

Snowbombing

Well, the mountains were alive with the sound of music at Snowbombing '08.



Austria's popular party resort Mayrhofen hosted the snowy Snowbombing shenanigans, which took place between March 31st and 6th April 2008, and once again presented the season's most highly anticipated week-long party. Thousands of British snowsports & music enthusiasts flocked to the

snowy heights for a fiesta that stretched across mountains, streets and nightclubs for a whole week of flurry and fun.

Trendy art-rockers The Whip set the precedence by playing a sensational snowy set taking the stage by storm and whipping the crowd into a frenzy. This Mancunian band was a hot favourite at the festival and is set to explode at the festivals this summer. Other bands that rocked were The Pigeon Detectives, Dirty Pretty Things and also Calvin Harris who played at the uber cool 'Ibiza Rocks' night, now an established band-led extravaganza in the sunny cimes of Ibiza.

Another highlight of the hedonistic week of Snowboarding by day, and partying by night was seeing a household treasure in a forest clearing deep in the mountains. The princes of ska Madness, invited us to take 'One Step Beyond' and welcomed us to their "House of Fun".

The party-on the- plateau, The Arctic Disco last year became legendary overnight. This year, Snowbombing returned with an even more impressive programme - The Igloo Village. This unique venue comprised a bar and accommodation complex built entirely from snow and was situated on a plateau 2000 metres above sea level.

By day (from 4:30pm) the main igloo offered a laid-back lounge vibe replete with smooth musical grooves and a wide-ranging selection of delicious cocktails and BBQ snacks.

By night the mountains came alive with a different sound of music as the main igloo was transformed into the arctic disco and top DJ's such as Krafty Kuts and Filthy Dukes created an electric and unparalleled atmosphere.

This year, Snowbombing launched the King of The Mountain competition presenting a thermometer bursting challenge for unsigned artists. A high altitude 'Battle of the Bands' situated on the spectacular Mayrhofen mountain top stage, 5000 feet above sea level, King of the Mountain was a rare and unrivalled gigging experience, giving up and coming bands the chance to play at such a unique event.

Gareth Cooper, Director of Outgoing and organiser of Snowbombing says 'Snowbombing this year rose to dizzy heights. I never thought that I'd see Madness play at my festival which started off with 300 people 9 years ago. It's such a unique festival, with so much to see and do, with so many alternative venues, that I now can't wait for next years surprises.'

Snowbombing 2009 dates to be announced shortly. For further news or information go to www.snowbombing.com <<http://www.snowbombing.com>> .