

DANNY NORTH



Having taken dozens of iconic images which have featured in covers for NME and Rolling Stone, Danny North is one of the world's foremost music photographers and guess what, we've only gone and got him as Volvo Snowbombing's official photographer. With that in mind, every day we'll be dedicating the back page of The Bomb to his take on the festival.

Today Danny was all over the place, snapping at the Volvo Ice Camp before seeing Fatboy Slim tear down the Arctic Disco. He also found time to pay a visit to Jamie Woon. See more of his pics at www.photos.snowbombing.com



SHOUT OUT!

Our mate Bex from Just Press Play got all dolled up for another of their legendary iPod Battle Parties at Mo's last night. Some of the best Volvo Snowbombing craic is often found off the beaten track and the iPod battles are one of those parties that you stumble upon and end up having the best night ever. We love you Bex!



The Eristoff Forest
18:00-19:00 Correspondents
19:00-20:00 Beadyman
20:00-20:50 Toby One
20:50-22:00 The Prodigy

Racket Club
22:00-22:30 Cubans DJ
22:30-23:30 Cuban Brothers
23:30-01:00 Kissy Sell Out
01:00-03:00 Fatboy Slim

Arena - Onboard presents
23:00-00:30 Lofly
00:30-02:00 Fuzzbox Inc
02:00-03:30 Stanton Warriors
03:30-05:00 Krafty Kuts
05:00-Close Marc Roberts

Schlüssel
10:00-00:00 Ewan Pearson
00:00-01:00 Space Dimension
01:00-02:00 Contoller
02:00-03:00 Jamie Jones
03:00-04:00 James Zabiela
04:00-05:00 Ramadan Man

Bruck N Stadl - Tirk
23:30-01:00 Matty J
01:00-02:30 Greg Wilson
02:30-04:00 Todd Terje

The Caraoke Club - Europahaus
19:00-01:00 Sing in front of a live band (Rockaoke) Propaganda DJs/
Volvo Caraoke booths (cars)

Europahaus - Closed

VS Live - King Of The Mountain
21:30-22:00 (ONLY) DATEMODELS
22:15-22:45 Switchboard
23:00-23:30 Spectacular

23:00-23:30 The Black Sand

00:30-01:00 KOTM Winner

Arctic Disco - Tirk
12:00-16:15 Matty J, Todd Terje
& Friends

Mountain St
12:00-14:00 Russ Cuban
14:00-16:00 Loose Cannons
16:00-16:30 Mr. Motivator

Board Park
12:00-14:00 Toby One
14:00-16:00 Urban Knights

Rockstar Palace
22:00-00:00 Fox Macleod
00:00-02:00 Chris Halliday
02:00-04:00 Terry Costelloe

Sports Bar
16:00-17:00 The Blue Room
17:00-18:00 The Blue Room
18:00-00:00 CLOSED FOR
FOREST PARTY

MOS
18:00-01:00 CLOSED FOR
FOREST PARTY

LINE UP AND RUNNING ORDER
SUBJECT TO CHANGE. ALL CLUB
ENTRY IS SUBJECT TO VENUE
CAPACITY. ARRIVE EARLY TO AVOID
DISAPPOINTMENT.



THE NEW KID

PORK AND PIP

Wahey! I managed to drag my arse up the mountain today. I didn't feel too bad really, woke up fully clothed in the middle of my bed, but I reckon I've had heavier nights.

It was the pork overdose that knocked me sideways. I've got to say this, it may be a little controversial but when there's more meat than bread in a sandwich it kind of stops being a sandwich. Too much pork.

Wednesday night was pretty special. I bumped into Dan Le Sac and Scroobius Pip, who I've always wanted to interview, but I was pretty wasted and didn't have my notepad. I ended up telling them about my fantastic watermelon poem. It's pretty deep stuff.

They were either massively impressed or I was massively pissed. But if you hear a song on their new album with a lick about large fruits in it, you know their inspiration.

I also caught up with The Bomb's photographer in chief, Danny North. Can't really remember what I said to him but I've had a few flash backs of repeatedly telling him what a top bloke he is while draped over his shoulder.

If there is anybody out there more loved up than me at this festival I swear it I haven't seen them.

Today's the last day then. I've got to say I'm a bit gutted. There's no other festival like this on the planet and I've had an absolute ball.

Whether or not I'll be invited back next year remains to be seen. I'll maybe try and behave myself tonight. Nah, to hell with that, I'm getting right at it. Check back tomorrow for the gory details.



FILTHY FEW

Wednesday saw a Mr Fatboy Slim arrive in the white sunny Alps - we spotted him working on his ski movements around the Ahorn. He looked in fine spirits and worked the Arctic Disco to epic proportions later in the evening. Day duties at the

igloo party were taken on by Aeroplane & Kris Menace, both serving up meaty electronic sets. We reckon they could even give Hans The Butcher a run for his money. After enjoying the sounds and surrounds of the Bruck N Stadl, we have to say it's fast becoming one of our favourite venues at the mighty Snowbombing. Last night was no less. We were excited to hear that Jamie Jones stepped in for John Digweed who couldn't make it out to the festival. And if you've not yet tried the ribs from Gasser the butchers, then you should. Amazing. Rave safe kids. **Filthy Few xx**



STAR SPOTTING ON THE SUNNY HILL

We're pretty sure there'll be a fair few rouged Snowbombers kicking about today.

The weather has been absolutely blinding and we at The Bomb kicked back at the Arctic Disco at the top of the Ahorn lift yesterday.

Despite our struggle with the soaring temperatures there was a fair bit of good to come from the heat. Unable to withstand it most of the girls up there just had to shed their attire. We're sure there are plenty of blokes who've now got plenty of new material for their wank bank.

If boobs, beer and snowboarding wasn't enough there was also a fair bit of celeb spotting to be had. Rufus Hound could be seen darting along the snow road, Fatboy Slim and friends were enjoying the pistes and the boys from Channel 4 Darren and Matt seemed to be lapping up a fair bit of female attention. Throw all this in with an electric set from Dixon and all in all you've got yourself a pretty full on day. We'll be heading up there again today and have pretty high hopes.



THOUGHT FOR THE DAY

WITH REVEREND JON MCCLURE

Does anyone else think Harry Redknapp looks like a slush puppy dog with a drink problem??

AMEN.

THE BOMB

EPISODE SIX:

FRIDAY 8TH APRIL

DRIVEN BY

VOLVO

In Cahoots
With...
FREE
METRO

THE SHORT FUSE



FOREST PARTY: The Correspondents will be opening the Eristoff Forest at 6pm tonight. To get there you need to take the road opposite the Penken lift (beside Hans the Butchers) and follow the signs. Rumour has it the Eristoff wolves will be out in their wild headgear only. Get down there early fellas otherwise you stand the chance of missing an eyeful!!

KNOWLEDGE IS THE KEY: 10 finalists have been announced in The Bomb each day this week. If you're one of those people make sure you turn up at the Motor-vator stage at the top of the Penken lift at 4pm sharp to take part in the grand finale and you could be driving away with a brand new Volvo C30.

THE BOMB RECOMMENDS

Mountain Mayhem: There's plenty of fun stuff going on up the hills today folks. Take the Ahorn if you fancy catching Matty J, Todd Terje & Friends between 12pm and 4:15pm. At the Board Park you have Toby One and Urban Knights keeping you entertained from 12pm to 4pm and on the Mountain Stage Russ Cuban and the Loose Cannons will get you working up a sweat before Mr. Motivator warms you down at 4pm.

Rank Outsider: OK, so we got it wrong yesterday. Our mate Rank Outsider is playing in the Sports Bar from 4-6pm today. Sorry if you went yesterday but we're sure you had a good time anyway. So good that you should pop along again today.

WIN A VOLVO C30

VOLVO SNOWBOMBING PRESENTS:
KNOWLEDGE IS



KNOWLEDGE IS THE KEY... LITERALLY! ANSWER ANY OF OUR DAILY QUESTIONS CORRECTLY & YOU COULD BE HANDED THE KEY TO A BRAND NEW VOLVO C30!

FRIDAY Q: FATBOY SLIM'S REAL NAME IS:
A: ROGER COOK
B: NORMAN COOK
C: READY STEADY COOK

TEXT THE ANSWER **A, B OR C**
& YOUR FULL NAME TO
+44 (0) 7740404142



Terms & Conditions Apply:
SBS Events will not charge you for entry into this competition via SMS.
However, as the text number for this competition is a UK number, please check with your operator for the costs of texting from your mobile phone whilst abroad or if your mobile phone is not registered for UK networks. You will receive a SMS to confirm that your entry has been received.

SNOWBOMBING
APRIL 4-6 HINTERTUX AUSTRALIA 2011

Red Hot and Heaving

With the temperature soaring and sound system roaring, the roof nearly came off the Racket Club last night. True to form you Bombers turned out in style to give DJ Wire, Sub Focus (pictured) Example, Nero & MC Wrec and Chase & Status (live) a rapturous welcome to our wonderful festival. We could feel the sweat 'atches

forming before we even entered the venue - that's how hot things got. Nice one Bombers - you're showing immense stamina now - day four and you're still going strong. Make sure you bottle some of this energy for the big one tomorrow. What are we saying? Of course you will!!!!

FOREST FIRESTARTER

The last night of Volvo Snowbombing - bound to be a sombre affair where everyone who makes it what it is spends the evening in quiet contemplation and reflection... listening to The Prodigy thrash out all sorts of ear-pumping sounds in a forest.

They are the band who have probably been on most Bomber's 'Top five fantasy acts at Snowbombing' and they'll be playing in perhaps one of the festival's most stunning and unique venues.

But don't just come for The Prodigy, hit up The Eristoff Forest early to catch The Correspondents - officially one of The Bomb's 'one to watch' with their electro swing.

Beadyman, a Snowbombing vet, is getting more and more TV and radio time but he really has to be seen to be believed - and you won't believe that sound comes from one voicebox. Toby One will get the crowd hyped up before handing over to Keith and co.

The procession through those mystical Eristoff woods to the forest will leave from outside the Strass around 3.30pm, so make sure you're involved.

Even when The Prodigy have done their bit, the party is far from over. We recommend a little known act called Fatboy Slim - a man who we're predicting to have a big future.

Norman, who couldn't refuse an invite after his banging Eristoff Forest set last year, will be kicking off his two-hour set from about 1am.

But don't go to bed just yet, there's still plenty on at The Arena, Schlüssel and the Bruck N Stadl.

WRITE UP THE TWITTER

Here's what the Twitterati were saying about Volvo Snowbombing (#vsb11) yesterday.

Bridey-rae Lipscombe (@brideyrael)
@SnowbombingBomb hello you very clever people! It's my bestest mate's birthday tomorrow and we're here! Can we get a shout out? Pulllease?!

FrAph (@fracturedauphob)
Epic day! Fk I love this festival :) today went to Hintertux glacier with new boarding friends. Best sb ex ever! #thisissnowboarding.

Martin Doortly (@doortydj)
Fatboy slim playing to an igloo that holds 100 people! Mental!

Tom Kihl (@tchemycontent)
Ok so there may be plenty of wasters here, but @Snowbombing makes me proud to be British. Great music and great wasters. #vsb11.

Alex Pollock (@socialPolly)
I must say: Aeroplane at Arena was definitely the highlight of my week so far!! Aint that right @BillyRees?! #vsb11.

Misha Dhanak (@mishadhanak)
What a treat to meet you @thecorrespondents. Looking forward to the party in the @ERISTOFFvodkaUK Forest tomorrow.... #vsb11.

TEXT: Send a message or picture message to **60300** and start your message with the word **BOMB**. Then tell us your tales

E-MAIL: Send us an e-mail to thebomb@snowbombing.com with your stories and pics. Include a phone number and we will try and give you a call back.

TWITTER: Follow The Bomb at [@Snowbombingbomb](https://twitter.com/Snowbombingbomb) or tweet with the hashtag **#vsb11**. We'll be running a daily review of what the artists and Snowbombers will be tweeting each day.

COME AND SEE US: The Bomb team (Will, Claire, Dan and Chris) are based near (or at!) the bar in The Strass most evenings. Just ask a member of crew to point you in the right direction. We'll be more than happy to laugh at your stories over a drink (just make it four Eristoffs with coke).

KEEP MAYRHOFEN TIDY - DON'T DROP THE BOMB

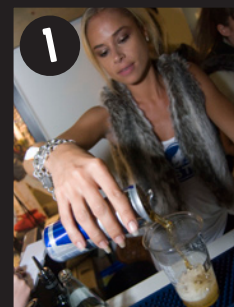
ESTD 1806

ERISTOFF

You won't have been able to miss those sexy Eristoff wolves round Mayrhofen this week, they're mysterious bar has been popping up all over the resort. We paid them a visit last night to learn how to make two of their most popular drinks using their wild berry flavoured Eristoff Black. The gorgeous Hannah took us through the key steps. Here's how to create your own Eristoff cocktails.



BLACK BULL

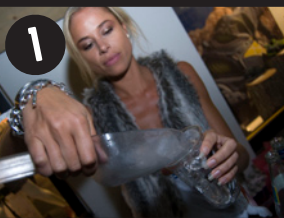


1 Pour half a can of Red Bull into a glass. This is a short drink so doesn't need any ice

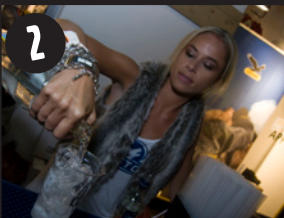


2 Pour 25ml of Eristoff Black over the back of a bar spoon to create a black layer on top of the Red Bull. This is more difficult to layer without the ice but the sugar in the Red Bull does help

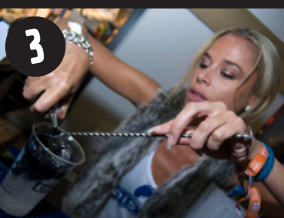
ICY BLACK



1 Take a glass and fill with ice



2 Fill the glass ¾ of the way with lemonade



3 Pour 50ml of Eristoff Black over the back of a bar spoon to create a funky black layer on top of the lemonade. As this is a long drink its best served with a straw

WOLVES VS. EAGLE

Wolves and eagles don't normally get on too well - we've heard that wolves reckon eagles are a little bit up themselves.

But there was no sign of the age old animosity earlier this week when the Eristoff wolves took to the slopes with top ski jumper Eddy the Eagle for a freestyle lesson.

Eddy's verdict of the sexy foursome: "They skied like a pack of wolves, or should that be a pack of snails."



MAKING A MARK IN THE MOUNTAINS

We're pretty sure James Bond has decided to jack in all this the spy palaver and become a Volvo Snowbombing party planner - an igloo on top of a mountain, VIP skidoo rides from the gondolas and a world class DJ making an entrance by helicopter - the Volvo Ice Camp yesterday was like something straight out of a 007 movie (minus the bad guys but including plenty of sexy vixens).

The Bomb had an early start as we were giving C4 presenter Rick Edwards, the compere for the day, and his mates a lift in a Volvo XC60. The two hour drive to Kitzsteinhorn just outside Kaprun took us through some seriously stunning scenery although Rick et al weren't that keen on the winding mountain roads having had a late one in the Arena on Wednesday. We had a few dodgy moments where we were in danger of getting pebble dashed in the front seats. Thankfully we arrived sans sickness but did rename Rick the "vompere" for the day.

The Volvo Ice Camp sits at a massive 2,500 meters high, the ascent takes in two gondolas and we then got to ride in the back of a piste basher for the final stretch of the journey - got to be the most random way we've ever got to a gig in our lives.

Once at the top we were presented with an enormous igloo (complete with Volvos inside), a phat stage, bars and BBQs and the sun and music both beating away nicely. This gig was so exclusive only 350 very lucky people got invited (we had to pretend we were a taxi to blag our way in for Christ's sakes). But those people selected were well up for the party. The lovely Sophie Lloyd got on the decks at noon and spent two hours building the party vibe before Mark Ronson came down from the skies like some offering from God.

All week we've been banging on about the eclectic line-up and mix of genres at the festival and it was almost as if Mr Ronson has been reading our little 4-pager every day. His set included everything from Katy B to Jay Z to Duck Sauce. He even did a spot of scratching over Aretha Franklin's Respect. Respect.

This was one seriously cool guy playing a seriously cool set in a seriously cool setting. Mr Bond would've been proud. Thank you Volvo.

VOLVO SNOWBOMBING

CARAOKE

ROCK TAXI

THE ROCK TAXI

IF YOU SEE THE ROAMING ROCK TAXI AROUND THE RESORT OF MAYRHOFEN DON'T KERB YOUR ENTHUSIASM: HAIL IT, HOP IN, BELT UP...AND THEN BELT IT OUT TO SOME ALL TIME ROCK HITS!

SNOWBOMBING AT THE VOLVO ICE CAMP



DANCIUS MAXIMUS AT THE ARENA

One of Snowbombing's spiritual homes will play out the last banging note of this year's festival into the wee small hours of Saturday morning.

Yes the steaming, sweat box that is The Arena, just next to The Strass, has always been the final calling point for hardcore bombers.

If you haven't been in there this week (unlikely) then get yourself down tonight. The punters are almost as entertaining as the DJs as they stagger from pillar to post vying for their next drink.

If you're in there we doubt you'll be enjoying the spectacle. More likely you'll be a part of it. It's sort of a rule that you have to be out of your tree to get on in there.

One of the highlights was Skream's Disco Set on Monday night. It was definitely something a bit different, Sweet Dreams by the Eurhythmics and Donna Summer's I Feel Love, mixed in effortlessly with other classic disco tunes.

Tomorrow, for all you hardcore Snowbomers, Marc Roberts will close Volvo Snowbombing 2011 with his set which starts at 5am.

Make sure you're down tonight for the last Volvo Snowbombing blast.

VOLVO SNOWBOMBING PRESENTS: KNOWLEDGE IS

AND THE WINNERS (COULD BE)...

The following 10 entries have been drawn from our random Volvo Snowbombing generator for our Knowledge is Key competition for the chance to Win a brand new Volvo C30. Please meet at the Motor-vator Stage at the top of the Penken lift station at 16:00 sharp TODAY for our competition finale, where one lucky Snowbomber will be handed the key!

- JESSICA McDONALD
- VICKY HOY
- DAVID DYBALL
- MATTHEW SPICER
- DANNY NOLAN
- MATTHEW BARRETT
- BECKY GRIFFITHS
- MARTIN WARNER
- NICOLA YOUNG
- SAMANTHA BINKS

RED HOT RIDING

What a scorcher - it left most of you looking like lobsters. Today saw the Pro Am contest, where our team of pro riders teamed up with Sowbomers to send it over the kicker in a fierce battle for the top spot.

The contest saw many people hit the jump for the first time and several amateurs

thought the slushy conditions provided the perfect opportunity to try some flips.

Snowbomber Martin decided this was the perfect opportunity to hit the kicker naked, he soon regretted it after the slush grazed his arse!

After much deliberation the judges gave yesterday's winner Peter Konig and his Aussie Am the top place - go Peter!

The Hotzone.tv wacky waterslide featured similar debauchery yesterday including one girl who decide to ride across the water topless and in a dingy winning herself €50 in the process.

Tomorrow will see the pros showing why they get paid for playing on a snowboard whilst the rest of us have real jobs. Make sure you are there from noon onwards to see the action.



Photos: Christian Eberl

Photos: Montague Spazmong