FEATURED BRANDS THIS MONTH AT ZUMIEZ

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UPCOMING TRENDS

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- THE MYSTERY BOX
- THE HISTORY OF SKATEBOARDIING
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- FEATURED BRANDS THIS MONTH AT ZUMIEZ

VANS WELCOMES BACK THE 80'S WITH NEON

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DANNY DUNCANS ROCKS!

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DANNY'S MYSTERY BOX



HISTORY AND EVOLUTION OF SKATEBOARDING

Skating, originally referred to as 'Sidewalk Surfing' emerged in 1958 as southern Californian surfers found a way to mimic surfing on land. "Smoothly paved schoolyard banks also served as endless asphalt waves on which to practice surf maneuvers" (Vivoni 2009). Although skateboards began to be mass-produced and sold in stores beginning in 1962, they were still very primitive and many people made their own. A groundbreaking moment for skating occurred in 1972 when Frank Nasworthy invented urethane wheels. These wheels rode

"A GROUNDBREAKING MOMENT FOR SKATING OCCURRED IN 1972 WHEN FRANK NASWORTHY INVENTED URETHANE WHEELS"

much more smoothly and safely. In fact, they were so successful that urethane wheels are still used on skateboards to this day.

Another revolutionary moment for skateboarding occurred in 1978, when Alan Gelfand invented a skateboarding trick called the 'Ollie' (Adelman, 2). This trick is still probably the most recognizable skater term, and was the foundation of many tricks to follow.

There are two primary types of skateboarding: vertical skating and street skating. A group of skateboarders called the zephyr team (Z-Boys or Dogtown-Boys) originated vertical skateboarding, often referred to as vert skating, in the '70s. "'Dogtown' describes the depressed, lower-middle class, south Santa Monica neighborhood that witnessed the birth of contemporary skateboarding. The "Z Boys" (not all of whom were boys) are the twelve members of the original Dogtown skateboarding team, a group of unsupervised Santa Monica preadolescents in the mid-1970s who convened around and then were sponsored by the local Zephyr surf shop and who went on to revolutionize the sport of skateboarding."

Although the original Z-Boys consisted of men who went on to become famous skaters including Tony Alva, Stacy Peralta, and Jay Adams, it was Tony Hawk, not a Z-Boy, who broke the boundaries of skating by launching out of the side of an empty pool into the air. This redefined what skateboarding had the potential be and raised the ceiling of what people imagined they could do on a skateboard.

In an attempt to make this platform more accessible "a poor man's version of the pool was developed by skateboarders who didn't have access to good pools or skateboard parks. The 'ramp' was a ply-coated two-by-four-framed structure that mimicked the transition and lip of backyard pools" (Transworld 1999). Although street skating remained more accessible and more widely participated in, media attention and international competitions made vertical skating more visible. Media continued to bring attention to the scene in the 1980s, and although skateboarding's popularity took a dive in the early 1990s, it came back in a wave accumulating attention and popularity to become what it is today, a global, multibillion dollar industry (Donnelly 2008).

CONTEST TIME!

You can log in with your Zumiez account, track your points and redeem those points for rewards.
This month's prizes include:





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STASH

