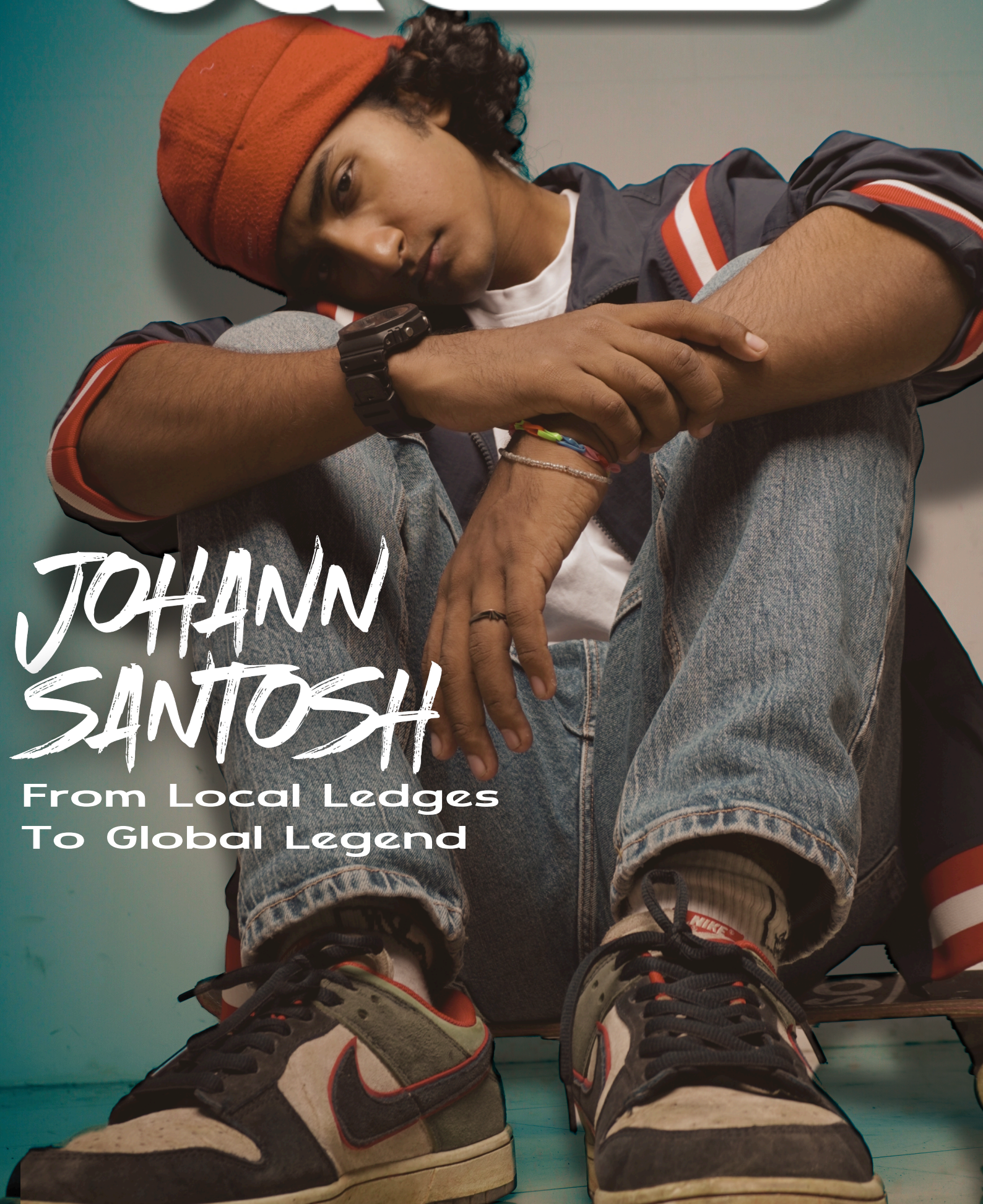


GQ HYPE

JOHANN
SANTOSH

From Local Ledges
To Global Legend





→ 13

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FILM NEGATIVE



FILM NEGATIVE



FILM NEGATIVE



FILM NEGATIVE

FILM NEGATIVE

SKATE

Skater culture emerged in the 1970s in California as a blend of surfing, rebellion, and creativity. Early skaters, known as "sidewalk surfers," adapted surfboards to the streets, using makeshift skateboards to mimic surfing moves on land. Over time, it evolved into a distinct subculture, characterized by a DIY attitude, a focus on individualism, and an affinity for rebelliousness.

Skater culture is deeply connected to the values of freedom and self-expression. Skateboarding, an inherently personal and improvisational activity, encouraged a unique lifestyle that transcended just the sport. Skaters often embraced a laid-back yet rebellious attitude, rejecting mainstream trends and fostering a sense of outsider identity. The culture has its own style, with baggy pants, graphic T-shirts, hoodies, and sneakers becoming iconic elements.

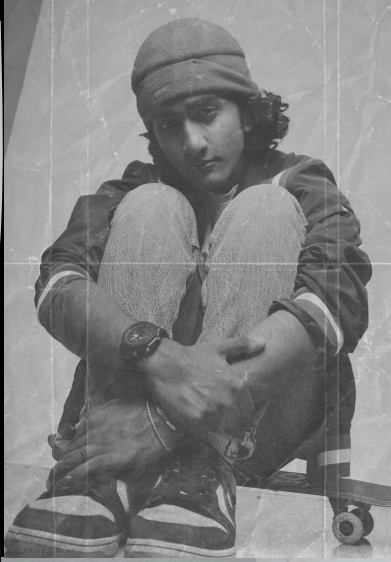
In the 1980s, the rise of skateboarding videos and magazines helped spread the culture globally. The sport also gave rise to legendary athletes, such as Tony Hawk and Rodney Mullen, who pushed the limits of the sport and became influential figures within and beyond the skate community. Skater culture has since evolved, becoming integral to fashion, music, and art, but it continues to retain its roots in individualism, rebellion, and creative expression.



NO HATE

Skater culture celebrates individuality, creativity, and freedom, rejecting conformity. It fosters inclusivity and respect, with a "no hate" ethos emphasizing support over competition. Skaters often build tight-knit communities where personal expression and collaboration thrive, creating a positive, welcoming environment for everyone, regardless of skill or background.





Recent skate culture continues to evolve, blending traditional elements with modern influences. The sport has become more inclusive, with a growing number of women and people from diverse backgrounds gaining visibility.



Skateboarding is now featured in major events like the Olympics, bringing global attention and mainstream acceptance.

Skate fashion has also become more integrated into everyday streetwear, with brands like Supreme, Vans, and Thrasher gaining immense popularity beyond the skate community. Social media platforms, especially Instagram and TikTok, have played a significant role in shaping trends, as skaters share videos, tricks, and personal styles with a global audience.



UNCOVER



DISCOVER



GET TRICKS OR DIE TRYING

Skater tricks are diverse and require skill, balance, and creativity. Common tricks include the ollie, where a skater leaps into the air while keeping the board underfoot, and the kickflip, which involves flipping the board mid-air with a kick. The heelflip is similar but with a different foot motion. Grinds and slides occur when the skateboarder uses the truck to slide along an edge, like a rail or curb. Shuvits involve spinning the board 180 degrees without the skater turning.





