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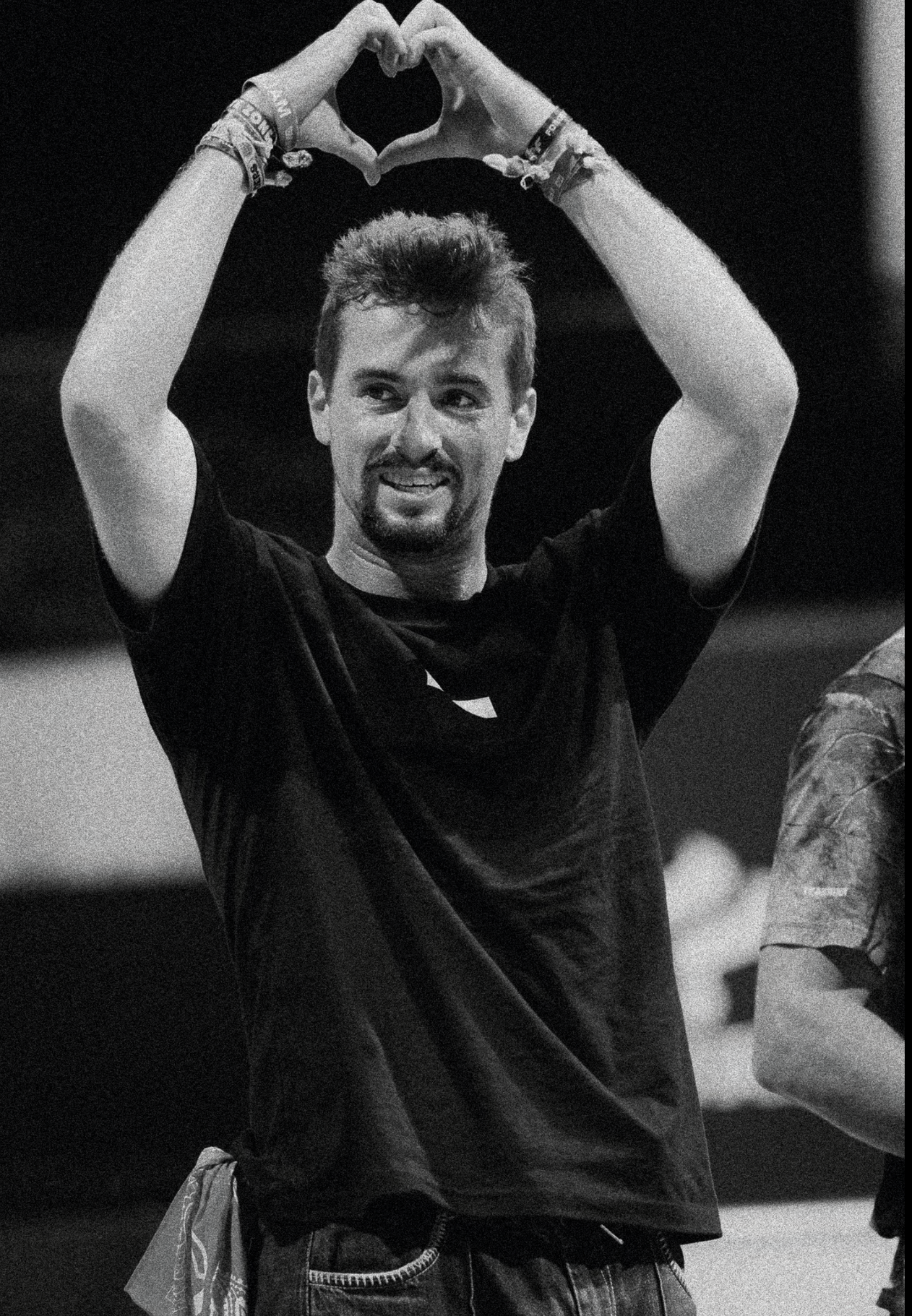
SHANGHAI
SHANGHAI
SHANGHAI

ACTION SPORTS FESTIVAL
FISE
WORLD SERIES

WWW.FISE.FR

2026 | FWS

MEDIA GUIDE



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FISE WORLD SERIES

The FISE World Series traces its origins back to 1997 in Montpellier, France, where it was conceived and organized by the French company Hurricane Group. It has since grown into one of the world's leading urban sports festivals, bringing together international competitions, local communities, music, art and youth culture in some of the world's most iconic cities.

Over the years, FISE has become a global platform for urban sports, with disciplines such as Skateboarding and Freestyle BMX now firmly established on the Olympic stage. BMX Freestyle Park and Flatland are also part of the UCI BMX Freestyle World Cup, bringing the world's best riders together across an international series of events.

Since the launch of the FISE World Series in 2014, the tour has expanded across Europe, Asia and North America, with events held in cities including Montpellier, Shanghai, Hiroshima, Edmonton, Budapest, Chengdu and other major international destinations.

The FISE World Series brings together international elite athletes, emerging talents and local communities in a unique celebration of urban sports and culture. Beyond competition, each event offers audiences an immersive festival experience, combining action sports with music, creative culture, lifestyle and entertainment.

HOST CITY :

SHANGHAI



Shanghai, with its unique fusion of cultures and influences, is much more than just a city. It is a dynamic meeting point where history meets the future, and where global influences intersect with a vibrant local culture. As one of the world's most dynamic cities, Shanghai offers the perfect setting for FISE. Its energy, creativity and constant evolution naturally reflect the values of urban sports: movement, innovation, self-expression and community.

By welcoming FISE Shanghai for another edition, the city continues to establish itself as a major destination for international urban sports and youth culture.

WEST BUND, XUHUI BINJIANG: THE ULTIMATE VENUE



Located along the Huangpu River, Shanghai WEST BUND is one of the city's most emblematic waterfront areas. The Xuhui Waterfront combines contemporary urban development, cultural institutions, public spaces and spectacular views over the river, creating a unique environment for major international events.

The area has become a vibrant hub for culture, creativity, sport and lifestyle, making it a natural home for FISE Shanghai.

With its spectacular waterfront setting and large-scale event infrastructure, WEST BUND provides the perfect backdrop for an even bigger edition of FISE Shanghai in 2026.

WELCOME TO FISE SHANGHAI, BIGGER, BOLDER, AND NOW FREE TO ATTEND

Following the success of its previous editions, FISE Shanghai is back in 2026, bigger than ever and, for the first time, completely free to attend. From 15 to 18 October 2026, Shanghai's iconic West Bund will once again become a spectacular playground for urban sports, bringing together some of the world's best athletes, rising talents and local communities for four days of high-level competition, entertainment and urban culture.

The 2026 edition will be a key moment in the international BMX Freestyle season, as FISE Shanghai hosts the third round of the UCI BMX Freestyle World Cup, following Montpellier, France, and Birmingham, USA. As the penultimate stop of the season, Shanghai will see the world's best BMX Freestyle riders battle for crucial World Cup points before the series heads to its final round in Sakai, Japan, in November.

The programme will also introduce BMX Street to FISE Shanghai for the first time, bringing the raw energy and creativity of street riding to the West Bund. Alongside it, Scootering returns in 2026 with an invitation-only competition, bringing together a selected line-up of riders for a high-level showcase of the discipline.

But FISE Shanghai is more than international competition. In 2026, the festival continues to strengthen its connection with Shanghai's vibrant local scene, creating new opportunities for local talent to take centre stage. For the first time, a local Street Dance competition will take place directly on the FISE stage, putting the spotlight on the city's dancers and emerging talents and bringing the energy of Shanghai's street culture into the heart of the festival.

FISE Shanghai celebrates the creativity, individuality, style and community that define urban culture. With international athletes, local talents, music, entertainment and creative activations coming together against the spectacular backdrop of the Huangpu River, the festival offers a truly immersive experience for audiences of all ages.

THE SPORTS, THE RIDERS, THE SHOW

All FISE disciplines take place on areas and Parks specially designed and built by Hurricane Parks. These structures are tailored to meet the needs of elite athletes, while remaining accessible to amateur and junior riders alike.





FREESTYLE PARK

UCI BMX FREESTYLE PARK WORLD CUP

BMX Freestyle is one of the flagship disciplines of urban sports, particularly since its inclusion in the Olympic program in 2020. Its popularity stems largely from the spectacular aerial tricks made possible by the Park's design, offering riders the perfect playground to showcase their skills.



NICK BRUCE

USA

One of the most experienced riders on the international BMX Freestyle Park circuit, Nick Bruce has been a consistent presence at the highest level for more than a decade. The American earned his first UCI World Championships medal in 2019, taking bronze in Chengdu, and later represented the United States at the Tokyo 2020 Olympic Games. A regular UCI World Cup finalist, he took third place in the Men's competition at the UCI BMX Freestyle Park World Cup in Shanghai in 2024.



NATALYA DIEHM

AUSTRALIA

A trailblazer for Australian women's BMX Freestyle, Natalya Diehm combines amplitude and technical precision with a smooth, creative style. After representing Australia at the Tokyo 2020 Olympic Games, she reached a career highlight in 2024 by winning bronze at the Paris Olympic Games. A consistent presence on the UCI World Cup circuit, Diehm finished third in the 2025 UCI BMX Freestyle Park World Cup overall standings, further confirming her position among the world's leading female riders.



FUSION PARK

Designed as a return to the fundamentals : freedom, creativity, and sharing, the Fusion Park has been developed entirely by Hurricane Parks, drawing on years of expertise and a deep understanding of rider culture. More than just a park, Fusion represents a new way of riding, reconnecting with the essence of action sports. By combining street-style modules (rails, ledges, etc.) with transition features (banks, quarter pipes, etc.), it breaks traditional boundaries to offer a fully free space for expression.

SKATEBOARDING

Since its inclusion as an Olympic discipline at the Tokyo 2020 Olympic Games, skateboarding has continued to grow and become increasingly mainstream year after year. Today, skateboarding is a culture in its own right, evolving from a simple means of transportation into a distinctive and unique lifestyle.



EVON MARTINEZ

USA

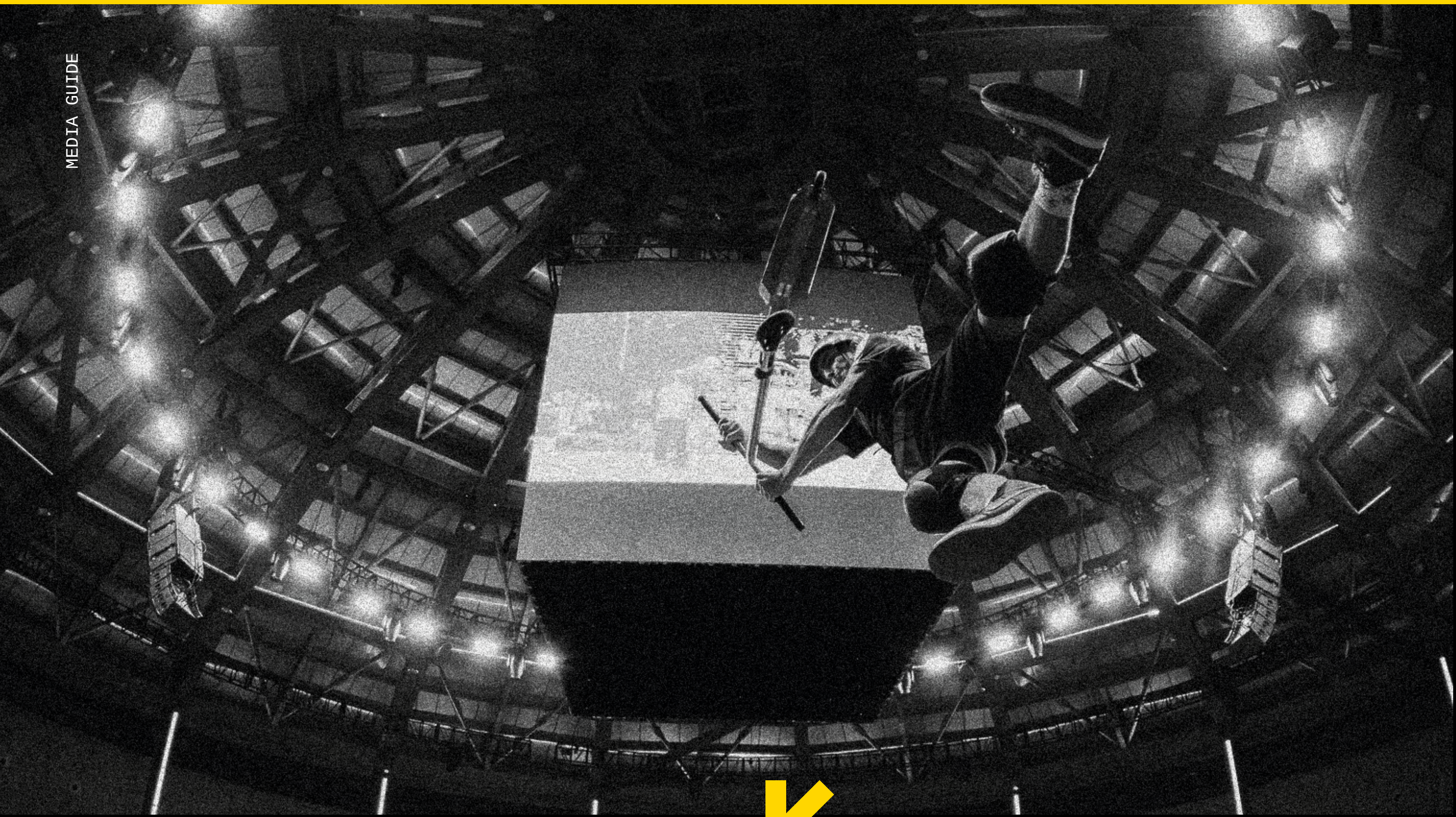
Evon Martinez has built his reputation around technical street skating and a distinctive, progressive approach to the discipline. His competitive record includes strong performances at events like Damn Am Los Angeles 2022, as well as FISE events such as FISE Birmingham and Battle of the Champions, where he has continued to showcase his consistency and skill. Beyond competitions, Evon has gained recognition as one of the most exciting young talents in skateboarding, captivating audiences worldwide with his creativity and fluid style.



MARGIELYN “MARGIE” DIDAL

PHILIPPINES

One of the most recognisable figures in Filipino skateboarding, Margie has become known around the world for her energetic personality, distinctive style and fearless street skating. She won gold at the 2018 Asian Games and became the first Filipino skateboarder to compete in Street League Skateboarding, reaching the final in London in 2018. Didal represented the Philippines at the Tokyo 2020 Olympic Games, finishing seventh in Women’s Street, and has continued to play an important role in the development and visibility of skateboarding in the Philippines.



MEDIA GUIDE



SCOOTERING

With the Fusion Park, the boundaries between Street and Park disappear: riders now evolve on a hybrid terrain combining urban-style modules and transition features, opening the way to an even freer and more creative form of expression for riders. The Shanghai competition is invitation-only.



JULES PAILHARET
FRANCE

One of the rising stars of French freestyle scootering, Jules Pailharet has rapidly established himself among the country's leading young riders. The 20-year-old enjoyed a breakthrough performance at FISE Shanghai 2025, winning gold in both the Spine and Park competitions. With his explosive amplitude and commitment on the biggest features, Jules is one of the French riders to watch closely on the international scene.



HUGO BAUMES
FRANCE

A familiar face on the French freestyle scooter scene, Hugo Baumes has been riding and competing on the FISE circuit for many years. He made his mark at an early age, winning the under-16 FISE Métropole competition before progressing through the ranks of the sport. His technical riding and competition experience make him a valuable member of the FISE Academy generation.

ROLLERBLADING

In Roller, athletes aim for maximum speed in order to link tricks and various slides. The underside of the skates is equipped with special wheels and a smooth surface that allows riders to slide on the metal parts of the parks.



SEOA JANG
SOUTH KOREA

Evon Martinez has built his reputation around technical street skating and a distinctive, progressive approach to the discipline. His competitive record includes strong performances at events like Damn Am Los Angeles 2022, as well as FISE events such as FISE Birmingham and Battle of the Champions, where he has continued to showcase his consistency and skill. Beyond competitions, Evon has gained recognition as one of the most exciting young talents in skateboarding, captivating audiences worldwide with his creativity and fluid style.



ANTONY POTTIER
BELGIUM

One of the most recognisable figures in Filipino skateboarding, Margie has become known around the world for her energetic personality, distinctive style and fearless street skating. She won gold at the 2018 Asian Games and became the first Filipino skateboarder to compete in Street League Skateboar-ding, reaching the final in London in 2018. Didal represented the Philippines at the Tokyo 2020 Olympic Games, finishing seventh in Women's Street, and has continued to play an important role in the development and visibility of skateboarding in the Philippines.



BMX STREET

In BMX Street, riders perform tricks on urban elements such as benches, stairs, or ramps. The judging criteria emphasize each rider’s personal style and especially reward those who step outside conventional lines by combining tricks and obstacles in new and original ways. For the first time at FISE Shanghai, BMX Street will be part of the program.



ALEX KENNEDY
UNITED KINGDOM

BMX Street rider Alex Kennedy is known for his creative approach, technical tricks and unmistakably smooth style. A long-standing figure in the international BMX scene, he has competed at some of the world’s biggest events, including X Games and FISE, while constantly pushing the boundaries of street riding with his unique combinations and lines.



JOE JARVIS
UNITED KINGDOM

UK BMX Street rider Joe Jarvis is known for his powerful, technical riding and creative approach to street spots. Hailing from Northwich, he has established himself as a respected name on the international scene, combining huge tricks with precise grind and peg combinations. Joe is also a familiar face at FISE, where he has been competing and sharing his expertise as a BMX Street commentator for several years.



SCENE

Designed to be surrounded by as many spectators as possible, the FISE Scene resembles a theater stage in shape and offers an optimal viewing experience for the audience, who can stand very close to where the athletes perform.

UCI BMX FLATLAND WORLD CUP

When the riders' playground is as simple as a flat stage, creativity becomes essential. This stage provides riders with endless freedom and artistic expression.

Combining the simplicity of a flat surface with the creativity made possible by 20-inch bikes, BMX Flatland is one of the most artistic urban sports. Riders blend skill, balance, and creativity to perform a kind of dance with their bikes, where the subtlety of each trick and the overall aesthetics of the run are key. Always placed at the heart of the festival, the competition quickly became a FISE essential. The World Cup is organized in collaboration with the UCI.



YU SHOJI

JAPAN

Yu Shoji represents the new generation of Japanese BMX Flatland riders and has rapidly established himself among the discipline's leading names. He first made a strong impression at FISE Montpellier in 2022 before becoming UCI World Champion in 2023. In 2025, Shoji took another major step by winning the overall UCI BMX Freestyle Flatland World Cup, with victories in two of the three rounds. Known for his originality, technical combinations and highly creative approach to Flatland, he remains one of the key riders on the international circuit.



CHIAKI TODAKA

JAPAN

Chiaki Todaka has quickly become one of the leading figures in women's BMX Flatland. A technically gifted rider known for her difficult front tricks and creative combinations, she won the UCI BMX Freestyle Flatland World Championships in 2025. She also dominated the 2025 Asian BMX Freestyle Championships and continued her winning form in 2026, taking victory at FISE Montpellier and the Mynavi Japan Cup. Her progression has established her as one of the most exciting young talents in Japanese BMX.



STREET DANCE AREA

STREET DANCE

New to FISE Shanghai in 2026, the Street Dance competition brings the energy, creativity and diversity of Shanghai's local dance scene to the heart of the festival. Developed in partnership with The Circle Dance Lab (TCDL), this new format will give local dancers a dedicated platform to showcase their style, individuality and skills on the FISE stage.

From Hip-Hop and Breaking to Popping, Locking and other street dance styles, the competition will celebrate the diversity of the culture and the talents shaping Shanghai's vibrant dance community. Get ready for an energetic showcase where music, movement, creativity and competition come together!



FISEHOOD

Inaugurated in 2024 in Shanghai's West Bund district, FISEHOOD is a vibrant space where action sports, art and community come together. Dedicated to street culture, it brings together urban sports, dance, music and graffiti, creating a dynamic platform for creativity and exchange.

Blending the heritage of the district with wooden and concrete infrastructures, urban design and unique decor, FISEHOOD embodies the technical expertise and creativity of Hurricane Parks.

The qualifications and semi-finals for the BMX Park Junior category will take place at FISEHOOD while the finals (will be held at the Freestyle Park). Additionally, FISEHOOD will host Rollerblading and Skateboarding Jam sessions, along with exclusive experience activities for the participating athletes. BMX Park OPEN category will take place at Freestyle Park.

SPINE RAMP: HOME TO FISE'S ICONIC NIGHT SHOWS

The Spine Ramp is made up of two quarterpipes joined by a central spine, creating a W-shaped structure. This setup allows riders to execute aerial tricks while offering spectators an ideal view from every angle.

SPINE RAMP CONTEST: BMX, SCOOTERING, SKATEBOARDING & ROLLER

The legendary Spine Ramp is back at FISE Shanghai, hosting night sessions on this iconic structure and bringing the same electric atmosphere that has made Montpellier's evening shows unforgettable.

Whether on a BMX, Scooter, Skateboard or Roller, riders will unleash their creativity on both sides of the ramp and over its central spine, delivering high-energy runs and gravity-defying tricks that light up the night.

A true symbol of FISE, the Spine Ramp is ready to captivate a new audience in Asia and bring the spirit of FISE's legendary night sessions to Shanghai.



ENJOY
ENJOY
ENJOY
ENJOY

MEDIA GUIDE

FISE
FISE
FISE
FISE



JUNIORS AND AMATEURS AT THE HEART OF THE EVENTS

While professional riders get the most attention, a majority of riders compete as amateurs or Juniors, who are filling the categories in ever-increasing numbers. FISE events are a platform for riders all over the world, offering them media coverage and recognition by their peers and spectators. The spirit of FISE events also means giving everyone the chance to ride and take part. Whether you start at 5, 12, 20 or 45, **FISE is a breeding ground for talent of all ages.**



DEMONSTRATIONS

This is an opportunity for the public to discover new disciplines through demonstrations by enthusiasts who are keen to share their passion for their sport.



ACTIVITIES

Above all, the festival is a convivial way of discovering urban cultures and communities. FISE Shanghai 2026 will be themed «DARE TO LEAP, «the 2026 FISE Shanghai will eliminate tickets and physical fences to create a truly «wall-less» extreme sports arena. Set entirely along the scenic West Bund riverfront, the event doubles last year’s size, transforming into a massive 180,000-square-meter open-air carnival.

Teaming up with over 40 partners, the festival introduces accessible public sports like rock climbing, beach volleyball, and pickleball. Furthermore, the event deeply integrates with surrounding commercial districts—seamlessly blending sports, art, dining, and shopping—to maximize local consumption and deliver an immersive lifestyle experience.

FISE AND LOCAL ECONOMY

Once considered alternatives, action sports have steadily broken out of their niche thanks to events like FISE. Their inclusion in the Olympic Games programs of Tokyo 2020 and Paris 2024 marks the dawn of a major media breakthrough. As a leading international sports event, FISE embodies the «More than Sports» ethos by creating a new ecosystem where sports and local economies are deeply interconnected.

The commercial value of action sports is accelerating. Their strength lies in strong communities and a unique positioning that attracts new partners in search of authentic stories. These partners identify with the values promoted by these emerging disciplines and value the association through sponsorships, marketing campaigns, and more. FISE's strong reputation in the world of action sports not only attracts commercial resources but also generates significant economic opportunities for host cities by gathering large audiences.

With the collective efforts of the Xuhui District Committee, the Xuhui District Sports Bureau, and Shanghai West Bund Development (Group) Co., Ltd., the inaugural FISE Shanghai took place at the West Bund in 2024. A ten-year systematic operation and industrial layout have been launched, aiming to convert event **«traffic» into development «growth.»**

During the five-day event, three major commercial hubs—West Bund Gate M, West Bund Media Port, and AI Plaza —located within a 500-meter radius of the venue, attracted an average of **69,400 visitors per day**, a significant **47.7%** increase compared to the National Day holiday. The synergy between «sports + commerce» was notable. The hospitality market also saw a consumption peak, with 75 hotels included in the statistical count in Xuhui District accommodating **55,500 travelers**. The hotels' total cumulative occupancy was 67,800 room-nights, with an average occupancy rate as high as **84.0%**. Among these, 12 hotels with over 100 rooms around West Bund received 9,242 travelers in a single batch, showing how a prime location can be leveraged for consumption growth. Both hotel and business district consumption surpassed that of the National Day Holiday. This ultimately generated a direct economic impact of **180 million RMB** and an indirect economic impact of **approximately 690 million RMB**, making it a prime example of event-driven economics for Xuhui District.

For Xuhui District, FISE has become an important engine of regional development. The sports sector is driving the southward expansion of the Xuhui West Bund, injecting new vitality into urban growth. As the district positions itself as a «National Model District for Sports and Fitness,» it continues to enhance urban vibrancy through international events, strengthen the sports industry, and contribute to building a dynamic sports consumption city.

From short-term consumer spending to long-term ecosystem building, FISE serves as a catalyst, integrating commerce, culture, tourism, and sports. It not only demonstrates the economic potential of emerging sports events but also provides a compelling case study for cities seeking to «host events, build cities, and boost industries.»



HURRICANE GROUP

Hurricane is a group specialized in urban sports, with expertise in all areas related to events,communication and infrastructure manufacturing throughout the world.



+100 employees worldwide

450 events organized since 1997

100 million fans reached on social networks

1 million visitors cumulated on the events each year

The FISE ecosystem

In partnership with international and national sports federations, Hurricane and FISE are proud to have contributed to the creation and development of new youth-oriented sporting events, now included in the Olympic program.

FISE events are now recognized as major stages in the sporting calendar by professional and amateur riders alike. Riders, federations, advertisers, broadcasters, influencers... They all come together to benefit from the FISE experience and explore new avenues of development.

One of the key results of these exchanges is the success of the partnership between Hurricane and the Union Cycliste Internationale (UCI) initiated in 2016. By including the UCI BMX Freestyle Park and, more recently, BMX Flatland World Cups on stages of the festival's world tour, the two partner organizations are complementing their expertise to further the growth of these disciplines. In 2017, this momentum attracted observation from the International Olympic Committee (IOC), ahead of the announcement two weeks later that BMX Freestyle Park would be included in the Tokyo 2020 Olympic Games.

In addition to competitions at the highest sporting level, Hurricane Group also designs, produces and installs the structures on which they take place. This know-how «by riders, for riders» also justifies its involvement as a supplier to the UCI Training Parks (Switzerland), the Pôle France (Montpellier) and South West Cycling Sports Centre (Zigong, China), helping their beneficiaries to prepare for the Olympic Games.

HURRICANE PARKS
- the reference sports areas

Since the early days of FISE events, it has been necessary to internalize the production of sports areas. The Hurricane Parks division designs, manufactures and assembles the structures. The members of the team - all practitioners of at least one action sports discipline - put their expertise at the service of the Parks and ensure the unrivaled quality of the structures, essential for attracting new riders to the festival.

This recognition has also led to partnerships with major international federations, such as World Skate (WS), the International Gymnastics Federation (FIG) and the International Cycling Union (UCI). The latter has also placed its trust in them regarding the structures of its highest-level competitions (World Cups□Championships and Olympics), on which riders are taking their bearings between now and the Paris 2024 Olympic Games.



«FREESTYLE», «URBAN SPORTS», «ACTION SPORTS»...

These are generic terms for sports disciplines that defy gravity by playing with the urban elements. Riders divert the primary use of their means of locomotion (Skateboard, Bike, Roller...) by adapting to the structures offered by their environment («spots»), while performing tricks.

Freedom, surpassing oneself and passion are the common values that unite all the disciplines of Freestyle, where the unrestrained expression of one’s riding or sliding style (the «style») is an integral part of the practice.

Developing your physical capacities, pushing back your limits, asserting your personality, broadening your creativity, traveling to meet your peers, and of course freeing yourself from the rules that govern more traditional sports - these are just some of the motivations that drive each session.

SPEAK FISE

A FEW CLARIFICATIONS... TO KEEP THINGS SIMPLE

The disciplines hosted on the tour are distinct from «extreme sports», which are mainly practiced in natural environments, in which the rider evolves without control. This entails particular risks arising from defying the elements, which are then in «extreme» configurations where only an elite can confront them. The term «gliding sports» should also be avoided, since in most cases the participants are on wheels!

Equally ambitious are «urban sports» or «action sports», which take advantage of urban development as a playground. Here, it’s the choice of spot, the commitment required to get going and the technicality of the tricks performed that counts. Depending on their abilities and preferences, each rider expresses themselves in a different way at the same spot. Even in sessions where several different levels of riders come together, everyone makes the space their own in a unique way - the very essence of freestyle.

BROADCASTS

Live TV

Competitions will be broadcast throughout the week on the official FISE Youtube channel (@FISEeventschannel).

Competitions will be broadcast on Tencent Sports, Migu, Red Note and Weibo.

Tencent Sports

Tencent Sports is a community platform beloved by hundreds of millions of sports fans nationwide, delivering live broadcasts of premier sporting events alongside a wealth of thrilling highlights videos, complemented by professional real-time match statistics and timely, authoritative updates on the latest developments.

Red Note

Red Note is a lifestyle platform for young people, founded in Shanghai in 2013. With the mission of 'Inspiring Lives: Sharing and Discovering the World's Wonders', users can document life's moments through short videos, images and text, share lifestyle insights, and engage in interactions based on shared interests. By October 2019, Red Book had surpassed 100 million monthly active users, with 70% being post-90s individuals, and continues to experience rapid growth.

Migu

Migu Culture Technology Co., Ltd. is a wholly-owned subsidiary of China Mobile focused on the digital content field. It's committed to becoming a technology innovation company with a digital content platform that exhibits both carrier characteristics and internet features. Migu Video is a high-quality comprehensive video client service launched for internet users, offering short video content, high-quality film and television, variety shows, live broadcasts, and other premium content. It also provides better membership services and privileges for its paid users. As the leading domestic sports content platform, Migu Video covers the broadcast rights for 30 competitive sports events, widely employs its own live broadcasting technology, and airs over 9,000 events annually.

Weibo

Weibo is a leading social media for people to create, share and discover content online. It combines the means of public self-expression in real time with a powerful platform for social interaction, content aggregation and content distribution. Any user can create and post a feed and attach multi-media and long-form content. User relationships on Weibo may be asymmetric; any user can follow any other user and add comments to a feed while reposting. This simple, asymmetric and distributed nature of Weibo allows an original feed to become a live viral conversation stream.

SOCIAL MEDIA

VIDEOS
Every day available on the FISE Youtube channel: **@FISEeventschannel**

FACEBOOK
The official FISE page : **@fise.oficial**

TWITTER
@fiseworld #FISEWorld #FISEShanghai

TIK TOK
@fiseworld #FISEWorld #FISEShanghai

INSTAGRAM - PINTEREST
@fiseworld #FISEWorld #FISEShanghai

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WECHAT CHANNELS
@FISE城市运动嘉年华 #FISE #FISE上海站 #跳出彩

BILIBILI
@FISEofficial #FISE #FISE上海站 #跳出彩

WEBSITE
www.fise.fr | www.fiseworld.cn
All the results, practical information, videos, photos, news, agenda and planning of the event in real time.



PRACTICAL INFORMATION

MEDIA ACCREDITATION

Media accreditation is restricted to journalists from the press, radio, television, cinema, press agencies and online publications.

Accreditation requests are available on the FISE Newsroom by clicking on the event you are interested in. Accreditation forms are nominative and must include individual contact details. They cannot be transmitted.

FILMING AUTHORIZATION

Each filming project must be specifically requested from the media department, which will issue an authorization. Requests should be sent to Margaux Arranger (margaux.a@hurcn.com), specifying the nature of the project, the broadcaster(s), and any producers and partners. The media department may refuse accreditation to media who have not made specific requests.

USE OF CONTENT

Photos and videos are for media use only. It is strictly forbidden to sell photos and videos for marketing purposes or to companies competing with Hurricane Group.

NEWSROOM - PRESS

http://newsroom.fise.fr



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PARTNERS OUR

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