



HURRICANE : Innovative Urban Sports & Entertainment Group

The Group

Hurricane is a group which specializes in urban sports, offering global expertise in all aspects of event management, communication, and infrastructure provision.

- 13.5 million euros consolidated turnover
- 60 employees worldwide
- 400 events organised by the agency since 1997
- +100 million fans reached via social networks
- 1 million cumulative number of visitors to agency events per year.

Expertise

With 360° expertise across five key areas – Creative, Events, Parks, Talent and Media – we work with our partners to create highly effective communication and engagement strategies targeted specially at 15-25-year-olds. We have a single focus: to bring unforgettable Action Sports content and experience to a global audience.

- EVENTS : unique events
- CREATIVE : digital tailored to Urban Sports
- PARKS : street-inspired Parks
- TALENTS : developing young Talent
- MEDIA : strong, customised multimedia Content

Hurricane & FISE

FISE is the leading event brand of Hurricane Group, a leading Urban Sports company with twenty years of experience. Hurricane's flagship event is FISE Montpellier, which attracts 600 000 spectators over five days and has featured sports and events including Skateboard, BMX Freestyle, Roller Freestyle, MTB Slopestyle, Wakeboard and Parkour among many others. In partnership with International Sport Federations, Hurricane and FISE are proud to have contributed to the creation and development of new youth-focused action sports events now on the Olympic Programme.