories and reveal secrets. Find a subject that nobody else would notice and bring out the best on it. I just love the fact that I'm always behind the camera watching people.



Every time I think of Saba the word Food comes on my mind.

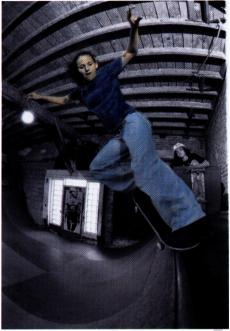


Rag Doll

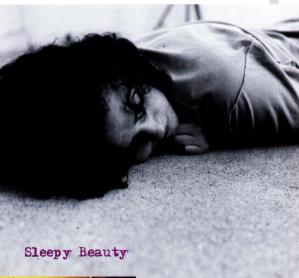








Patiane Freitas



I like to play with reflections



Interviewed by Douglass Square

Outtapocket and Underpaid...

The Villa Villa Cola Video Lisa Whitaker on grilled cheese, COLA, and not giving up.



Dog/goldfish?

Vert/street?

Street

Sony/Canon?

Sony

Premiere/FinalCUT?

Final Cut

Still/Moving?

Moving

Chocolate/Vanilla?

Chocolate

In-N-out/Baja Fresh?

In-N-Out...Mmmmm...Grilled Cheese

Hensley/Hawk?

Hensley

Peralta/H-street?

H-street

The Wheres FROM?

Norwalk, Ca... (LA)

LIVING NOW?

La Habra, Ca... (LA)

C.I.O> What is your earliest memory including you, a camera, and skateboarding?

Lisa> Filming a launch ramp session in front of my house with my Dad's over the shoulder VHS camcorder...about 1989.

C.I.O> How did the Villa Villa Cola video come together?

Lisa> Í had been filming for a couple years working on making a video, but footage ended up getting used in something else without my permission. This set me back a couple years.

C.I.O.> What are you doing now to protect your work?

Lisa> I guess not enough because it happened again, with the same company.

C.I.O> Back to Villa Villa Cola -

Lisa> Villa Villa Cola is a group of friends that skated, made videos & prines, did road trips and helped encourage other girls to skate. A few years ago everyone kind of went their own way.

C.I.O> Who was who and what?

Lisa> Tiffany and Nicole Morgan, the twins that founded Villa Villa Cola, ended up going to Wilderness Survival School on the East coast, Lori D. went to Art School in Valencia, Faye Jaime did some long distance biking and hiking then settled in Oregon, Van Nguyen moved to Half Moon Bay to skate with Amy Caron and I stayed in LA working full time in the skate industry and filming every chance I got. A little over a year ago Tiffany, Nicole and Lori D. came to visit. They had been out of the skate scene for awhile and were blown away by the recent progression of female skateboarding. We had worked on videos together in the past and it seemed like we all had the same views on the need for a video which will expose these girl to the rest of the world and make something they can be proud of.

Too many of the companies that are getting involved are trying to portray the girls the way they think will be marketable, not showing their true personalities or styles. Since that reunion things have just been falling into place. We each have different strong points and skills, when we all come together we make a great team.

C.I.O> What's the name all about?
Lisa> If I told you I would have to kill
you.

C.I.O> Where did all these girls come from?

Lisa> That is a good question, they are coming out of the woodwork. For the first 10 years or so that I skated I very rarely saw another girl skating. Then even as it was growing it was a really tight scene and I felt like I knew every other girl that skated. Now every time I go to a skate park I see at least one or two girls, sometimes more and they are all progressing really fast. I think it is similar with the guys. Kids grow up watching their favorite pro skating a 14 stair rail and think that is normal, so that is what they try and progress from there. Little girls today can see Elissa Steamer on Tony Hawk's Pro Skater, photos of other girls in magazines or videos, even though it is still rare, and think it is normal, those are the tricks they should be trying. I also think it is just snowballing. A few years ago most parents wouldn't have thought to bring their little girl to the skate park with her brother. Now when they go to the park they see other girls out there, they see girls skateboarding contests on TV and stores marketing products to them. I guess that sort of stuff legitimizes it for some people and makes it acceptable.

C.I.O> Who has the strongest part, if you care to comment?

Lisa> That's a tough one. Vanessa Torres and Amy Caron have always been pretty close. They each have their own style and tricks so it is hard to compare, but Vanessa has been traveling so much we haven't had as much to film. So far Amy has more new footage. I've also been filming Patiane Freitas from Brazil, she's really technical and I've been getting a lot of positive feed back from people who have seem some of Elizabeth Nitu's

footage. She's only 9 years old but already has a big bag of tricks and a smooth style. Alex White puts her body on the line every time we go out, I'm not sure how she is still walking. Van Nguyen has some surprises up her sleeve and is sure to have a unique part to say the least. Then there are girls like Cara-Beth Burnside, Jen O'Brien and Lyn-z Adams Hawkins who are pushing female vert skating to the next level. We still have about 7 months until the deadline so it is still a free game.



C.I.O> What was your first released footage/production?

Lisa> I made my first video when I was about 14 or 15, but that was never "released". I got stuff in a Black Label promo, Milk and Channel One videos about the same time. I think that was around 1994. Soon after that I started getting stuff in 411.

C.I.O> What is your staple video of inspiration?

You a few. Eastern Exposure III. Donny Barley's part sticks out in my mind as one of my favorite parts of all time. It was filmed & edited well, the skating was great and the song...there it goes again, it will be stuck in my head for hours. I guess the videos that had the biggest impact on me where the ones I grew up watching like Blind "Video Days", H-Street "Hocus Pocus" and Powell Peralta's "Public Domain". I can't count how many times I've watched each. Easily in the thousands, I wore the tapes out.

Lisa> My friends.

Who's your biggest detractor?
Lisa> Time...not enough hours in the day.

C.I.O> what is the most challenging thing about putting together a video?

Lisa> Gathering enough footage of girls who live all over the world while working full time.

C.I.O> How do you deal?

Lisa> I'm not sure, somehow it just works. It's my life.

C.I.O> Talk about a standard day of
shooting - from point A to Point Z Lisa> Try to wake up at a reasonable

time, start making calls to get a crew together, drive, pick everyone up, drive, think of spots, drive, get kicked out of spots, drive, film until the sun goes down, drive, find a skate park with lights, drive, drop everyone off, drive home and get ready to do it again tomorrow.

C.I.O> Where'd you used to skate?
Lisa> Up until I was 17 I only skated

in Norwalk, I never knew all the spots I watched over and over in videos were within driving distance from my house. They seemed like dream spots that only existed in videos, then one of my friends got a car and it opened up a whole new world. After that I skated in Long Beach a lot with the 508 crew. Some of my favorite spots were Ramona, 7th Street, Santa Monica Courthouse and all over downtown. There weren't any skate parks around then, I only skated street.

C.I.O> What kind of car?

Lisa> A Subaru, I'm not sure what year or model.

C.I.O> Closing bid: what's next for Lisa Whitaker?

Lisa> As soon as I finish this one I hope to get started on the next.

C I.O Do you cover boys?

Lisa I use to only film guys, there weren't any girls around. Most of my footage that has been used has been of guys up until recently. I just don't have time now, I've got my hands full with this. Usually when the guys call for me to film I already have a car load of girls. Last week I filmed Neal Hendrix and a couple other vert skaters, but other than that it has been awhile.

O.I.O> Do you have any tips to the up and coming videographers?

Lisa> Study skate videos.

C.I.O> Who's funding this?

Lisa> I've been doing this out of my own pocket for the last couple years, putting myself into debt. 411 Video Productions has stepped in and is taking this project to another level.

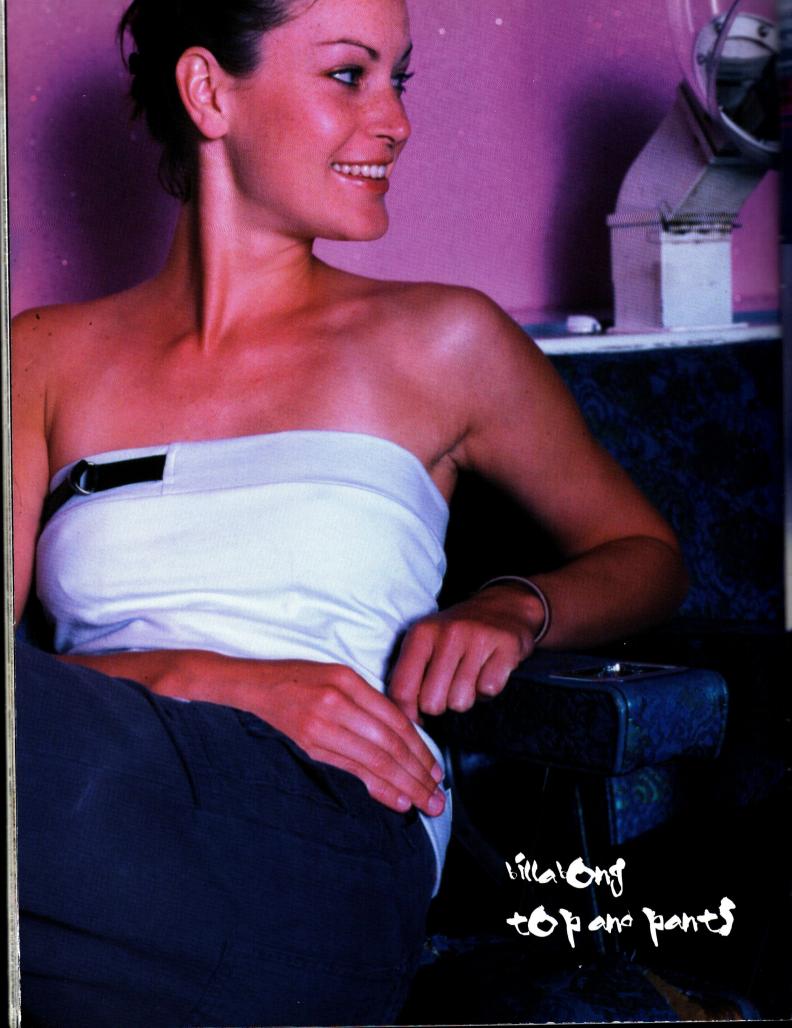
Thanks Josh! Element Skateboards has also stepped up and offered to help.

"I guess the videos that had the biggest impact on me where the ones I grew up watching like Blind "Video Days", H-Street "Hocus Pocus" and Powell Peralta's "Public Domain". I can't count how many times I've watched each. Easily in the thousands, I wore the tapes out."

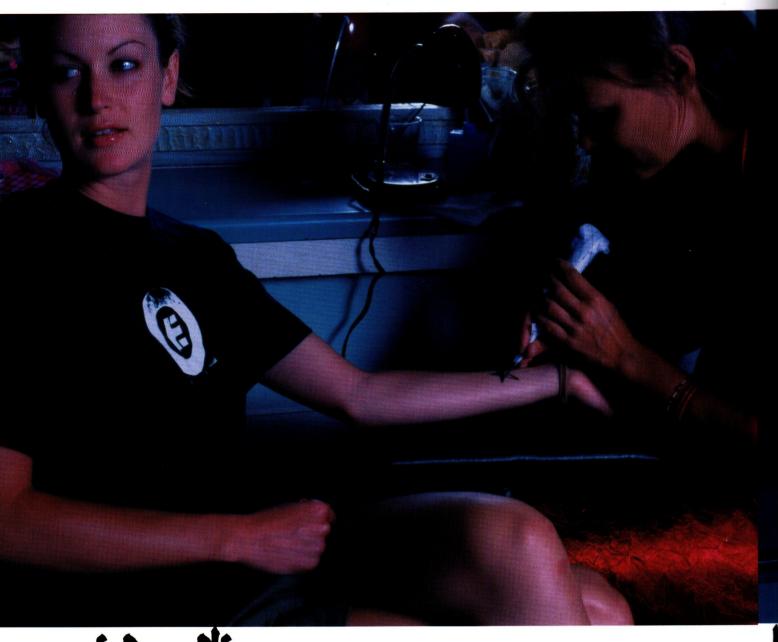


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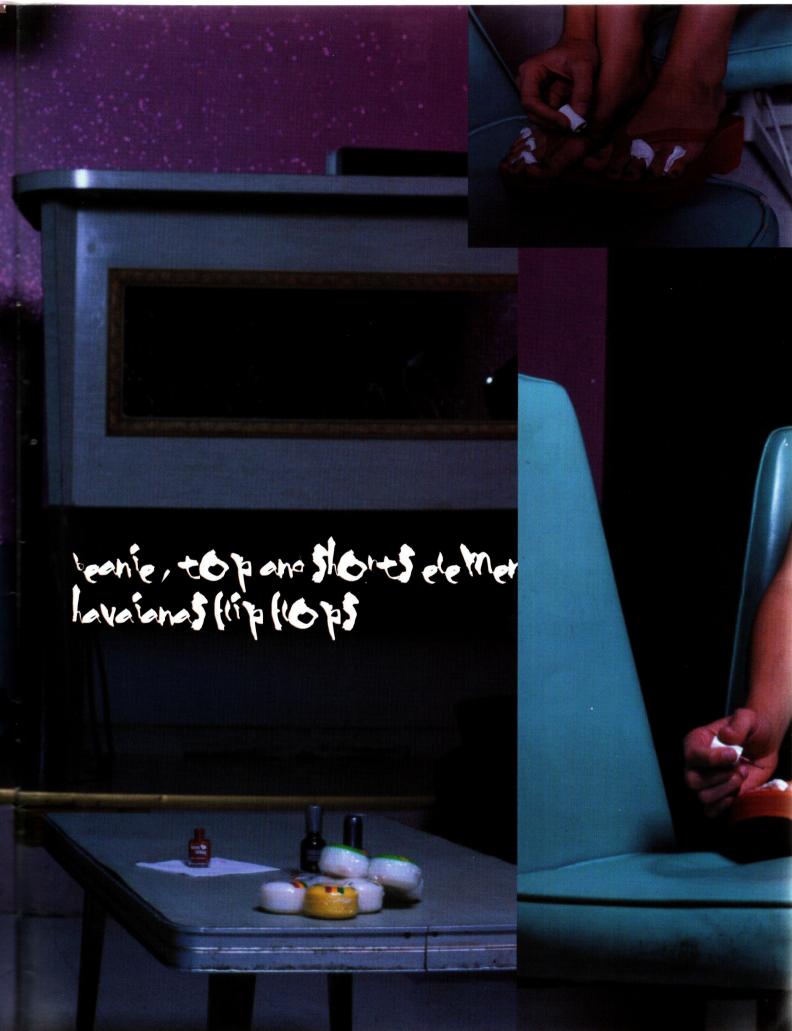


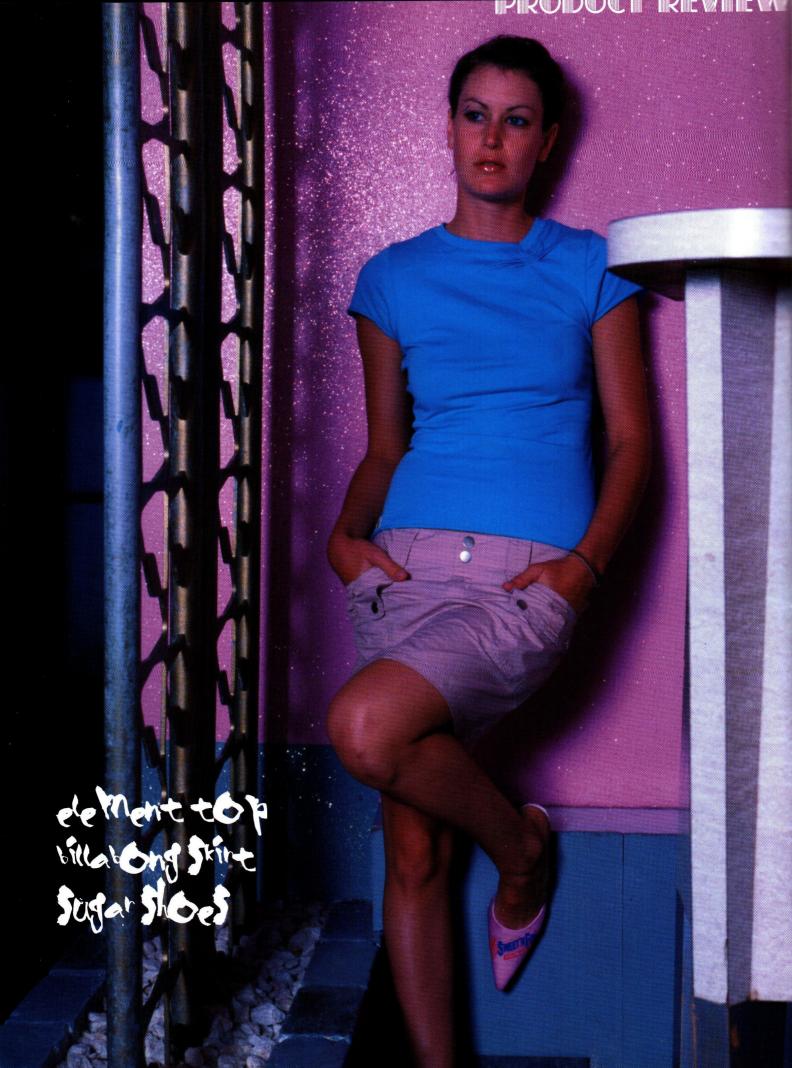
ivalanas Sandals, Sugar Sloes,

Vanessa etement
Vanessise
Stateloans

Vanessa Torres just got a pro board by Element Skateboards, she is one of the few ladies that have a model out.









Photos and Magazine from personal files Interview: Liza Araujo

> up in Huntington Beach so I used to skate the high school a lot. Back then, during the 90's Huntington

"I grew

Beach High School was a popular place to skate. People would come from all over to skate there. I would just skate with whoever was around."

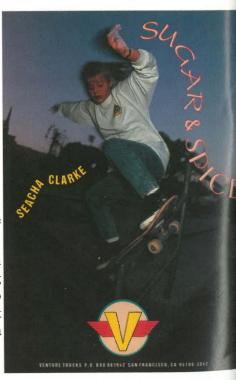


photo: Luciana Ellington

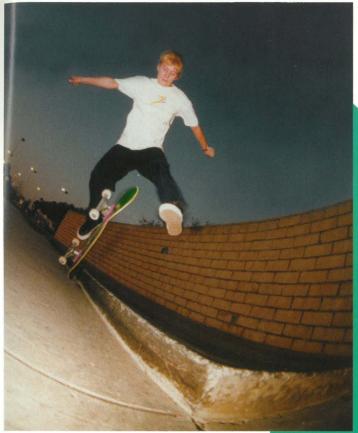


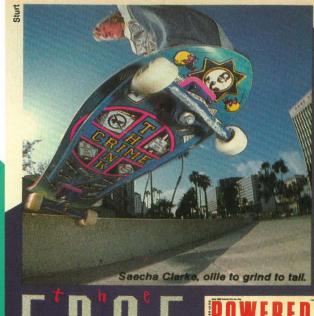
Where was that rail that you boardslid in the old issue of "TWS"?

***It was at a school in San Diego. There was a contest going on that day and we went over to a nearby school to go check it out and everyone was skating a small rail inside the school.



Venture Ad, boardslide





E'D'G'E

PowerEdge Magazine: 1989, ollie to grind



360 kickflip

How did you get sponsored by World Industries?

***I was at a contest in Long Beach and my friend Christy and Jason who rode for Steve Rocco were telling me I should ride for World and that Steve wanted me on the team. I was riding for a real small Christian board company at the time. It was really cool because I would get free boards from them and I didn't really want to just leave them for something bigger and better, but I couldn't pass up good free boards and gear.

Who's Christy?

***Christy was a girl I used to skate with. She rode for World Industries during the 90's also. She got heavily into her studies and quit skating, but she was one of the first girls I had ever seen break it off on a skateboard. Back then, there were girls that freestyled and skated vert, but there weren't too many girls who skated street. I only knew two girls that skated street, Christy and Anita Tessensohn. I think Anita was pretty much the first girl street skateboarder. Anita rode for Powell Peralta.

What do you think about the girls getting paid nowadays?

*** Its great, but the big contest's should have more prize money in the purse for the ladies.

MD (Kanights) BELOW: Saecha Clark, 18, I Ippolitto, 14, Forked River, NJ (Ryan) OFF Fountain Valley, CA (Ortiz) • Lea Hallorar Roach, 15, Laguna Beach, CA (Dolinsky) (Dolinsky) • Jerry Fowler, 17, El Toro, CA



1992, Ollie

Saacha Tlanke

Saecha Contraction







Who were your other sponsors?

***I also rode for Venture Trucks and Vans.

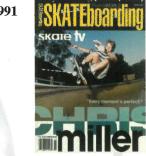
Who were your team mates?

***That was a pretty long time ago, let's see...Initially I think the World team was Ron Chatman, Jeremy Klein, Steve Roberts, Daewon Song, Jovantae Turner, Chris Branagh and Daniel Castillo. I think that was the most of the team back then.

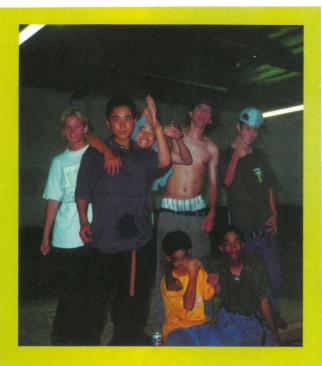
Where they respectful to you being the only girl on the team?

***They were all cool. Ron was the only one who used to mess with me a bit, jacking with me and what not. At first, I used to get kinda bummed. Then he told me once, that he was just having fun, and that fun is for fun and I shouldn't take it so seriously. And he gave me some real nice compliments on my skating and that meant a lot to me because I respected him a lot. So after that I could handle all of his antics.

TWS - 1991







bread and butter

"Bread n Butter" AD, 1992

Did the boys push you to learn burly tricks?

***Yeah, I think anytime you are skating with people that are amazing and talented it always pushes you and inspires you to grow. That goes for anything you do, it's natural progression inspired by passion.

Were you the first girl to do a 360 flip?

***I was also the first girl to do a hand rail. I think I was around sixteen at the time. I first started doing contest handrails then eventually I learned how to do it on a real handrail. It was definitely an accomplishment for me.

Were the boys supportive or were on your own?

***For the most part, everyone was real nice and supportive. There was one time this kid was kind of lame. When I was skating at Huntington High one night this kid rolled up next to me and he had his board marked up with a paint pen that read "girls should be on beds, not boards". It pissed me off, but I just laughed at him and didn't really let it get to me too much.

Did you go to a lot events and demos? How was that?

***Yea. back then C.A.S.L. (California Amateur Skateboarding League) was big. I tried to make it out to all of those contests and whatever other demos and contests were going on. I think overall, there was not as much money in skateboarding at that time, so there was not a lot of contests or demos, at least nothing like what goes on today. There weren't even a lot of skate parks. Now, there's skate parks all over the place. But, the flip side of that is that skateboarding was not as big of a bust and you could skate a lot of spots without getting into any serious trouble.

How did you hurt your knee?

***I tore my interior crucial ligament and my meniscus cartilage in my left knee doing a boardslide

down a rail. I ended up having orthoscopic surgery on it and rehabilitated it. It was good for a long while after that. Eventually, I retore it several times and just kept having problems with it.

Did it really turn you down to skating again?

***No, I love skateboarding, for me it just got to be more painful and it really sucked because I couldn't progress. I had this constant fear I would hurt my knee again. It got to the point where everything I did was a big "what if" in my head and my confidence wasn't there.

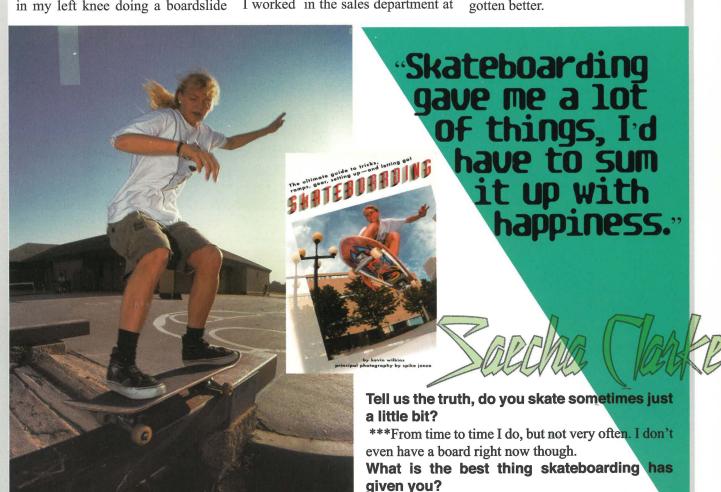
How and when did you start to work at Sole Technology?

***I started working there in 1997. I got a job at Sole Technology through some friends of mine who used to work with me at Marge's skate shop. I worked in the sales department at

Sole Tech while going to college. I ended up taking about a year's worth of fashion design classes and a design assistant position opened up in the apparel department and I was fortunate enough to get the job with no experience. So from there, I learned the tricks of the trade, and got promoted to design the Emerica clothing line. It's a really great job.

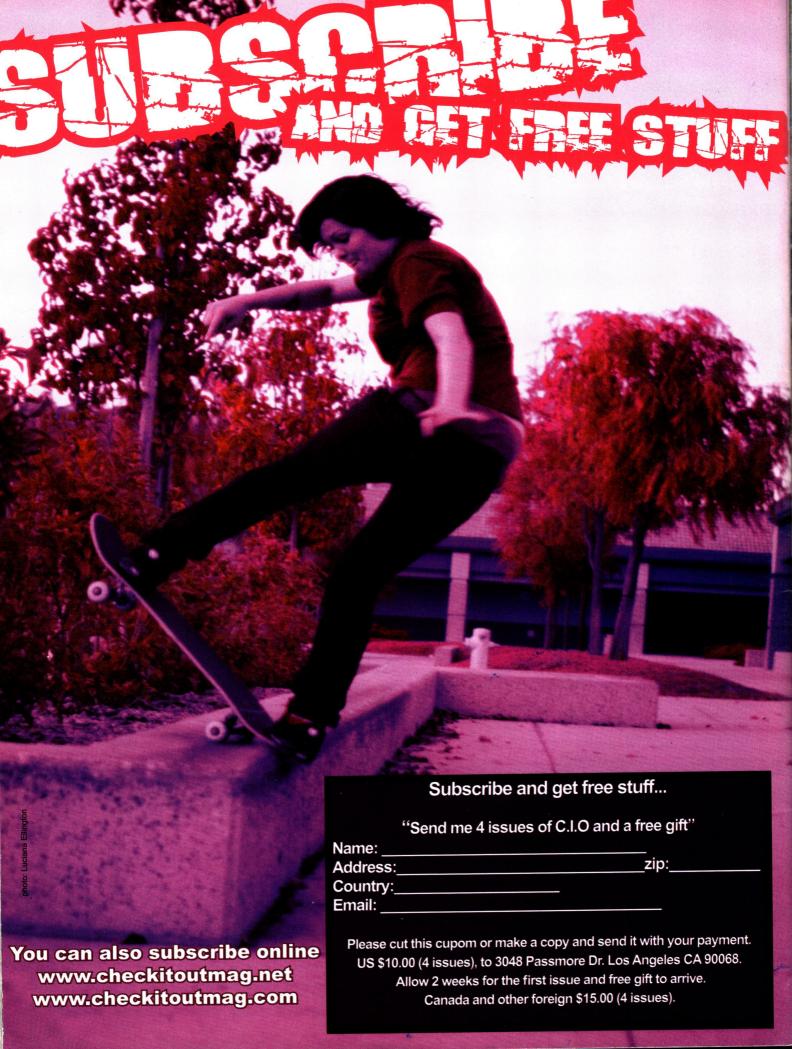
How do you perceive the evolution of skateboarding from the 90's 'til now?

***It's evolved a lot from when I used to skate, the tricks have gotten crazy. It amazes me what people can do nowadays. What's gotten worse is there are a lot more no skateboarding signs and skate stoppers out there. But there are a lot more girls involved with the sport and I think that's something that has gotten better.

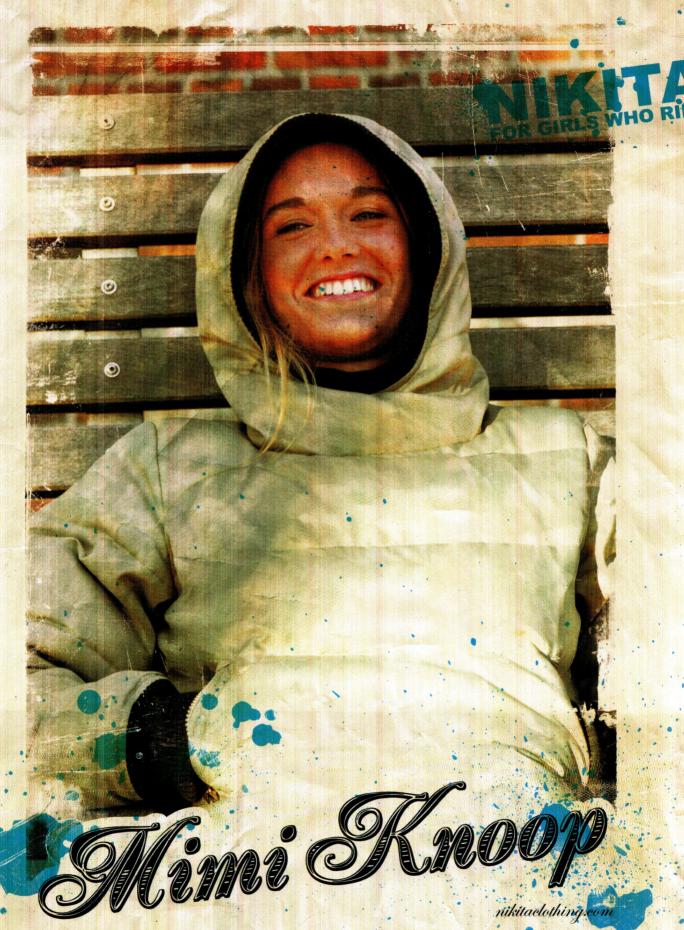


***Skateboarding gave me a lot of things, I'd

have to sum it up with happiness.







nikitaelothing.com