



FISE MONTPELLIER 2022

HURRICANE GROUP

Hurricane is a group that specialises in urban sports. It manages all issues relating to events, to communication, and to the manufacture of infrastructures throughout the world.

- 🌍 80 employees worldwide
- 🌍 400 events organised since 1997
- 🌍 100 million fans reached on social media
- 🌍 1 million total visitors to the group's events each year

The group has 360° expertise across five departments (Events, Creative, Parks, Talents, Media) to help support brands in their communication and engagement strategies, aimed in particular at 15-25-year-olds: a unique audience, ultra connected in their search for experiences and extreme content.

- 🌍 EVENTS : unique events and key event management
- 🌍 CREATIVE : digital application of Action Sports
- 🌍 PARKS : Parks inspired by the street
- 🌍 TALENTS : trainers of new talent
- 🌍 MEDIA : strong, multimedia, tailor-made content

Hurricane & FISE

Hurricane's flagship event is FISE Montpellier, which attracts over 600,000 spectators to watch Skateboard, BMX Freestyle, Roller Freestyle, Parkour, and much else ... In partnership with international and national sports federations, Hurricane and FISE are proud to have contributed to the creation and development of new youth-focused sports events that are now part of the Olympic programme.

Recognised as France's meeting place for both amateur and professional riders, the Montpellier stage has evolved into a unique platform in the sport event calendar. Riders, federations, advertisers, broadcasters, influencers, all stakeholders involved in these so-called «niche» markets are taking advantage of the FISE experience to explore new avenues of development.

A key outcome has been the successful partnership between Hurricane and the International Cycling Union (UCI) initiated in 2016. By including the UCI BMX Freestyle Park World Cups, and more recently the BMX Flatland World Cups, on the festival's world tour stages, the two partner organisations complement their expertise to further the development of these disciplines. In 2017, this momentum attracted the attention of International Olympic Committee (IOC) which two weeks later announced the introduction of BMX Freestyle Park at the Tokyo 2020 Olympic Games.



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In addition to competitions at the highest level of sport, Hurricane Group designs, produces and installs the infrastructures on which they take place. This know-how «by riders, for riders» has also led to the group supplying training parks for the UCI (Switzerland) and Pôle France (Montpellier), which will help their beneficiaries as they prepare for the Olympic Games.

Hurricane Parks and Hurricane Tracks – benchmark sports areas

It was obvious from the very first years of the festival that the production of sports areas needed to be brought in-house. As a result, a separate entity emerged within the Hurricane Group: Hurricane Parks, which designs, manufactures and assembles infrastructures «by riders, for riders» all of whom benefit from the expertise of the team's members (also riders of at least one action sport discipline). This guarantees the benchmark quality of the Parks and is a key tool in attracting new riders to the festival.

Such recognition has led to partnerships with some of the largest international federations, e.g. World Skate (WS), the International Gymnastics Federation (FIG) and the International Cycling Union (UCI). The latter has also trusted them to provide the structures for its highest-level competitions (World Cups and Championships) on which riders can get their bearings between now and Paris 2024.

Hurricane Parks is divided into two teams: one is responsible for modular parks assembled at events; the other installs sustainable structures for municipalities or private clients. They are complemented by a third, newly developed area, Hurricane Tracks, that is positioned within the Pump-track and BMX race track markets.

BRICK - flexible and adaptable parkour training areas

BRICK was born from a desire to inspire and transmit the values of Parkour to as many people as possible. In collaboration with the sports and leisure equipment specialist Abéo, Hurricane has designed a range of modular, light and resistant equipment dedicated to Parkour. Today, BRICK offers the possibility for tracers to design, modify and use their own training or competition area in complete safety.