

A RAGGED PURVEYOR OF THE FREEDOM PRINCIPLE, HUCK represents the FLOWERING OF INNOCENCE and REBELLION – and THE CONTEMPORARY INEVITABILITY OF THEIR FAILURE. AS SOCIETY MARCHES BLINDLY TOWARDS a CORPORATE monoculture of WAR, FAST FOOD and TRASH TV, we CLING TO THAT RAFT and REFUSE TO BE 'CIVILIZED'. WE'RE ALL HUCK FINN NOW. KEEP PADDLING, JUST KEEP PADDLING...



ISSUE 001 OF HUCK  
MAGAZINE IS OUT NOW!

**huck**  
MORE THAN JUST THE RIDE

Packed with a sophisticated assortment of edgy writing, beautiful photography and cutting-edge illustration, *Huck* focuses on the faces, people, places and spaces of surf, skate, snow, music, film and the arts.

Published in English, French, German and Italian, *Huck* is the axis around which the truly global culture of sideways sliding revolves.

Issue 001 drops in with an exclusive cover feature on Shaun White, the snowboarding god and pop hero who's become a household name since his gold medal win at the Torino Olympic Games earlier this year.

### **PLUS, CHUNKS OF EDITORIAL MUSCLE STARRING:**

- Brad Gerlach, rider of giant waves
- Harold Hunter, Lower East Side skate rebel
- Beastie Boys, on their new film, *Awesome; I Fuckin' Shot That!*
- Risto Mattila, Finnish snow fiend
- Jacques Lacan, mad French thinker
- Miki Dora, dark knight of Malibu

### **HUCK TRAVELS TO:**

- Vancouver Island
- Scottish Highlands
- Barcelona
- Ireland
- Kashmir

### **AND...**

- Summer Fashion
- Sunny Products
- Environment
- Albums
- Gaming
- And more

Issue 001 of *Huck* is out now.

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Available at Borders, Waterstone's, Harrods, Selfridges and select newsagents across the UK.  
Copies also available across Europe in French, German, Italian and English.

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