



## Artists Quotes from 2011

### **FATBOY SLIM**

Treating Volvo Snowbombing just as a show doesn't do it justice. Other snowboarding festivals don't have the same 'everyone get involved atmosphere.' It's a kind of 'all in', 24-hours-a-day party.

Snowbombing has quite a specific crowd... A bunch of bespoke nutters from all over Europe who like partying but then they get up and go snowboarding in the day. They're a rare breed and they only congregate once a year!

### **EXAMPLE**

Snowbombing is full of lots of crazy cats rolling around having the best time of their life...

The fans are amazing and the fact that the venues are amazing all just makes for a brilliant vibe...

It's like bringing a rave from fabric into the scenery from the Sound of Music...

It's a combination of altitude, henus bass, falling out of bars and trying to carry your skis...

All the names on the line up are the biggest names in dance at the moment...

### **MR MOTIVATOR**

You can expect everything from Snowbombing... Just let your imagination run as far as you can... Think about all those good times in your life, either when you're playing... when you're partying or when you're having some fun doing some kind of crazy fitness with me.

### **PROFESSOR GREEN**

The vibe is so cool, quite boisterous and there's a lot of energy with people just having fun.

### **BENGA**

When it comes to Snowbombing I just feel that there is such a connection between all the artists and people just want to come out and rave.

### **MS DYNAMITE**

It's an amazing vibe and I love to experience new things, I'm definitely excited to be here and to feel the energy of the crowd.

### **ARTWORK & BENGA**

Respect! Lots of bass, lots of energy and liveness. I really want to crowdsurf!



**PENDULUM**

Snowbombing is like a cold Ibiza.

**MARK RONSON**

It's such a beautiful environment and it's so nice when you get to DJ outdoors at these kinds of things, it's great.

**DJ YASMIN**

It feels like a big school trip with everyone that makes UK music, but without a teacher!

**EDDIE THE EAGLE**

It's been fantastic, four days of great skiing, great music; just a great party atmosphere 24 hours a day!

**A SKILLZ**

The crowd is just insane... I could not actually believe what was happening, it was a complete buzz.

Snowbombing is a unique experience. It's got way bigger but without losing that kind of special aspect of seeing really quality acts in sometimes quite intimate venues.

**MISTAJAM**

Snowbombing can be summed up in one word 'Aaaaaagh'

The crowd here are really up for a party

**PAUL WOOLFORD**

It is an interesting adventure; I wish I was here longer!

**CARL CRAIG**

The energy of the people was really good.

**EWAN PEARSON**

The air is clear, the location is beautiful, I always end up going walking in the mountains and there are a lot of nice people playing great music.

**JAMIE WOON**

I probably had a bit too much fun to be honest. I'm only just recovering. But if Snowbombing asks me back, I'll definitely come!



## **JACKMASTER**

If I had to sum up my first Snowbombing in one word, it would be "madness."

## **SUBFOCUS**

I really like the atmosphere here.

## **SBTRKT**

The highlight for me was getting to DJ in an igloo via the invitation of James Zabiela on top of a mountain...

With about 300 igloo partygoers jumping up and down was a weird start, and it was a surreal experience trying to balance my DJ kit on a block of ice...

I probably won't play a more interesting location in a while, and the crowd were in the mood to party, which is what counts most.

## **KRAFTY KUTS**

It's been a fantastic week, literally every DJ, artist, press and everyone that you can possibly imagine, all congregated in one small area, with some amazing food and some amazing music... and lots of drinking! It's Brilliant.

## **DEMI AND OMID FROM SOS**

Great turn out. The sound was absolutely first class which helped make the night pure chaos; mental crowd full of energy which we feed off and totally up for it which makes our job a lot more enjoyable than it already is.