

ATLANTIS

PARADISE ISLAND BAHAMAS



COME TO LIFE – MAKERS

Per-Hampus Stalhandske, Director ([reel](#))

Per-Hampus grew up in a village in northern Sweden, and now splits his time between Stockholm and Los Angeles. He discovered filmmaking through his passion for snowboarding and started filming his eclectic friends at the local ski-hills and makeshift mini-ramps. Before long he was following the top athletes around the world creating iconic snowboard films in some of the earliest forms of branded content.

His years in snow culminated in the creation of Nike's 2014 flagship film, *Never Not*. A groundbreaking sports documentary, reaching the top of the iTunes charts worldwide and starring Olympic Gold Medalist Sage Kotsenburg. The film not only captures the true essence of snowboarding, but really provided a deep insight into a hard to reach youth culture market. Much like the Nordic landscape that shaped him, Per has a uniquely beautiful vision for the world. Capturing all nuances of youth culture and sports with an authentic and cinematic approach.