

MAYRHOFEN, AUSTRIA 5.4.10-10.4.10

SNOWBOMBING
2010

Generally with festivals you can expect lots of music, tons of booze, plenty of happy faces and a smelly field full of cans and broken cutlery. Snowbombing has all of that, bar the latter. Arriving in Mayrhofen you'll notice you're actually in a relatively small village, one that not only has a shop that stocks a signed portrait of Arnold Schwarzenegger, but is also a pretty darn nice place.

Whether it's Crookers opening their set with The Chemical Brothers' new stonker 'Escape Velocity' or 2ManyDJs wowing the unsuspecting with their cheeky blends of pop and techno, Snowbombing is perfect for anyone who enjoys all things loud. Even when you hit the sun kissed slopes there's all sorts of big tunes being played, including, bizarrely, aerobic beats and a work out courtesy of cult coach Mr Motivator. It's all good fun and there isn't a sad face around; the Snowbombing punters are here to enjoy themselves and not even a broken bone seems to stop them.

Even though the line-up is varied and could please the majority of music lovers you will find that most people are here for the snow and not the music. Only the big tunes tend to get the reactions and there is a strong presence of British lads on tour dressed as either dated superheroes, giant cocks or both. Such buffoons don't detract from Snowbombing's allure, however; where else can you go up a mountain and watch Fatboy Slim tear out in a tiny igloo? What other festivals encourage you to try out a new hobby, whether it's skiing, boarding or building snowmen? There isn't really anything like Snowbombing, and that makes up for the lack of enthusiasm towards the smaller names. There are plenty of other places to see your favourite underground nose-flute DJ after all.

The beauty of Snowbombing is that it's a small community. You'll wake up after a heavy night and wander up the main street where you'll bump into the people you met the night before. Then you'll walk further up the street to see the headline acts having a bite to eat together whilst chilling with a beer. Now add the fact that you can enjoy a spot of snow sports up the mountain to cure your fragile self and you've got yourself a brilliant week away. Just watch out for the penises dressed as Bananaman.

George Butler

