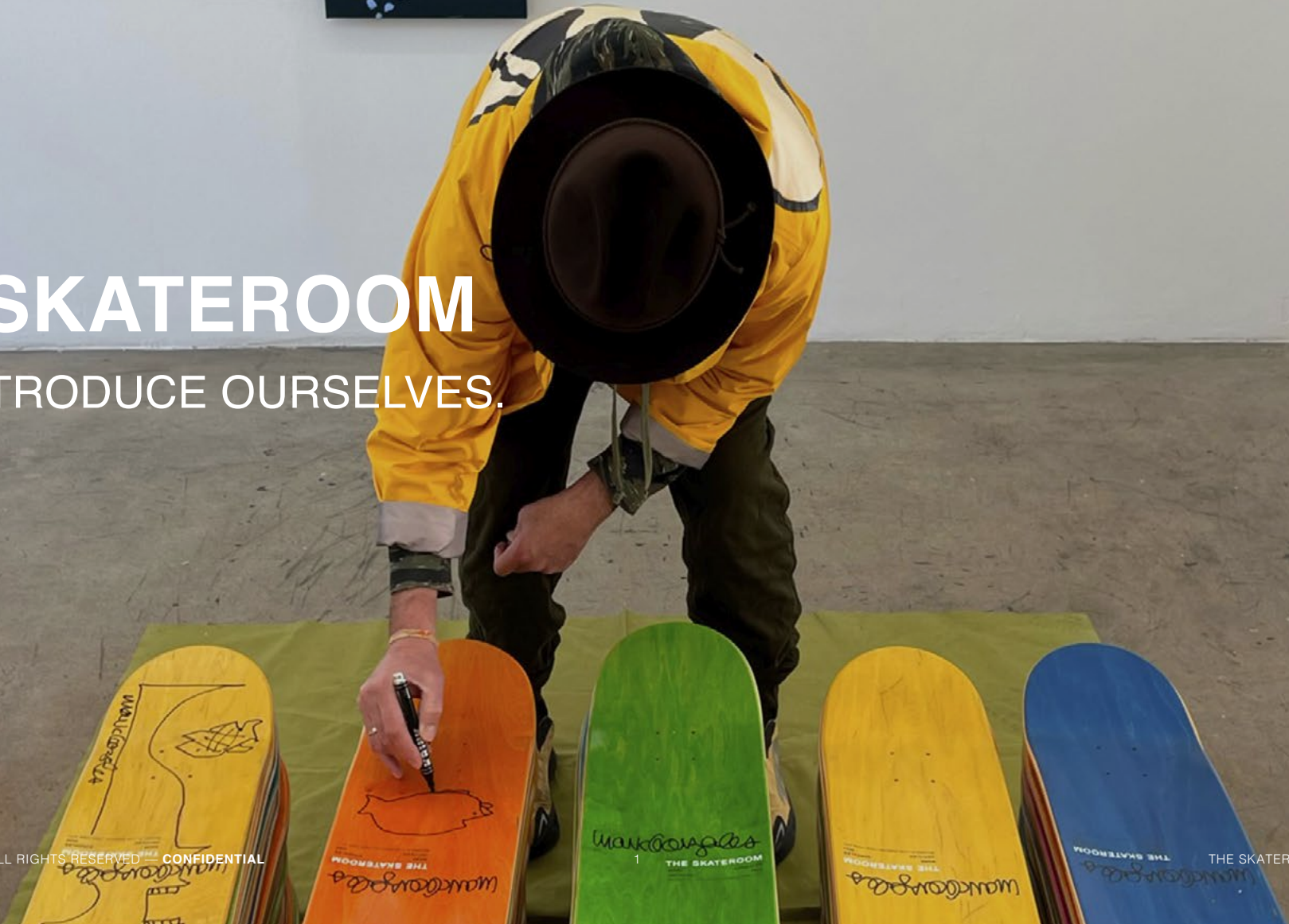


# SKATERO

## THE SKATEROOM

LET'S INTRODUCE OURSELVES.



# THE STORY SO FAR

## THE SKATEROOM AT A GLANCE

**2014**  
FOUNDED BY  
CHARLES-ANTOINE BODSON

**\$3M+**  
GENERATED TO SUPPORT  
ART FOUNDATIONS

**47**  
ARTISTS  
SOCIALLY ENGAGED

**\$1.5M+**  
IN DONATION TO HELP EMPOWER  
YOUTH AT RISK

**35**  
PROJECTS  
FUNDED AROUND THE WORLD

**200+**  
EDITIONS LAUNCHED  
W/ ARTISTS & FOUNDATIONS

# WE VALUE *ART.*

# WE VALUE *SKATE.*

# WE VALUE *SOCIAL CHANGE.*

- By working closely with the world's most influential artists, we fund **international skate and education non-profits & projects.**
- We exist to facilitate, empower and inspire social change and commit to giving **10% of all our revenue minimum** to social partners.
- We respect environment and social values: **People & planet comes before profits.**
- Since 2014, we have generated over \$1,500,000 in **unrestricted funding.**
- As a certified B Corp, we make commitments to our partners, buyers and the planet. Together, we work towards a **brighter future for consumerism.**
- We aim to fund **500 skate schools** before the **2028 Los Angeles Olympics.**

We are THE SKATEROOM, and **we love what we do and why we do it.**

# THE ARTISTS

JEFF KOONS, JEAN-MICHEL BASQUIAT, ALBERT OEHLEN, PAUL MCCARTHY, RAYMOND PETTIBON, AI WEIWEI, JENNY HOLZER, TOBIAS SPICHTIG, COCO CAPITÁN, CHÉRI SAMBA, ROGER BALLEEN, ROBIN RHODE, JAMES ROSENQUIST, WALEAD BESHTY, NOBUYOSHI ARAKI, ANDY WARHOL, CLEON PETERSON, JUDY CHICAGO, YOSHITOMO NARA, NINA CHANEL ABNEY, KENNY SCHARF, GABRIEL OROZCO, LOUISE BOURGEOIS, SCARLETT ROUGE, JR, ANASTASIA BAY, MICHÈLE LAMY, KEITH HARING, GRAYSON PERRY, ANDRÉ SARAIVA ...**and many more, and even more to come!**

# SOCIAL PARTNERS



- **SUPPORTED**  
(click on it for details)
- **WORKING HARD TO MAKE IT HAPPEN**

- Skateistan
- Concrete Jungle Foundation
- Free Movement Skateboarding
- Pushing Boarders
- The Rural Changemakers
- Wonders Around the World

- 7 Hills
- Centre Fiers & Forts
- The International Center for Missing and Exploited Children
- Bangladesh Street Kids Aid
- Coletivo Skate Maré

- We Skate Mongu
- Make Life Skate Life
- Escola Vidigal
- Change The Ref
- Five Acres
- Through The Flower ...among others!

# MUSEUMS, STORES, RETAILERS

## LOGOS SPEAK LOUDER THAN WORDS, A SHORT LIST

**MoMA**  
Design Store

1<sup>st</sup>  
ItDIBS

**yuzm**  
yuz museum 余德耀美术馆

**HYPEBEAST**

FONDATION BEYELER

**Brownie**

ARTSPACE

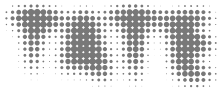
**LUMAS**

**MOCA**

MR PORTER

**bombinate.**

**LACMA**



LOUVRE

**P** Pérez  
Art  
Museum  
Miami  
**M**

MCA  
CHIC  
AGO



VOORLINDEN

artnet

*Neiman Marcus*

**YOOX**

NORDSTROM

SELFRIDGES & CO

**THE  
MET**

**SERPENTINE**

GUGGENHEIM

**LOUVRE ABU DHABI**

متاحف قطر  
**QATAR MUSEUMS**

**SF MO  
MA**

**THE BROAD**

WHAT WE DO

# OUR EDITIONS

## A FEW ONES



THE SKATEROOM



# THE SKATEROOM'S STUDIO

## THE TRADE & THE TOOLS OF THE TRADE

The Studio's purpose is to stay in a permanent research and development state of mind, to guarantee a superior quality, the originality of the editions, to increase the possibilities and a faster and better reactivity for and with the artists.

The Studio has developed and acquired a whole series of machines and tools in order to meet the ambitions of the Artists with whom we create.

### UV printed Digital heat-transfer film

This is our main way to create an accurate and high quality reproduction of a skateboard artwork.

Whether it's a photograph, an illustration, a painting, we are able to reproduce any image. The resulting editions can be signed or even customized by the artist themselves.

### Silkscreen printed heat-transfer film

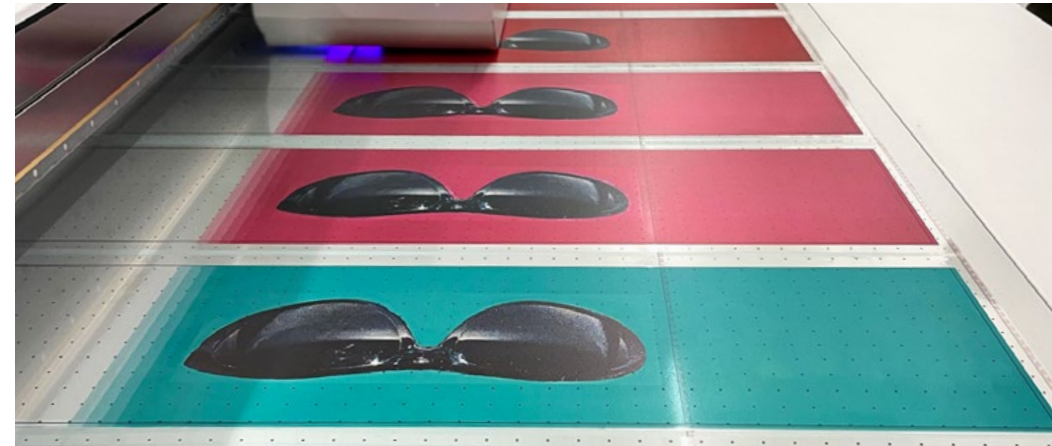
This is a more exclusive process, reserved for limited editions and handmade in our Studio. All pieces are similar, but unique at the same time due to the inherent flaws of the technique.

The resulting editions can be signed or even customized by the artist themselves. We also developed a mobile silkscreen machine, able to produce unique decks on the site of a specific event.

### Custom material made editions

Marble, copper, aluminum, concrete, epoxy, plywood...  
We can virtually make a skateboard out of any material.

And we did it already several times.





## WHY SKATEBOARDING? THIS IS A MOVEMENT

Is it a counter culture? Is it an artform? Is it an Olympic sport? Skateboarding has a pretty complicated public image in the West. People often can't see what skateboarding and social change have in common.

The fact is that skateboarding has impacted the lives of countless people —boys and girls of all ages, from every walk of life. It is, at its most fundamental, an exercise in resilience. You fall, you get back up. You learn. No matter where skateboarding pops up in the world, that remains the same.

Thanks to the social skate movement spearheaded by organizations like SKATEISTAN over the past decade, we're finally able to quantify the immense positive impact skateboarding has on mental and physical health.

More projects join the social skate movement every year, we are here to answer their calls for support.

***"Everybody falls off a skateboard  
the same way."***

Oliver Percovich, founder of SKATEISTAN



# WHY SKATEBOARDING? THIS IS A MOVEMENT

## GENDER EQUALITY

We've seen a steady increase in the amount of girls taking up skateboarding thanks to the projects we support. Across these projects, there is an average of 40% female participation.



## INCLUSION & SOCIAL INTERACTION

Skateboarding, though an individual activity, is a collective driven sport. Across the board, our projects report an increase in diversity of participation and social integration when skateboarding is introduced to a community.



## LOCAL EMPLOYMENT

When selecting our partner projects, we look for initiatives which empower locals. Whether it's through employing ex-participants as staff, or guiding current participants into careers of their own, this is a crucial part of the social skate movement.



## COMMUNITY EMPOWERMENT

By introducing regular skateboarding sessions, education programs or by building skateparks, our projects report consistent positive feedback from the communities they work in, as well as individual benefits to the members of that community.

## LIFE SKILLS

Skateboarding is at its core about resilience. Everybody falls off a skateboard the same way, and by getting back up and trying again skaters learn how to adapt and resolve complex problems. This can be brought into other aspects of life, like relationships and careers.

## PHYSICAL & MENTAL HEALTH

Not only is skateboarding great physical exercise, it also trains your brain. The inherent need to problem solve in skateboarding, adapt to new environments and learn new tricks, means that mindful attentiveness is key to becoming a great skater.

# PAUL MCCARTHY (USA)



1

3D render of Skateistan’s anticipated project in **Johannesburg, South Africa**



2

First collaboration between THE SKATEROOM and Paul MCCARTHY with the ‘**PROPO**’ series on skateboards



3

Launch at **MoMA** in NYC together with **Paul MCCARTHY**



4

This collaboration raised the funds to cover the entire construction of **Skateistan’s first skate school in Johannesburg**



5

Inauguration of Skateistan’s first skate school in Johannesburg with **Tony Hawk**



6

Achievement

# RAYMOND PETTIBON (USA)



1

3D render of Skateistan's anticipated project in **Bamyan, Afghanistan**



2

Collaboration between THE SKATEROOM and Raymond Pettibon with ***You have a clear...*** and ***The Bright Flatness*** limited edition releases



3

Launch at **MoMA** in NYC together with **Raymond PETTIBON**



4

Through this collaboration with Raymond PETTIBON, we aimed to donate **\$50,000** to fund the construction of **Skateistan's Skate School in Bamyan**.



5

Opening of **Skateistan's Skate School in Bamyan**.



6

Sadly, since the Taliban's return, the school was closed. But Skateistan activities shifted from edu-skate programs to **humanitarian ones**.

# GRAYSON PERRY

(United Kingdom)



1

3D render of Skateistan’s anticipated project in **Phnom Penh**



2

First collaboration between THE SKATEROOM and Grayson Perry with the **Kate Board** limited edition release



3

Through this collaboration with Grayson Perry, we donated **20%** of the sales turnover to support Skateistan ‘**Skate & Create**’ Program



4

This collaboration raised **\$34,000** to cover the entire construction of **Skateistan’s first skate school** in Cambodia



5

Inauguration of **Skateistan’s** skate school in Phnom Penh with the kids



6

Achievement

**Thank you!**

**THE SKATEROOM**

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