

CPH OPEN 2023



INDHOLD

- RESUME
- EVENTS
- MEDIE PRODUKTIONER
- EKSPONERING
- OVERORDNEDE TAL



RESUME

CPH OPEN blev afviklet d. 14 - 18 juni.

Med sommerens event forsøgte vi endnu engang at eksperimentere med event formater. Fra tidligere års erfaring blev der valgt steder der både fungerer for store og små forsamlinger.

På trods af at skateboard industrien har lidt mange besparelser og nedskæringer i 2023 dukkede der hundredevis af skatere op fra hele verdenen. Størstedelen af skaterne kommer fra Nord- og Sydamerika og Europa. I takt med at skateboard miljøet er i vækst i de asiatiske lande kom der dette år mange japanske og kinesiske skatere

Der var en også stor vækst i deltagere og tilskuere fra LBGTQI+ miljøet som igen kan skyldes et ligende boom i skateboard verdenen.

Som noget nyt samarbejdede vi med NusNus (arrangører af bla. Distortion) De var en kæmpe resource og var med til at skabe en rigtig god dialog med TMF og andre involverede.

Dialogen og samarbejdet med TMF var intet mindre en fantastisk. Vi fik alt den hjælp vi havde brug for og processen kørte gnidnings frit.

CPH OPEN 2023 cementerede sig igen som det største og mest eftertragtede skateboard event i verdenen. Alle relevante skate medier var tilstede for at opleve de allerbedste pro-skatere i verdenen lave opvisninger på gade og parker i København.



DAG 1

GULDBERGSGADE

Meet and greet med proskatere i restaurant og bar BRUS i samarbejde med lokale bryggeri TOØL

Opvisning på træramper i Guldbergsgade.

Gratis grill mad, DJ's og gadefest.

Deltagere: 50+
Publikum 1200+





DAG 2

FÆLLEDPARKEN

OPEN konkurrence for alle skatere.

Opvisning med pro skatere i den store Bowl

Ceremoni for Vitoria Mendoca.

Pige skater fra Brasilien, der blev professionel under eventet med live Brasiliansk horn orkester.

Gratis grill mad, DJ's og bar.

Deltagere: 115 fra 21 forskellige lande

Publikum 2500+



FÆLLEDPARKEN





DAG 3

LGBTQI+ invitational I COPENHAGEN SKATEPARK.
Kunst udstilling, smørrebrød, musik og opvisning.

Deltagere 150+

<https://www.instagram.com/p/CvPzISqI7-Y/>

Åben LGBTQI+ skate session på Pragues Boulevard.

Deltagere 250+

3 Opvisning Amager Strandpark.

Deltagere 35

Tilskuere 2500+





DAG 4

DEN BLÅ PLADS

Konkurrence for pro skatere

Deltagere 45

Tilskuere 2000+

LITHAUNS PLADS

2 Opvisninger, liveband, DJ's.

Deltagere 35

Tilskuere 2500+

COPENHAGEN SKATEPARK

Best trick konkurrence og efterfest.

Deltagere 35

Tilskuere 1500





DAG 5

SAUNA EVENT UNDER KNIPPELSBRO

I samarbejde med Roskjær & Roskjær restaurant og vinbar.

Networking og søndagsfest med pælla og naturvine

Foto udstilling under broen i samarbejde med Polaroid.





YOUTUBE

Den mest viste film fra CPH OPEN 2023 har i skrivende stund 1.8 millioner visninger.

I samarbejde med vores sponsorer er der produceret adskillige film fra alle dagene som bliver set af mellem 150.000 - 250.000 unikke seere.

Ud over de planlagte medie produktioner er der mange uafhængige medier og bloggere, der også lægger en masse film og historier op fra København. Der er omkring 20 forskellige film der bliver set mellem 20.000 - 75.000 gange.

Shorts



CPH Open Day Two Highlights!
1.8M views



CPH Open Day Four Highlights!
87K views



CPH Open Day Three Highlights!
72K views



CPH Open Day One Highlights!
715K views



COPENHAGEN OPEN 2023

48K views · 4 months ago



SACHI



Tiago Lemos & Carlos Iqui at CPH Open 2023

78K views · 5 months ago



Pocket Skate Mag



Nike SB | Copenhagen Open 2023

231K views · 4 months ago



nikeskateboarding

Relive the magic that is Copenhagen Open 2023. See more: <https://www.nikesb.com/articles/cph-open-2023> & Pocket ...

Side Mission at Israels Plads | Welcome Lunch & 7 Ball Exhibition | Side Mission Hayley & Nicole | ... 16 chapters



Copenhagen Open 2023 Full Recap

98K views · 5 months ago



Flatspot Magazine

Experience the heart-stopping thrills and mind-bending talent at CPH Open 2023, one of the most insane skateboard competitions ...



Andy Anderson Has Secrets at #CopenhagenOpen2023

95K views · 4 months ago



DOSE Skateboarding

skateboarding #andyanderson #cphopen Welcome back to our Copenhagen Open 2023 vlog part three and to be fair Day ...



Followed: Copenhagen Open 2023

42K views · 4 months ago



Pocket Skate Mag

Feat. Ishod Wair, Didrik "Deedz" Galasso, Brian Anderson, Carlos Ribeiro, Nick Boserio, Sarah Meurle, Karsten Kleppan, Oskar ...

4K

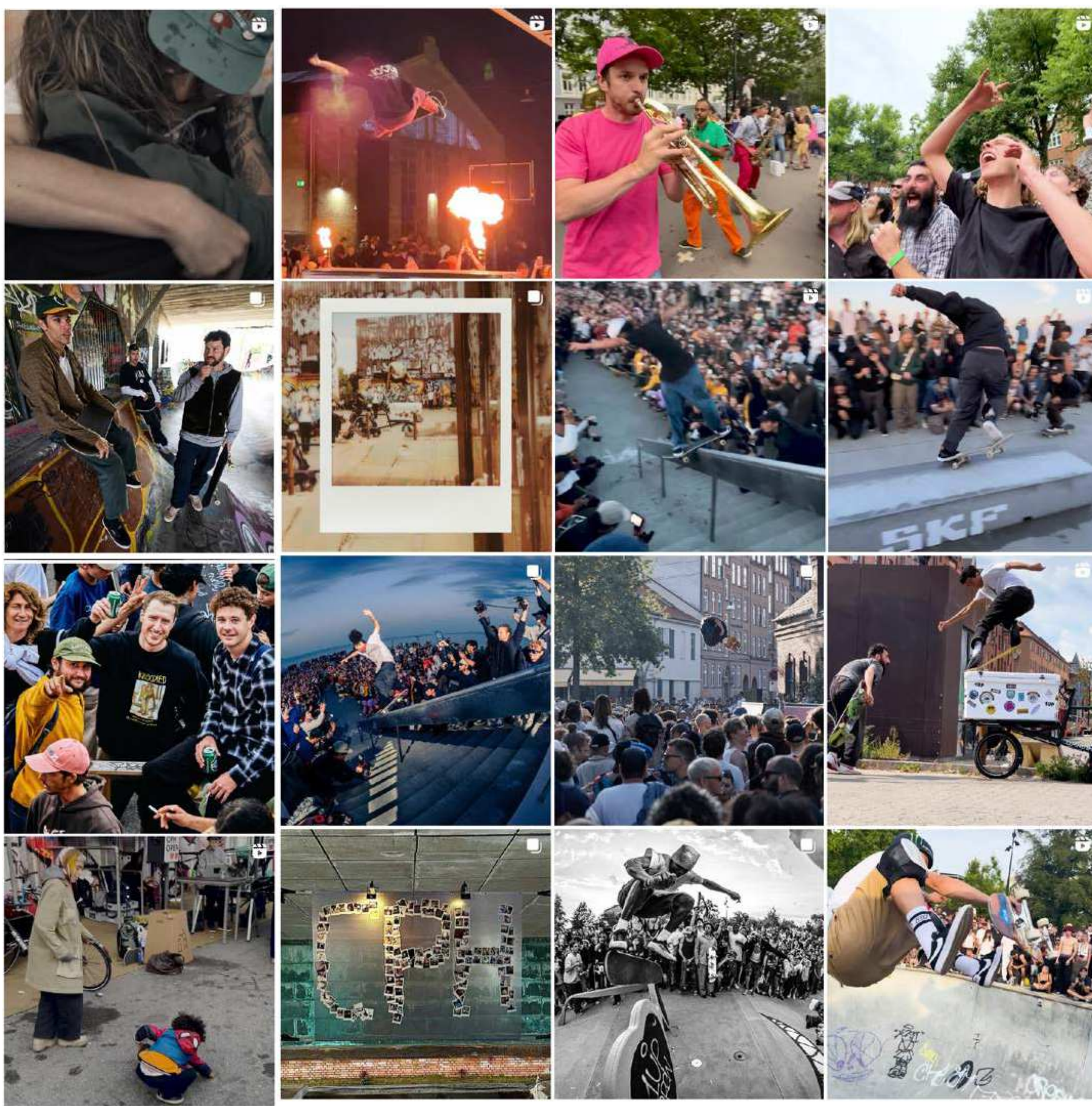
Micro Board w/ Ishod, Deedz, Tanner, Blake. | Nicole Hause & Hayley Wilson | 1UPHAGEN Session | ... 9 chapters

INSTAGRAM

Under eventet havde @copenhagenopen 110.000 følgere. Der blev uploadet mange forskellige photos og historier fra vores egen platform, som efterfølgende er blevet delt med millioner af brugere i hele verdenen.

De bedste skatere der kommer har mellem 1 million og helt op til 7 millioner følgere, som alle sammen uploader mange billeder og historier fra København til deres fans.

Vores sponsorer som NIKE, Converse, Polaroid mfl. uploader også via deres platforme og samlet set når eventet ud til millioner af personer fra mange forskellige miljøer og verdenshjørner



WASHINGTON POST ARTIKEL

Washington Post bragte denne artikel på deres hjemmeside

Abonnementer: 2.5 millioner

Månedlige besøg: 63 millioner

Den blev også bragt på forsiden af Rejse Sectionen i den trykte avis.

Trykte aviser: 160.000

The Washington Post
Democracy Dies in Darkness

TRAVEL: BY THE WAY Destinations News Tips Newsletter Instagram



BY THE WAY

The not-so-exclusive skating contest shredding Copenhagen

The skateboarding competition where you leave with friends, not trophies

By Linnea Bullion

August 25, 2023 at 8:00 a.m. EDT

COPENHAGEN — The annual Copenhagen Open is a skateboarding contest unlike any other, where chance and movement across the city play a key role in the final results.

The contest itself is a prism — its purpose changing depending upon how you look at it. To some, it's a chance to rub elbows with skate legends and idols. To others, it's an excuse to party. The fluid experience of the event is what makes it so special; you can make the CPH Open what you want it to be while making great friends.

Since 2007, thousands of skaters from across the globe have gathered in Copenhagen every June, typically for five days — and the city is uniquely suited to the task. The Danish capital has designed its public spaces with multiple uses in mind, including skateboarding. It's a welcome respite from the negative stigma many cities still hold toward skaters. For me, it is a chance to reunite with friends from around the world. I've been to the contest eight times in my more than a decade photographing skateboarding, and I intend to keep going as long as it exists. The camaraderie cultivated by the audience and participants is intoxicating and a reason I return each year.

One of the organizers of the event, William Frederiksen, describes the contest as about more than skateboarding. He and his fellow organizers are always asking, "What is it about?" As the event (and Frederiksen) have grown over the years, they have realized that the reason people keep coming back to the CPH Open is the city itself.

The walkability and bike-ability of the city is the second-biggest factor in drawing the enormous crowds of the Open. All of the spots in the city are within a bike ride's distance from one another. You don't have to worry about hitting traffic, or being kicked off streets because of the disruption of motor vehicles. In a way, Copenhagen has unintentionally provided a skateboarding utopia.

"There's a direct line there from infrastructure, architecture, utilizing city spaces, socializing city spaces," Frederiksen says. "We have a bunch of people who come here from L.A. and hang out together every day because it's possible [and not possible in L.A.]. We try to make the contest less and less about skateboarding each year."

The organizers never publish the dates of the contest publicly until just days before, though the dates are sometimes shared by word of mouth between yearly regulars. The organizers do this to avoid overcrowding. Despite its radical inclusivity to all people, skaters or otherwise, it's simply too popular for its own good.

You're lucky to get a good spot to watch any of the actual events. But that's okay, because the contest is less about skating than the people you'll meet. It's an annual reunion of friends, akin to an adult summer camp and not an extreme sports event.

I go each year to shake hands and give hugs to those I rarely see in person. I go to watch the crowd. I go to feel safe and seen by my peers. But I most enjoy watching those in attendance for the first time fall in love with the Open the way that I have. Years ago, Frederiksen told me that the biggest reason they throw the contest is to give people memories they'll carry for the rest of their lives. It's largely why I return year after year.

Linnea Bullion is a photographer and writer living in Los Angeles. To see more of her work, visit linneabullion.com



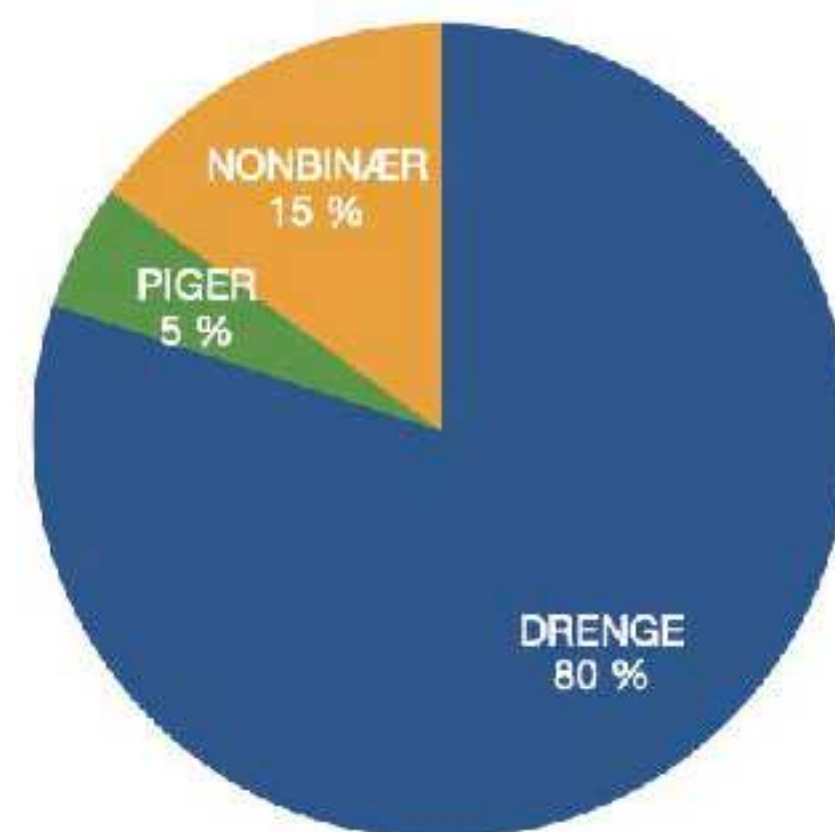
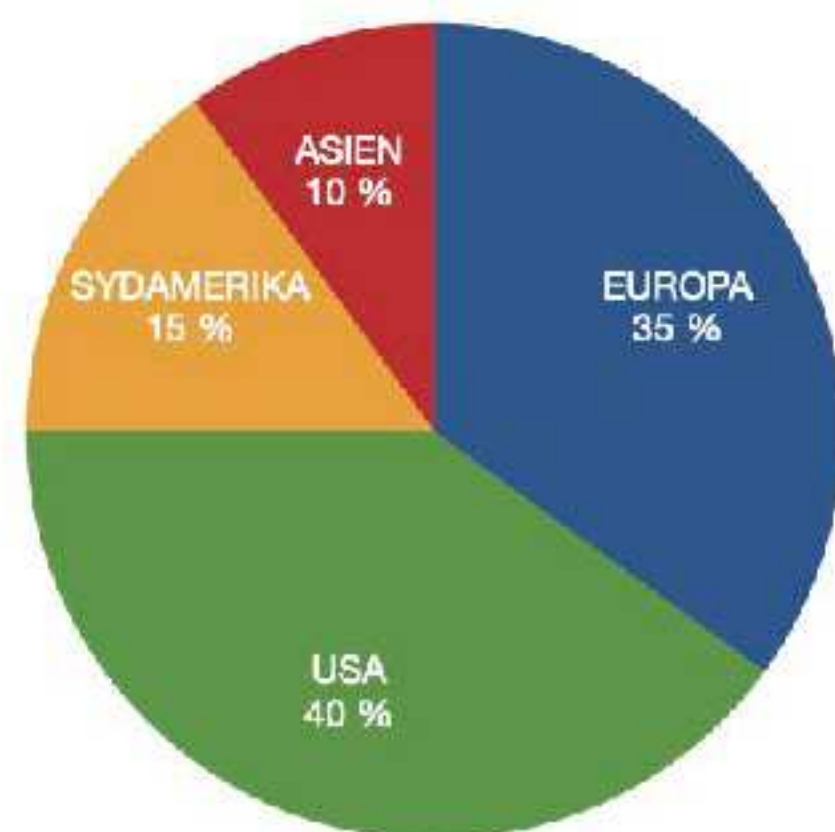
P
info
P-betaling
påkrævet
Blå zone

Fuck Skating
Let's
Dance

new balance
numeric

OVERORDNEDE TAL

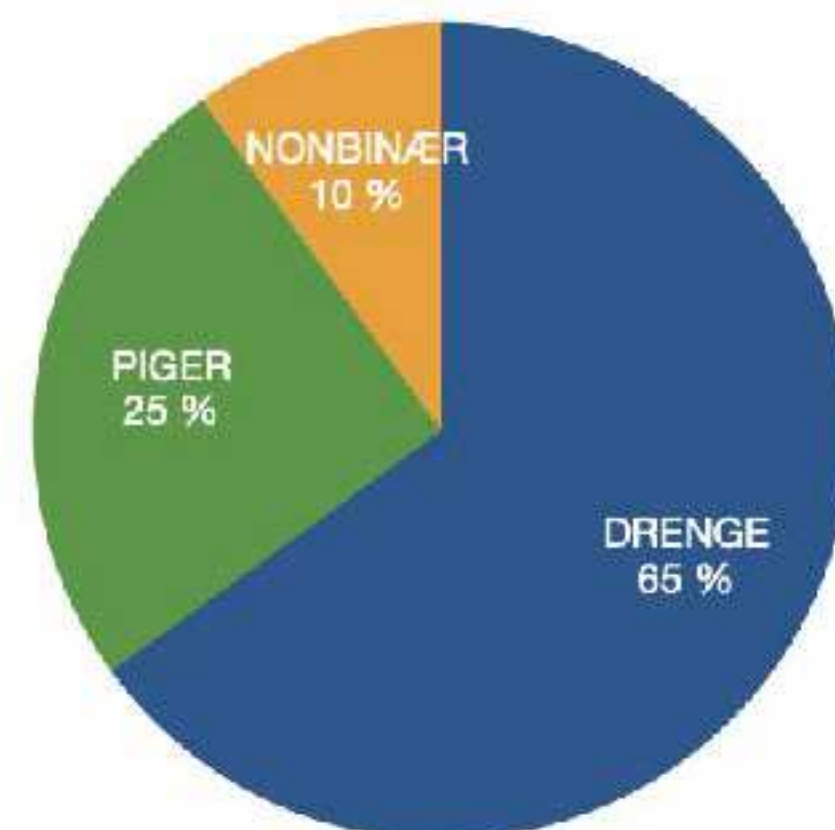
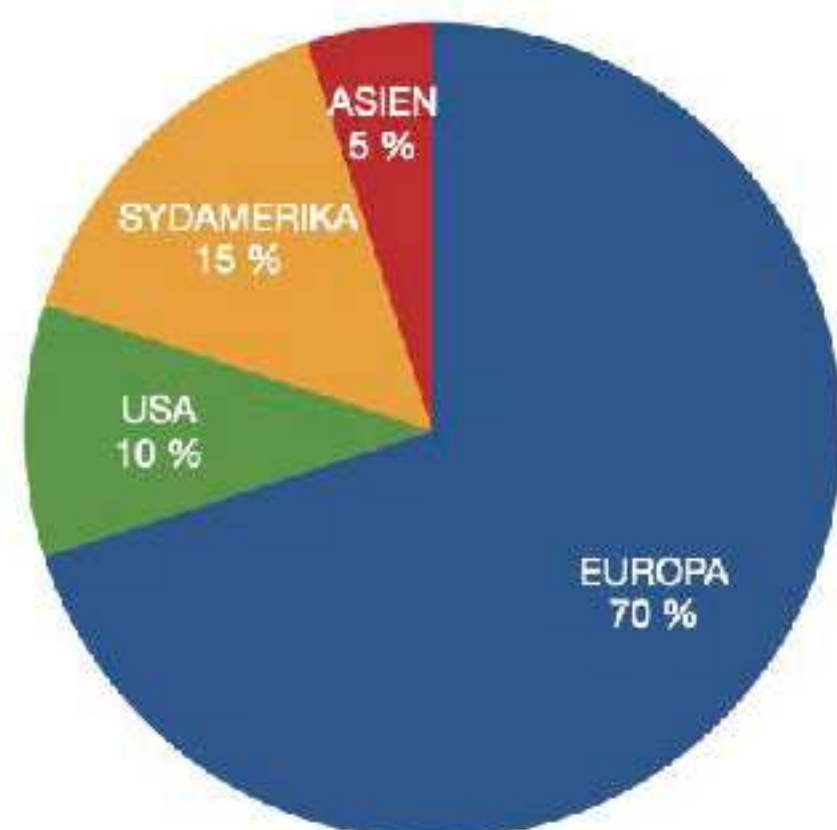
DELTAGERE TOTALT 165



YOUTUBE VIDEOER UPLOADET : 165+
SAMLET VIEWS : 5.1 MILLIONER

INSTAGRAM HASTAGS:
#CPHOPEN : 10.900
#COPENHAGENOPEN : 3.500
SAMLET VIEWS : 5 MILLIONER

PUBLIKUM TOTAL 3000





JUN

HAWAII

D 2023

CPH • OPEN

ALOHA STATE

TAK!

Vi vil gerne benytte lejlighed til at takke Kultur og Fritids forvaltning for at hjælpe med at skabe CPH OPEN. Eventet har enorm betydning for skateboard miljøet i København. Med alle de udenlandske besøgende kommer der også en stor gruppe fra industrien og dermed åbner København sig op mod omverdenen og fastslår sin status som Verdens Fedeste By.

