



AN INTERVIEW WITH:

ETHAN COCHARD

Ethan Cochard, how are you Sir?

I am doing good. Is there something better than good? I think it might be great... Yeah, I'm doing great!

How are things at Loaded?

Things at Loaded are as they always are. Top secret, yet relaxed. It's like a casual Friday at Area 51 over here. But every single day...

How long have you worked there now?

As of May 15th 2014, it's been about a year. So from that day, until when you are reading this, it's a year + "X". You guys can do the math.

How did you get the job?

Hard work, perseverance, 12 years of college, 9 years of military training and a couple of mommy-and-me classes.

Three solid years of doing the Badassador thing, eating potatoes and ramen, and being weird enough to make them bring me in for a closer look.



What do you get up to on a day-to-day basis?

Day-to-day basis consists of helping our large number of domestic and international ambassadors staying stoked on gear and staying rad role models in their communities, as well as editing a fair amount of footage for the Ambassador channel. Also, taking care of the riders that come through town and showing them around as well as filming the hell out of them.

Was the Overland your idea?

Well, it wasn't my specific idea as much as a necessity for all of our riders and the line-up. We all love the Tesseract and the Kanthaka, but felt like if there was something right in between, that combined the best of both worlds, then life would be complete. So, it was more of a Loaded family desire. I just had the bright idea to cut out the first shape and annoy everyone else with how much fun I was having on it.

How long did it take to get this board to market after its initial conception?

Actually, a record amount of time! From the first epiphany of how awesome the board would be (September 2013) to the final shape and product (March, 2014).

What is the hardest part about developing a new board?

Figuring out what the damn thing should look like. Everything has pretty much been done by one company or another, and trying to make a board that kids won't say "Looks kinda like a ____" is almost impossible today. We wanted to do something classic but with some modern, Loaded vibe thrown in so it would fit into the line-up nice and snugly.



What's the best thing?

Prototyping. Being handed a new shape, layup, strange material on the bottom or even just a blank to cut out ourselves and then being told to test how it feels and holds up to wear and tear is absolutely dopenificent.

What's the story behind the quote "Everything in moderation, including moderation" and how did it play into the board's development process?

We have some philosophical dudes here at Loaded. Why we use that quote in particular? I can't say for sure. But my take on it is that there is no problem having a little bit of everything in life, as long as you have it at a reasonable consumption. And that's what this board is. It's got that rocker we all know and love these days. It's got them snazzy wheel-well flares that give us points of reference and a place to lock our feet while sliding. It's got that deep radial concave that made a hit way back when and is still tried and true today. It's got one kicktail that is complemented by a long nose, so you can do all that double-kick skateboarding that kids are crazy about these days, always have been, and always will be. But on top of all that good stuff that is supplied plentifully but not in overabundance, we threw in a special layer of urethane on the bottom, so that way, the damn board isn't so moderated.. Because sometimes it's fun to go a little crazy and do something different.

What is your favourite feature of the Overland?

The tapered waist that widens up to the flares in the back. Honestly, it's the best damn feeling thing under my feet since stepping on a bullfrog by accident (it was strange yet satisfying, immediately followed by horrifying). I've got not-so-big feet, so I usually have trouble moving from rail to rail for toesides and heelsides, but with this sexy little minx's corset, it's as easy as 1,2,4. I mean 3..

How do you set your board up?

I've got two set-ups for it (because I CAN!). One is downhill/freeride oriented: Caliber 44 baseplates with 9 inch hangers and some sort of

offset Orangatang wheel like 83a 4Prez or 80a Stimulus. The other is my city crusher, equipped with 9inch Caliber Standards and 86a Fat Frees or some other fun little test wheel we have lying around.

The 'Rambles Through the Range of Light' product release video was rad. Is every Loaded board put through such epic testing regimes?

The video was created as more of an excuse to go snowboarding during the last of Mammoth's snowfall of the year... So yeah, that's the truth, we just happened to bring a bunch of cameras and Overlands with us to enjoy the long drive up there. Pretty much every board goes through a similar 'coming of age' tale though. However, the tale of the Overland was a damn good time with a bunch of my favourite weirdos.

How long were you on the road for in total?

There and back, only about 5 days. But when you are fuelled by coffee and epic-ass roads left and right, 5 days feels like 6-8 days. Some sort of time warp happens I guess.

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DO YOU KNOW WHY WE FALL?"**

**TO WHICH I REPLIED, "NOT THE
SLIGHTEST IDEA POPS, WHY?"**

**HE ANSWERED, "SO YOU CAN SHOW
OFF SOME BITCHING SCARS WHEN
YOU'RE OLDER..."**

Does the urethane underbelly of the Overland work well on snow too?

Unfortunately, no. But it does stand up well to abuse. You could put this thing in a dysfunctional American family and it would come out completely well adjusted with a good career ahead of it and minimal scarring!

What sort of rider is the Overland aimed at?

My kind of rider. The kind that likes long walks on the beach. One who can enjoy fine wine, yet also pound cheap beer. A person that sees the beauty in the simple things: like a doughnut wrapped in bacon, eaten by a large man on the bus while he makes a mess of himself and gives not a single damn about what anyone thinks.

Or maybe the average-sized rider, who needs something light that can conquer hills and slash up some pretentious-ass sidewalks and driveways like it's a public service.

To be more specific, 150-170lb rider with a deep desire to save the world from mediocrity.

I'm curious to find out some more about you, when did you first start longboarding and how did you discover it?

I started skateboarding when I was 9, thanks to my brother, Billy. He showed me the ropes and then left for college. By the time he came back, I was the one showing him some new tricks and how to slide around.

What was your passion before longboarding took over?

I don't remember much before I started skating... Life was all a blur back then. And then I got glasses and things cleared right up, which is about when I started skating as well.

Have you ever had a bad injury from skating?

My father once said to me, "Ethan, do you know why we fall?" To which I replied, "Not the slightest idea Pops, why?" He answered, "So you can show off some bitching scars when you're older and tell some bad-ass stories! Who wants to be pretty when they die anyways?!?"

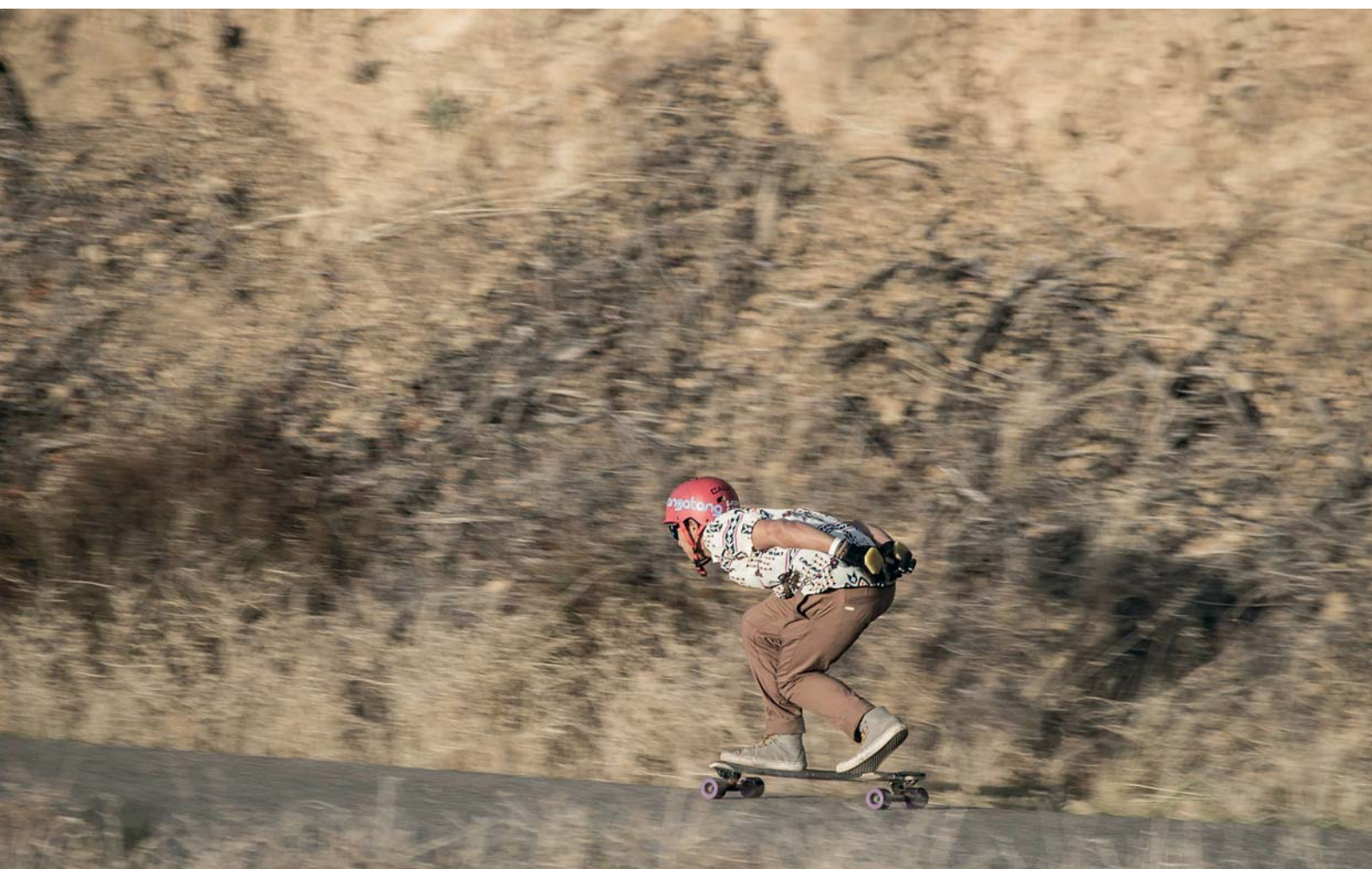
I've gotten my skin ripped off on one whole side of my body. I've gotten rocks stuck under my skin. I've hit guardrails so hard my toes touched my shins and I could taste last year's lunch. I've hit my stupid head so my times, that now I have a permanent spike on the backside. And after all that, I've had a really good time doing it. Plus, all the girls I've dated love the scars, but not the stories, hahaha.

If you could skate anywhere in the world where would it be and why?

At this moment: Malibu, CA. The diversity of hills, the scenic beauty and the sheer number of absolute shredders that roam the lands, makes for one of the greatest skating-locations I've ever known.

**WHEN I DIE I DON T WANT
TO CREEP UP TO THE GRIM
CURTAIN OF DEATH...**

**I WANT TO COME IN SLIDING
OUT OF CONTROL, BURNT TO
A CRISP, BEING MAULED BY
A KOALA WHILE SCREAMING
"WHAT A F***ING RIDE!!!"**



For the rest of my life: Unknown Island from Greener Pastures Offshore.
I love speaking Spanish and island vibes. Also that pavement was unreal...
Everything 'thaned like chalk there...

What is the best event that you ever attended?

Monterreal Longboard Festival. Sick hills, awesome people, crazy cheap beer and the most outrageous party I've ever been to.

Seriously, go next year or else you are officially blowing it.

Have you ever eaten Fish and Chips?

Wasn't that a movie or something? About some crazy cat and his pescatarian pal?

Sipped a cup of Earl Grey Tea?

That's how I start my day! Earl himself hands me the cup.

What are your plans for the future?

Continue living life to its fullest. It's a cliché I know, but when I die I don't want to creep up to the grim curtain of death... I want to come in sliding out of control, burnt to a crisp, being mauled by a Koala while screaming: "What a fucking ride!!!"

Also, preferably butt naked. 'Cause that's how I came into this world.