

MADE IN COLORADO

Cold Fusion

Icelantic Boards blends art with skiing.



SKI REPORT

Icelantic founder Ben Anderson designs skis that look as hot as they perform.

WEARING BAGGY JEANS slung low and a baseball cap with a flat brim, Ben Anderson looks like he should be riding a skateboard, not critiquing art. But standing in his new gallery in Denver's Santa Fe District, the 25-year-old looks to be in his element. That's because the "art" he's selling can be used to rip through powder on the slopes. Designed by local artist Travis Parr and manufactured here in Denver, Anderson's artsy skis look just as good as they perform and are a creative break from the logo-laden planks most skiers know.

Anderson, an Evergreen native, decided he wanted to start his own ski company at 14. After an internship with a Boulder-based ski manufacturer and a stint at Western Washington University's industrial design school, he returned to his goal at age 20 and set up shop in his parents' garage. He recruited some friends and an independent investor to help launch his company. Dubbing it Icelantic Boards, he signed a deal to manufacture the skis with Denver's Never Summer Snowboards.

Now in its third season, Icelantic's skis are sold worldwide. Park rats buy the skis to ride rails, rippers use them on the steeps, and art collectors hang them in their winter condos. It's no wonder the company doubled its sales last year—and why this year it upgraded its office space.

In September, Icelantic moved from Evergreen to the shiny 2,000-square-foot gallery space at Santa Fe. "In the future, we hope to continually innovate our products," says Anderson, "and to push the limits of the industry—to make the sport exciting, fun, and fresh."

—Megan Michelson

» **Pick:** Powder hound? Go for the super-wide Shaman with a 110-millimeter waist. \$619, www.icelanticboards.com

