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National College of Art & Design

Faculty of design, Department of industrial Design

Skate boarding

(From the Side walk to the Catwalk.)

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## Introduction

(The skateboards of London rust forlorn and forgotten in their appropriate dustbins.)  
Ark, the Royal College of Art magazine, 1967.

This statement was probably the correct thing to write about what was considered at the time to be little more than a silly fad created by two frustrated surfers thousands of miles away in California. Thirty years later, however the writer of this comment has been made to eat his or her words, so to speak. Skate boarding has changed a lot since its birth in the 60s to become the 6<sup>th</sup> largest participant sport in America today (Daly, 1995, Pg. 210). Over the last three decades the sport has grown to a point where it is now a major part of urban youth culture across the globe, affecting the way that people dress and behave. As stated the word fad has often been used to describe the growing interest in skating, a fad being a short-lived practice or interest, usually pursued with exaggerated zeal. With the sport affecting everything from the fashion and music industries to the way in which companies market their products, it is fair to say that using the word fad to describe this sport is some what less than correct.

This thesis will concentrate on certain aspects of the sport and the surrounding sub cultures that either affected the sport or that were created from its growth. The roots of the sport and how it evolved into the cultural giant it is today will be described. The birth of skate fashion, how certain movements in the music and fashion industry

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affected and in turn were affected by the sport's growth. The thesis will offer explanations as to why the image grew in popularity. ( In relation to the Irish scene, how the sport has survived in this country). The problems that a sport and an image like this faces in a country like Ireland, comparing them to the problems faced by skaters in America. The thesis will also discuss how mass media have followed the rise of the image and how the image has been used by the media to appeal to a generation. Finally, the thesis will discuss how the recent interest in the sport form many different forms of the media has affected it in both good and bad ways.



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## CHAPTER 1.

### ORIGIN OF A SPECIES

Skate boarding began in America in the 1950s when according to some stories two young California surfers, frustrated by the poor surf, nailed their roller skates to planks of wood in an attempt to . surf the side walk. . At that time in America, surfing which was introduced into the country from Hawaii was already beginning to achieve a kind of cult following with young people, and by the 60s with the help of songs by the beach boys and Jan and dean it became an international fad(Thorne,1993,Pg.248).

This meant that although skateboarding was practised by some surfers and young kids it was only seen as a way for them to develop their skills as surfers, or simply a way for kids to imitate the older teens in the water. As the subculture of surfing spread across both America and the globe all other aspects of the culture followed, the language, the music, the look and of course skateboarding. Due to the fact that surfing appealed to young men in their teens and early twenties most of the people who began to skate were of the same age. When surfing made it to the Devon coast, England in 1966 the sport of skateboarding became a brief fad among .Mods. or people living in urban areas who could not get to the sea to surf(Thorne,1993,Pg.249). Skateboarding had its roots in the water but was finding a real home for itself on land in the cities.

Introduction

When we think of the 1900s, we think of a time when the world was changing rapidly. The Industrial Revolution was in full swing, and the world was becoming more and more interconnected. It was a time of great discovery and progress, but it was also a time of great hardship and suffering. The world was a very different place than it is today, and it was a place that was full of challenges and opportunities.

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The world was a very different place than it is today, and it was a place that was full of challenges and opportunities.

One of the reasons why skateboarding did not take off in quite the same way as surfing was the crudeness of the equipment, most skateboards were nothing more than small planks of wood, with roller skate axles and wheels ranging from rubber to clay. Companies like .Sims. in America were producing boards that had not really changed from the homemade versions. However, the introduction of newer materials such as plastic and especially in 1973 with the development of the urethane wheel, meant that skateboards had become lighter, quicker and more manoeuvrable. Greater manoeuvrability meant that skateboarders could experiment with the board and their surroundings to create more complex tricks, creating a style which was more individual, removing the blanket of surfing which once enveloped it.

Probably the most important and innovative trick to come from this experimenting came from a skater called Alan . Ollie. Gelfand. He created a move where a skater could jump on to a curb. Jumping with the board meant that a skater could create all manner of tricks and manoeuvres, in fact nearly every trick now practised by skaters owes its origins to this one move. Skating now had a home and a style and although still associated with surfing was now on a par with other cultural institutions such as roller-skating and b.m.x. biking. On its second time around, the sport had finally marked a spot on both the sporting and cultural maps.

Interest in the sport grew, in places like Venice beach and Santa Monica skaters were making use of the banked walled playgrounds of the schools in north Santa Monica. This fast terrain made the skating very fast and aggressive. In the late 70's

Faint, illegible text, possibly bleed-through from the reverse side of the page. The text appears to be a multi-paragraph document, but the characters are too light to transcribe accurately.

in I.a. There was a serious water shortage which meant that people living in the I.a. and Beverly Hills area could not fill their swimming pools. Skaters like Stacy Peralta who later founded one of the most influential skate companies in the history of the sport, Powell Peralta in 1978, saw the vast collection of empty pools and with out realising it started the vertical skate scene. Vertical skating over the years has been a barometer of popularity for the sport in general. From its beginnings this area of skating has been linked to its street cousin but has attracted more attention from the media. On the sports second bout of popularity, vert skating had a major affect on the design of early skate parks in America. As vert originated in swimming pools, many of the larger ramps and runs looked like oversized pools or dried up concrete riverbeds.

However the new style brought with it new problems, skating on the street was causing many kids and professionals to injure themselves. Many of the skateparks that were built to accommodate the sport were now being closed down. Skateboarding was labelled dangerous, antisocial, but most importantly, uninsurable. But this attempt to kill the fad was all for nothing, as any self-respecting teenager knows if a grown up tells you to do one thing you do the other so as the fad died the subculture blossomed. Skating was no longer attached to the surf scene it now had a large cult following all of its own. Shutting down skateparks did little to discourage skating as it originated on the street anyway and denouncing it as antisocial only made kids more interested in its now rebellious image. In relation to the vert scene, the closing of many of the parks did hurt this part of the scene but this

The first section of the document is a general introduction to the project. It outlines the scope of the work and the objectives that the team is aiming to achieve. The document then proceeds to a detailed description of the methodology used in the study. This includes a discussion of the data sources, the sampling methods, and the statistical techniques employed to analyze the data. The results of the study are presented in a series of tables and graphs, which provide a clear and concise summary of the findings. The final section of the document is a conclusion, which discusses the implications of the research and offers some suggestions for further work.

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slump was short lived. Closing parks meant that vert skaters had to build their own ramps to keep skating and this led to the modern plywood ramp of today. The cult of skateboarding was helped further by the introduction of magazines like Thrasher in 1979 that quickly became the skater's bible in the 80's. Companies like Powell and Santa Cruz, another skate company from the west coast of America began to produce videos of their teams skating. This meant that wherever the videos or the magazines went, skateboarding would follow and so on.

the old surf image of shiny fluorescent beach clothing was now replaced by the inner city look of the b-boy era, baggy pants and over sized t-shirts. Skaters wore the large clothing as it offered them greater movement when skating and better protection against the hard city floor but it also allowed other people to recognise them for what they were. You can always know a skater when you see one. This look of baggy pants which is also linked to the hip hop and gangster rap scene in America added further to the sport's antisocial image. Over the next few years through the mid 80s and early 90s the sport would go through two more slumps in popularity. During the first slumps it was the vertical skateboarding that helped the sport keep itself in the public eye while the street skaters sorted out the problems within the sport. In the 90's it seemed as if street would save the day while vert sorted itself out. Vert still appeals to television more than street does with vertical skate competitions often televised on E.S.P.N in America and Eurosport in Europe. This makes vertical skating the sport's most visible form, playing an important part in



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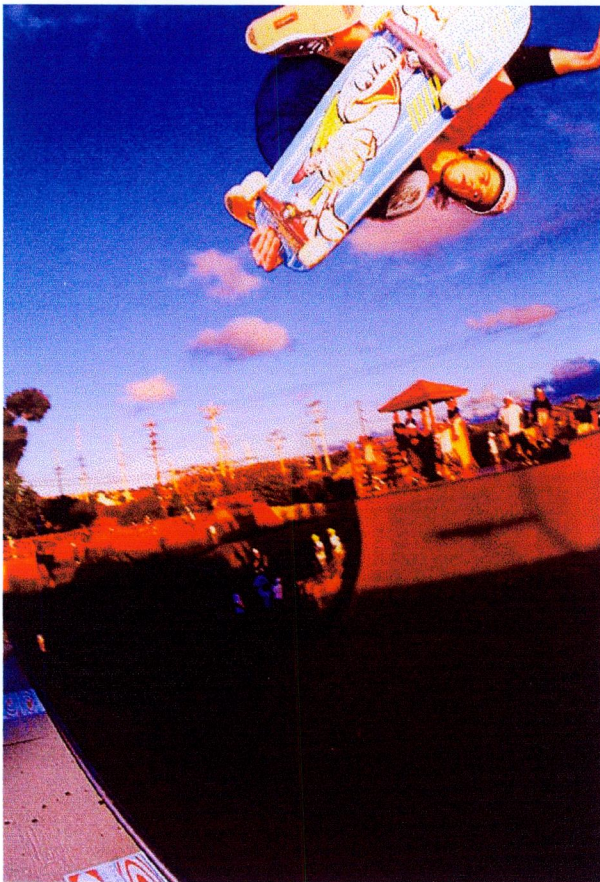
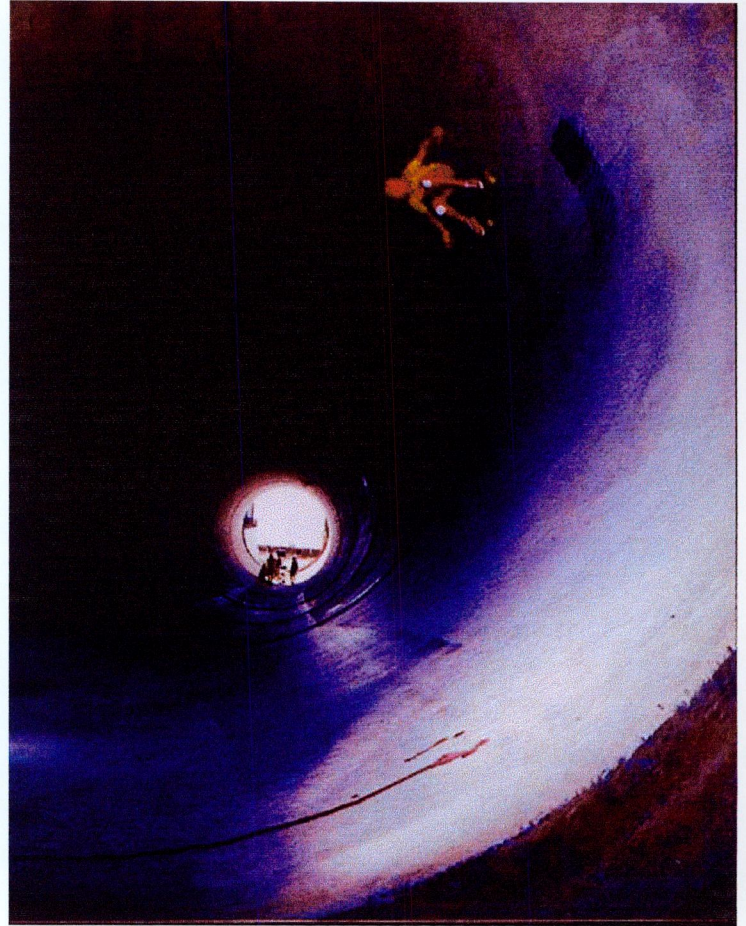
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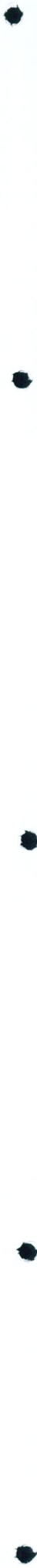
introducing the sport to the general public. At the moment there are about 9.3 million skaters in America alone.

...the report to the general public. At the same time, there are a few things  
...in America alone.

Stacy Peralta skating in southern California's Desert Pipes, 1978.  
(pict. Transworld Magazine, pg.116)



Tas Pappas Skating some where in America.  
A great example of how far the sport has come.  
( transworld mag., 12-98,pg.205)





Front cover from Thrasher Magazine October 1997. Thrasher Magazine has been the main follower of the sport since its beginnings in the 1980s.



# THE SHEPHERD

Most Ar Ever  
The Knight  
Cement  
Lisson

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## Chapter 2

### birth of a style

The next chapter will discuss the evolution of the skate look that has become so popular with young people in cities across the globe. As with most fashion trends, once the look leaves its point of origin the image begins to mutate. Each culture it comes into contact with will add certain parts of its own identity to the original look, this means that essentially any style that travels will adapt to wherever it ends up. With skate boarding, as it travelled it too adapted to the cultures it encountered. As with any new image, existing trends were often substituted for clothing labels that may not have been available at the time, with skate boarding this was a common problem as many skate labels rarely left America.

With this in mind the next chapter will discuss two things that had a major affect on the skate look in America in the early 1990s, The work-wear movement and the clothing company X-Large.

### Work wear

This was a movement which began in the west coast of America in the early 1990s, in which the fashion industry, especially those involved in the hip hop scene began to move away from designer labels which were a major part of 80s, fashion to the wearing of more blue collar work clothing. (Daly, 1995, p.257) in relation to the fashion world in general this was not just seen as a simple fashion statement, but this .proletarian chic .was actually a deliberate move away from materialistic values.



The first part of the report is a review of the work done in the last year. It covers the work done in the field, the work done in the laboratory, and the work done in the office. The second part of the report is a description of the work done in the field. This includes a description of the sites visited, the methods used, and the results obtained. The third part of the report is a description of the work done in the laboratory. This includes a description of the experiments conducted, the results obtained, and the conclusions drawn. The fourth part of the report is a description of the work done in the office. This includes a description of the reports prepared, the data analyzed, and the conclusions drawn.

The work done in the field was very successful. We visited several sites and collected a large amount of data. The work done in the laboratory was also very successful. We conducted several experiments and obtained very interesting results. The work done in the office was also very successful. We prepared several reports and analyzed a large amount of data.

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One of the first examples of work wear fashion was when the rap artists N.W.A., allegedly inspired by the Californian state prison systems uniform, started to appear wearing the large over stitched denim pants and jackets, which were a common feature of prison uniforms. To the band this was a way of showing their links to all the .brotha's locked down!. It was more of a political statement than a fashion one.

The look quickly spread across the hip-hop scene in general. Demand for work wear became huge with companies like Carhartt who were producing clothing for work now finding their products selling to the general public. People were buying items such as their .painters pants. and their blue canvas jackets because they were fashionable not practical. Other labels to benefit from the blue-collar movement were .timberland work boots. which soon became a standard part of the proto-gangstas uniform. The Ben Davis shirt company established in 1935 in San Francisco, who were known for producing shirts for delivery companies were now 60 years later, having to deal with an interest in their product from the general public.

With the growing popularity of rap music across the globe the work wear look soon made its way into main stream fashion. Labels such as Dickies (work jeans) and woolrich (nylon lined plaid shirts) could be bought in fashionable stores like the x-large store in l.a. which are number 2 on the things that affected skate fashion list. In relation to skateboarding this look affected the sport's own image for two reasons.



As stated, when work wear became a part of main stream fashion it affected how many people in cities dressed. It was a new image for urban dwellers to experiment with and as the home for skate boarding is in cities, it is only natural that skaters should adopt the style along with everyone else.

The x-large shop in L.A. which will be discussed next, from its beginnings has always had strong links with the skate scene. On a practical note the heavy baggy denim jeans made by companies like Dickies and Carhartt offered skaters adequate protection and movement while skating. This would mean that not only were they fashionable enough to wear on city streets but they were also extremely practical.

#### X-large

Another label to affect how both skaters and urban dwellers in general look is the x-large label established in l.a. In late 1991(Daly, 1995 , p.258) this company is a good example of how a sporting image has taken a leaf out of the book of good marketing, carefully advertising and styling a product to appeal to a young market. One of the first things produced by the company, which really caught the attention of the public, were the t-shirts, they made. The shirts were often decorated with 70s black culture icons, and when sold along side some of the other trend labels of the time such as Carhartt, Ben Davis, old skool pumas and Adidas trainers, the combination produced a highly- polished, well conceived and highly marketable skate punk/hip hop aesthetic that was soon to be adopted by the young urbanite (Daly, 1995,Pg.258).

...the first time I saw a man who was not white...

...the first time I saw a man who was not white...

...the first time I saw a man who was not white...

The shop and its clothing ranges were a huge success, and by 1993 the label had launched its next venture into the world of fashion by creating the x-girl collection with a shop devoted to the new label set up next door to the original shop. The label's collection was based around a clean sporty look of chinos, polo shirts and tennis shoes. It had its first showing in 1994 in New York and soon after became popular among youthful celebrities such as Lone Skye, Sofia Coppola and Janeane Garofalo. The success of the company would mean that not only could the image travel beyond the United States, opening stores as far away as Tokyo in 1994 but that smaller skate clothing labels such as the Fuct label from L.A. and skate companies like Vans, Airwalk, Girl and Plan B could travel with the company name. Many of these companies were hard to come by in the rest of the world due to their small size even though skaters new of their existence through magazines like .Thrasher..

Companies like x-large and the work wear scene came at a good time for the fashion industry. The early 1990's had suffered greatly from the fashion side of things with the Grunge music scene. Grunge originated in Seattle with bands like Nirvana and Sound Garden writing rather depressing songs accompanied by loud distorted guitar music. The fashion consisted of ripped jeans, flannel shirts and combat boots combined with long hair. This created a drop out loser chic fashionable with moody teenagers.(Daly,1995,p.99) . The grunge scene had done all the damage it could do to youth culture all over the world; it was time for something clean and stylish. X-large appealed to skaters for the same reason it appealed to every one else, because it was a good product. The combining of modern cultural movements like

1. The first step in the process is to identify the problem or goal.

2. Next, you need to gather information and resources.

3. Then, you should analyze the information and resources.

4. After that, you can develop a plan or strategy.

5. Finally, you should implement the plan and evaluate the results.

6. The last step is to review the process and make improvements.

7. This process is often iterative and may require multiple cycles.

8. It is important to document the process and the results.

9. The process should be flexible and adaptable to changing circumstances.

10. Finally, it is essential to communicate the results and the process.

11. This process is a key component of effective management.

12. It helps to ensure that the organization is moving in the right direction.

13. The process is also a valuable tool for problem-solving.

14. It provides a structured approach to addressing complex issues.

15. The process is a fundamental part of many business operations.

16. It is a critical skill for anyone in a leadership role.

17. The process is also a key element of organizational success.

18. It helps to create a clear path forward for the organization.

19. The process is a powerful tool for achieving long-term goals.

20. It is a process that can be applied to a wide range of situations.

21. The process is a key part of the strategic planning process.

22. It is a process that can be used to improve performance.

23. The process is a valuable tool for managing change.

24. It is a process that can help to build a strong organizational culture.

25. The process is a key part of the overall management framework.

skateboarding and elements of the music scene, hip hop and skate punk with past cultural images of the 70s produced a sleek and innovative style that was accessible to the general public. Fashion always revives the past to help it create something new but, like anything it only works if it is done well. The greatest achievement of this image was that it allowed people to forget the horror that was grunge.



...of the ...  
...the ...  
...the ...  
...the ...



X-Large Web Site Home page.  
This site allows you to see the latest stock as well as contacting any of the X-large stores around the world. There is also a section for Grand Royal records owned by the Beasty Boys.



The .Beasty Boys. , a New York rap band based in L.A. have for many years been involved in the skate scene.



## Chapter 3

### The Irish scene

At the beginning of this chapter certain movements and events that have shaped the look of the modern skater were discussed. However, the information contained and the people involved were all American. This is not surprising, as the sport and the image were both created in America. This next chapter will talk about the evolution of the skate scene in a country outside America, namely Ireland. From researching the subject it became obvious that apart from two or three articles written by foreign skate magazines no one else has actually written about the skate scene in Ireland. Therefore most of the information contained has come from both interviews with skaters and the fact that I myself have been involved in the scene for the past eight years. With this in mind I ask the reader to understand that what is written here is both what I have heard and what I have experienced personally over the past eight years.

Taking a sport like skate boarding and trying to follow a sub culture that originated thousands of miles away can be difficult. Its not that the information or the clothes cannot make their way across to us, but rather the attitudes of the people involved find it hard to find their way here. To be a skater in a country like Ireland sometimes is far worse than being a skater in a country like America. Although skaters in the states have to put up with a lot of trouble from the police and city councils the scene is so big there and skaters are well respected by their peers that for them they have

The first of the things that I noticed when I stepped out  
 of the plane was the humidity. It was a relief, but it was  
 also a bit of a shock. I had never experienced such a  
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the admiration of a large part of the population. In Ireland, the skate scene is quite young, about 20 years old and if you combine that with the fact that traditional sports like football and Gaelic have such a firm grip on the youth of this country for many years, then for a sport like skating to really make an impact in this country is difficult at best. The first positive thing to happen for skating in this country was the opening of our first skate shop . Clives on Hill Street. about 18 years ago. The shop was owned by Clive rowan, a man in his mid 20s who after travelling to America a number of times picked up on the sport. Realising that no one else in the country catered for the sport he opened up this small store. The great thing about a skate shop anywhere in the world is that it is a place where kids, other skaters can go and just hang out and just be skaters. Clives was no exception to the rule, he let skaters hang out in his store all day watching videos, reading magazines and checking the latest stock he had just got in. In a small garage next door he had built a mini ramp, so when it rained, as it often does in this country, you could go inside and take a turn on the ramp.

Another important thing that the shop did was to bring in boards and clothes that were never before seen in the country, pretty soon every one who skated in Dublin and the rest of the country knew about the shop. Although the kind of items he was selling were quite specialised and sometimes very expensive a complete deck costing up to £170 due to the fact that he had to import everything from America and England the shop did well. Other shops began to sell boards such as Its Magic and Everything American in the Stephens Green centre but by that time Clives name

The first part of the document is a letter from the author to the reader. It discusses the importance of the work and the author's hopes for the future. The letter is dated 1950 and is written in a personal and informal style. The author expresses a deep interest in the subject and a desire to share his findings with the world.

The second part of the document is a detailed report on the author's research. It covers the methods used, the results obtained, and the author's conclusions. The report is written in a formal and scientific style, with a focus on accuracy and clarity. The author provides a thorough analysis of the data and discusses the implications of his findings.

The third part of the document is a series of appendices. These include a list of references, a list of figures, and a list of tables. The appendices provide additional information and support for the main text. The author has taken care to ensure that all information is presented in a clear and accessible manner.

was already well established. He once made an appearance on the late late Christmas toy show and his younger brother Pete Rowan took part in the squeeze skate competition in the point depot. in 1988. This competition was the first major skating event to be held in this country and was even televised on R.T.E. This was important to both Clive and the scene in this country. At the height of his influence on the scene clive was involved in nearly every aspect of the sports growth here, from inviting skate teams from England and America to do demos at competitions he sponsored at the top hat in Dun Laoghaire to sponsoring Irish skaters to skate in competitions in England.

In 1994 two things happened in the Irish scene which had a major affect on it. One was the opening of the first skate park in Dublin, Simons skate park in the disused dock land area of the city. The park was owned by Simon Mc Macon, long time vet of the Irish skate scene who with the help of F.A.S. and other skaters helped build a small but adequate skate park. The second thing was that Clive sold his old shop on Hill Street and moved to new premises to the newly renovated temple bar area. Both of these events brought mixed blessings, at first the Skate Park did quite well, it soon had a lot of members. Every weekend the park would be packed with kids from all over the city who had either come to skate or just to watch. Unfortunately the park ran into a number of problems, both the park and the skaters were often harassed by locals with the park itself becoming the target of a fire bomb attack. Also the park was having trouble finding adequate insurance, the combination of this with the



The first part of the report is a general introduction to the project. It describes the objectives of the study and the scope of the work. The second part is a detailed description of the methodology used in the study. This includes a discussion of the data sources, the sampling method, and the statistical techniques used for data analysis. The third part of the report presents the results of the study. This includes a discussion of the findings and their implications for the field of study. The final part of the report is a conclusion and a list of references.

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The following references were consulted in the preparation of this report:

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10. Martin, K. (2010). *Business Statistics: A Practical Approach*. London: Addison-Wesley.

attacks led to the main sponsors F.A.S. eventually pulling out and the park closing in less than a year.

The moving of Clives or .skate city. as it was now called to temple bar seemed to be good for the scene too but this soon changed. Being in temple bar would mean that the kind of products sold there would have more exposure. Temple bar is a large shopping and tourist area right in the heart of Dublin so it makes sense that the shop would have far more people visiting it than when it was situated on hill street. Clive's client base was never a problem as he was the only person in Dublin who supplied the skaters with what they needed. However when more ordinary people began to shop in his store he slowly began to change what he sold. He began to sell more clothes and fewer boards and with so many people coming in and out of his shop it was no longer a place where skaters could go as they used to in Clives. The shop then started to cater for other sports such as roller blading and surfing, pretty soon skate boarding became just a small feature of the store. In business terms this was simply a decision on his part to cater for a much larger market but skating in the city did suffer greatly. The culture of skating here had lost its base; skaters no longer had a place of their own in the city.

Around the same time a skater called Mike Keenan from the south side of Dublin opened up a skate park called .pipeline 2. in an old industrial building on the north side of Dublin. In partnership with another skater, Graham Mullen, and with the help of many other skaters and a Dublin Corporation business grant they managed to

The first part of the document discusses the importance of maintaining accurate records.

It is essential to ensure that all data is properly documented and stored.

This process helps in identifying trends and anomalies in the data.

Regular updates and reviews are necessary to keep the information current.

The second section focuses on the methods used for data collection and analysis.

Various statistical techniques are employed to interpret the results.

These methods allow for a more comprehensive understanding of the data.

The findings from these analyses are presented in the following sections.

The data indicates a significant correlation between the variables studied.

This suggests that the factors being examined have a direct impact on the outcome.

The results are consistent with previous research in this field.

Further studies are needed to explore the underlying causes of these trends.

The overall conclusion is that the data provides valuable insights into the phenomenon.

These findings have important implications for future research and practice.

The document concludes with a summary of the key points discussed.

It is hoped that this report will contribute to the ongoing discussion in the field.

The author acknowledges the support and assistance provided by the research team.

Thank you to all who have contributed to the success of this project.

The document is signed and dated as follows:

Author's Name

Date

build one of the best skate parks in Europe. The park was well designed and well run with an area for skaters to relax and listen to music, watch videos and just meet other skaters. The park was a great success and even had reviews in some British skate magazines. More importantly, it was what the Irish scene had needed for a long time. However the park ran into some serious insurance problems similar to that faced by Simons and most other skate parks across the globe and had to close down in early 96.

Closing the park down was another serious blow to the continuation of the sport in this country, but far from a fatal one. The fact that we actually had such a good and well run park in this country showed us that Clive and his store was not the only thing keeping the sport in this country. Soon after the closing of PIPE LINE 2, in April 96 Graham Mullen, who had helped in the running of PIPE LINE 2 and who was also in charge of the skate section in ITS MAGIC in the Stephens Green opened up his own skate shop .G 1 SKATE SUPPLY. on o Connell street. The shop was small with only two rooms but it offered skaters something they had not had since Clives on Hill Street, a place of their own. .At the weekend kids come in a just sit around watching videos or plan the days skating. They come and see what I have with out getting hassled, so its good for the shop and them. (G.Mullen,1998)

Three years later, the store has now doubled in size with a new room for skaters to hang out, watch videos and check out the new stock. The strange thing about the store I that even with the growing interest in the sport and the image over 90% of the

The first part of the document is a letter from the author to the editor. The letter discusses the author's interest in the subject matter and provides a brief overview of the content of the paper. The author mentions that the paper is a result of a long-term research project and that it is intended for publication in the journal. The author also expresses their hope that the paper will be of interest to the readers of the journal.

The second part of the document is the main body of the paper. It begins with an introduction that outlines the research objectives and the scope of the study. The introduction also provides a brief overview of the literature in the field and identifies the gaps in the existing research. The main body of the paper is divided into several sections, each of which discusses a different aspect of the research. The sections are: 1. Methodology, 2. Results, 3. Discussion, and 4. Conclusion. The methodology section describes the research design and the data collection methods. The results section presents the findings of the study and discusses their implications. The discussion section provides a detailed analysis of the results and discusses their relationship to the existing literature. The conclusion section summarizes the main findings of the study and provides some suggestions for future research.

The final part of the document is a reference list that includes all the sources cited in the paper. The references are listed in alphabetical order and include books, journal articles, and other sources. The reference list is an important part of the paper as it provides the reader with the information needed to locate the sources cited in the paper. The reference list also demonstrates the author's familiarity with the literature in the field and provides evidence for the author's claims.

shop client base is made up of skaters. . Anyone could have opened a shop like this one 5 years ago, I just got the chance. . (G.Mullullen, 1998) Graham has even started his own company .asylum. producing boards and clothing and sponsoring Irish skaters to skate in competitions in England and America. He also intends to try creating a new skate park in the near future.

Skating in Dublin can be difficult. In reality it is a seasonal sport due to the Irish climate. You can't skate when it rains. Secondly, like most major cities skating, is banned in the city centre. This means that whenever you go skating you run the risk of the police taking your board or even arresting you. Skating is not big in this country, as stated traditional sports like football and Gaelic are considered to be far more important. In America the sport and the image have become a major part of youth culture whereas in Dublin it is still very much a sub culture.

It is still an under ground scene, in a way that is kind of nice, to know you are a part of something only a hand full of people are involved in.

In relation to why Clive lost a lot of the skaters' business, the fact is that once he began to sell to the general public the shop simply lost its uniqueness. It was no longer a place just for skaters. The last thing, which really made a difference, was when he started to sell roller blades. This upset a lot of skaters because roller bladers and skaters seldom mix. Its like a clash of cultures, the general public often put the two sports together. The truth is that their origins greatly differ, roller blading coming from the farming lands of Middle America. The two sports separate



themselves because the general public put them together. So when Skate City tried to sell the two together it didn't work.

With graham's shop things are different, his shop does not stock roller blades. He only stocks skate labels from companies like DVS alien workshop, plan b, real skateboards and many other clothing and boarding companies. . Clive has his crew and I have mine we don't really compete. . ( G.Mullen,1998) He does not even stock x-large because that label is now too main stream. Even though the label did a lot to make the image of skate boarding once it became a part of mainstream fashion the sub culture which created it had to reject it. Graham only stocks labels that are part of the sub culture of this sport. The media drove the sport underground at the beginning and then tried to bring it back. Skate boarding now likes the underground people can imitate the look but unless they pick up a board they will never be a part of the culture



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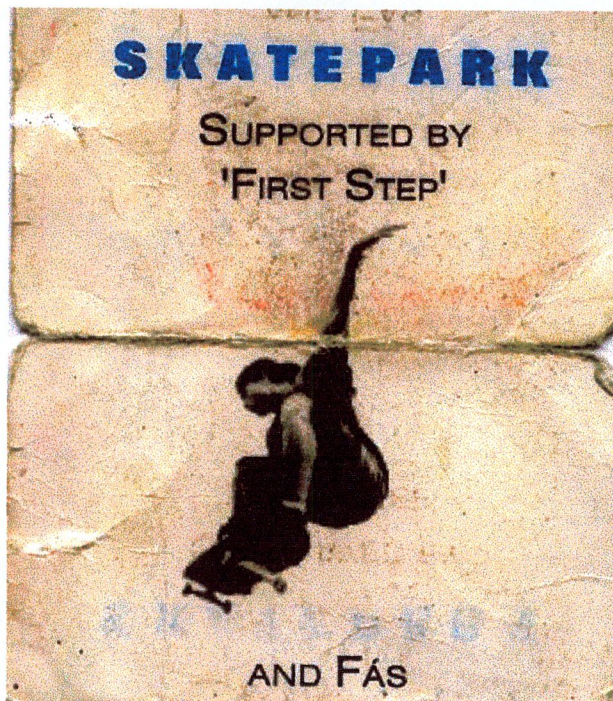
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Entrance to . Skate City. in Temple Bar.  
The shop has now been here for five years  
and shares the building with a crafts shop and  
a clothes store.

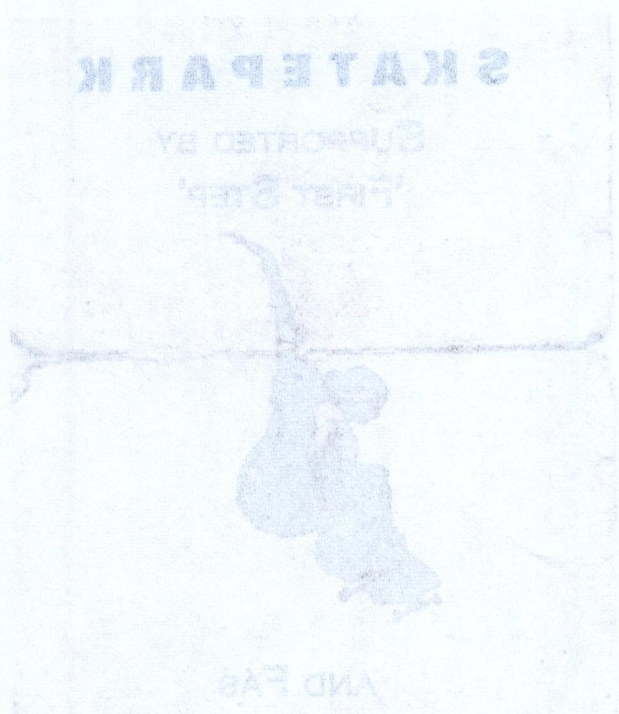


Original identification card for . Simons Skate  
Park. the first skate park to be opened in  
Ireland.

Entrance to Skate City in Temple Bar.  
The shop has now been here for five years  
and shares the building with a crafts shop and  
a clothes store.



Original identification card for Simone Skate  
Park, the first skate park to be opened in  
Ireland.



## Chapter4

### The media

Skating and its image have become a very useful and flexible cultural reference for companies to sell anything and everything. At this point in time it is a look that sells, from clothing to c.d. players. This next chapter will show some examples of advertising involving or directly relating to skate boarding.

### Adidas skate shoe

The following advertisement came from Transworld Skate Magazine in December 1998. The ad is for the Mark Gonzales skate shoe, which was partly designed by the skater himself. It is only in the last 2 to 3 years that main stream sport companies like Adidas have begun to take an interest in extreme sports. For a company such as this one to design a shoe specifically for skating shows that the sport has now grown to a size where by large multinationals can make money from it. Stating that Mark Gonzales had a part in designing the shoe and running the advertisement in a skate magazine is an obvious attempt by the company to appeal directly to skaters. The fact remains that this shoe will be sold wherever Adidas products are sold. This fact combined with the loyalty most skate shops have for skate labels as opposed to general sports companies means that most of the people who actually buy this shoe will not be skaters.

The first step in the process is to identify the problem and the goals of the project. This involves a thorough analysis of the current situation and a clear definition of the objectives to be achieved. Once the goals are established, the next step is to develop a detailed plan of action, which should include a timeline, a budget, and a list of resources required. It is important to ensure that the plan is realistic and achievable, and that it takes into account any potential risks or challenges that may arise during the project.

Once the plan is in place, the next step is to implement it. This involves putting the plan into action and monitoring progress regularly. It is important to maintain open communication with all stakeholders involved in the project, and to report on progress and any issues that arise. If necessary, adjustments should be made to the plan as the project progresses. The final step in the process is to evaluate the results of the project and determine whether the goals have been achieved. This involves a thorough review of the project's performance and a comparison of the actual results with the original objectives. If the goals have not been achieved, it is important to identify the reasons for this and to take steps to prevent similar problems from occurring in the future.

### Levi's

Levi's have often run advertisements in skate magazines for the last 4 years.

Originally the advertisements attempted to show skaters the quality of the jeans such as the ad from the September 95 edition of Transworld Skate magazine. The advertisement offers 501 reasons for buying Levi's with reason 43 being that if you should fall from your board at high speed they'll keep the skin on your legs. However in their latest in the December 98 edition of the same magazine for their Silver Tab range the approach is different. There is no mention of skate boarding but instead an illustration of a number of young people wearing skate like clothing. The advertisement has nothing to do with the sport but rather the fact that it is a fashionable way to dress. This would seem to show that although the look has its roots in the skate and hip-hop scenes it has now travelled well beyond. .

### Casio g- shock

This was a sports watch designed by Casio to resist the pressure and strain of extreme sports. The advertisement appeared in Transworld Skate Magazine using Ed Templton, a long established skater who runs his own company, Toy Machine. Running advertisements for this product in skate magazines has been a great success for the company as G- Shock watches are now sold along side skate and hip hop labels in stores like .urban. on 30 Dury street. The watch has now become a part of the skate urban look.

The first part of the document is a letter from the author to the editor of the journal. The letter discusses the author's interest in the topic and the reasons for writing the paper. The author mentions that they have been thinking about this topic for some time and that they believe it is an important one. They also mention that they have read some of the previous work on the topic and that they have found it to be very interesting. The author then discusses the structure of the paper and the main points that they will be making. They mention that they will be discussing the theoretical background of the topic, the empirical evidence, and the implications of the findings. The author concludes the letter by expressing their hope that the journal will find the paper to be a valuable contribution to the field.

The second part of the document is the main body of the paper. It begins with an introduction that sets the context for the study and states the research objectives. The introduction also provides a brief overview of the literature on the topic and identifies the gaps that the paper aims to address. The main body of the paper is divided into several sections. The first section discusses the theoretical background of the topic and the different models that have been proposed. The second section presents the empirical evidence and discusses the results of the study. The third section discusses the implications of the findings and the policy implications. The paper concludes with a summary of the main findings and a discussion of the limitations of the study and the directions for future research.

## Converse

One of the first large shoe companies to take an interest in the sport, having their own skate team since 1996 sponsoring skaters from America and Europe. Converse unlike Adidas and Nike, were always more associated with American sports like basket ball and base . ball, so for them to have an interest in another American sport like skate boarding probably made a lot of sense to the company.

## Nike

Nike did once actually try and enter the skate shoe market but with out success. They first tried to buy the shoe company Etnies, a French owned skate shoe established by Rautureau Apple Shoes. Etnies have had a long established relationship with the skate industry since 1897, when they had the first pro-skate-shoe contract with a boarder called Natas Kaupas. Due to this fact the company were unwilling to sell out the name to a large corporation like Nike. Instead, the name was sold to one of the company's first designers Pierre Andre, a professional skater turned businessman. Andre had left the company to start his own labels eS, and Emerica in 1994. He had noticed the skate-shoe industry's growth and was worried that if companies like Nike entered the market by buying existing skate labels they would kill many of the smaller skate labels off. So when he was offered the chance to buy Etnies he did.

Using the Enties name to serve the broader-market outlets while keeping his other two labels for the core-skate retailers he managed to keep Nike from entering the



The first thing I noticed when I stepped out of the plane was the humidity. It was a relief after the dry, crisp air of the mountains. The sun was shining brightly, and the birds were chirping. I felt a sense of freedom and adventure. The landscape was beautiful, with rolling hills and lush greenery. I was excited to see what the day had in store for me.

As I walked through the forest, I noticed the sunlight filtering through the trees. The air was fresh and clean. I heard the sound of water dripping from the leaves. The ground was soft and mossy. I felt a sense of peace and tranquility. The forest was a magical place, and I was lucky to be here. I was enjoying every moment of it.

The forest was a beautiful sight. The trees were tall and thin, with green leaves. The ground was covered in a thick layer of moss. The air was cool and refreshing. I felt a sense of wonder and awe. The forest was a hidden gem, and I was lucky to find it. I was enjoying every moment of it.

market. This allowed him to supply the mainstream shoe retailers with a product they wanted at the same time letting some of the money spent in the larger market filter back into skating. .We thought we had too many brands for one small market, we were gonna expand it [Etnies] to wide distribution. We wanted to preserve the image of skate boarding in the main market. Sole Technology has a responsibility to the skate market.. Nike did eventually enter the skate-shoe market under its own name, but without success. What companies like Nike have against them, according to Andre, is that they've been selling themselves for so long in the team-sports arena that they have a hard time attracting individualist athletes like skateboarders. .The team sport thing is fading away and I don't know if it is so easy when you have an image in team sports to go into action sports..

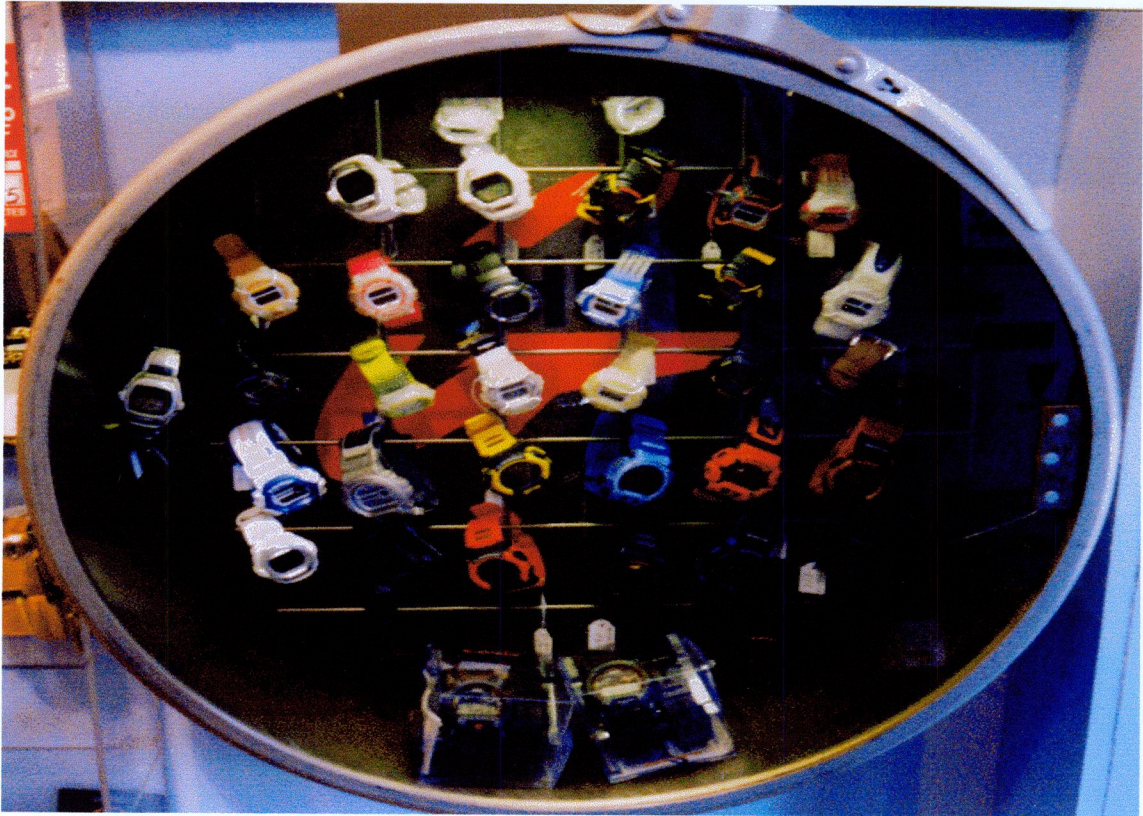
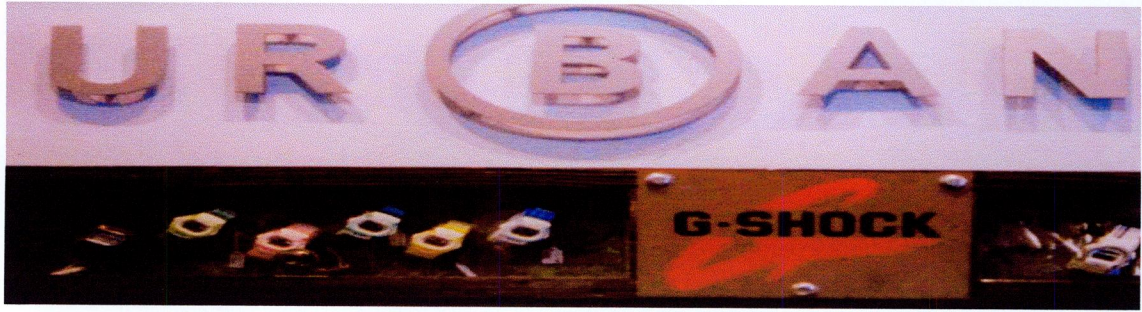
#### Gap clothing

An American clothing company known for using famous people or cultural movements to advertise their products. RUN D.M.C. A rap band recently did a Christmas t.v. Ad for the brand. In the summer of last year to advertise their chino and khaki combat range a commercial featured skaters and roller bladers skating together on a huge Perspex ramp.

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"G-Shock Watch Display" in Urban 30 Dury Street Dublin 2.

Casio Watches now sponsor Athletes from various Extreem sports including skate boarding. Reciently they have even given various d.j.s from Europe sponsership deals.

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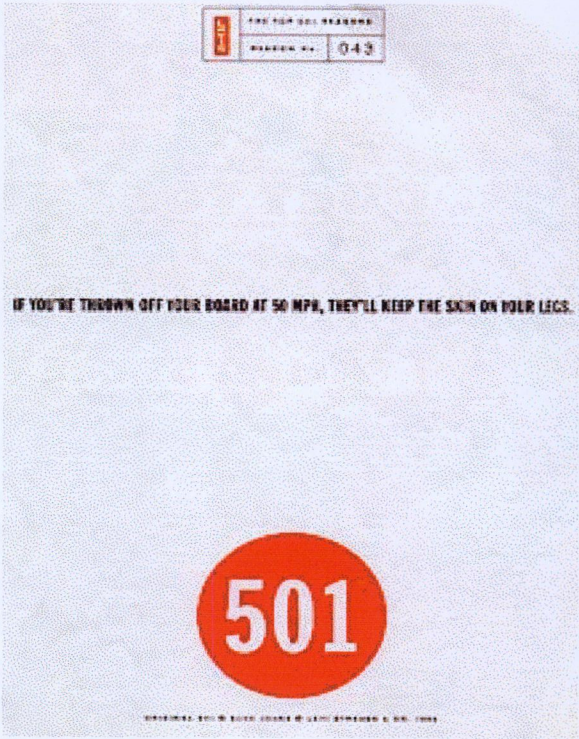


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. Kim Gordon the base player for the sub pop band Sonic Youth is one example of the music industry getting involved in clothing. She is one of the owners of the X-large clothing company.

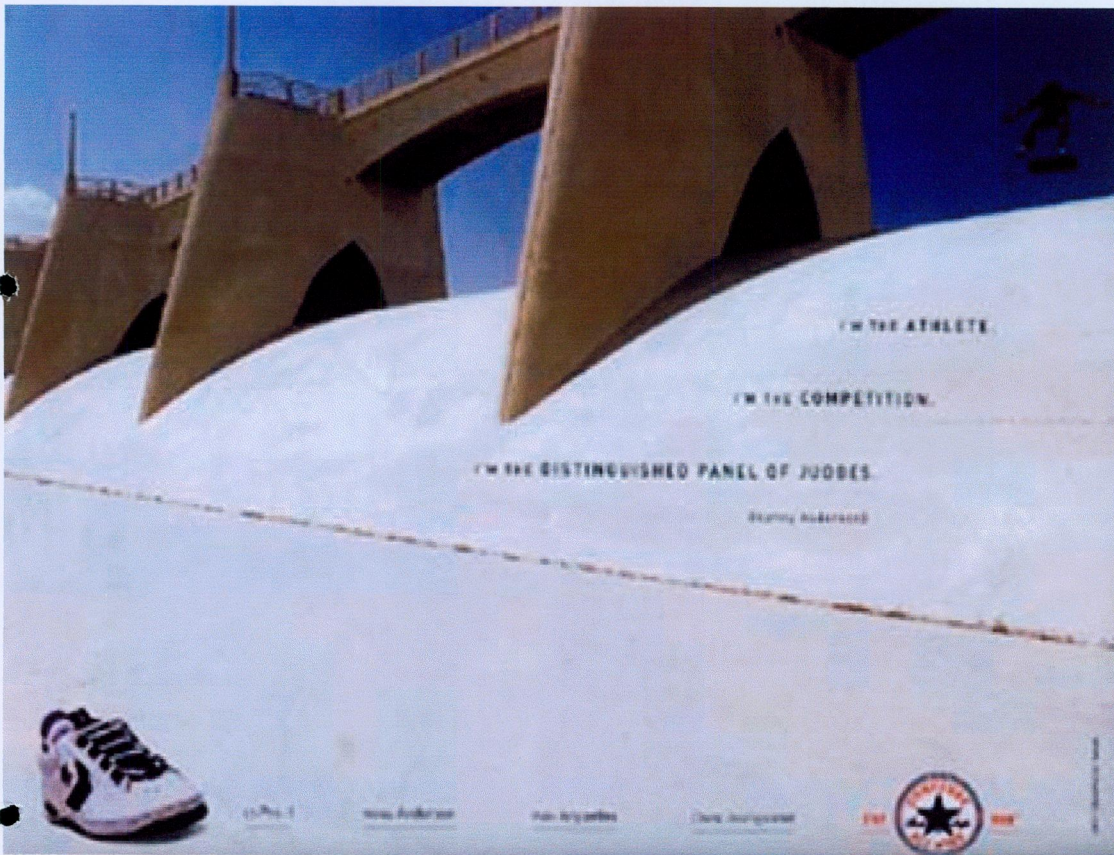
Advertisement for Levi's Jeans taken from Transworld Skate Magazine 1995, vol 13, num.9.







Example of Etnies Skate shoe produced by Sole Technologies. The recent interest in extreme sports has meant that companies like this can afford to expand into larger markets.



Advertisement for Converse skate shoes. Main stream sports companies have been trying for many years to break into the skate market with limited success.



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## Products

### 1. philips

In one of their last television commercials for a portable c.d. player a group of young skaters are seen listening to dance music in an apartment late at night. Although no one actually skates in the ad all of the kids in the shot are wearing skater type clothing with two or three actually holding boards in their hands.

### 2. Sony

In a commercial for the Sony mini disk a band record their demo on to mini disk and take it to a record company. An individual at the company listens to the disk and then throws it from the window. When it falls to the ground a skater rolls over it with his board, notices the c.d. picks it up and begins to listen to it on his own mini disk player and rides off.

Both these advertisements show the interest in the sport shown by youth culture and how the companies reflect that interest by their actions. A large company like Sony or Philips would not tie their name to or use an image unless they knew that it sells. This show that the sport has made some form of a mark on a cultural plain. Lately even television companies have used skating as part of their advertising. Sky television now show footage of a street skater along with their logo before and during certain shows.

The first part of the report discusses the general situation of the country and the progress made in the various fields of activity. It also mentions the work done by the various departments and the results achieved.

CONCLUSION

In conclusion, it can be said that the work done during the year has been satisfactory and that the various departments have made considerable progress. It is hoped that the same success will be achieved in the future.

The second part of the report deals with the financial situation of the country. It shows that the budget has been balanced and that the country has managed to reduce its foreign debt. It also mentions the work done by the various departments in this regard.

## Music

### The Beastly Boys

Another way in which the media and marketing world have used the skating image to their benefit is in the music industry. The x-large label mentioned previously is part owned by . MIKE D. the drummer for the Beastly Boys, a New York rap band now based in l.a. This band has always been associated with the skate scene especially in the early 90s. This bands music was always used in skate videos and in their head quarters in Los Angeles for their record label . grand royal. they have a small skate park on the top floor of the building. Another name from the music industry to be involved in the clothing label is Kim Gordon, the base player for sonic youth. She worked with stylist daisy Von Furth to design the x-girl clothing range.

### Metallica

James heitfield the lead singer for the . gods of thrash. (metalhamm, p, 87) metallica was once a sponsored skater for a company called zorlac in the 1980s. He once actually missed part of a tour in 1985 due to a broken arm he suffered while skating.

### Skate punk

Bands like OFFSPRING, PENNYWISE, NOFX and BAD RELIGION, which started off playing at skate competitions and skate, parks across America. This music scene benefited greatly from the growing interest in skating and its surrounding cultures. Many of these bands now are well-known across America and Europe. It

The first part of the report deals with the general situation in the country and the various factors which have influenced the development of the economy. It is followed by a detailed analysis of the different sectors of the economy, including agriculture, industry, and services. The report also discusses the social and cultural aspects of the country and the role of the government in the development process.

In the second part of the report, the author discusses the various policies and programs implemented by the government to promote economic growth and social development. This includes a detailed analysis of the monetary and fiscal policies, as well as the social and cultural policies. The author also discusses the role of the private sector in the development process and the importance of international cooperation.

would be fairly safe to say that the success of the skate punk music scene is directly related to the rise of the skating culture.

All these examples of how the media on many different levels has taken skate boarding and used elements of the sport for their own needs. Whether its large electrical companies using the image to sell their products or sporting labels trying to break into the market directly they have all affected the amount of attention skating has received. However this interest has its good and bad points. Advertisements do show a side of skate boarding but only in a limited way. Quite often they do not represent the sport accurately enough. For example the Sony advertisement showing a skate boarder listening to a c.d. player while skating does not help the sport. For one a skater cannot concentrate on what he or she is doing if they are listening to a disk man. This combined with the fact that the skater is skating on busy city streets portrays him to be a careless individual, not paying any attention to what is going on around him. The Philips advertisement shows a number of skaters listening to loud music late at night. The advertisement does show other people in the apartment block enjoying the music, complaining when it is turned off, but this is to do with the quality of the player, not the people playing the music.

These things on their own would not really be considered a serious attack on the skate scene. However combined with the fact that skate boarding is still illegal in all major cities across the world it begins to cause problems. These advertisements solidify the antisocial image skate boarding has had to fight against since its

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beginnings. It can put skate companies in a difficult situation, to either expand with the help of these large multinationals and possibly lose control over how the sport is portrayed, or remain loyal to the scene keeping within the boundaries of the sport.



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## Conclusion

### Good idea Bad idea

This thesis has discussed certain areas of skate boarding from the sport's origins to how it has affected other forms of popular culture and the media. The sport itself is now pretty much accepted by the public. It still has an antisocial reputation but in a way that's understood. There is broad speculation among industry leaders that skateboarding and its traditional role in the culture has changed. Now that many parents have grown up around it, they are less adverse to seeing their children take up the non-traditional, non-team sport. Company owners like Pierre Andre, the owner of sole technology, believes that this will result in breaking skateboarding's 10-year popularity cycle. . I think that the skate market is very different from what it was 10 or 20 years ago because you can sell the products not only to skateboarders, its become its own category now, whereas before it didn't exist. (Andre, 1999, p.5)

The sport has now reached a stage where the retro bug that affects every cultural era has now reared its head in this one. On the internet there is a site that deals in the buying and selling of vintage skateboards from as far back as 1969 at [www.skateboards.net/vintage](http://www.skateboards.net/vintage).

As discussed, the image of skateboarding has changed the way many people now dress in cities around the world. Companies like Levi's and Converse have been producing skate like clothing for the last 10 years. The Pepe sale shop on Exchequer St. in Dublin for example stocks baggy combats, work wear pants and

The first step in the process of identifying a problem is to define the problem. This involves identifying the symptoms of the problem and determining the scope of the problem. Once the problem has been defined, the next step is to identify the causes of the problem. This involves identifying the factors that are contributing to the problem and determining the underlying causes. Once the causes have been identified, the next step is to develop a plan of action. This involves identifying the steps that need to be taken to solve the problem and determining the resources that will be needed to implement the plan. Finally, the last step in the process is to evaluate the results of the plan. This involves monitoring the progress of the plan and determining whether the problem has been solved.

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skate like trainers that are all produced by Pepe. The stock displayed is very similar to the kind of products produced by skate clothing and shoe companies only they are made by a main stream clothing company and sold to a much larger customer base. People in the entertainment business have also helped the image and style break into the larger world of popular culture. Musically, this consists of bands like the Beastie Boys wearing X-Large clothing and helping the company advertise their products world wide to main stream pop groups like the All Saints wearing skate labels at photo shoots and at their concerts.

The double-edged sword effect of the media brings both good and bad to the sport. On the one hand there is the cross over of both skate companies and main stream fashion labels. As stated, for the last 10 years or so the growing interest in extreme sports has led to companies normally concerned with team sports producing skate like products and advertising in skate magazines. This interest in the mass media and other markets in action sports has led to an interest in skateboarding and skateboard products. This also allows skate companies to advertise their products outside of the skate industry. Glossy trend magazines like F.H.M., I.D. and the Face now regularly run advertisements for D.C. shoes, Etnies and other skate labels. For a skater looking at these magazines it can be strange to see professional skaters advertising their products along side super models and film stars. Most of the people who read these magazines will have no idea who the skater is or the fact that the product is specifically designed for skating. They see the shoe or the clothing, realise that the look must be popular other wise the products would not be shown in

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what are usually considered as trend following magazines and decide either to follow the trend or not.

Television has also had a hand to play in how the sport is seen by the general public. Sports channels both here and in America now show annual competitions like the X Games and the Vans Triple Crown of Skateboarding World Championships. In television advertising as stated many large multinationals like Sony and Philips have used skating to sell their products. This has helped the sport from both publicising the sport as well as creating advertising work for some professional skaters. The money generated from this has allowed skate companies to expand and grow, giving them the means to take on other projects. One such project is the new Vans Skatepark in Orange County California. The new park will have a 20,000-square-foot skating area, an 84 foot wide vert ramp and a 5,000-square-foot mezzanine area to accommodate spectators.(skateboarding.com,1999). The project will cost the company nearly one-million dollars but Vans senior vice president Neal Lyons said he hopes the park will turn a modest profit. The park creators also say they will maintain a safe, clean facility. .We have a commitment to the community and to the families that this will be a healthy, safe environment that legitimises the sport..(Lyons, 1999,p.2). the company feel that no one is showing the sport to the average public as a sport. They hope a large well kept facility like this will attract many curious non-skaters.

Although it is up to the skate industry to show itself to the public as a sport that deserves respect, the mass media also have a part to play. In the past the media

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was used first to condemn the sport and then it used the same underground antisocial image it helped to create and sold products by appealing to a generation. If these companies are willing to use skating to sell their products then perhaps they could help the sport to legitimise itself. The strangest thing about skateboarding is that even with all the attention it receives, they even tried to introduce it to the Olympics in Atlanta 96 the sport is still banned in most cities around the world. Even snowboarding which is a far younger sport than skating is now part of the winter Olympics. I suppose that in reality it does not really matter if they legalise the sport or not. Skateboarding has reached a point where it will not disappear as it often did in the past. It will always have an edge, especially in countries like Ireland where the sport is not so big. I myself have skated now for almost eight years and I have always enjoyed both the skating and the fact that I feel part of something that not everybody is a part of. It's the same old story, fitting in by being different. When I began to research this topic I had decided to stay away from the equipment side of the sport, concentrating on the image the sport generates. However as my research progressed, I understood that the equipment itself, the boards, wheels and accessories make up a considerable part of how the sport looks. The graphics which cover the under sides of boards are as much of the design equation as the board itself. The graphics range from retro 60s surf images to quality 90s digital imagery (Busch, 1998, pg.7). Another interesting part of skate equipment is the ability to customise you board. Parts can be interchanged and used for different forms of skating, from street, Luge and vertical skating. There is a kind of personalising by



The first part of the document discusses the importance of maintaining accurate records of all transactions. It emphasizes that proper record-keeping is essential for the success of any business and for the protection of the interests of all parties involved. The document also outlines the various methods and systems that can be used to ensure the accuracy and reliability of the records.

The second part of the document provides a detailed description of the various types of records that should be maintained. This includes financial records, such as ledgers, journals, and invoices, as well as non-financial records, such as contracts, correspondence, and legal documents. The document also discusses the importance of maintaining a clear and concise record of all transactions and the need to ensure that the records are easily accessible and up-to-date.

The third part of the document discusses the various methods and systems that can be used to ensure the accuracy and reliability of the records. This includes the use of double-entry bookkeeping, the use of standardized accounting practices, and the use of modern accounting software. The document also discusses the importance of regular audits and the need to ensure that the records are subject to independent review.

The fourth part of the document discusses the various methods and systems that can be used to ensure the accuracy and reliability of the records. This includes the use of double-entry bookkeeping, the use of standardized accounting practices, and the use of modern accounting software. The document also discusses the importance of regular audits and the need to ensure that the records are subject to independent review.

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the skater of his board, the board is altered until both the look and the performance fit the owner.

Skateboarding has always been on the radical fringe of things from the start. It has always been a renegade activity and probably always will be. It is followed passionately by people across the globe, radiating a coolness found in few sports today. Attitude flows from skating, the sport has always tried to exist in opposition to what ever the consensus happens to be. The sport will remain popular because it has always tried not to be.

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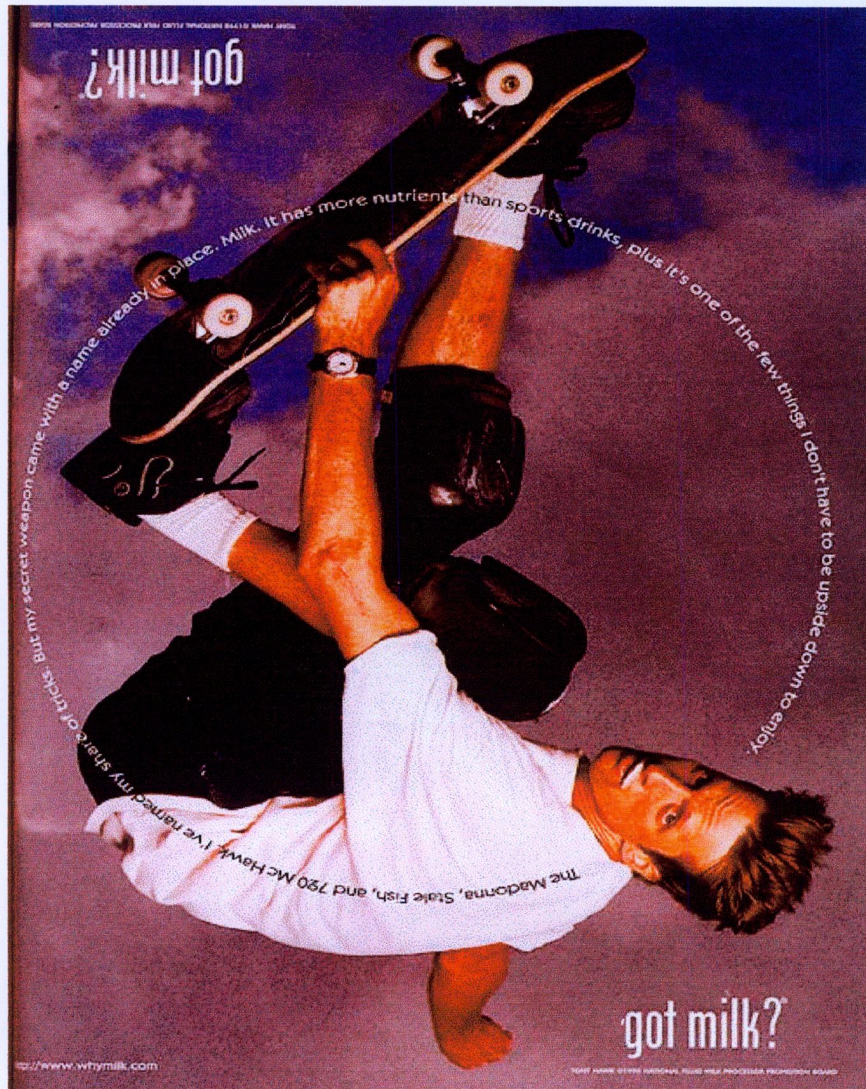
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"Selection of Combat Pants and skate shoes" on sale in the Pepe Sale Shop Exc hequer Street. An example of the direction many main stream fashion companies have taken in the 1990s.







Tony Hawk , one of the long time vets of the sport pictured here in an advertisement of the National Milk Board of America. The growing interest in extreme sports has led to some of the leading names in involved to become heros or icons for a time.  
Transworld Skate Magazine vol16, num.12, 1998.









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