

herd headwear

2011/2012





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Cover artwork by Mark Kowalchuk

INTRO

Herd Headwear is a local Whistler grassroots company created by a Norwegian snowboarder who came to Whistler, B.C. in 2001.

From the love of the Canadian Mountains and the snow community she decided to create a company that would incorporate local talent as well as international influences to create unique products.

Herd Headwear started in the fall of 2008 having its first toques sold out of a sauna known as “the sauna shop”. Since then Herd has grown up to find itself herding around the world.

Herd Headwear is primarily a headwear company but this season sees an incorporation of clothing and artwork on the agenda. Local Calgary based artist Mark Kowalchuk and Squamish based artist Darren Camplin have both added of a kind pieces to the collection



George
Beasties Bandana

herd



1112-01



1112-02



1112-03



1112-04



1112-05



1112-06



1112-07



1112-08



Beasties
Bowl-uuu signature
by Mark Kowalchuk

herd

1112-09



1112-11



1112-12

1112-10



ARTIST

Mark Kowalchuk

by Kassia O'Connor

The logo for Herd Headwear, featuring the word "herd" in a lowercase, sans-serif font inside a dark speech bubble shape.

Artschool artist Mark Kowalchuk has teamed up with Herd Headwear in a new collaboration. Hailing originally from Thunder Bay, Mark now lives and works in Calgary where he has been for the last 9 years after completing design school at George Brown in Toronto.

I caught up with Mark to find out more about what he is up to, what we can expect to see for this upcoming season and in the future.

K – Mark, how long have you been painting for?

M - I've been drawing since I was in Grade Four. As far as painting goes I think I did a bit in High School but really got into it in Fine Arts School. Before I just painted what I saw and didn't really have an educated eye as to what artists were doing with paint and how to really use and mix my own colors. In Fine Art School I did learn a lot and think it is always best to learn from someone that is more experienced than you.

K – When did you start to work with Herd?

M - The collaborations with Herd started after the TELUS World Ski and Snowboard Festival this year in April 2010. Inga had seen my artwork briefly before that but when she saw my work there we actually met and she wanted to work with me more.

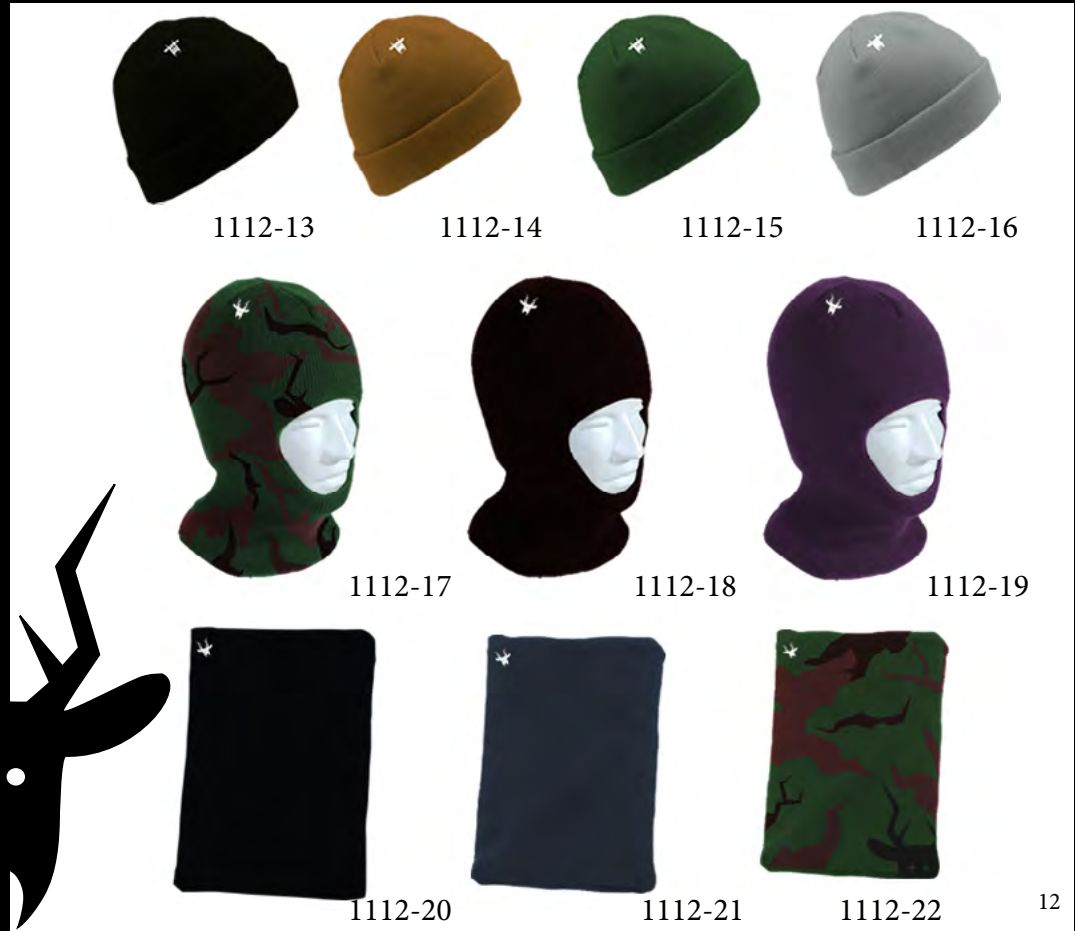
K – Who and what inspires you?

M - I have so many inspirations that it is hard to focus it into just one thought. For myself when it comes to the act of painting I would say music is my biggest inspiration. Putting my headphones on and blocking out my surroundings really focuses me. As for artists there are so many good ones out there that I feel like I constantly need to absorb it all. I am a bit of an art nerd I religiously read any art magazine I can get my hands on. I definitely don't feel my artwork is by any means the best out there. I'm constantly striving to improve my style or look.

Before I took fine arts school I was a portrait painter primarily painting in oils or charcoal. Today I find my style has developed into more simplified illustration and abstraction. It is just more enjoyable to draw and you can move outside the realm of what is real. I have also recently been collaborating with more artists and find their styles have been influencing my style changes as well.

K – I know that you are an avid snowboarder. Where is your favorite place to ride?

M - I'm big into snowboarding and I do it more than most. I definitely have a crew I ride with in Calgary. Sometimes I ride at the resort, sometimes we just build mini pipes or jumps into rail lines in some random location in Calgary. There are definitely park lap days and there are days of just cruising and pow riding. But if I had to say one favorite resort it would be Fernie. That place has it all for me. You can do it all there: build booters, surf powder and find lines that people aren't on. It's kinda like a mini whistler without the lines.



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Lou Elaine
Bambi



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By Darren Camplin

Local Whistler artist Darren Camplin is also working with Herd this upcoming season. Darren has been in the Whistler art scene for many years now and he continues to impress us all with his incredible work. He has appeared in many shows in the past few years such as the TELUS World Ski and Snowboard Festival, Brave Art and Crankworx Festival. He has an individual style, which he constantly evolves and pushes to new heights.

Darren's style is illustrative and imaginative with hints from his background as a graffiti writer. He has been drawing since he was a kid and his grandma would always have him painting when visiting her farm. He started taking his artwork seriously 4 years ago when he did Brave Art Whistler for the first time.

Darren is currently doing collaborations with both Mark Kowalchuk and Squamish artist Stan Matywchuk. They will all be showcasing their art TELUS in Whistler this year. When not making art, Darren is a killer skier who can be found in Whistler backcountry.





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TEAM

North America	Craig Beaulieu Claudia Avon Stephanie Just Pat Brobeck Kris Lessard Joel Walen
Europe	Odd Roar Soleroed Dina Treland Herman Fjoss Mikkel Joraanstad Paul Kabugo Bsjar Omar Mattis Silseth Vebjorn Engeset Jonas Veddegjerde Alexander Davidson
Australia	Lance Rees Tom Macgrath

CONTRIBUTORS

Herd is a proud supporter of local talent; this catalog came together with the help of:

Jeff Boyce, Photographer; Jeff took the “cabin fever” photos at a secret location off a logging road somewhere between Whistler and Squamish.

Claudia Bambi, graphic designer

Ben Girardi, photographer; rider shots which are all Craig Beaulieu, and bison shot.

Kassia O’Connor, writer

Myself, Inga



HERD HEADWEAR

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Canada

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George



Beasties t-shirt



Bowl-uuu signature



Ed



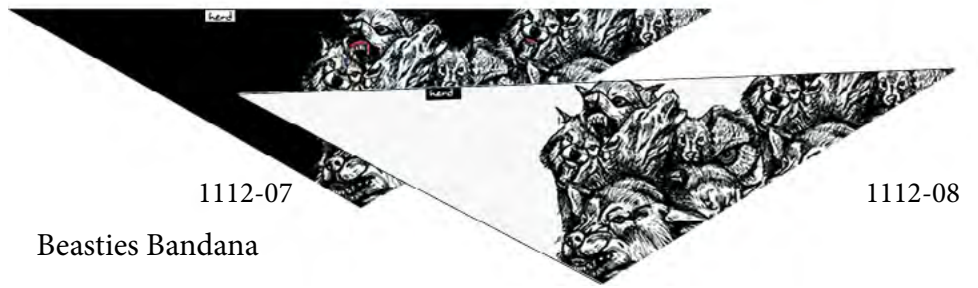
Brody



Leo



Beasties Bandana



Lou



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Elaine



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Newman Reversible



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1112-30

Bodean



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Bambi



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1112-27

Darren



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i got
herd on

