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# GRAN RISA MAGAZINE



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ALTA BADIA**



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SUPERSKI**   
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# COVER PHOTO

## SCULPTURE GIGANT

Hand mirror-polished steel  
6x6 h5 m - year 2015  
Artist Daniele Basso

**Piz La Ila (2100mt)**  
**Gran Risa - La Villa**  
Realized for the 30<sup>th</sup> anniversary of the  
Ski World Cup Alta Badia - Dolomites



### IMPRINT

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# BËGNODÛS TO ALL FRIENDS OF SKIING,



**to the countless partners who have participated in this event for many years or who encounter the magical world of the Gran Risa for the first time and to all those who dedicate their time to the success of the Ski World Cup.**

This year the Gran Risa shows itself from a completely new point of view. The main reason for this change is our considerable effort to increase the quality of the entertainment areas. Quality can be expressed in many ways. For those who are looking for refined environments, our LEITNER ropeways VIP Lounge will be enriched by the Gran Risa Style, a modern/lifestyle area where the guests can experience an unforgettable after race. The Red Bull Energy Lounge in the finish zone enables the fans to be closer to the athletes, as the lounge is located near to the finish line and thus ensures a perfect view for adrenaline-filled moments. Our traditional cuisine has always been characterized by accuracy in the preparation and by the use of local products and this is what Les Viles di Blizzard – Tecnica can be proud of. This is just a first overview of the topics of this magazine.

To come up with innovations also involves being the best in the preparation of the Gran Risa. Therefore, we tried to achieve an intense connection with the slope in every minute dedicated to its preparation. We achieved this ambitious goal with a fantastic project, as our aim was to digitalize the data that the Gran Risa can provide us with, for example: air humidity and temperature, humidity and temperature of the snow cover, humidity, temperature and specific weight of the snow cover at a depth of 10 cm. These are just some examples for the data derived from various spots of the slope. The Gran Risa can now communicate with us and tell us what is missing to achieve a perfect and uniform snow cover on the whole slope. Guarantee to each participant the best possible condition of the slope is a duty of the committee and a duty towards this sports event. Thus, every athlete can focus only on delivering his best performance and to demonstrate his technical ability on the Gran Risa.

How many new projects, how many challenges. We are very excited and hope you are too. **We wish a good race to everybody and may the best man win!**

Alpine Ski World Cup Alta Badia

# THE SKI WORLD CUP INTRODUCES ITSELF

## THE SKI WORLD CUP IN ALTA BADIA NEEDS NO INTRODUCTION.

But what does this legendary appointment, for those who experience the event closely, mean?

### WE ASKED...



## MICHIL COSTA PRESIDENT MARATONA DLES DOLOMITES

**1** An experiential downhill run. The realization of an ancient ski lift that slowly goes up to the starting point of the race with the possibility to ski downhill on vintage skis and on a not groomed slope. Going up and skiing down will happen slowly, so there will be plenty of time to admire, while skiing alongside them, the giant photographs of the champions who have made the history of skiing on the Gran Risa. Course-side there are some wise thoughts and poems by enlightened Ladin people (Josef Kostner, Roberta Dapunt, Gilbert Prousch).

**2** I have not done anything mentionable. However, I am satisfied, I would say happy, that I am still alive: twice, when I jumped with my parachute, I had to open the emergency. It has obviously turned out well, as we are here to talk about it. Then I took part in a European championship and an Italian one. What kind of championship? I do not believe that anyone cares about it.

**Your secret dream when you think about the Gran Risa**

**1**

**The two sporting performances, which you are particularly proud of**

**2**

**Alta Badia is the most beautiful place on earth - do you agree? Why?**

**3**

**3** I don't like to use superlatives because beauty is not a competition. Rather, it is a dimension that must be safeguarded with all our strength, especially in a world that is undergoing terrible transformations because of our faults. There are other memorable places in the world, which are also located in the mountains.

Val Badia is a wonderful place for me, because there is still a lot of its ancient beauty: just look up and you will realize it. But if you look around at eye level, then well, there is a lot to (re)do. I suffer when I see uncontrolled tourism, I suffer from light and noise pollution, I suffer from small and large speculations, I suffer from heavy traffic. I love these mountains, just as I love these valleys and if we want that Val Badia continues to be a special place, we must become aware of the importance of preserving its remaining beauty, we must have the courage to support a sustainable, people-friendly and nature-friendly development, and also make radical choices - because they get to the bottom of things. I would like a future in which, when arriving in Val Badia, you can still say: how beautiful!

## FLORIN SORARÛ VICE COURSE DIRECTOR

**1** A secret should remain a secret; otherwise what kind of secret is it...? But my dream when thinking about the Gran Risa is absolutely not a secret... I imagine a Ski World Cup race that no one wants to miss: a competition where everyone is on the same level - athletes, audience and the Organizing Committee. An event, which everyone is looking forward to throughout the year and which is not only a great show on the snow, but also an opportunity to have fun for young and old, not only during the race itself. A party for the town of La Villa, or even for the whole Alta Badia and South Tyrol... because the more we are, the more we will have fun!

**2** In sports and generally speaking in life, I like people who don't give up, but who work hard to achieve the goals they established. Personally, as a sportsman, I have not become a world-class athlete...nevertheless, I'm satisfied with my career as a skier at a high level. I got to know people from different places, with different cultures and mentalities. I'm satisfied because, even though I didn't reach the level of the Ski World Cup races, I gained a life experience that gave me so much, and which I wouldn't have wanted to miss. But if we're talking about real athletes, one of the most significant careers for me is the one of Alex Zanardi. An athlete who, despite what has happened to him, did not give up his dreams and has continued to do what he likes - although in a different way. This shows us that everything is possible if we want. He is an inspiring example for everyone!

**3** I was born here, among these incredible mountains, and therefore I'm a bit partial, but I can say that I wouldn't like to live anywhere else but here! Alta Badia is the perfect place for everybody who, like me, loves to experience the four seasons of the year changing, is passionate about sports and smiles every time he is in the middle of nature. Here you live among the highest peaks of the Dolomites, you can take quiet walks through woods and meadows, you can ride your bike on the most beautiful mountain passes of the Alps, you can ski on slopes of different difficulty levels and afterwards enjoy lunch in one of the mountain chalets (my mouth is already watering whilst thinking about it). Afterwards, the day can end with après-ski, whilst drinking some beers with friends. I could go on listing so many other beautiful things about this place, and certainly also things I don't like about it..., but - honestly - how many perfect things are there in this world?



## ROBERTO ERLACHER FORMER ATHLETE OF THE ITALIAN TEAM

**1** I've always looked at the Gran Risa with great respect and wonder. In the seventies, when I was a kid, my friends of the Sci Club Ladinia and I climbed over the safety nets to watch the training sessions of Ingemar Stenmark and dreamed about being able to participate as well one day. Personally, I don't have a secret dream when thinking about the Gran Risa, because that dream came true when I had the honour to mount the podium in Alta Badia in front of my fellow countrymen and with my idol Ingemar Stenmark.

**2** Apart from my podium on the Gran Risa, I remember with pleasure my World Cup victory in Puy-St.-Vincent and my sixth place at the World Championships in Bormio.



**3** Alta Badia has a very special charm, which remains in the heart of those who visit this place. Its world heritage mountains, the gentle colours of its landscapes, the green meadows in summer and the white slopes in winter are a real priceless asset. Moreover, I really can't forget the people of Alta Badia, who make the visitors feel at ease with their kindness and always work with passion and love. Alta Badia is my place - which I love, where I feel at home and where my roots are, in the midst of a nature that fills my soul with joy and serenity. For me, Alta Badia is really the most beautiful place on earth!

# FACTS

**100 ski instructors**  
are working on the slope during the  
giant slalom race on the Gran Risa

There will be chefs awarded with a total of  
**5 Michelin stars**  
cooking during the Ski World Cup weekend

The preparation of the slopes involves  
**50 hours of work**  
for our snowcat operators

**10,000 meters** of  
**security nets**  
are needed for the races

It takes **80 hours**  
to set up the tribunes

In the 2018 edition of the Ski World Cup,  
**300 GB of data**  
were processed in the press  
area and the finish area

The entire finish area and the press  
area are covered by a WIFI network  
capable of handling more than  
**400 users**  
simultaneously – including athletes,  
staff and journalists

The Gran Risa is part of the Dolomiti Superski  
ski area, where **250 lift** facilities and  
**740 km of slopes** are at your disposal

**60 ski instructors**  
are working on the slope during the parallel  
giant slalom race on the Gran Risa

There will be athletes from  
**23 different countries**  
at the starting gate of the race

**800 volunteers**  
are working during the  
Ski World Cup weekend

**50 snow guns** are needed  
to cover the Gran Risa slope with snow

**100 million TV viewers**  
watch the Ski World Cup  
competitions in Alta Badia

Over **325 hours** in total are broadcast  
**live in television** in Italy and abroad

In order to guarantee a perfect  
preparation of the Gran Risa slope,  
**1.000 m<sup>3</sup> of water** are injected

**37,000 m<sup>3</sup> of water**  
are needed to produce snow

# WINTER AT ITS BEST



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GRAN RISA MAGAZINE

# ALTA BADIA AND LEITNER EVEN STRONGER TOGETHER

Our own history is closely linked to Alta Badia. It was about 70 years ago, in 1947, when we gave birth to **the first chairlift in Italy** in this incredible landscape famous all over the world, together with the pioneer of winter sports and tourism named **Erich Kostner**: the ski lift that leads to Col Alt in Corvara. Over the decades this relationship of collaboration, but above all of friendship, has never broke off, on the contrary! Alta Badia has evolved thanks to creative innovations and to its high-level tourist offer and has become an outstanding destination for winter sports. Alta Badia was a forerunner and expanded on great visions, stimulated by the courage for innovation. Together we were able to face and to meet many challenges, which strengthened our relationship, characterized by mutual help and the ability to learn from each other.

It is also because of this close relationship and of this path that we have gone along together that **LEITNER ropeways** has enthusiastically supported for years what is now

seen as the most important event of the winter season in Alta Badia.

The Ski World Cup races – the giant slalom on the Gran Risa and, since a couple of years, the parallel giant slalom – do not only represent unforgettable moments in the world of alpine skiing, but have brought international prestige to this valley at the same time. We would like to express our most heartfelt congratulations to the Organizing Committee, to **Marcello Varallo** who has chaired it until last season, and to **Andy Varallo** who presides over it from this year on. Alta Badia has become a reference point for all ski enthusiasts today only because of them and above all because of the vision and the initiative of a man like Erich Kostner, who passed away only a short time ago, who wrote history and opened the doors for the future.

**Anton Seeber**  
President of Leitner Group

# ALTA BADIA IS ...

# MAJESTIC

A surreal silence, the rocky walls that turn red, until they disappear in the darkness of the night. How can the only word „Enrosadira“ allude to a similar and extraordinary phenomenon?



PHOTO: FREDDY PLANISCHEK



# LADIN

---

The ancient habits and customs of people who inhabit the mountains, who consider the mountains to be their home and welcome those who visit them as friends. Ladin culture means sincere friendliness and hospitality that make "Bun de" come straight from the heart.



PHOTO: ALEX MOLING

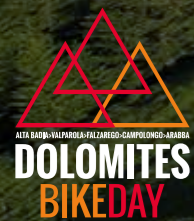
# PIONEERING

It was 1946 when, with a great deal of courage and a pinch of recklessness, Erich Kostner signed a contract for the construction of a new chairlift that could carry the first intrepid skiers to the top of Col Alt, the hill which is the symbol of Corvara. And so it was that, on Christmas Eve 1947, the first tested chairlift began operations.

# AMBITIOUS

A bicycle, a road closed to motorized traffic surrounded by the unique grandeur of the Dolomites. The Maratona dles Dolomites - Enel, with more than 9.000 participants coming from 70 nationalities that are extracted from over 30.000 requests of application, represents the queen of the international Granfondo. See you on Sunday, July 7th 2019, „TOMORROW“ is coming up.

PHOTO: FREDDY PLANISCHEK



16.06.2019



22.06.2019



07.07.2019

# LIFESTYLE

The pleasures of cuisine will accompany you on a magical journey, from the age-old traditional Ladin recipes to the gourmet delicacies that are brought to the table in the mountain huts, in the traditional farms or in modern restaurants with innovative design, which boast in the three Michelin-star restaurants, which boast six Michelin stars in total.

# HISTORY AND FUTURE OF AN ICON

BY GIOVANNI  
AUDIFFREDI  
DEPUTY DIRECTOR  
GQ ITALIA



**W**hen you look at the mountains covered with deep woods, you only follow the most natural direction of view: from the bottom to the top.

Mountains are vertical elements in the human habitat. Only after having climbed them, you realize you have to go down them to return to the ground, to the point of belonging. However, those who work in the mountains have a bi-directional look and consider right away the idea that they will have to go down them. Maybe because they have to get something out of that mountains, in order to feed and warm up themselves, to build something new and to create value.

Mountains are an asset. They can act as horizons, walls, borders, bulwarks – they simply become a place depending on a context, with a different inclination. It was imagining how to bring the trunks of the powerful fir trees of Piz la Ila down from the mountains that the human being created a split in the middle of that thick green forest. **That's how the Gran Risa was born.** Thanks to men working with an axe. From the

need to bring that wood down to Alta Badia. **In fact, in Ladin, risa means “split”.** One of the most famous slopes in the world, among the most popular in the Dolomites, was realized from that passage in the forest, a steep split along the ridge to expand the local economy.

This factor of production still exists. Actually, the Gran Risa, the great split, which will be **53 years old** in 2019, was a brave and ingenious entrepreneurial intuition. It was necessary to make Alta Badia known throughout the world, as a location for winter sports, as a holiday destination, as a microcosm in which people can appreciate the local culture but also find the value of snow. Alta Badia had to compete with Austria, Switzerland and towns in the Dolomites that had a different imprinting and that were already glamorous and very popular, such as Cortina d'Ampezzo (winter Olympic Games of 1956). Thus, the pioneering idea of a slope that would be suitable for the Ski World Cup races in a town that would agree to fit into the busy calendar of the competitions in December, at the beginning of the winter season, was something extraordinary. In those years the raw material, namely snow, was not yet sup-

ported by the modern snow-producing systems, but depended on the weather conditions. It was a challenge to broadcast Alta Badia worldwide, to show the organizational skills, the scenic beauty, but above all the opportunity to go skiing in Alta Badia in television. Skiing was becoming an emblem.

**The first race on the Gran Risa was won by Ingemar Stenmark in 1985.** His victory immediately seemed like a good omen. The Swedish champion experienced his 80th victory, what was seen like a seal of guarantee for the competition in Alta Badia. As if to say that if the best athlete in alpine skiing triumphs, even the slope and the ski area satisfy the requirements for a quality debut. Moreover, Roberto Erbacher finished third in that first giant slalom race. Thus, the local athlete aroused the enthusiasm of the entire valley. **The lucky history of the Gran Risa continued with the victories of the Italian team. The following year, in 1986, a dream came true: Richard Pramotton, Alberto Tomba and Oswald Totsch – three Italian athletes on the podium. But it was not over.**

## THE VICTORIES OF ALBERTO TOMBA HAD YET TO COME.

When Italy rediscovered that it had a great skier capable of competing for the victory of the General Cup, thus bringing back national pride when it was thought to be lost, the Gran Risa became a location **FOR FOUR INCREDIBLE RACES: 1987, 1990, 1991 and 1994.** In all these editions Tomba triumphed. Since that golden moment, the Gran Risa has also been known as the Italian race track.

### IT WAS A VICTORIOUS PLACE FOR THE ITALIAN SKIERS.

**Daive Simoncelli** finished first in 2003, and 2 times second in 2002 and 2009 **Massimiliano Bardone** in 2005, 2009 and 2011. The last Italian podium place was **Florian Eisath's** third place in 2016.

The Gran Risa became the emblem of Alta Badia not only because it fulfills sporting dreams, but also because it requires management qualities at the highest level. Alta Badia progressively showed excellent skills in the organization of the event and of the competitions. Moreover, the innovative technology used in the realization of the ski slope is one of the main reasons for the leading position of Alta Badia.

The Gran Risa is 1255 meters long, has a difference in height of 448 meters and a point of maximum incline that reaches 69%. It's like a symphony andante con brio, a ballad with moments that can be compared to the start of the music, to an insistent refrain and to a final outburst. It is like a white ribbon that hangs from **Piz La Ila**, but whose real course you will never be able to discover, independently from where you look at it. It is always a surprise, a little mystery that the athlete, or the amateur skier, will have the pleasure to discover whilst skiing along it. The Gran Risa has become an iconic slope in **34 editions of Ski World Cup**. Only one of these editions had to be postponed for technical reasons. The slope was created, because when it was built to be skied, it rose like an artwork made by humans above a particularly well-prepared ground. This means that the ground is capable of draining a very important mass of water without causing landslides.

**"In 1969, when a terrible flood hit Alta Badia, the ground had shifted and the project had just been completed. You were still sinking with your feet several centimeters into the sieved ground that had not had enough time to rest and thicken. The rain, however, didn't gain the upper hand. It caused damage along the entire state road of Alta Badia, but the split drank without any problems. For this reason, even today the snow used to cover the Gran Risa must be particularly damp. Otherwise you risk to dry it out too much,"** says Andy Varallo, President of the Alpine Ski World Cup Alta Badia.

When talking about this jewel, which stands out from the best slopes in the white circus and competes for fame with Sölden and Adelboden, "to build" is the correct expression. It takes **70 hours of hard work**, if the wind and humidity conditions allow it, to finally prepare a snow cover with the ideal conditions for the athletes. It is necessary to stick to the strict controls of the FIS, but above all to intervene continuously for the maintenance of the slope. It is a job that **involves 700 people**. For this reason, the Ski World Cup has also become an event that involves and expands the direct economy of the area. Nevertheless, the inhabitants of Alta Badia have shown an extraordinary ability to understand that broadcast the event in television is of crucial importance. But also the promotion of a high-profile direct experience is a marketing strategy with many advantages for everyone involved. **There will be more than 6000 guests in the stands located around the Gran Risa**. The ticket price for the races varies from 10 to 242 euros. But the real added value that grows year after year is experiencing the moment, getting in touch with the Ladin spirit and savouring the taste of this event that becomes an indelible memory. The edition of 2019 will be even more comprehensive in terms of hospitality. In fact, the parterre and the logistics have been profoundly rethought. Everything has been organized to emphasize a key concept



in marketing prevailing at a global level: a great opportunity to experience **lifestyle** is needed, a full immersion in the values that Alta Badia expresses to the fullest extent.

The prestigious LEITNER ropeways VIP Lounge has been maintained in the centre as every year. **The main attraction of this lounge is the delicious culinary offer, prepared by chefs awarded with a total of five Michelin stars.** At the sides, different hospitality areas were created. There will be the Ladin village, where you can fully enjoy the **Ladin tradition**, the most authentic taste of Alta Badia, and feel the atmosphere of the mountain huts and chalets. And then there will be the **Red Bull area** that is very attractive for young people. An area for adrenaline-filled moments, for great shows during this spectacular event, and for the fusion of the ski world with the motor world.

Even this last word, innovation, is not chosen by chance. Since 2015 the Gran Risa is not only the location for a giant slalom race but also for a PGS, namely a parallel giant slalom race.

**«Thus, the Gran Risa offers a comprehensive package of options, involving the respect for its history and, at the same time, including contemporary elements. This event will be dedicated to inclusion, hospitality and continuous innovation»**

... says Andy Varallo, President of the Alpine Ski World Cup Alta Badia

Another innovative and unique idea. There was a change in the slope's conformity in 2005, with the inclusion of two important humps called gobes dl giat, the cat humps. In the tradition of Alta Badia, the inhabitants of La Villa are called cats.

Ten years later, this particular conformation made it possible to create a slope that is suitable for a parallel giant slalom race. In this way, the stay of the Ski World Cup athletes and the

consequent visibility doubled. This year the events will take place from 15<sup>th</sup> December evening until 17<sup>th</sup> December.

But innovation also means technology. And this is the further step that brought the Gran Risa to the top of the Ski World Cup slalom slopes. Snow management is fundamental for the economy of a mountain community. At the same time, water management is of crucial importance. Alta Badia is equipped with a special software that controls the artificial snow with new parameters. Thus, every inch of the slope can be observed. The whole creative process is kept under strict control, starting from the snow gun that forces the raw material to the snowcat that presses, clears and prepares the snow cover. The information system that manages meta-data through relational tables is called BPRX, acronym for Business Process Repository eXtensibile. In this way, Alta Badia demonstrates to be far-sighted and above all to stick to its philosophy of respect for the environment, because this system also allows to save and direct the water of the valley more correctly. Imagine that only the right amount of water is forced by snow guns, that snowcats can prepare the snow cover homogeneously, that everything happens at the right time, without thinking of time and weather. The Gran Risa strives for the perfection of a positive turn made by a race carver ski on the morning of a beautiful winter day before Christmas.

# HALL OF FAME

## GIANT SLALOM 17.12.2017

1. **MARCEL HIRSCHER** AUT — 2.25.42
2. **HENRIK KRISTOFFERSEN** NOR — 2.27.12
3. **ZAN KRANJEC** SLO — 2.27.24

## PARALLEL GIANT SLALOM 18.12.2017

1. **MATTS OLSSON** SWE
2. **HENRIK KRISTOFFERSEN** NOR
3. **MARCEL HIRSCHER** AUT



18.12.2016 - GS	<b>Hirscher Marcel</b>	AUT
19.12.2016 - PGS	<b>Cyprien Sarrazin</b>	FRA
20.12.2015 - GS	<b>Hirscher Marcel</b>	AUT
21.12.2015 - PGS	<b>Kjetil Jansrud</b>	NOR
20.12.2014 - GS	<b>Hirscher Marcel</b>	AUT
19.12.2013 - GS	<b>Hirscher Marcel</b>	AUT
16.12.2012 - GS	<b>Ligety Ted</b>	USA
19.12.2011 - SL	<b>Hirscher Marcel</b>	AUT
18.12.2011 - GS	<b>Bardone Massimiliano</b>	ITA
21.12.2010 - GS	<b>Ligety Ted</b>	USA
21.12.2009 - SL	<b>Herbst Reinfried</b>	AUT
20.12.2009 - GS	<b>Bardone Massimiliano</b>	ITA
22.12.2008 - SL	<b>Kostelic Ivica</b>	CRO
21.12.2008 - GS	<b>Albrecht Daniel</b>	SUI
17.12.2007 - SL	<b>Grange Jean-Baptiste</b>	FRA
16.12.2007 - GS	<b>Palander Kalle</b>	FIN
18.12.2006 - SL	<b>Larsson Markus</b>	SWE
17.12.2006 - GS	<b>Palander Kalle</b>	FIN
18.12.2005	<b>Bardone Massimiliano</b>	ITA
19.12.2004	<b>Grandi Thomas</b>	CAN
21.12.2003	<b>Simoncelli Davide</b>	ITA
14.12.2003	<b>Palander Kalle</b>	FIN
22.12.2002	<b>Miller Bode</b>	USA
16.12.2001	<b>Covili Frederic</b>	FRA
19.12.1999	<b>Chenal Joel</b>	FRA
20.12.1998	<b>Von Grünigen Michael</b>	SUI
21.12.1997	<b>Mayer Christian</b>	AUT
22.12.1996	<b>Von Grünigen Michael</b>	SUI
17.12.1995	<b>Knaus Hans</b>	AUT
22.12.1994	<b>Tomba Alberto</b>	ITA
19.12.1993	<b>Locher Steve</b>	SUI
13.12.1992	<b>Girardelli Marc</b>	LUX
15.12.1991	<b>Tomba Alberto</b>	ITA
16.12.1990	<b>Tomba Alberto</b>	ITA
14.01.1990	<b>Kröll Richard</b>	AUT
13.12.1987	<b>Tomba Alberto</b>	ITA
15.12.1986	<b>Gaspoz Joel</b>	SUI
15.12.1985	<b>Stenmark Ingemar</b>	SWE



www.saslong.org



Aksel Lund Svindal (NOR), Winner Downhill Val Gardena-Gröden 2017

# VAL GARDENA GRÖDEN

PASSION & PERFORMANCE

14.-15.12.  
2018

Audi FIS Ski World Cup  
51. SASLONG CLASSIC



Concept & Image: KATIUSCIA GRAPHIC.com

## Südtirol Trophy



## WORLD CUP SKI TROPHY FOR SOUTH TYROL

For the 33<sup>rd</sup> time, Alta Badia will be the venue for the FIS Alpine Ski World Cup. Each year the organisers have raised the level of the event to perfection, and today the World Cup days in Alta Badia have become a real highlight in the international ski circuit! On 16 and 17 December, all eyes will once again be on South Tyrol, a province where sport and nature form a unique symbiosis. Valuable World Cup points collected here in Alta Badia not only increase the chances of winning the World Cup, but also the prospects of winning the **Südtirol Ski Trophy!** The trophy is a matter of personal importance to me and a very special award, **because for the first time in the history of the World Cup, there is a trophy dedicated to the races that take place in a single region.** The fastest

man of the four World Cup races in South Tyrol will be honoured with the Südtirol Ski Trophy. The athlete with the most FIS points from the four World Cup races, consisting of the Downhill and the Super-G on the Saslong in Val Gardena as well as the Giant Slalom and the Parallel Giant Slalom on the Gran Risa in Alta Badia, will receive prize money worth **20,000 euros** and a very special extra prize - a wooden bust with the athlete's likeness in original size. This bust will be exhibited at the Saslonch mountain hut in Ciampinoi. In addition, along with a South Tyrolean Michelin star rated chef, the trophy winner will create their own special dish, which will be offered in several South Tyrolean mountain huts. The winner of the Südtirol Ski Trophy will only be determined after the final race, the Parallel Giant Slalom. Anyone wishing to win the Südtirol Ski Trophy must have participated in a race both in Val Gardena and in Alta Badia. Participation in the Parallel Giant Slalom in Alta Badia is compulsory. My thanks go to all those who once again contributed to making the World Cup in Alta Badia a true winter sports dream come true. I look forward to exciting race days in South Tyrol and wish the racers all the success in the world.

**Arno Kompatscher**  
President of the Autonomous Province of Bolzano





# WELCOME TO RACE DAYS HIGHLIGHTS

SATURDAY  
**15**<sup>TH</sup>  
DECEMBER



7 pm

Public bib draw of  
the giant slalom

8 pm

**WORLD CUP  
PARTY**  
in the heated  
**FIRE TENT**  
with music of the band TORPEDOS

**LOCATION: FINISH AREA**

5.30 pm  
**PARTY IN  
THE CENTRE  
OF LA VILLA**  
with DJ Max Benzoni

**LOCATION: CENTRE  
OF LA VILLA**





**10 am**  
**START**  
**FIRST RUN**

**1 pm**  
**START**  
**SECOND**  
**RUN**

Giant slalom prize-giving ceremony  
directly in the finish area



**MONDAY**  
**17**  
**DECEMBER**

**2.30 pm**  
**WARM UP**  
of the athletes  
on the Doninz slope



**2.15 pm**  
Segra dla Gran Risa

**3 pm**  
Live Concert with HANNAH

**LOCATION:** Finish area  
Hospitality LES VILES  
di Blizzard - Tecnica

**5 pm**  
WARM UP RACE PARTY of the  
parallel giant slalom in the  
heated FIRE TENT

**5.45 - 6.10 pm**  
Free Run of the athletes  
on the Gran Risa with  
music of DJ Max Benzoni



**SUNDAY**  
**16**<sup>TH</sup>  
**DECEMBER**

**noon**  
**OVERFLIGHT**

**FRECCE**  
**TRICOLORI**



**6.15 pm**  
**START**  
**NIGHT RACE**  
PARALLEL GIANT SLALOM  
Official prize-giving ceremony  
Award ceremony "Südtirol Ski Trophy"

**8 pm - 1 am**  
**GIANT RACE**  
**PARTY**  
LES VILES di Blizzard-Tecnica



# RACING AREA

**GIANT SLALOM**  
 START 1868m  
 FINISH 1420m  
 VERTICAL DROP 448m  
 LENGHT 1255m  
 MAXIMUM INCLINE 69%  
 MINIMUM INCLINE 10%  
 AVERAGE INCLINE 36%

**GRAN RISA**  
**PARALLEL GIANT SLALOM**  
 START 1492m  
 FINISH 1420m  
 VERTICAL DROP 72m  
 LENGHT 330m  
 MAXIMUM INCLINE 42%  
 MINIMUM INCLINE 10%  
 AVERAGE INCLINE 22%

BIB DRAW  
AWARD CEREMONY AREA

SKI DEPOT

FIRE TENT

PODIUM

VIDEO VAN

TEAM AREA

MEDIA AREA

LIVE TV

ENG AREA

ZERO AREA

BOÈ TRIBUNE

GARDENACIA TRIBUNE

LEITNER ROPEWAYS VIP LOUNGE  
TV RADIO COMMENTATORS POSITIONS

„LES VILES“  
BLIZZARD-TECNICA

ATHLETES TAXI

TICKET  
B  
A  
C

SHUTTLE STOP

CORVARA

Main road  
SS244

**W**here is it possible to touch happiness almost with one hand? Probably right here, in Alta Badia, among the majestic and eternal Dolomite peaks, which are almost ancestral. Among its thick and silent forests of firs, getting in contact with people - the Ladin people - who keep intact their language, their customs and their cuisine, which is genuine, simple and delicious. At the same time, Ladin people know how to look to the future, how to innovate and invent. Feel warmly welcomed in a place

that has made hospitality become a real skill. And, of course, ski hundreds of kilometres, starting with the Gran Risa, queen of the slopes and ideal location for the competitions, challenges and emotions of the Ski World Cup, which is held every year in December. This year you can watch the races from three exceptional hospitality areas, in unique and original settings, experiencing elegance, high cuisine, pure adrenaline and authentic tradition. Which hospitality areas are we talking about? Find out now.

# HOME OF SKI MOMENTS



# LEITNER ropeways VIP LOUNGE

## HOME OF CULINARY MOMENTS

The unspoilt and breath-taking nature, the Ladin culinary know-how that has ancient and deep roots and the passion and creativity of the chefs of this area. Over the years, Alta Badia has become like the Mecca for haute cuisine in the entire Alpine area. This culinary tradition will be celebrated in the sophisticated atmosphere of the LEITNER ropeways VIP Lounge with high-quality dishes. Experience the Ski World Cup in a truly exceptional setting.

### CLINK YOUR GLASSES IN ITALIAN STYLE WITH **FERRARI** TRENTODOC

They represent an Italian classic drink and are becoming increasingly popular also abroad – this year, Italy has established itself as the world's leading producer of sparkling wines. Italian sparkling wines are refined, lively, cheerful. And elegant, of course – like the sparkling wines Trentodoc of the winery Cantine Ferrari, which represent the best choice for an Italian aperitif par excellence since 1902. The sparkling wines Ferrari Trentodoc are a symbol of the Italian art of living and always accompany the most important moments of the institutional world, in culture, entertainment and sports. The Ferrari sparkling wines are among the most awarded in Italy and are produced exclusively with grapes from Trentino grown with passion and respect at high altitudes according to the principles of sustainable mountain farming.

During the Ski World Cup days, in the LEITNER ropeways VIP Lounge, you can taste the sparkling wines of the Ferrari Maximum line, which can be combined perfectly with the most elaborate dishes. Our suggestion: try them as an aperitif with cold cuts and cheese or even during your meal with spaghetti with tomato sauce or with octopus with potatoes and Taggiasca olives.



**R**efined, elegant, with design niches according to the Alpine tradition – such as the delightful Stube, a small, warm and intimate architectural jewel – a place with plenty of room and an efficient service. The **LEITNER ropeways VIP Lounge** is the ideal setting for those who are looking for a refined location far away from the crowd during the Ski World Cup days. The main attraction of the lounge is undoubtedly the gourmet offer – with a delicious lunch served on Sunday 16<sup>th</sup> and an excellent dinner served on Monday 17<sup>th</sup> December. The dishes are prepared by **some of the most talented chefs in the area**, most of them awarded with Michelin stars, who combine the regional culinary tradition with creativity and international accents. You will be served by the young

pupils of the hotel management school of Brunico, in order to remind everybody that it is possible to carry out every ambitious project with the involvement of the entire community. Moreover, the hospitality area offers breakfast for early birds and a cosy wine bar, where you can enjoy an excellent glass of South Tyrolean wine, taste speck and local cheeses. This year, the **Gran Risa Style** area was established, a glamorous and trendy place with a magnificent view of the Gran Risa, the ideal location to have a break or a cocktail. The guests of the lounge have access to the terrace, from where they can enjoy an unparalleled view of the race track from above, surrounded by beautiful Dolomite peaks – whilst sipping a good sparkling wine. Spoil yourself and enjoy the Ski World Cup to the fullest extent.



# BON APETIT

**SIMPLE, GENUINE AND TASTY: THIS IS HOW THE DISHES OF THE LADIN CUISINE CAN BE DESCRIBED. THEIR RECIPES WERE HANDED DOWN FROM GENERATION TO GENERATION, BUT WHAT KIND OF SECRETS ARE THERE WHEN USING THE KEY INGREDIENTS, WHICH CAN OFTEN BE FOUND ON THE MENUS OF THE MOST RENOWNED RESTAURANTS, OF THIS AUTHENTIC GASTRONOMIC TRADITION? WE ASKED SOME OF THE BEST PROFESSIONALS IN THE AREA: THE CHEFS OF THE LEITNER ROPEWAYS VIP LOUNGE COOKING DURING THE SKI WORLD CUP IN ALTA BADIA. HERE YOU CAN READ THEIR (SOMETIMES SURPRISING) ANSWERS.**



## Hotel Management School OF BRUNICO

It is a great challenge for the pupils of the hotel management school of Brunico to participate in such a major event. Under the supervision of their teachers, the pupils will be able to demonstrate what they have learned during their school training and various internships, and at the same time immerse themselves in the special atmosphere that characterizes the Ski World Cup races. The encounters with people, the carefreeness and the positive frenetic rhythm of such a big event are rewarding experiences, moments that make the desired profession become even more special. The pupils will put into practice what they have learned, working with Michelin-starred chefs and offering an excellent service. Thus, they will discover all the aspects of the profession and make experiences that they won't forget.



## LES BALES GERHARD WIESER \*\*

**RESTAURANT TRENKERSTUBE  
HOTEL CASTEL IN TIROLO / MERANO**  
LEITNER ROPEWAYS VIP LOUNGE, LUNCH PREPARED  
IN COLLABORATION WITH ALFIO GHEZZI\*\*,  
SUNDAY 16<sup>TH</sup> DECEMBER

**Which is the best dumpling: the classic one, the one with spinach or the one with eggs?**  
I really like the classic dumpling with speck.

**Tell us another tasty dish of the rural cuisine such as dumplings are, which was produced because of the need to recycle and use everything:**  
A rural dish with roasted onions, potatoes and boiled beef with a salad of cabbage and speck.

**YOUR dumpling:**  
A dumpling made of potatoes and apricots with sweet cinnamon crumbs.

*Gerhard Wieser works as a chef at the restaurant Trenkerstube in Tirolo and was awarded with two Michelin stars. He is a loyal member of the LEITNER Ropeways VIP Lounge (this is the third time he participates in the Ski World Cup project). Gerhard Wieser started cooking at a very young age and has not stopped ever since. He is a great lover of the cuisine of his region, which he skilfully enriches with modern and international accents. He is also a promoter of the South Tyrolean culinary traditions, as he published 60 books and sold a million copies of his cookbook dedicated to the South Tyrolean gastronomy. When he is not in his kitchen, you can see him skiing on the slopes, often on those of Alta Badia.*

## LES TURTRES

**ANDREA IRSARA**  
**RESTAURANT LA STÜA DLA LÂ GOURMET**  
**HOTEL GRAN ANDER IN BADIA**  
LEITNER ROPEWAYS VIP LOUNGE,  
DINNER PREPARED IN COLLABORATION  
WITH KARL BAUMGARTNER\*,  
MONDAY 17<sup>TH</sup> DECEMBER

### Turtres: What are they?

Turtres are one of the typical dishes of South Tyrol, the recipe varies from area to area. Made like salty pancakes filled with ricotta cheese, herbs and spinach, turtres are first of all a traditional dish of the festivities, which make us remember our past: once, on Saturdays, men finished working and, approaching home, felt the scent of turtres, which were already ready on the table. This meant that Sunday was about to start: the day to have a break, to enjoy peaceful moments with the family and to attend Sunday Mass. Here, the turtres continue to be associated with moments of conviviality and celebration, and although they are an ancient dish it is nice to offer them to our guests today – for example in our gourmet restaurant – so that they can experience the ancient flavours of our valleys.

### Simple and delicious at the same time – why is the Ladin cuisine so special?

For me, the concept of Ladin cuisine is inextricably linked to our forests and landscapes, to mountain nature. It was first of all my grandmother, and then my father, who passed on to me the importance of seasonality, even in kitchen, and of excellent raw material. Today you can eat cherries at Christmas and oranges all year round. In my opinion, it is essential to hold on a second and to emphasize the authenticity of the products and their local origin – as we do, for example: we buy our food only from trusted farmers, so that we can rely on ingredients that are excellent and genuine on their own, before cooking them.

### YOUR turtres recipe

My recipe is the classic one, handed down to me by my grandmother and then by my father, but I would say that the extra touch is given by the flour that we grind at home – thus, we offer an absolutely genuine dish. Whilst eating it you should really taste the good flavour of wheat. In contrast to tradition, we try to focus on the digestibility of the dish. For me a dish must be healthy, tasty and, at the same time, light – this is the perfect match!



Natürlich. Echt. Einzigartig.  
Natura. Cura. Passione.

**EXCLUSIVE PARTNER  
FOR HIGH QUALITY  
GASTRONOMY**

*Having enjoyed various experiences in France and Italy, Andrea Irsara belongs to the fourth generation of chefs and hoteliers in his family and is now the owner of the restaurant Stüa dla Lâ Gourmet Hotel Gran Ander, in the heart of Alta Badia. Here Andrea offers a cuisine that expresses his strong bond with the territory and his love for the Ladin culinary tradition, handed down to him primarily by his grandmother, to whom he dedicates the name of his restaurant. The secret of the inspiration of his creations? Perhaps the long walks he takes in the quiet forests of Alta Badia, so silent and magical, and the teachings of his father first, and then of his great friend Karl Baumgartner.*



# L'STRUDEL

## RICKY WIESER

I DOLCI DI RICKY IN PEDRACES

LEITNER ROPEWAYS VIP LOUNGE,  
SUNDAY 16<sup>TH</sup> AND MONDAY 17<sup>TH</sup> DECEMBER

**Strudel is an exquisite dessert, its secret is primarily its dough. What dough should strudel be made of?**

The classic strudel of the Tyrolean tradition is made with shortcrust pastry, but there are also variations with puff pastry or other types of dough. The raw material of the ingredients is also of crucial importance – for example the apples for the classic strudel, which must be apples Golden grown on the mountains and not on the flat land.

**There is the classic strudel with apples, but also the alternative strudel with rye flour or with delicious chocolate. Tell us about your strudel variations.**

In addition to apple strudel, we have been offering for years a strudel with chocolate, almond cream and pears in syrup in our pastry shop – a delicious recipe that everybody likes. In summer we replace pears with apricots, and use a bitter almond that can be combined very well with this fruit. Another very popular strudel is the ricotta strudel, where we use raisins in winter and apricots – or plums, depending on the season's harvest – in summer.

**Is it better to eat it alone, with cream or with warm vanilla sauce?**

I would say that everything depends on the occasion: if you eat strudel as a dessert it is perfect with a vanilla sauce or a scoop of ice cream. If you eat it with a coffee, as a snack or for breakfast, the strudel can be enjoyed with whipped cream.



*Love for beauty and passion for good food. After many years spent abroad, Ricky Wieser opened his pastry shop I Dolci di Ricky in Pedraces, a family business where his wife works at the counter and now – in the bakery or for special events – also his son. Here you can find the South Tyrolean pastry tradition at the highest level, thanks to the use of fresh and preferably seasonal products. You will be spoiled for choice with brioches and desserts, rich cakes and delicious biscuits.*

# L' FONGUN

## ALFIO GHEZZI\*\*

LOCANDA MARGON, TRENTO

LEITNER ROPEWAYS VIP LOUNGE, LUNCH PREPARED  
IN COLLABORATION WITH GERHARD WIESER\*\*,  
SUNDAY 16<sup>TH</sup> DECEMBER

**Mushrooms are the kings of the forest in autumn; in which culinary version do you think that the taste of mushrooms can be expressed to the fullest extent?**

In all those dishes that make us feel the ecological balance between the environment and the season in which they grow.

**Chanterelles, chiodini and porcini mushrooms are typical local mountain mushrooms – how do you prefer them?**

I love chanterelles cooked with garlic, butter and thyme, added to rice or eggs, or even as a side dish to meat; chiodini mushrooms should instead be coated with a light batter and slightly fried; finally, I prefer to enjoy porcini mushrooms raw if they are very fresh and firm to the touch, simply sliced, seasoned and accompanied by blueberries and anise.

**YOUR recipe with mushrooms...**

Cooked porcino mushroom in vine leaf, extract of porcini and Trentodoc, toast with salted butter, chestnuts and black truffle.

*Along the path "Percorso del Bello e del Buono", which starts from the Cantine Ferrari and leads to the majestic Villa Margon, a sixteenth-century residence that acted as a seat for the Lunelli Group, visitors are welcomed in a contemporary country residence in a refined and intimate style, where the attention to the Italian style and to the refinement of the environments plays an important role also in the gastronomic offers of the chef Alfio Ghezzi. Locanda Margon is a true gourmet salon where particular emphasis is put on the enhancement of local products and on the search for innovative combinations with the sparkling wines Trentodoc. Besides of being a chef, Alfio has also a great passion for flying and for the mountains. His latest project? Crossing the Alps alone, to find the perfect balance and to approach the sublime.*

# LA PANICIA

## KARL BAUMGARTNER\*

RESTAURANT SCHÖNECK IN FALZES

LEITNER ROPEWAYS VIP LOUNGE, DINNER PREPARED  
IN COLLABORATION WITH ANDREA IRSARA,  
MONDAY 17<sup>TH</sup> DECEMBER

**Panicia, the traditional Ladin barley soup, is an exquisite and healthy dish. How much can health and taste be combined in kitchen?**

Health and taste can absolutely be combined. Speaking of barley, we serve it with mushrooms, in the right season with fresh porcini mushrooms, or as an orzotto with red turnips, horseradish and Graukäse cheese from Valle Aurina. But we also like to work a lot with legumes – such as lentils, which are delicious – and always accompany our dishes with salads, herbs, vegetables and edible flowers that grow in the garden of our restaurant, located right behind our kitchen, to offer our guests dishes that are not only tasty, but also healthy and natural. Generally speaking, the local and seasonal origin of the ingredients is very important to me. Additionally, the products should be genuine – we are very lucky from this point of view in South Tyrol! The last touch is given by the chef's imagination and creativity, who cooks the ingredients in a refined and elegant way.

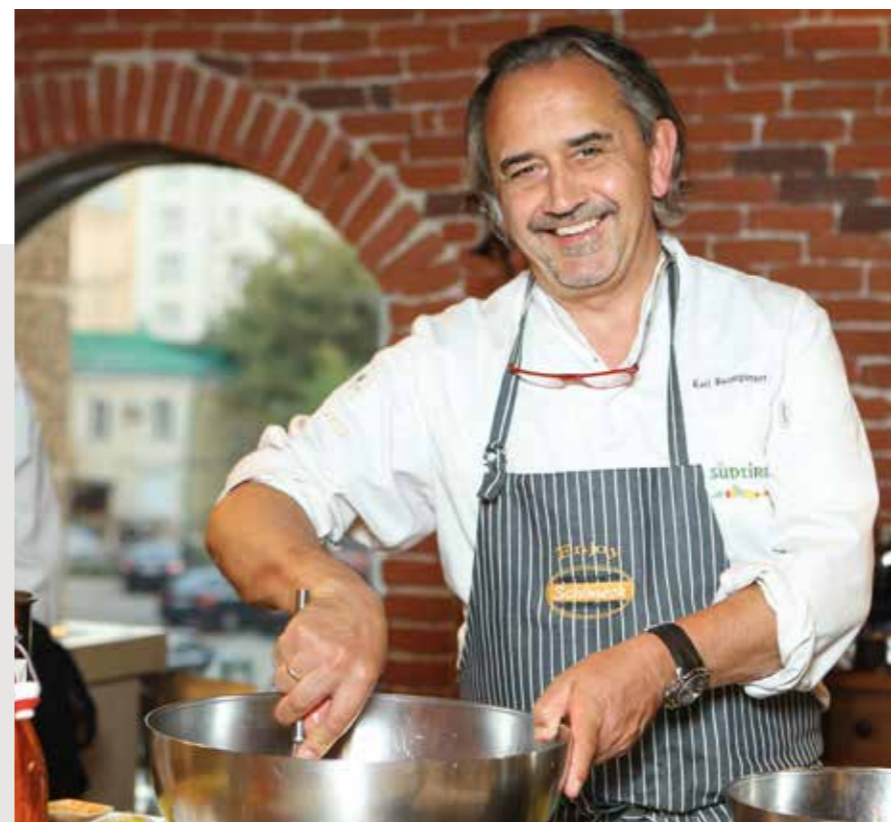
**After years in which white flour was the only flour used, cereals – such as barley, spelt, oats and rye – have now grown in importance again. How important are they in gastronomy, and which ones do you use in your dishes?**

Personally, I use cereals a lot in cooking, in different forms, in soups, or in salads, and even as ice cream. On our dessert menu there is always an oat ice cream with apples and dandelion honey. The oats are roasted in a copper pot, and when the taste of the cereal is perfect, bread, milk, apples and honey are added. It's always a great success!

**Barley soup as dinner – and afterwards?**

As a second course I would recommend a meat dish from our valleys, like a veal or beef shoulder, accompanied by a good sauce and a native wine – for example a Lagrein, full-bodied and structured, or a Pinot Noir, always elegant and pleasant. Then there's the oat ice cream we were talking about above, or a classic dessert from our South Tyrolean tradition.

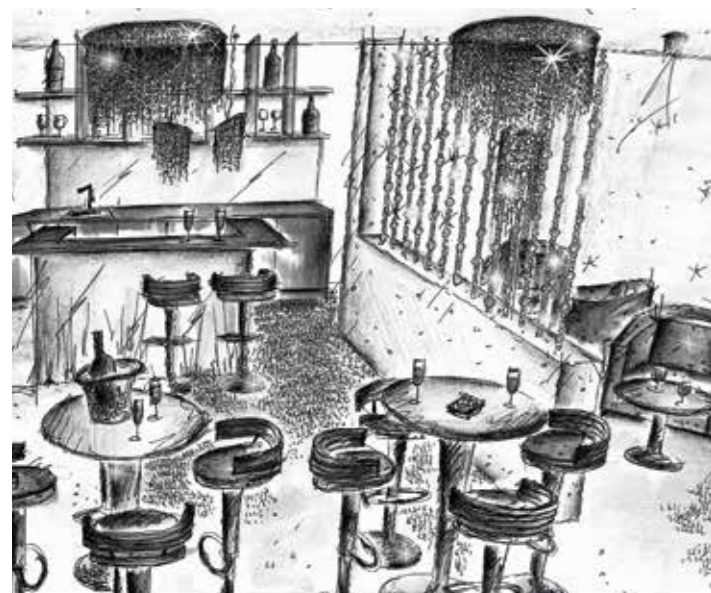
*Karl Baumgartner likes to modernize the traditional South Tyrolean cuisine and to add a touch of innovation, as he has a creative and curious personality and learned cooking by doing. His restaurant in Falzes in Val Pusteria – which has maintained its Michelin star for 22 consecutive years – is a popular destination for gastronomic tourism in the region, and welcomes its guests in a warm atmosphere with wood furnishings and elegant tiled stoves. Suggestion: try his calf's head, or the duck lacquered with spicy honey with a scent of fir and pine.*



# GRAN RISA STYLE

BY BONAVENTURA MASCHIO

**A** trendy place with a glamorous atmosphere. This is the new Gran Risa Style, located on the first floor of the Organizing Committee's building, with an amazing view of the race track. Designed by the architect and interior designer Kurt Steurer and his team, who has been a partner of the Ski World Cup for two years, the Gran Risa Style is a place with a special charm, where awareness for the surrounding area is combined with a special attention to the guests of the LEITNER ropeways VIP Lounge and to their needs. Do not miss the opportunity to taste the refined cocktails by Bonaventura Maschio at the lounge bar.



Passion fruit, a touch of ginger and cardamom or the fresh taste of lime juice? Bonaventura Maschio has designed four special cocktails with evocative names only for the Ski World Cup.

HERE YOU CAN FIND THE RECIPES IN ADVANCE.

## GRAN RISA STYLE

**45ml** the barmaster gin  
**30ml** fresh lemon juice  
**20** passion fruit  
**5ml** simple sugar syrup  
**Top** soda water

## GIANT

**45ml** ron botran reserva 15 years  
**5ml** ginger sugar  
**30ml** fresh lime juice  
**2/3 drops** cardamom bitter  
**Top** ginger beer

## R30

**50ml** ron botran reserva blanca  
**2 spoons** raw cane sugar  
**25ml** fresh lime juice

## COL FRATA

**45ml** pueblo viejo blanco 104 tequila  
**30ml** fresh lime juice  
**3 spoons** agave syrup





# RED BULL ENERGY LOUNGE

## HOME OF MAJESTIC MOMENTS

The parterre of the Gran Risa is in turmoil! From here, the view over the legendary Gran Risa, perfectly prepared for the best skiers in the world, is breathtaking. The athletes ski along the slope very fast, but the exciting race may seem endless. In these moments everything is about thousandths of a second, but sometimes it feels like a million years. The Gran Risa is surrounded by majestic, eternal and solemn Dolomite peaks: and this is exactly how some unforgettable moments of the Ski World Cup can be described, when you feel involved like never before and get into the heart of the action.



The photographers are ready to take shots, some journalists are looking for someone available for an interview. Trainers and coaches are watching the race with bated breath and then there are, of course, the most important figures: the great champions. The new terrace of the **Red Bull Energy Lounge** – a unique place in the entire Ski World Cup – overlooks the “**Mixed & Team Zone**”, the area reserved for the athletes and their coaches. From this lounge you feel like you could capture the emotions of the skiers when they cross the finish line and look at the time trial with hopeful eyes. Entering the lounge, you will find the same adrenaline-filled atmosphere that you can feel on the terrace, thanks to the

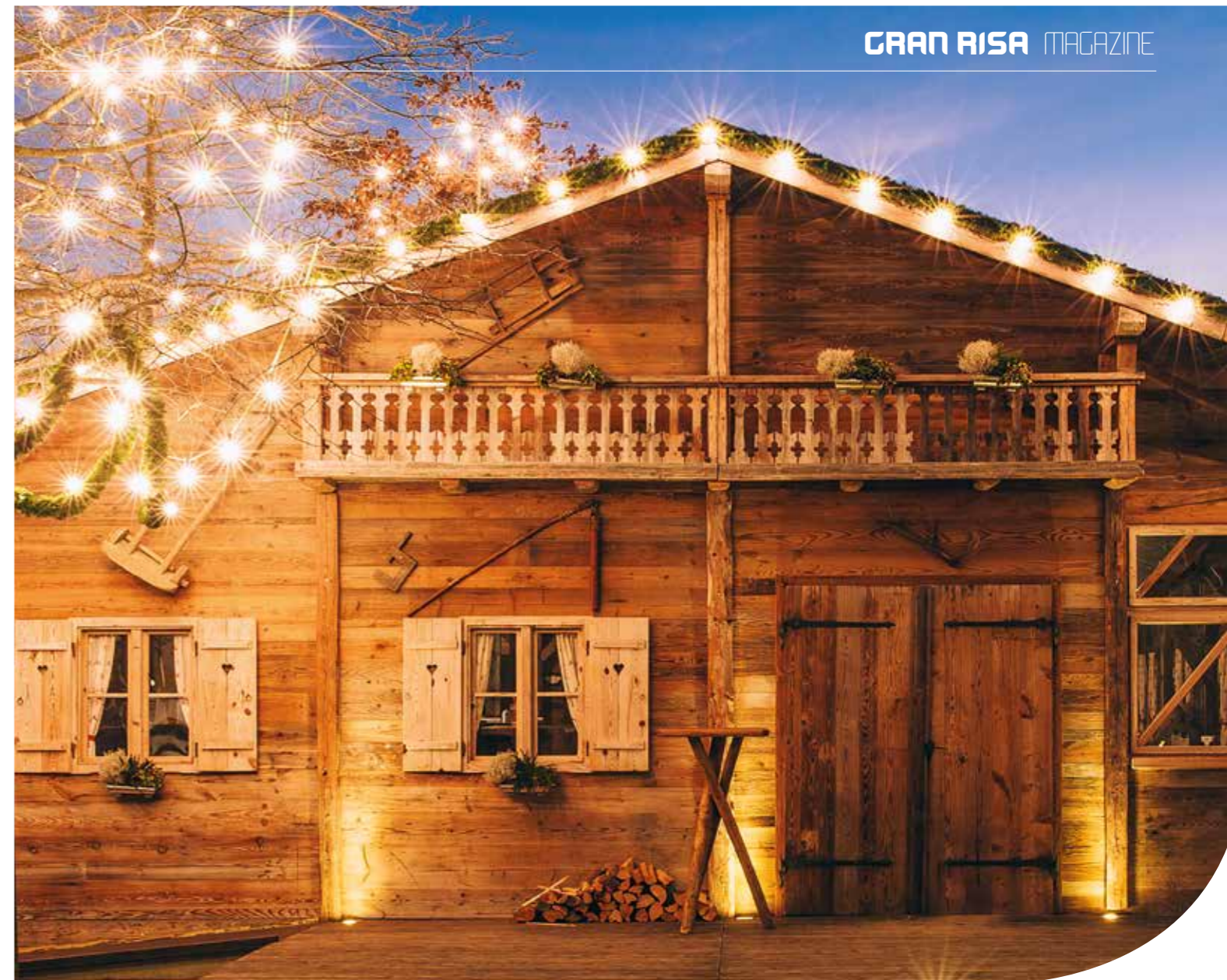
electrifying music of the DJ and the environments that, in a minimal and contemporary style, recall the world of sports passion and of the bravest undertakings in this context. The Red Bull Energy Lounge exclusively collaborates with **Moon Boot®**, the iconic brand that always adds a touch of style and fashion to the most prestigious high-altitude locations. The lounge bar enriches this unique environment with drinks, sparkling wines, energy drinks and the creations of young and dynamic chefs for an unforgettable experience. In this lounge, you will experience the excitement of the competition, the closeness to the athletes and the thrill of speed and live **moments of fun and passion**, which you would never want to end.



# LES VILES DI BLIZZARD - TECNICA

## HOME OF LADIN MOMENTS

**Bëgnodüs, welcome** – this is how guests are greeted in Alta Badia. In the hospitality area Les Viles di Blizzard-Tecnica, named after the ancient houses of Val Badia, you will really get in touch with the authentic Ladin customs and traditions. You will be welcomed in environments characterized by carvings, decorations and costumes that recall the centenary traditions of the Ladin people, but also their recent history - which has seen them becoming pioneers in the world of skiing and mountain tourism. You will be delighted by simple but exquisite dishes, and that is how Ladin cuisine really is. Moreover, there will be moments to enjoy the music and feel involved – because when we celebrate in Alta Badia, we do it seriously. “**Vives**”, cheers to everybody.



The “Les Viles” hospitality area, which is named after the ancient houses of Val Badia, is the brand-new **Blizzard-Tecnica** location in which Ladin culture, language and traditions merge with the world of skiing. The wooden construction recalls in its architecture the first buildings of the valley – which were located around the essential infrastructure such as the bread oven or the water fountain and strengthened the sense of solidarity and sociality between the single families. Therefore, **Les Viles** is the ideal place to immerse yourself in the local reality and to get to know it at first hand. In the “**Les Viles**” hospitality area you will find references to the history of

alpine skiing, because the people of this Ladin valley have contributed to it with passion, ambition and pioneering spirit. It is the partner Blizzard-Tecnica to tell the history of skiing through furnishings, objects and relics of the past in the **authentic setting** of two wooden houses, for a journey through a sports adventure made of courage, boldness and great perseverance, which is still evolving. You will get to know the Ladin culture also thanks to the **typical dishes of the local culinary tradition**. And, in this context, there will be a lot of occasions to celebrate and have fun, accompanied by the typical music of these areas. **Bun devertimënt a düc!**





BLIZZARD | TECNICA



## LIVE THE MOMENT

FIREBIRD 140 SKI BOOT  
FIREBIRD WRC SKI

We are dedicated to equipping racers to enjoy every adrenaline-fueled moment of their skiing. Get Fired Up.

#LIVETHEMOMENT  
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It was in 1945 when the young Toni Arnsteiner, who had been seriously injured during the second World War, returned to his hometown Mittersill, in Austria. After taking over his father's family carpentry, he began to build wooden skis with the name of **Blizzard**; in ten years of time his skis became popular on the slopes all over the world and in 1958 the first world champion title was won by the Swiss athlete Frieda Danzer on Blizzard skis.

The Blizzard brand, which is now part of the Tecnica Group, has evolved throughout the years but still remains a reference point when thinking about quality and innovation. Ivano Spadetto, Chief Operating Officer of the Tecnica Group, knows this evolution very well as he has been working in this sector for twenty years.

**“The only thing that has remained the same since Arnsteiner’s time is the core, the central part of the ski, which is still made of wood. But this part has evolved as well. In the past it was just a piece of beech or poplar, the trees that grew in the Alps, whereas today we have a mix of different woods, depending on whether you manufacture a downhill, a slalom or a freeride ski. We use bamboo, which is particularly elastic and capable of absorbing vibrations giving energy back in a very reactive way, oak for competition skis and for the top of the range for outstanding performances, or the balsa which is the lightest wood in the world and one of the most “eco-sustainable” ones, because the plant grows very rapidly.”**

The core of the ski is made of wood, whereas the other parts are made of a mix of carbon fibers to increase the “rebound”, of Titanal to absorb energy and of a whole range of side cuts that, combined with boots of the latest generation, help the skier to take advantage of the special shape for a more “guided” skiing experience.

Then there have been changes that have transformed the carpentry in Mittersill into a real industry of the generation 4.0. Spadetto continues: “we have changed from a small production to a very large production, and then again to a small production on a large scale. Today we create small series of skis that meet the needs of increasingly competent skiers who want a tailor-made equipment for their own skiing style. We can do this because technology has, of course, evolved, but many key steps are still hand-made, such as the assembly of the ski; it is very helpful for us to have experienced workers in our company who are able to work with extreme precision almost with closed eyes.”

With the guidance of Helmut Exenberger, CEO of Blizzard Sport, 30% of the collections are completely redesigned every year in Mittersill, thanks also to the technological development that comes from the RACING department, based on the feedback of the World Cup athletes.



## FROM CARPENTERS TO ENGINEERS, BUT ALWAYS SKI “CRAFTSMEN”.

THE PAST, PRESENT AND FUTURE OF SKIING ACCORDING TO THE HISTORIC BRAND BLIZZARD

**And the future?** Carlo Sammartini, Blizzard Product Manager and “father” of Firebird, the latest race skis of the company, tells us: “we are about to experience a major change. Over the past 20 years, performance has always been based on the introduction of new materials and, recently, on the right mix of these materials. Firebird, for example, is made of a wooden core, Titanal and carbon fiber inserts, strategically placed to ensure precision when initiating the turn and fluidity and speed while concluding it. The near future will lead us to focus on the connection between the skis, the skier and the world around him. The first step towards the future are skis with sensors capable of analyzing our performance, initiating turns, and so on. The real revolution, however, will be achieved through skis capable of changing according to snow conditions or the level of tiredness of the skier throughout the day”. Our skis will be smart in the future as well!



# RODA: “AS A TECHNICIAN AND AS A PRESIDENT, WATCHING THE RACES ON THE GRAN RISA IS ALWAYS A GREAT SHOW”



<p>LAKE LOUISE AUDI FIS SKI WORLD CUP</p> <p>24.11. - 25.11.18 (MEN) 30.11. - 02.12.18 (LADIES)</p>	<p>AUDI FIS SKI WORLD CUP St. Moritz graubünden</p> <p>08.12. - 09.12.18 (LADIES)</p>	<p>Val d'Isère</p> <p>08.12. - 09.12.18 (MEN) 14.12. - 16.12.18 (LADIES)</p>	<p>VAL GARDENA GRÖDEN FIS Ski World Cup www.skiing.org</p> <p>14.12. - 15.12.18 (MEN)</p>
<p>ALTA BADIA</p> <p>16.12. - 17.12.18 (MEN)</p>	<p>SNOW QUEEN TROPHY Zagreb-Srijeme</p> <p>05.01.19 (LADIES) 06.01.19 (MEN)</p>	<p>ADELBODEN SKI WORLD CUP 2019</p> <p>12.01. - 13.01.19 (MEN)</p>	<p>FIS SKI WORLD CUP LAUBERHORN WENGEN</p> <p>18.01. - 20.01.19 (MEN)</p>
<p>CORTINA SKI WORLD CUP</p> <p>19.01. - 20.01.19 (LADIES)</p>	<p>Kitzbühel Hahnenkamm-Rennen</p> <p>25.01. - 27.01.19 (MEN)</p>	<p>KANDAHAR</p> <p>26.01. - 27.01.19 (LADIES) 02.02. - 03.02.19 (MEN)</p>	<p>THE HIGH RACE</p> <p>29.01.19 (MEN)</p>
<p>MARIBOR FOX AUDI FIS SKI WORLD CUP</p> <p>01.02. - 02.02.19 (LADIES)</p>	<p>ÅRE 2019</p> <p>05.02. - 17.02.19 (LADIES + MEN)</p>	<p>CRANS MONTANA AUDI FIS SKI WORLD CUP Alpine</p> <p>23.02. - 24.02.19 (LADIES)</p>	<p>KVITFJELL</p> <p>02.03. - 03.03.19 (MEN)</p>
<p>POKAL VITRANC AUDI FIS SKI WORLD CUP KRANJSKA GORA</p> <p>58<sup>th</sup></p> <p>09.03. - 10.03.19 (MEN)</p>	<p><a href="http://www.club5.com">www.club5.com</a></p> <p>CLUB 5 - The association of the organizers of the leading alpine ski races from all over the world !</p>		

I have known and have been attending the **Gran Risa** for many years, practically since it exists, and I can say that it is undoubtedly one of the most interesting and challenging slopes in the world for the men's giant slalom race.

Only real giant slalom racers can cope with this track: people, who know how to "carve" the turns without any fear even on such a challenging ground full of humps and inclination changes as in Alta Badia. A lot of work has also been done by the Organizing Committee and the people working on the slopes, who every year manage to present the slope in the best possible conditions, both from a technical and safety point of view. As a result, only the best slalom racer can win on the Gran Risa: no one is able to improvise on this track.

There are many beautiful memories regarding the race in Alta Badia, but the most beautiful success is always

the one that has yet to come. For the **Italian athletes**, the giant slalom race takes place on their **home track** and therefore it is a special emotion to come over here every year.

During the last years, the Organizing Committee has taken on the challenge of the parallel giant slalom: it was a bet, won by the international ski community and particularly by Alta Badia, which always manages to involve many fans in a race that represents a real show for both, the fans present and the television audience.

**This year, Italy presents a renewed and competitive team**, which has a great desire to return and win on the home track. I wish everybody to be able to give their best and thus to honour one of the most spectacular events of the season.

**Flavio Roda** - President of FIS

# LITTLE CHAMPIONS GROW UP

INTERVIEW WITH  
STEFAN THALER  
PRESIDENT OF SCI  
CLUB LADINIA

There are Ellen and Manuel, young and promising athletes who recently came of age; Thomas, a cheerful boy with a competitive spirit in the group of the littlest; and Anna, Denise and Rebecca – very sweet and determined girls. These are only some of the young athletes of the Sci Club Ladinia of Alta Badia, which now counts 300 members and boasts four athletes in the Italian national team this year. The history of the Sci Club Ladinia goes back to the post-war period and is closely linked to the

one of the valley and of its tourism development. The ski club was founded by Erich Kostner, who built the first ski lifts in Italy using war relics. Over the years, the Sci Club Ladinia has become one of the best ski clubs in Italy and has experienced real moments of glory, coaching athletes who have written the national and international history of skiing, such as Francesco Kostner, Edoardo Agreiter, Marcello Varallo and, more recently, the champion of Nordic skiing Maria Canins.



**How do the kids get to know this ski club, what leads them to join it?** We asked this question to Stefan Thaler, President of the Sci Club Ladinia and former athlete of the Italian national team. “The reasons why they join the ski club are certainly different. Those who have parents working in this sector are surely more inclined to join, but you can’t take it for granted. Therefore, the ski school courses for the local children represent the most important step. A couple of years after these courses, the kids can start to ski at a competitive level. The field of competitive sports is directly managed by the ski club”.

**Are there also very young guys?** “Yes, but that doesn’t mean that much. On the contrary, in our approach to competitive sports we are inspired by the most modern philosophies that come from the Nordic countries and Canada. We aim to develop general sports skills and different skills in younger kids and to specialize their skills relatively late, when they are about 11-12 years old – to avoid boredom and repetition, and because the long-term results we achieve are better”.

**Therefore, it is a method that differs from the traditional one.** “It is important to evolve and to experiment, in order to obtain the best results, but above all to ensure the happiness of the children. A project which we are working on very much now, for example, is how to avoid that teenagers give up their sporting career. Around the age of 16, young athletes reach their best athletic form – but this also means having to work out a lot and to participate in competitions at the same time.

The pressure of sports, of school – or of work – and of the family is very strong during such a sensitive period of their life, and this leads many young athletes to abandon their career, after having invested so much in skiing. At the same time, this affects the alpine economy, because giving up breaks that virtuous circle that leads athletes to become instructors in the future. To tackle this problem, we have joined other European clubs involved in this field, obtaining the European funding ERASMUS + Sport – the first funding ever for alpine skiing – which allows us to develop the best practice to help athletes to combine sports with their daily lives.



Stefan Thaler

**Can you give us an example?** “First of all, there are many focus groups involving the guys, their educators and their loved ones – actually, the psychological aspect is very important. We are developing new strategies that allow the business world to benefit from the skills of the athletes in the best way possible. Especially the Ski Academies of Vermont and Colorado serve as an example in this case, because we want to get closer to the model used in the United States. Moreover, this year we organize our Ski Race Camp for the first time,

from 3<sup>rd</sup> to 18<sup>th</sup> December 2018: a unique programme for the athletic and psychological training in the heart of Alta Badia and just before the Ski World Cup competitions for athletes under 16 and under 21 who want to train alpine skiing and freestyle. We will focus on technique, but especially on individual and mental training. Skiers, be aware that the athletes you will see skiing on the slopes of Alta Badia in December are the champions of the future.

# THE WORKOUT OF AN ATHLETE

**EFFORT, HEAD AND HEART:**  
the workout of a champion according to Max



# WHAT A CHAMPION EATS

## NUTRITION AND SPORTS: LOOKING FOR THE "BALANCE INDEX"

Is it better to eat more proteins or carbohydrates, more simple or complex sugars? Is it better to have a substantial meal at breakfast or at lunch? To eat a Mediterranean diet or a more continental one? Nowadays, the athletes, especially those who practice sports at a competitive level, are assisted in every aspect and every detail of their lives – even in the food they eat. We talk about it with Iader Fabbri, nutritionist, writer and divulgator, who has always been working in the sports sector.



**H**e stood on the podium twenty-five times, celebrated seven victories (three of them in his beloved Alta Badia) and participated in three Olympic Games. Nowadays, he is not only a sports commentator for Italy's national broadcasting company RAI, with his programme STAGE Pro, but also an exceptional coach, who always tries to transmit his experience and pass on his values – not only on the ski slopes. Therefore, we ask him – Max Blardone – how a real champion works out.

**Max, did your training always remain the same since when you were 18 years old until now that you are aged more than 30?** "Of course my training has changed over the years, also because times have changed. In my opinion, training is certainly still necessary for an athlete. Without it, you can win in the near future, but to keep your results training is essential. That's the harsh reality in the sports sector! I've always tried to improve myself and to experiment, changing my physical training and adapting it to the needs of my body, working out with different and unusual materials – even in the years when everything seemed to be only about barbells".

**Can you give us some concrete examples?**

"Yes, I think about when – it was at the end of the 90's – I was one of the first athletes to use vibrating platforms, or the importance that electrostimulation had for me. Or about when – during a training camp in Maranello – I saw an abandoned press that seemed to be perfect for the low-speed training system that is good for me: with my team we studied how to use it to the best, and since then we have never stopped using it".

**And if we talk about training on skis?** "Well, the carving skis represented undoubtedly a turning point. Until I was 16 or 17 years old they didn't exist at all. Then, generally speaking, rest and nutrition are also important for an excellent performance. All these points – together with having the luck to work with people who think like you and support you – are crucial for the good workout of an athlete".

**Let's talk about the head – how important is the physical form and how important is the psychological aspect during a**

**workout?** "This is also a very important point. We started talking about it around ten, twelve years ago – more or less during the Olympic Games in Turin. In this context, you have to find the right person for you, the one who, apart from the training, shares your methods, your strategy and your values. It happened to me, and it was a matter of first impression. I saw this person and I thought: here it is, it's the person that suits me. Since then, even if we don't see each other very often, the meetings have supported me a lot in my sports balance, especially towards the end of my athletic career, when you have reached awareness of your value and of what is at stake, and at the same time you have to maintain the results in the long term".

**You also coach experienced skiers, teaching them – often even on your beloved slopes in Alta Badia – the perfect control while skiing downhill. How do you feel in this new role as a coach?**

"Let's say that now, in the second phase of my sports life, I try to teach and pass on to others what I have learned and what has been important for me. It's something I love very much, and that gives me great satisfaction. In the end, also in this context, it is a matter of training, technique and psychology. You have to mentally measure up a person, try to understand that person – that's why I think it's a good idea to meet with the participants before giving lessons, have a chat and understand each other's expectations, in order to guarantee an individual approach that helps to get the best out of people. Of course, this also helps to overcome the barriers and that slight fear of someone you've always seen on television and now skis with you – a feeling that is understandable but must absolutely disappear. My advice is the one that has always been helpful for me: find the motivation and ready, courage, go – towards a new adventure".

**FOR FURTHER INFORMATION ABOUT MAX BLARDONE AND HIS STAGE PRO PROGRAMME:**

**WWW.MAXBLARDONE.COM**

**W**hat should never be missing from the diet of a ski champion? "First of all, I would say carbohydrates with a low glycemic index, such as fruit and vegetables, because they supply an adequate quantity of carbohydrates without altering the athlete's glycemia. In addition, fruit and vegetables contain many trace elements, such as vitamins and minerals, as well as antioxidants that are always essential in a sportsman's diet. Given the heavy load of daily training, proteins are the other fundamental pillar to better support the recovery phase and the development of the muscles trained by the athlete. Certainly also carbohydrates with a high glycemic index – those contained in bread, pasta, potatoes and cereals – are very useful to fill up faster our reservoir of "premium gasoline", namely glycogen. In this case, however, it will be essential to use these carbohydrate sources as energy supply immediately after training or after the performance, in order to facilitate recovery and to be ready for the next workout".

**Which meal is the most important one?** "All meals should be considered important. Usually it would be advisable to eat a diet with at least five or six meals within 24 hours, but it is clear that it depends very much on the training hours and possibly on the double training sessions that the athlete attends. Anyway, breakfast is always of primary importance because it provides an energy supply which is essential for the whole working day".

**What should a typical day look like?** "It is important to start the day with a substantial breakfast that is also rich in carbohydrates with a high glycemic index such as bread or cereals, but it is always important to combine these carbohydrates with a protein source, for example with lean cold cuts. Eggs are also fine for those who like to eat them. A portion of whole-milk yoghurt and juices or fruit extracts can also be added. In fact, these help to preserve the intestinal microbiota, which is not only of fundamental importance for the maintenance of health, but also for the daily performance. Throughout the day, two other main meals should be taken, such as lunch and dinner. You should always start from a source of animal or vegetable protein along with vegetables. A portion of carbo-

hydrates with a high/medium glycemic index should also be added, such as cereals – especially if the meal takes place after the workout. All this must be "seasoned" with a portion of healthy fats, such as a good cold-pressed extra-virgin olive oil. Finally, it is of fundamental importance to have two or three snacks throughout the day, which should consist in oily dried fruit, fruit, yogurt or – why not? – a portion of dark chocolate".

**What can those who spend their time skiing – for example on a skiing holiday – adopt from the diet of the champions?**

"Actually, these are very good suggestions also for the "week-end skiers", because they help to keep the blood sugar levels stable and to find, as I often say, everyone's own "balance index". Thus, amateurs can find the right balance between the food suitable for their body and the local delicacies that, every now and then, can be enjoyed because they give us the necessary energy to continue with physical activity with enthusiasm. The diet of the real athlete and the one of the simple amateur on a skiing holiday will not be very different from each other, because it is important for both to keep the blood sugar constant. I realize that this is an approach, which has nothing to do with the old ideas about calories of the late 1800s, now outdated by current scientific knowledge. Obviously, real athletes will have to support their physical activity and to eat during an intense or prolonged effort, while those who exercise only for pleasure are allowed to indulge in local delicacies. The quantity is not that important: everyone needs a different quantity, but it will be much more important what and how to eat in order to deliver the best psychophysical performance".

**FOR FURTHER INFORMATION ABOUT IADER FABBRI AND ITS FOOD PHILOSOPHY:**

**WWW.IADERFABBRI.COM**

# BRINDIAMO

## ZARDETTO

The gentle hills of Conegliano Valdobbiadene and the majestic Dolomite peaks, which at dawn and dusk magically turn pink, are two environments very different from each other. At the same time however, both are equally charged with energy and so beautiful to take your breath away. The energy comes from the soul and leads the inhabitants bound to their territory and traditions to go further and to create something new.

Just as Alta Badia has been a pioneer in winter tourism in the Dolomites since the 1940s creating the first ingenious ski lifts in Corvara, the Zardetto family has given its best over the last 5 generations interpreting and communicating its territory, the village of Conegliano, and its wine, the Prosecco, which is one of the most important products of the area. It was in fact Pino Zardetto who, thanks to the teachings of his father and grandfather and to his studies at the ancient wine-making school of Conegliano, started to think up wines that are smoother and more pleasant in the area of Conegliano, a territory of millennial tradition. Thus, he enhanced as much as possible the characteristics of the Prosecco grape, named Glera today, and the particular and varied terroirs in which it was cultivated. This is how Pino, as well as the first athletes and entrepreneurs in the world of skiing and tourism in Alta Badia, decided to accept the challenge and to put himself to the test. In fact, he was one of the first winemakers in the 1960s to produce Prosecco outside of its area of origin, making the products of his area known in Milan, Rome and Genoa, offering them mainly to restaurants. The same was done by his son Fabio, now head of the company, who was among the first to offer Prosecco in the distant lands of the United States in the 80s and in Asia in the 90s.

Be confident to be able to communicate something real, solid and big as the mountains, and to present the results of a unique terrain and climate has always been essential. In fact, the area of Conegliano is rich in clay and minerals,

which are both compatible with low residual sugar products. For this reason, the Prosecco style that Zardetto has always wanted to privilege is the one of brut, with a fine bubble and a balanced taste to enhance the territory even more.

This is the secret of our Prosecco Rive, created with grapes from single vineyards. The Ogliano Rive Tre Venti brut stands out from the rest in this context. This sparkling wine with only 5 grams of sugar, produced in a limited edition, is made with grapes from a single vineyard, where three different winds blow at night during summer, which cool the grapes and ensure an excellent temperature range. The vine is therefore able to absorb the maximum of its expressiveness from the ground, what is demonstrated by the slightly fruity, citrus-like taste with pleasant spicy notes.



# TROPHIES

## DECORATED WITH 36,000 SWAROVSKI® CRYSTALS

CREATED BY THE ARTIST DANIELE BASSO, AUTHOR OF THE SCULPTURE GIGANT LOCATED ON PIZ LA ILA AT THE START OF THE GRAN RISA

“Performances, speed and passion give life to a unique show in Alta Badia, by day and by night. The hearts of the fans will be filled with dynamic and deep emotions. The trophies stand for these emotions transforming them into a jewel of art for the Queen of the giant slalom: the Gran Risa ski slope - legendary. Be able to win on this slope is worth it for the whole season!”

With these words the artist Daniele Basso describes his inspiration for the trophies 2018. Thanks to his art, the Swarovski crystals will reflect the emotions of the Ski World Cup races in Alta Badia. He created trophies that look like jewels to celebrate the champions that compete on the Gran Risa, surrounded by the majesty of the Dolomites. The fusion of tradition, art and sport glorifies life for new ambitious future challenges.

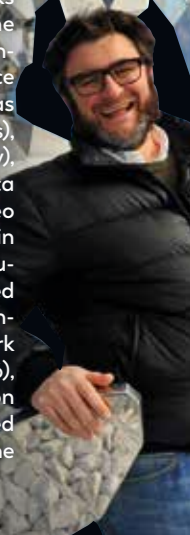
The trophies 2018 are decorated with more than 36,000 original Swarovski® crystals in the colours white, red and green. There are crystals in 5 different sizes and 11 different colour shades. A true masterpiece of elegance.

Since 1895, Swarovski offers crystals of unparalleled quality, a symbol of craftsmanship and creativity. These crystals have become fundamental elements in the world of fashion and accessories, of jewellery and interiors, but also of contemporary design and art.



### BIOGRAPHY

Daniele Basso has a degree in economics in Italy and in the USA, as well as in design and communication in Milan. He worked in Paris and New York for Versace and in Milan for Publicis and FCA. Daniele Basso is an Italian sculptor and a prominent figure on events in Italy and abroad, known for his artworks in mirror-finish steel - works that lead us to become more aware of ourselves while looking for our identity. He participated in three editions of the Venice Biennale and exhibited his works in different areas of the world, including Carrousel du Louvre (Paris), the Pontifical University Seraphicum (Vatican City), GNAM (Rome), Expo 2015 (Milan), World of Coca Cola (Atlanta), Officine della Scrittura (Turin), Museo del Parco (Portofino) and participated in galleries in New York, Dubai, St. Petersburg, Monte Carlo, Lugano, Milan, Turin and Bologna. In 2015 he created the sculptures “Coke Its Me” (The Coca-Cola Company) and Gigant (SWC Alta Badia - Unesco Park Dolomites) and in 2016 “Aquamantio” (MOSCA1916), located in Biella. In 2018 he started a collaboration with the Hysteria Art Gallery in Milan and displayed his first solo exhibition in Rome at the seat of the company Azimut Capital Management SGR S.p.A.



# RICHARD PRAMOTTON

FIRST  
ITALIAN  
GRAN RISA  
CHAMPION.

**The first Italian winner on the Gran Risa was Richard Pramotton from Val d'Aosta who was 22 year-old when he triumphed in December 1986 in Alta Badia ahead of Alberto Tomba and his teammate Oswald Tötsch. Member of national team since 1982, Richard was in fact the first member of the Squadra Azzurra to excel regularly on the World Cup tour after the great years of Gustav Thöni and Piero Gros, finishing an encouraging 5th in the overall standings after the 1986/87 season. He competed until the mid 1990s before becoming a trainer for the Italian team until 2006.**

## DREAMING ABOUT ALTA BADIA

"It has always been exciting for me to compete in Italy where our young team was very motivated. All of us were happy that Alta Badia entered the World Cup tour in 1985. All the racers were impressed and excited to discover the

Gran Risa which was very challenging and well prepared too. In 1985, I finished 7th in the first race won by Ingemar Stenmark while my friend Robert Erlacher came in 3rd. Both of us managed to seriously challenge the top-specialists from those years who were all established champions as Pirmin Zurbriggen, Stenmark, Joel Gaspoz, Markus Wasmeier or Marc Girardelli. To score a podium was already a big achievement for us in those years - to win even more sensational. After Robert's first win at Puy St Vincent, in France, at the start of the 1984/85 season, we pushed very hard and collected many top-3 results. My first wins at Adelboden in January 1986 and then at Sestriere at the season start gave me great confidence so my next dream was to race hard for victory at Alta Badia since it was such a special race for us. There was a great crowd along the course and a thrilling atmosphere at the arrival. We were all very excited. I won the first of two giant slalom races that week in front of Alberto Tomba who



was little known at that time. He wore bib 24! It was the start of his amazing career. The next day I was 2<sup>nd</sup> behind Gaspoz and took over the lead in the giant slalom World Cup standings for a few weeks. I also fought hard in the following years yet not with great success. I tore my ligaments in training at Calgary in February 1988 and didn't manage to return at the top. But with three wins and a total of ten top-3 results in three different specialties, I had a strong career on the World Cup tour. I hope to return soon to Badia."

## BEST MOMENTS IN CAREER.

"I surely had a few special moments during my career on the World Cup tour - to reach the podium twice in a row at Badia certainly was pretty special for me! In those days, there was no hard artificial yet fair man-made-snow on the slope - the slope was mostly icy and the races were exhausting. To celebrate my maiden World Cup victory in

January 1986 on the classical course at Adelboden was very emotional too. But I would also like to mention the great time we all enjoyed within the Italian team in those years. We were young and fighting hard against some legendary racers... It was much fun."

## COMMENTS ON ALTA BADIA.

"There is no doubt that Alta Badia is located within a very impressive area. The Dolomites are superb and the entire region beautiful. The people there are very friendly - and our team had a great time staying in the Hotel Ladina of Marcello Varallo, a former Italian downhiller who was organizing the event in those years. We spent a wonderful time there as we also trained on the nearby slopes. Of course as a native of the resort of La Sala in Val d'Aoste where one can see the top of Mont Blanc from his house, I greatly like my region too. There is a lot of energy in that area - not a surprise that Federica Brignone also grew up there."



# GIULAN



**Dear volunteers, partners and friends of the Alpine Ski World Cup Alta Badia, thanks to your effort, hard work, passion and reliability we have succeeded in this project.**



We have brought the ski competitions to Alta Badia, which will be transmitted worldwide and have a very high number of TV viewers and a lot of fans present: people who will promote our ski area, our cuisine and our accommodation possibilities for the entire winter season. **Your contribution** is important not only during the Ski World Cup days, but also throughout the winter season that we are going to face.

**I am proud of the teamwork that unites us and I wish everybody a good winter season and, above all, a good Christmas time.**  
*President ANDY VARALLO*



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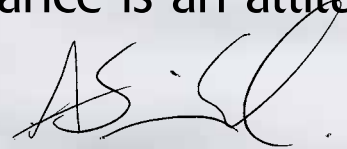
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