

THROUGHOUT SKATEBOARDING

1943

TONY

HAWK

1993



THRASHER JAKE PHELPS

SAN FRANCISCO

NYC: 1965

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TENT

SAN FRANCISCO



TONY HAWK



NEW YORK 1965



THE LEGACY

BOLD. RAW. REAL.

Jake Phelps wasn't just a part of skateboarding—he was skateboarding. For over 25 years, as editor of Thrasher Magazine, Phelps captured the culture's essence: gritty, unapologetic, and fueled by rebellion. Known for his sharp tongue and uncompromising passion, he transformed Thrasher into a global institution, blending art, music, and skateboarding into a voice for the outcasts. A fiery force on and off the board, Phelps connected with skaters everywhere, ensuring Thrasher stayed authentic, even as skateboarding grew mainstream. His impact? Beyond iconic.



Under Phelps' leadership, Thrasher celebrated skating in its purest form, focusing on the grit, creativity, and freedom that made it unique. He championed skaters who lived and breathed the culture, helping to elevate unknown talents to global icons. Beyond the pages of Thrasher, Phelps was a skating legend in his own right, having spent decades skating streets and parks across the world.



JAKE PHELPS

SOTY



THRASHING THROUGH LIFE

A larger than life personality, Jake lived the skateboarding ethos he championed. Whether bombing hills or championing “Skater of the Year,” he brought intensity to everything he touched. Thrasher wasn’t just a magazine under his leadership—it was a movement. **Phelps** made sure it reflected the raw grit of the streets, keeping skateboarding tied to its rebellious roots. Jake’s influence lives on in every flip, grind, and slam. As skaters would say: Forever thrashed.

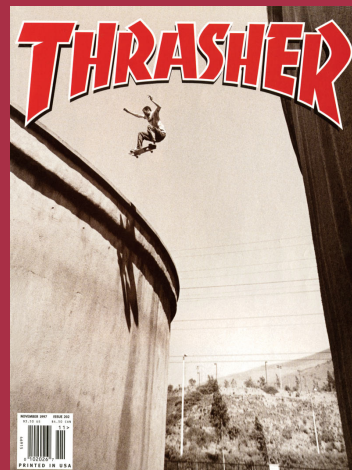
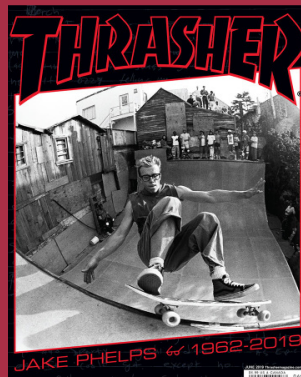
Even in death, Jake Phelps’ influence resonates within the skateboarding world. His commitment to skateboarding’s authenticity ensured that Thrasher remained the “Skate Bible” for generations. His legacy isn’t just about the magazine—it’s about inspiring skaters to push boundaries and stay true to their roots.



THRASHER

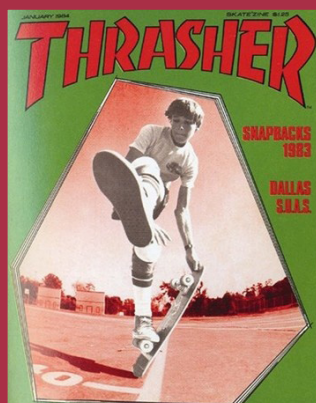
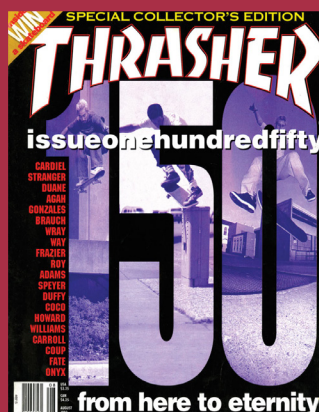
Thrasher Magazine is more than just a publication; it's the heart and soul of skateboarding culture. Founded in 1981 by Kevin Thatcher, Eric Swenson, and Fausto Vitello, the magazine has become an enduring symbol of raw, unapologetic skateboarding. Known for its gritty photography, bold layouts, and no-nonsense interviews, Thrasher captures the spirit of rebellion, freedom, and creativity at skateboarding's core. From iconic "Skater of the Year" awards to legendary covers, it remains a global beacon for skaters who live to ride.

RAW AND UNFILTERED



THE
SKATE BIBLE

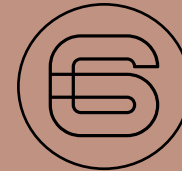
BORN TO SHRED



The magazine also grew beyond its editorial pages to shape the skateboarding community through groundbreaking events and initiatives. Among these, the King of the Road series became legendary—a chaotic, cross-country scavenger hunt featuring teams of skaters pushing their limits and showcasing their creativity. These events not only entertained but also highlighted the magazine's role as a unifier and amplifier of skate culture, keeping its pulse on the raw, unfiltered heart of skateboarding. Additionally, Thrasher's dedication to music fostered a strong relationship between skateboarding and music. Its featured playlists and band interviews gave a voice to the soundtrack of skate life.



BEYOND THE BOARD



A SKATER'S PARADISE

San Francisco has played a pivotal role in skateboarding culture, standing out as one of the most iconic skateboarding cities in the world. Its unique landscape, featuring steep hills, diverse urban architecture, and open plazas, has made it a magnet for skaters. The city's terrain has inspired skateboarding styles that emphasize **creativity, adaptability, and boldness**. One of the most legendary skate spots in San Francisco is the Embarcadero's Justin Herman Plaza, often referred to as EMB. In the 1980s and 1990s, this plaza became a global hotspot for street skating. EMB wasn't just a physical space—it was a cultural hub where skaters connected.

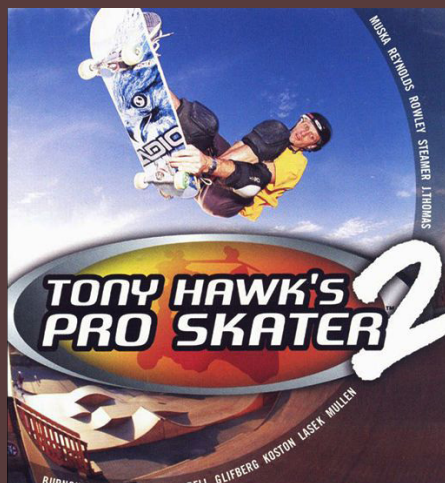


In addition to iconic spots, San Francisco fostered skateboarding culture through local brands and shops like FTC (For The City) Skateboarding, which became integral to the city's scene by providing gear and hosting community events. San Francisco's role as a cultural hub in the 1980s and 1990s, aided by its creative youth and relatively affordable living costs during that era, helped establish it as a skateboarding mecca alongside Southern California



THE RISE OF PRODIGY

SKATE-
BOARDING
MEETS
PHILAN-
THROPY



THE LEGACY IN POP CULTURE

Tony Hawk, often referred to as “The Birdman,” is a skateboarding legend who has played a transformative role in the sport’s history. Starting his skateboarding journey at just nine years old in Southern California, Hawk quickly showed exceptional talent. By the age of 14, he turned professional and became a standout figure in competitive skateboarding due to his innovative techniques and aerial tricks. Hawk is perhaps most famous for landing the first-ever 900—a groundbreaking trick involving 2.5 spins in the air—during the X Games in 1999. This achievement became a symbol of skateboarding’s creative and daring spirit.

THE BIRDMAN



Beyond the ramp, Hawk’s influence extends to popular culture through the “Tony Hawk’s Pro Skater” video game series, launched in 1999. The games introduced skateboarding to millions worldwide, inspiring new generations of skaters and embedding the sport in mainstream entertainment. In addition to his athletic and cultural contributions, Hawk established The Skatepark Project (formerly the Tony Hawk Foundation) in 2002, which has funded hundreds of skateparks across underserved communities. His work has provided safe spaces for young skaters, highlighting his commitment to giving back to the sport and its culture.



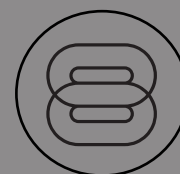
TONY HAWK’S

SKATEBOARDING IN NYC

MAN IN THE SUIT



In the mid-1960s, skateboarding was gaining momentum as a cultural phenomenon, and New York City became an unlikely backdrop for this emerging trend. The city's concrete jungle, with its vast network of streets, sidewalks, and urban obstacles, provided the perfect stage for this new form of expression. Captured in an iconic series of photographs by Bill Epbridge for LIFE magazine, skateboarding in NYC came to symbolize freedom, creativity, and rebellion.



CONCRETE JUNGLE PLAYGROUND

One standout image features a man in a sharp suit effortlessly cruising on a skateboard down a Manhattan street. This photograph encapsulated the playful and versatile nature of skateboarding during its early years, juxtaposing the carefree activity against the formal backdrop of adult life. The visual captured the imagination of many, emphasizing skateboarding's potential as more than just a hobby for kids. Epbridge's photographs showcased its raw, unpolished joy—children, teens, and even suited adults riding for the thrill of it, weaving through the chaotic energy of NYC.



1965



THE ICONIC

THROUGH HISTORY

CAREFREE THRILLS

THRILL HILLS

THE 900 TRICK

POP CULTURE