

ONE

a rollerblading magazine



featuring:

jeff stockwell

billy o'neill

brown brothers

frank morales

barely dead

an inside look

PREMIERE ISSUE

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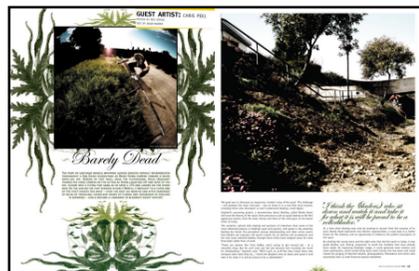
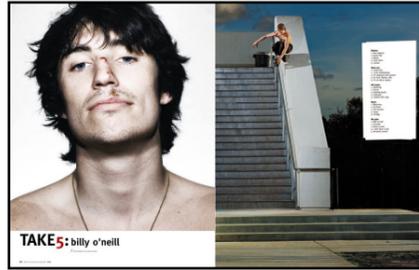
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COVER: CHRIS HAFFEY * INSPIN TRUE MISZOU AT LICI (PHOTO BY DRIVER)
BACK COVER: JEFF STOCKWELL (PHOTO BY DRIVER)

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Intuition Skate Shop / Franco Shade rider Rachard Johnson backside royale to drop. pic: Dyrenforth

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LETTER > editor



When it comes to rollerblading, there's only ONE. At least that's what we're telling ourselves these days, but it really isn't true. Not by a long shot. ONE is nothing without the thousands or millions of people* in this world who enjoy rollerblading, especially the sort that challenges artistic boundaries and physical limitation. The form of movement we all enjoy has in ways often unbeknownst to us changed our character. We are better for our appreciation of the unusual, and we present you with a celebration of that very fact. The magazine you hold in your hands is the stuff dreams are made of- a chance to wipe the slate clean and start over; a fresh start for a fresh culture that so many people have yet to comprehend.

Don't get us wrong, we're not about justifying or defending rollerblading, because we don't feel there is anything to prove. We love what we do, you love what you do, so what's the problem? If you're worried about what someone else thinks, you've gotten yourself in with the wrong crowd.

In hindsight, this period of under-appreciation for rollerblading will be revered as the proving grounds; the place where the men and the boys separated, the times that will define the true grit of our dedication. For too long we have accepted our future's outlook as predetermined, ONE is proof that the future holds many surprises.

And isn't that why we all rollerblade in the first place, for some excitement? For many, that is the very essence of our sport, not only physically, but also the intrepid spirit involved with scouting new spots and testing limits

against the unknown. Rollerbladers- and all skaters really, learn that opportunities for joy and satisfaction lay hidden at every turn, so we direct our eyes and imaginations towards seeking those waiting adventures.

But it doesn't have to stop with the blades on your feet. In this era, rollerblading and rollerbladers are making bold strides across the global cultural landscape. Through all manner of media outlets, art, fashion and design, rollerbladers are applying their skills to more than just skating, and reaping the rewards. ONE is a rollerblading magazine, but also a magazine ABOUT rollerblading, with an emphasis on the amazing people which make up our eclectic community. These are the people we believe can change the future of rollerblading, but they can't do it alone. We need your help to spread the word; we need you to believe in ONE.

Justin Eisinger
Editor

*Like all of our advertisers who share our vision and respect for rollerblading, this could never happen without you. Thanks.

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Reyale Drop / Photo: Brian Sanford

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contributors.

1>



ryan schude, photographer, Los Angeles, CA

After graduating from a small liberal arts college in the East San Francisco Bay in 2001, Ryan Schude moved across the water to attend the San Francisco Art Institute and begin shooting photos. A couple of years later he moseyed down to San Diego to shoot and edit shoot photos for Daily Bread Magazine. From 2003-2006, many hours were spent prowling around shooting photos of rollerblading. Ryan now resides in the downtown area of Los Angeles. You can find him at www.ryanschude.com.

2>



mike opalek, writer & professional PUA, San Pedro, CA

I'm Mike, I'm 33 and I like to ride my motorcycle. I really dont like my writing style but hopefully you will. Have you ever mixed soju and aloe juice? Its really good, but the soju gives you a wicked hangover. If I wasn't a rollerblader i'd like to be a english football hooligan. Have a nice day.

3>



mike rios, writer & web design, Philadelphia, PA

I've been skating for over a decade, collecting sneakers for seventeen years, and designing for seven years. Up until now I've been mostly behind the scenes of rollerblading, but you may own something I've designed, be it a t-shirt, wheel or video. Or maybe you've hung out on a website I've made. If it so happens you're actually into my work... THANK YOU for the support. exclusivestm.com - genrewheels.com - knowrollerblading.com - mikerios.net

4>



john haynes, photographer, Minneapolis, MN

It would be silly to say that I grew up shooting skating because I am not a grown up. I have shot skating for my entire young adult life, but even that statement can be misleading. I would consider myself a lifelong skater first, then a photographer. I try to use what talent I may or may not have to show every skate trick that I shoot in the absolute best way, for the benefit of skating and skaters. If there is a great, or marketable image in the end that is wonderful, but the skating has and always will come first.

5>



jess dyrenforth, photographer, Santa Ana, CA

"We must be willing to experience suffering, for if we know how to understand and work with it, it enables us to evolve."

6>



chris peel, artist, San Clemente, CA

After a brief time at DNA, an old UK magazine, my younger brother and best friend Martin convinced me to move to Southern California. Thanks to his advice, that's exactly what I did. Since then I have been involved in many projects including: four years as Art Director at Daily Bread, Art Director for Ground Control since the beginning, as well as Co-founder and Art Director of Vicious Bearings. Outside of those commitments, I have produced work for Rollerblade, Roces, Razors, Intuition Skate Shop, 4x4, Be-Mag, United Front, and Rat-Tail. Check out more of my work at www.chrispeel.com.

7>



tom hyser, artist & legendary roller, Atlanta, GA

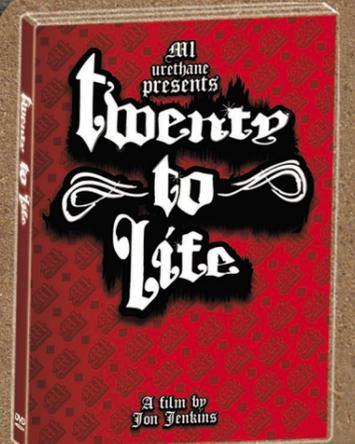
I got hyped on skateboarding at the age of 12, but by 15 I'd seen a Rollerblade promo video playing in a bike shop which changed my life. Over time I made the switch to rollerblades, and then rode pro for K2 skates, Cozmo wheels, Fifty-50 frames, and Rise Above clothing from 1995 to 1999. I am the founder/owner of Skatepile.com, which keeps me super busy... When I feel creative, I make crazy paintings and come up with new skate designs (Fiziks, Epoch, K2 Fatty series, etc). Rolling and hanging out with other creative minds is my favorite past time.



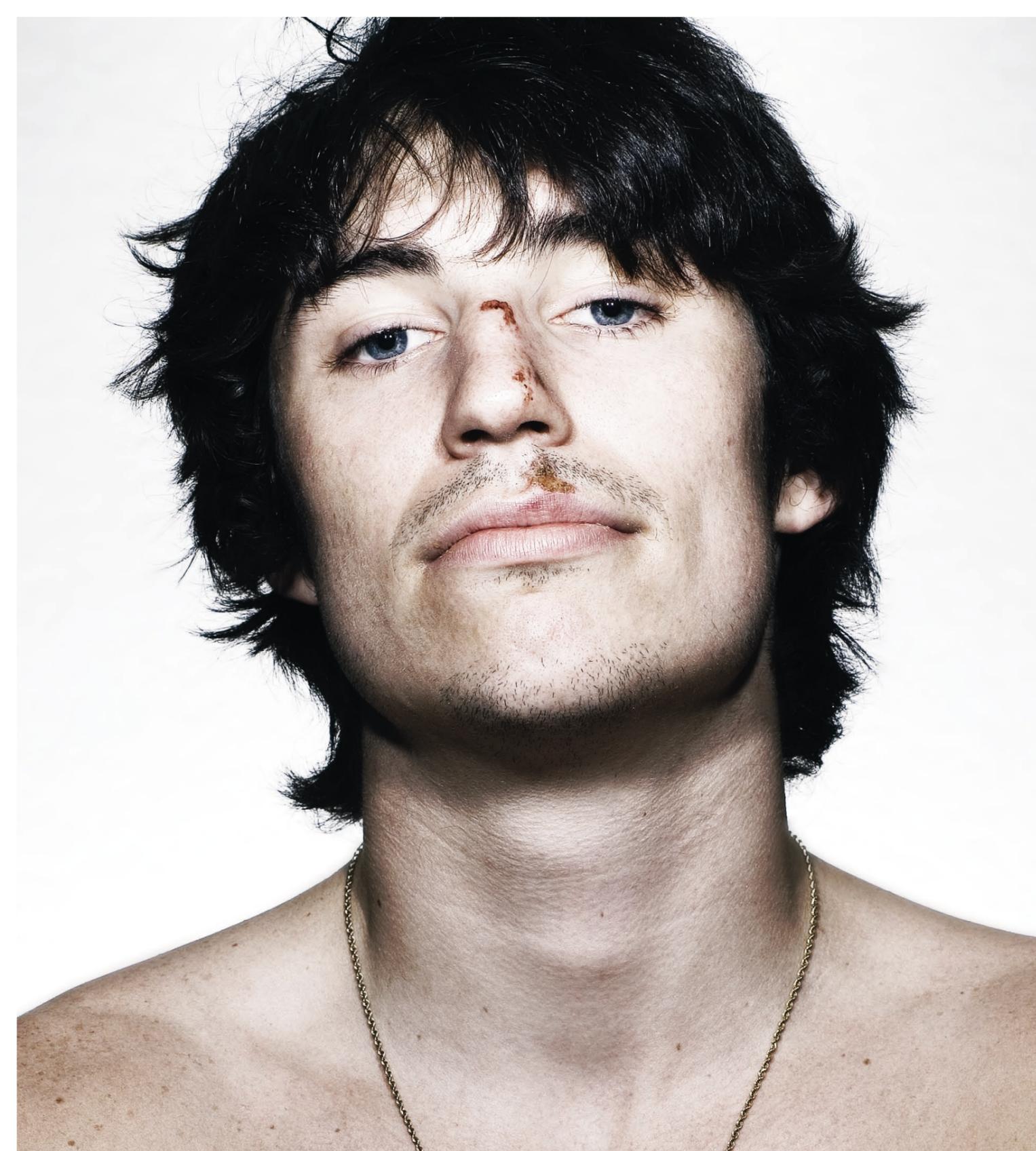
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Skaters:
1. Dom Sagona
2. Austin Paz
3. Murda
4. Colin Kelso
5. Latimer

About me:
1. I skate fast
2. I love rollerblading
3. I'm obsessed with women
4. I'm from Shaolin, NYC
5. I'm all about respect

Off skates:
1. Skydiving
2. Soccer
3. Reading books
4. Freestylin'
5. Clubbin' NYC style

Music:
1. Masta Ace
2. DJ Tiesto
3. The Sounds
4. Tupac
5. Prodigy

My style:
1. Wild as hell
2. Focused
3. Never scared
4. I don't give a fuck
5. All about control

TAKE 5: billy o'neill

/ PHOTOGRAPHY BY RYAN SCHUDE

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BACK TO SCHOOL '06



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retail: \$349.95

Since the beginning of his pro career in 1999, Frankie Morales has inspired the world of skating with his amazing skills and incredible style -- truly one of the most unique skaters ever.

When Franky Morales and Kato met in January 2006, they came up with a revolutionary concept to incorporate an extreme light weight design with added support and perfect flex. Equipped with the finest components you can find, the Franky Morales Pro is the hottest skating weapon to date.

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Available in four color ways, two styles and two logo styles (black pin stripe, white pin stripe [shown], white/kelly green pin wheel, gray/gray pin wheel.) with full custom logos and construction. Best fitted cap to hit rollerblading since... well, ever. Available at www.aggressivemall.com only.

XSJADO DL 2 BOOT

retail: \$169.99



Hazy Jesus represent! If you're into Latimer, this is what you've been waiting for. The new DL2 has a hot creme colorway with green highlights, and thicker padding for the in-step strap. Hook 'em up with your frames of choice.



M1 URETHANE WILSON/MORALES WHEELS

retail: \$28.00

East meets West with the M1 pro series. Whether you want to flash your gold, or skin some roadkill, M1 delivers the urethane choice that let's you be yourself.



FIFTY/50 CORE FRAMES

retail: \$64.99

Fifty/50 ups the ante of frame performance with the revolutionary Core Frames. Ultra-stiff, ultra-responsive and lightweight, the Core Frame features a one-piece aluminum underchassis that provides unprecedented acceleration and control.



ROLLERBLADE TRS ALPHA 7

retail: \$249.99

NEW for 07 - replaceable cuff and Coolmax(R) in the liner. External cuff, Form-fitting liner that eliminates pressure points: dual-density insole with extra thick gel insert for comfort and support; metal buckle and lave closure for precise, secure fit. 55mm/89a wheels, SG7 bearings and aluminum spacers plus a UFS fiberglass-reinforced nylon frame.



MINDGAME "BAD EDUCATION" ED II

retail: \$42.00

MINDGAME BAD ED. 2 BACKPACK features multiple compartments for books, pens, and utensils, an mp3 (or cd) player pocket w/ cable exit, protective foam lined laptop sleeve, ergo foam backing, and padded foam handle.



VIBRALUX JAMES DEAN JEAN

retail: \$45.00

The James Dean Jean was three years in the making. These slim-fitting, straight legged, stretch denim jeans are ideal for skating. All seams are triple stitched to prevent tearing. The pocket bags on the interior have been printed on so that even the insides of your jeans look cool. The pocket rivets have been replaced with VX embroidery as well. Genuine leather patches and back pocket embroidery make you look like a badass even when you are walking away.



ENGLAND DOVE LONGSLEEVE SHIRT

retail: \$28.00

You can't go wrong with art designed by the godfather of blading's attitude, Mr. Brooke Howard-Smith. Featuring a print on both sleeves in addition to the main chest logo, England helps you rep your blade roots while looking fresh.



VICIOUS HAIR SHIRT

retail: \$19.00

We heard this shirt was designed with real human pubic hair, compliments of Rat Tail's legendary Chris Peel.