

SCION



**PREMIER
ISSUE!**

NXNE
IZAKAYAS
INSIDE FIVE AXIS
SURF CULTURE
THE CHEAPER SHOW
HYBRID KICKS

ALWAYS FREE

STAFF

Scion Brand Manager

Jeremy Schaab

Editor-in-Chief

Lisa Marie Chen, @ScionistLC

Art Director

Shingo Shimizu

Editorial Direction

Laura Garrett

Copy Editors

Kate Aenlle, Mark Sy, Luana Harris

CONTRIBUTORS

Words

Gloria Chik, Julia Che, Patricia Jaggernaut, Derek Chen, Taylor Warnock, Kate Aenlle, Kelsey Rainey

Photography

Jeff Hui, Kathryn Kilpatrick, Marie-Hélène Tremblay, Stephen Ho, Matt Vardy, Andy Lee, Miguel Legault, Mark Gurtknecht, Beyond Marketing Canada

Illustration/Graphic Design

Julz Diva, Alex Westgate, George Sully, Vlad Rudakov, Ryan Lake

Production Design

Serena Park

Cover Illustration by

Shingo Shimizu

CONTACT

For additional information on Scion, e-mail, write or call:

Scion Canada

One Toyota Place
Scarborough, Ontario

M1H 1H9

1-866-9 SCION 1

scion_feedback@scionnation.ca

To advertise in Scion Magazine, contact:
info@scionnation.ca



6



12

**ROCK YOUR
HEART OUT
CANADA**

NXNE has over 650 bands at 50 venues in one week. We managed to catch up with Mannequin Men and Surfer Blood.

**IZAKAYA
INVASION**

There's a new wave of Japanese eateries in town, so naturally Scion had to take a bite.

14

**ACCESORIZE
YOUR RIDE**

Just a couple of performance options available to upgrade your Scion.



16

**DANCING IN
THE MOONLIGHT**

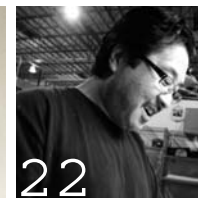
Hitting the asphalt for the Great Nocturnal Fresco.



18

**THE CHEAPER
EXPERIENCE**

Starting your very own art collection takes \$200 and the will to be the first in line.



22

TROY SUMIMOTO

Find out more about the man behind Five Axis and get inspired to build your own custom Scion.



28

HYBRID KICKS

Is it a shoe or a sneaker? Fall fashion gives a nod to mix-breed footwear.



30

**THE SURF
CAPITAL OF
NORTH AMERICA**

The winds are fierce, the water's cold but the waves are high and ready to ride.



34

**THE SOUND
OF PIKNIC
ELECTRONIC**

Think beats not baskets.



36

ABOUT TOWN

Capturing all of the events that matter.



38

**SOMEDAY
YOU'LL
WRITE THIS**

Our Editor-in-Chief Lisa will tell her story first, but you're next.



It's been fun to put this issue together for your enjoyment and Scientific education. Our mission was to show you what Scion has been up to in the months leading up to our launch, showcase some of our Scion events and explore some of the other things our country has to offer that you might not have heard of, but should definitely know about.

Did you know that Canada has gained an international reputation as the surf capital of North America, that you can buy an impressive piece of art for just \$200, or that hybrid sneakers go with just about everything? Our journey also showed us how our country exclusively caters to the senses: izakaya's to tantalize your taste buds, electronica and indie music festivals to beat on your ears drums, and many other activities worth experiencing.

You've probably figured out that the Scion xD, xB and tC are now available in Canada but if this magazine helps you learn something more about our beloved country, inspires you to try something new, or to email Troy Sumitomo asking him for a job, then we will be thrilled to know that we had something to do with it.

Lisa Marie Chen ❖

PHOTOGRAPHY: ANDY LEE; HAIR & MAKEUP: IVY LAM; ON LISA: CUSTOM SCION LAB COAT BY ARTIFICE CLOTHING, SECRET LEGGINGS
& CREATIVE RECREATION SNEAKERS



ROCK YOUR HEART OUT CANADA

WORDS PATRICIA JAGGERNAUT
PHOTOGRAPHY MATT VARDY

Of the 650 Bands and the 7 days for these musicians to show Toronto what they're really made of, 5 of those bands rocked their hearts out at the Scion Canada Showcase hosted at Wrongbar on Queen West for the **NXNE FESTIVAL 2010**.

The line-up of bands featured were: The Meligrove Band, a rhythm driven, upbeat, pop, indie rock group. The Grates, a futuristic, fun, energetic, alternative 3-piece. Mannequin Men, the intellectually creative band with catchy hooks and the undeniable rock-n-roll gene. Surfer Blood, groovy, feel good, melodically punked out, indie rock music. And lastly, Les Savy Fav, the definite show stopping, toilet papering, nipple licking, art rocking band of the entire showcase!

Mannequin Men
Wrongbar, NXNE 2010

MANNEQUIN MEN

Leaned up against an artistic display of spray paint in the Queen West district, deciding on the perfect backdrop fit for a band of cool and collected rock-n-roll punk type musicians, the Scion crew and I await the arrival of four-piece band, Mannequin Men. Appearing from the corner, up walks the band – approaching us the way they do their music: all pleasure before business.

Kevin Richard, Seth Bohn, Miles Raymer and Ethan D'Ercole answer questions for us the afternoon before their performance at the Scion Showcase held at Wrongbar for NXNE fest in Toronto. Check out what they had to say...

As lines blur between art/culture/music/fashion do you find yourself re-evaluating what you find important in a band's work or performance?

Kevin Richard: I don't think any of these things really ever play too much of a part in what we thought about music.

Ethan D'Ercole: If they do, we don't talk about it (laughs).

Kevin Richard: It's kind of the repressed truths. But no, I think that as time develops, it gets harder to deal with the bands that are paying attention to that stuff more than anything else.

How did the band originally form, and what was their first big foot in the door for the start of the own sound?

Kevin Richard: I had a really awful break-up and I needed to get out pretty fast. I moved into Seth's living room and we put up sleeping bags to separate the living room from the rest of the house and I slept on the floor. We started a group called Twin Turbo at the time as a joke. So we played as a two-piece and it sucked because it's impossible especially when you don't know how to play your instrument. Our friend Rick joined and we played a few shows just the three of us. Ethan was coming to a few of the shows and eventually wanted to be a part of the band.

Seth Bohn: Miles played in one of our favorite bands "The Watchers" at the time and we were like; you're such a bad-ass guitarist.

Ethan D'Ercole: I just wanted to be in their band at any cost (laughs). I was like: "Can I be in your band?" Then he [Kevin Richard] wrote me a formal letter which I framed. It was the most beautiful thing ever!

The guys of Mannequin Men had so much more to share. Watch the entire interview on [SCION CANADA'S YOUTUBE CHANNEL](#).





SURFER BLOOD

6:00pm. Dakota Tavern. Awaiting the members of one of the most highly anticipated break out rock bands, I find myself seated on stage, in front of the ebony and ivory. Reminiscing the sweet melodic tunes of the ever so infamous “Chopsticks” - you know, the tune anyone can key it out to? “Chopsticks is no song without sharing the keys with another” I think to myself and at that very thought, up walks a guy, early 20’s, very cool and casual, keying out the uppers of the song and putting my skills to the test! Surfer Blood is officially in the tavern! I had an opportunity to throw some fan-based questions at John Paul Pitts and TJ Schwarz, two of the guys from Surfer Blood, when we sat down with them during the NXNE festival in Toronto.

What is the golden rule (or motto) to putting on a show that fans will remember?

John Paul: Don’t be afraid to be yourself. Put your heart into it and go crazy - and if you have love in your heart, don’t be afraid to express it.

TJ: Express yourself.

How would you describe your music?

John Paul: Punk, if you slowed it down and added more melodic elements to it, and affected it, and made the guitar parts more complicated. It grooves really well. A lot of contrasting parts. A lot of complicated vocal melodies that are really hard to execute live.

TJ: I’d say very meteoric and 90’s setting. There’s a lot of dynamics. Rhythm sections that have a lot of syncopation.

John Paul: These are all words that describe music (laughs).

Scion has supported a lot of bands with respect to their record label. What is your opinion on a company like Scion supporting bands and music?

John Paul: I think it’s wonderful that a company like Scion would be willing to invest in young artists and be willing to help them get their feet on the ground, instead of hoarding all the money and doing something mean and nasty with it, like building an oil rig. It’s a cool thing! Kind of a way of giving back in a weird way, but if you’re also supporting arts and culture, it’s awesome! ❖

Be sure to check out the Surfer Blood interview on the [SCION CANADA’S YOUTUBE CHANNEL](#) taking a deeper and exclusive look into the band and the Scion Canada Showcase!

IZAKAYA INVASION

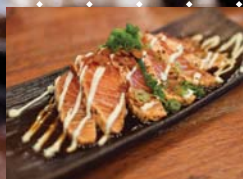
WORDS GLORIA CHIK & LISA MARIE CHEN
PHOTOGRAPHY STEPHEN HO

THE SUSHI STAPLE IS SOMETHING LONG WITHSTANDING ABOUT HOW PEOPLE VIEW JAPANESE FOOD

– but the newest trend is not a new way to wrap a sushi roll, but small plates of Japanese comfort food accompanied by beer or sake. It's the izakaya – a tremendous movement only recently sparked in Canadian dining, that's more tapas, not sushi.

When you think of izakaya, imagine a Japanese style pub – an after work destination outfitted with warm décor and even warmer company. “Irashai!” is a common welcome belted out by the host izakaya. And think drinks first, then food. The sake and beer are always flowing, and the savoury menu items are secondary.

Looking at our multi-cultural and full-embracing continent, you can be sure that copycat izakayas are sure to sprout all over the map and we can guarantee that they will be fun, friendly and loud. We moseyed into the most authentic of izakayas for your visual consumption.



**GUU IZAKAYA,
TORONTO**

It's an instantly vibrant setting at Guu Toronto, as the kitchen staff and the lively servers welcome each guest into their restaurant in the most perfectly animated way. This place has undeniable character, from the beautifully marbled and stacked exterior, to the savvy wood interior. Originally from Vancouver, Guu Toronto is a flagship izakaya for the city managed by Masaru, a fun-natured head chef. Toronto had a void for authentic and accessible Japanese food – but then Guu arrived with plenty of purpose, as illustrated by their hour long line ups (reservations not allowed) and raving repeat customers.

When asked how the staff keeps so enthusiastically cheerful at all times, the answer was simple, “There's not much of a secret – we smile at our customers and they smile back”.

Giggling at the name Guu? It's an onomatopoeia for the sound our stomachs make when in search of something Guu-d to eat.

▮ The ingredients are all unique, all fresh, and the kitchen at Guu is out in the open so there are no secrets.

▮ In Japan, working men and women often hop from one izakaya to another, progressively getting more inebriated before taking the last train home. This behaviour is called hashigo sake, translated into “ladder drinking”.

>> WWW.GUU-IZAKAYA.COM

**HAPA IZAKAYA,
VANCOUVER**

Vancouver's idolized izakaya – Hapa Izakaya, is a sophisticated counterpart for all other Japanese restaurants that reside in the city. Founded by Justin and Lea Ault, Hapa speaks to Justin's journey as a charismatic Japanese-Canadian exploring the true origins of the izakaya, and presenting it to the Canadian market. His real job? “To make people happy and to make sure they're looked after. The izakaya is a place for friends to meet and share stories”.

The Hapa menu is dynamic, with a constant mantra to perpetually perfect the quality of food, and dedicated to a socially conscious effort in food (Hapa recently became Ocean Wise, providing delectable seafood that is sustainable and ocean-friendly). ♦

▮ Hapa is a destination for celebrities – at their Robson location, they've seated cast members of High School Musical and the Twilight crew.

▮ Worried where your food is coming from? Hapa offers only ocean-friendly seafood choices as recommended by the Vancouver Aquarium.

▮ When asked about the ice cold sakes Hapa serves in bamboo shots, Justin gives us a quick lesson informing us that traditionally good quality sake was meant to be served chilled.

>> WWW.HAPAIZAKAYA.COM

ACCESSORIZE YOUR RIDE



19" TRD SPLIT 5 SPOKE GUNMETAL WHEEL WITH POLISHED LIP

19" x 8" with + 48mm offset
5 x 114.3mm bolt pattern
TPMS compatible
Recommended tire size: 235 / 35R 19

Think of choosing the right set of wheels like picking out the right pair of shoes. No matter how awesome your outfit looks, it all comes down to selecting what you put on your feet. Simply put, wheels make the car. Meet the new TRD Split 5 Spoke Gunmetal Wheel with Polished Lip. Its light weight and strength results in significant improvements in handling and steering response that are bound to keep your ride light on the ground.



ALPINE PREMIUM AUDIO HEAD UNIT

4.3" / 10.92cm TFT Touch Screen
MP3, WMA, AAC, CD-RW Playability
3 RCA Outputs

We've come a long way from the 8-track in-car stereo system. The latest Alpine Premium Audio System delivers a heavy dose of sound quality through six speakers to the tune of 200-watts of maximum power. Featuring three Scion Sound Processing (SSP) pre-sets to suit your musical mood (Neutral, Hear and Feel), USB port to plug in your iPod or flash drive, and the ability to read the latest digital file types. With a total of three 2.4 RCA outputs for the front, rear, and sub-speaker systems, the sound field in your Scion can be pushed to the limit. Add in a touch screen Thin Film Transistor (TFT) display and the option to add XM® satellite radio coverage and you'll never want to leave your car. ♦

Customize your Scion at
WWW.SCIONNATION.CA

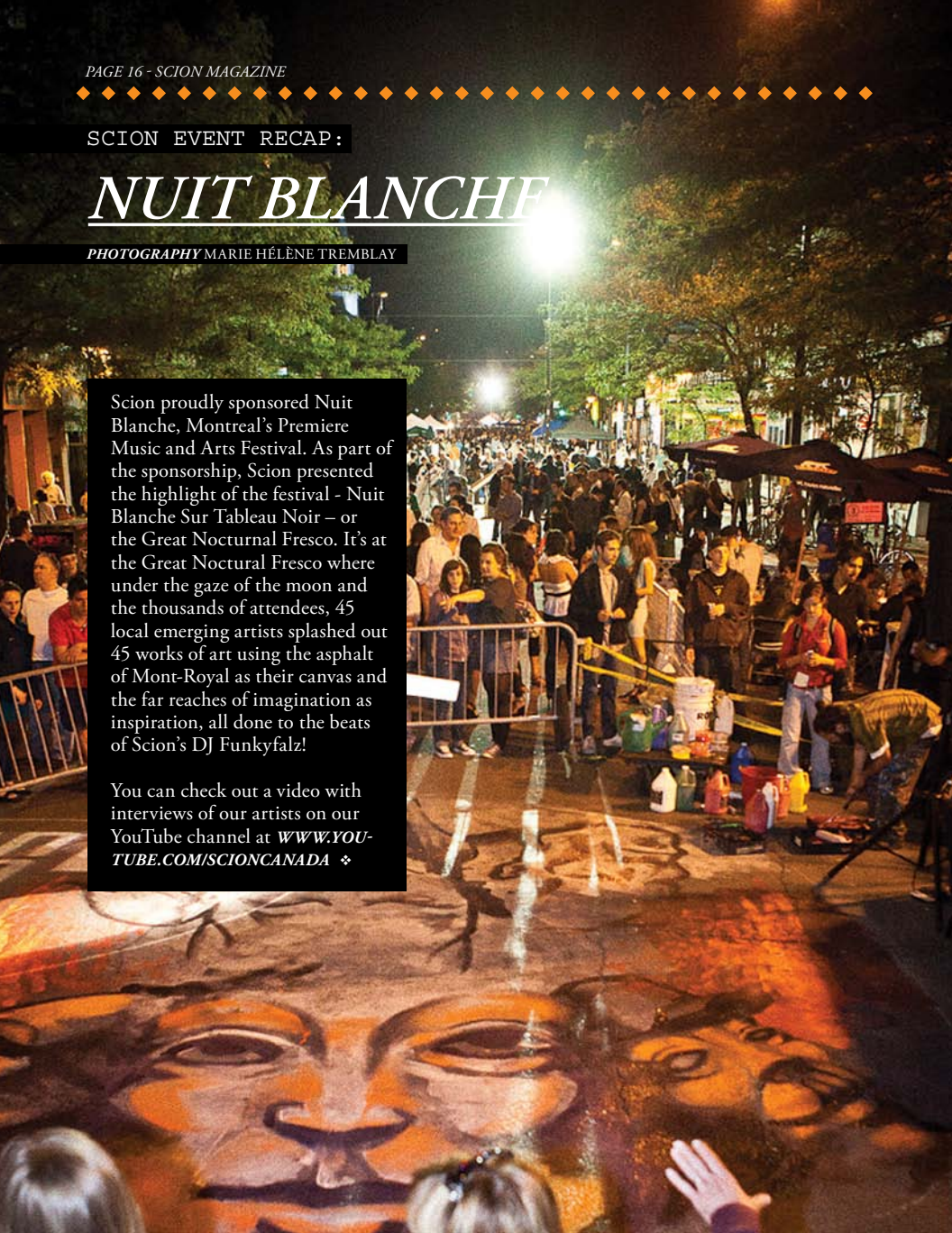
SCION EVENT RECAP:

NUIT BLANCHE

PHOTOGRAPHY MARIE HÉLÈNE TREMBLAY

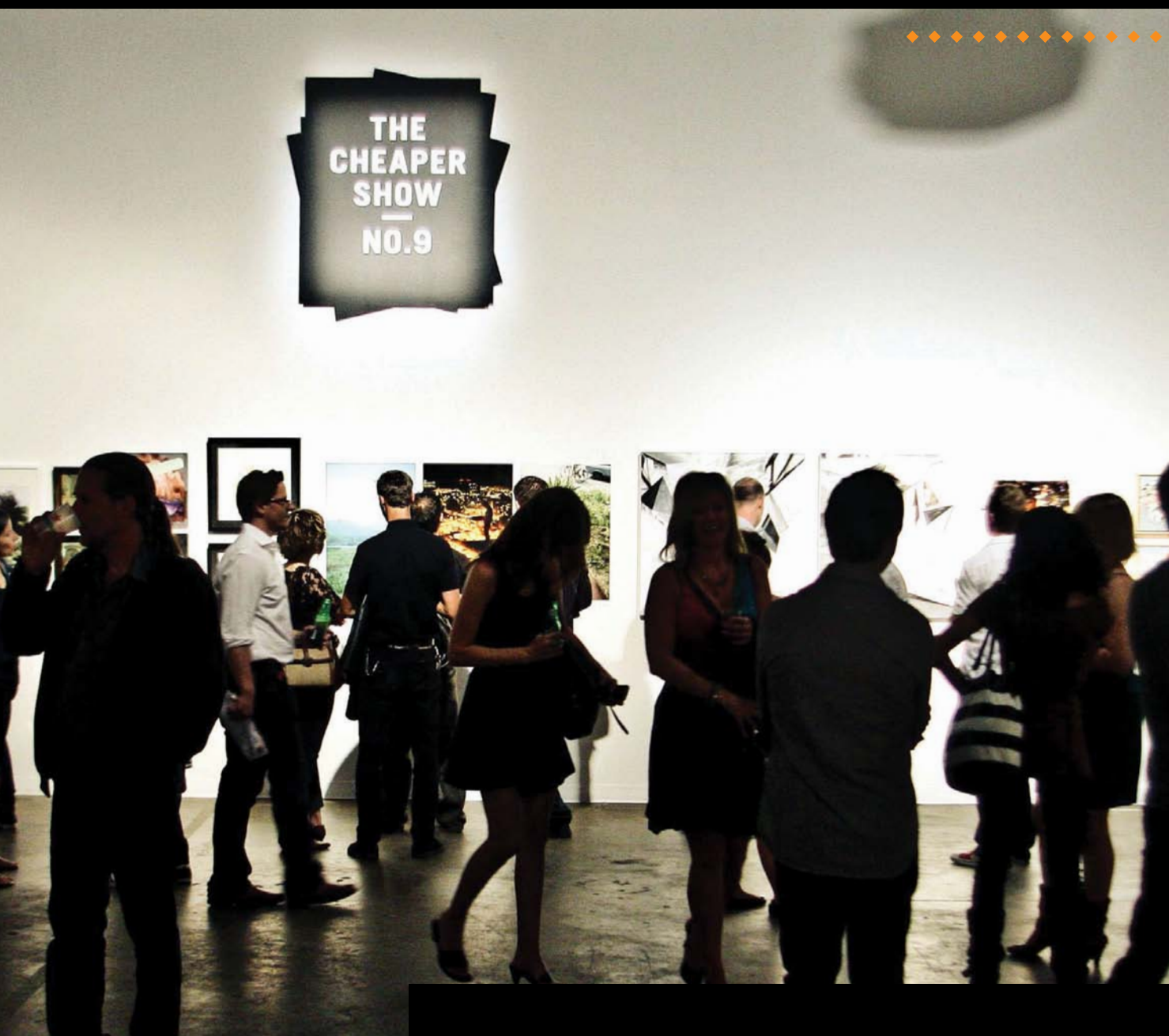
Scion proudly sponsored Nuit Blanche, Montreal's Premiere Music and Arts Festival. As part of the sponsorship, Scion presented the highlight of the festival - Nuit Blanche Sur Tableau Noir – or the Great Nocturnal Fresco. It's at the Great Nocturnal Fresco where under the gaze of the moon and the thousands of attendees, 45 local emerging artists splashed out 45 works of art using the asphalt of Mont-Royal as their canvas and the far reaches of imagination as inspiration, all done to the beats of Scion's DJ Funkyfalz!

You can check out a video with interviews of our artists on our YouTube channel at WWW.YOUTUBE.COM/SCIONCANADA ❖



THE CHEAPER EXPERIENCE

WORDS GLÓRIA CHIK PHOTOGRAPHY MARK GÜTKNECHT



It's a rush to watch blocks of accessible art aficionados chattering and bustling excitedly as they wait for the floodgates to open for The Cheaper Show. Don't be taken by the name however – The Cheaper Show holds no association with being a cheap show for the masses.

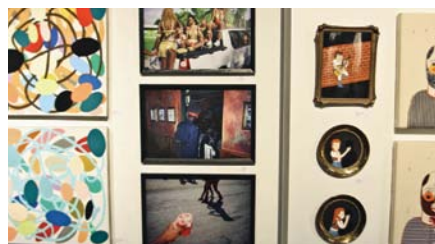
Now in its ninth year, The Cheaper Show is a showcase of 200 artists (from over 20 cities), 400 pieces of art, all for the “cheaper” cost of \$200 per piece. Envision a huge loft, filled with thousands of patrons, all marveling at the seemingly endless canvasses, art of varying mediums, and all feeling the anticipation of nabbing a desirable piece of art before another stakes their claim. The show was born and raised on the West Coast and is proud to call the culturally rich city of Vancouver its hometown.

The show caters to anyone and everyone – buyers ranging from first timers, to the seasoned

and celebrated collector. The great part about the show is that a staggering 75% of the proceeds go towards the artist, while the remainder is dedicated towards production and administration costs. One hundred plus volunteers, affectionately named "The Cheaper Team" help power the event, which took place June 26, 2010.



With an abundance of visual stimulation surrounding me, I meandered about without any particular structure to my exploration. It's just the way I was built to consume art. The crowds of enthusiasts from all ages joined me; hurriedly racing from wall to wall with their choice picks on crinkled papers. Sporadic yelps, squeals, and the odd gasps were layered on top of a muted buzz that traveled through the space. Esteemed and emerging artists alike were on display – more widely known Attila Richard Lukacs to plush creations designer Becky Gould were amongst the mix of talent (check out WWW.THECHEAPERSHOW.COM for a complete roster). It's only after truly taking in the impressive setting, the people, the art, and the excitement that I realized, there's nothing out there quite like The Cheaper Show.



"the people,
the art, and the
excitement"

"cross my art and hope to buy"



Other activities to entice visitors included photographs snapped next to a borderline massive backdrop screaming "Cross My Art & Hope To Buy", and manual print making style t-shirts in varying colours available for purchase by Peter Braune of New Leaf Editions.

The highlight of the show was the way subcultures came into play – hipsters, suits, and celebrities alike were in attendance (if you squinted hard enough you might have spotted Jack Black sleuthing about the show with his order form. The comedic actor picked up a piece showcasing hamburgers, all while donning a Three Wolf Moon shirt!). Other celebrity sightings included glimpses of Owen Wilson and Michael J. Fox darting amongst the diverse crowd.

In the purchasing room flickered a wall of numbers, 1 to 400, which rapidly blacked out with each acquisition. The anticipation



of reaching the front of the line with high hopes of solidifying a purchase was enough to make any by-stander anxious.

"This year was the year that we really nailed the production of the show" says Steve Rio, Executive Director of Web & IT. "We were met with an overwhelmingly positive response".

"And there's nothing quite like having 7,000 guests walk away happy", adds Graeme Berglund, Founder and Creative Director of The Cheaper Show.

What's next for The Cheaper Show? Look out Toronto – they're looking to land. Next year marks The Cheaper Show's 10th anniversary, alongside Vancouver's 125th anniversary – expect an even grander blow out, 'Cheaper' style. ❖

TROY SUMITOMO FIVE AXIS

INTERVIEW BY DEREK CHEN

Amidst the surf shops and sand of HUNTINGTON BEACH, CALIFORNIA, stands the massive 22,000 square foot lair of Five Axis which houses the team of innovators behind the brand who continue to churn out some of the hottest, most cutting edge concept and show cars known on the sport compact scene. Troy Sumitomo is probably one of the coolest people you would ever hope to meet. To his fans, Troy represents some kind of superhero who rocks dark-rimmed glasses while saving the world, one concept car at a time. Equally at home in the business world, he belongs to that rare breed of designers who can pursue his passions while bringing home the bacon. Catching Troy between a televised feature and a magazine photoshoot, we had the chance to pick the brain of the face behind Five Axis and this is what he had to say...



So Troy, what title do you give yourself at Five Axis?

Fire Marshal Sumitomo, because I am always putting out fires. [Laughs.] Officially, I am known as the President but I think that title is too stuffy sounding so I usually refer to myself as the “owner”.

Owner it is. Do you see yourself as more of a creative person or a businessman?

Fortunately, I can still say both pretty easily. By nature I'm definitely a creative person and a craftsman but I have to wear both business and creative hats simultaneously which I don't mind. I am lucky to have the choice that most don't and am grateful for having the option while getting paid at the same time!

You are one lucky man. Most people can only dream of getting paid for doing something that they love. Let's backtrack for a minute to your early days, how did Five Axis come to be and what experience did you draw upon to get started?

After graduating with a BS in Transportation Design from the Art Center College of Design I worked in the industry as a designer and fabricator for 3 years before deciding to go off on my own. Starting in a mere 800 square feet garage, harnessing the knowledge and experience from my previous jobs, and a lot of ingenuity, my crew and I started by building a full size racecar body. Before long we were building concepts for major car manufacturers, moved to a 6000 square foot facility and were up to our necks in work. Fast forward 15 years and 30 plus show cars later, we now occupy a massive 22,000 square foot facility housed with high tech equipment and one of the best teams in the industry.

What motivates you to design? What are your sources of inspiration?

Most of the time the key is assessing the client's usage of the car. In most cases they are looking for a polarizing showpiece as a means to bring interest





to their brand. For those vehicles we look towards the core target audience's interests. For example the Scion is all about youth culture and playing up on that vibe is pretty easy. On the other hand Lexus is about luxury and in the case of IS F, sport touring and performance.

Tell me about the body kits. What is the process of getting out a new body kit?

Typically we start with native Computer-Aided Design (CAD) data of the vehicle for which we are making a kit. Once we have a design direction, in sketch format, we go straight into CAD and start building the actual body kit onto the original vehicle's data. Using this method helps insure that we maintain the same design lines as the original body design intended, making for a very harmonious looking body kit. With the body kit CAD complete, we machine prototype parts on our five axis mill for our manufacturer to create production molds from. After making the molds, they then shoot us some sample urethane injection molded parts for check fitting on the car.

Of course this is the short but sweet version of the process. [Laughs.]

Wow. You must know some people in high places, getting native CAD data isn't easy to come by. What was the first car that you built under Five Axis?

Our very first car we built was actually the reason why I left my old job to start Five Axis. An independent racecar designer/engineer had a dream to build his own racecar body upon a chassis he designed and built himself. It was an interesting project but unfortunately he ran out of funding and it never really came to fruition. The first concept car we built was called the GRX and was a mid engine 2-seater reminiscent of the old CRX.

What car do you drive now?

Well I have quite a stable of cars that include a Scion xD, xB & tC, a couple of Toyota's (FJ and Prius), and my collection of 3 Z Cars (240Z, 300ZX and 370Z). I also have a little 2 stroke NSR250 motorcycle that is pretty cool. All of them are modded, of course. No stockers in my stable!

Damn, that's a pretty serious line-up you got there. What advice would you give to a rookie just entering the scene?

Love what you do! It shows in your efforts and work. Everyone should also know what I look for when judging a vehicle for competition. I love the ingenuity and passion that goes into a build. One should always try and push the envelope of uniqueness. It's not always about how many TV's one can fit into a car or how blingy the paint is, instead it's more about the little personal touches and details. Also think of the future and renewable resources. We try to use as many recycled or sustainable products in our builds and products. We support local manufacturers, and products like our body kits are made here in the USA. I think newbies to the industry should really keep these things in mind.

Those are some good words of wisdom. Do you have any new products coming up that you can share with us?

Five Axis is going to continue to work closely with Scion and develop a new aero kit for the new tC and iQ. We actually built two showcars, based on these models for the recent reveal at the 2010 NY International Auto Show this past March. We also want to keep in tune with our recent Prius efforts and continue to develop more eco friendly products as well. We've been developing our wheel line FIVE:AD and should be releasing new products soon!

Any plans for a snow-friendly kit for us Canadians?

What's snow? [Laughs.] Well after spending a winter in Montreal I suggest you just stay inside and don't drive during the winter, it's miserable out there! ♦

Stay tuned for more news from Five Axis at >>WWW.SCIONNATION.CA



FASHION

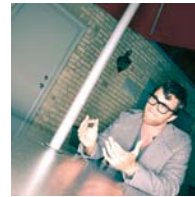
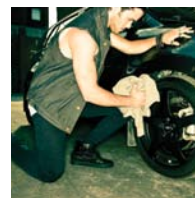
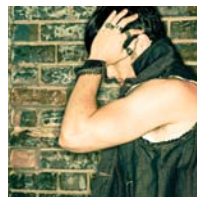
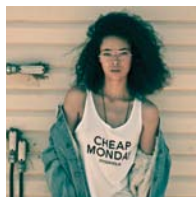
HYBRID KICKS

WORDS KELSEY RAINEY & TAYLOR WARNOCK
PHOTOGRAPHY JEFF HUI

On the footwear front, the hybrid sneaker makes its highly anticipated debut. The heritage of the sneaker served as the blueprint for this fall's must-have. A semi-casual sole savior that rests comfortably on the line between dress shoe and sneaker, the hybrid surfaces from the depths of street wear culture arriving in a multitude of materials including canvas, brushed suede, leather, and patent leather to go with everything from your favourite denim to your suit.

As fall approaches, get ready to stack on the layers and suit up with the latest seasonal trends. Experiencing four full seasons here in the Great White North, we can't help but embrace every article of clothing to its fullest.

This autumn brings rockabilly-inspirations, rustic-themes and dapper-dandies evoking a heavy throwback appeal. Solid layered looks with transitional ready-to-wear pieces give this fall's form a comfortable and cozy charm. Denim continues to reign as a fashion favourite from bleached lights to concentrated darks. Classic khakis and plaids are back in full swing proving to be timeless staples in every man's wardrobe. ❖



LEFT PAGE: CHEAP MONDAY TANK, ALTAMONT DENIM JACKET, KSUBI GLASSES, ROKIN BOOT, H&M DENIM, VANISHING ELEPHANT MAROON DESERT SHOE.

RIGHT PAGE: CHEAP MONDAY PARKA, 10 DEEP DENIM VEST, ALTAMONT SKINNY JEANS, ALIIE NYC SWEATSHIRT, RVCA GREY STRIPED SWEATER, PKG DUFFLE BAG, IPATH SESAME HEMP SHOE, VANISHING ELEPHANT WOOL PEA COAT & BLUE SUEDE SHOES, CHEAP MONDAY V-NECK TEE, 10 DEEP PANTS, KSUBI GLASSES, ANDROID HOMME PATENT SNEAKERS, VARIOUS CHAINS FROM LAVISH & SQUALOR. CREATIVE DIRECTION: LISA MARIE CHEN, STYLING: JULIA CHE, HAIR & MAKEUP: MAGGIE INJ, ASSISTANTS: COREY KINGSTON & WINSTON MA

THE SURF CAPITAL OF NORTH AMERICA

WORDS KATE AENLLE PHOTOGRAPHY KATHRYN KILPATRICK & COSTA KANELLOS
SURFER CC UNGER-MAYOR ILLUSTRATION RYAN LAKE



ASK ANYONE TO NAME TYPICAL "CANADIAN" SPORTS

and chances are, you're going to get the same answers: hockey, curling, snowboarding, figure skating, skiing and occasionally, the polar bear dip - if you consider that a sport. Most likely, you'll never reach the realm of (unfrozen) water - which is fitting, since Canada is, after all, the "Great, White North." However, there has been a resurgence of a well-known sport in this unlikely environment.

Surfing in Canada has been around since the 60s, but really began making waves in the 70s and 80s - particularly in areas like Tofino, British Columbia - home of original "Tofino surfers," like Ralph Devries and George Patterson. Since then, surfing's taken off again. With advances in wet suit design, as well as the accolades Tofino has gotten for being one of the best surf spots in North America, it looks like surfing is here to stay.



SURF SPOTS**WEST COAST****GREAT LAKES****MONTREAL**

Surfing the St. Lawrence River in Montreal.

One of the cardinal rules of surfing is an unwritten rule known as “the lineup.” Those new to the sport should take a minute and learn this surfer’s code:

1. Closest to the peak has priority
2. Communicate and call your waves
3. Do not drop in on others
4. Get in line & wait your turn
5. Control your board
6. Give Respect...Gain Respect

But most importantly have fun, surfing is about playing outside and enjoying the waves that Mother Nature provides. ❖

“when you’ve got a beautiful sunny day and the waves are good - it’s zen”.

Photographer and surfer Kathryn Kilpatrick didn’t start surfing in her childhood. Actually, her passion began 30 years after her first encounter with the coast. “In 2001, I finally decided to take a lesson,” she said. “The water’s cold. No one expects the physical strain.” But, despite all of that, Kilpatrick was sold.

Over the last decade, more and more people have been getting involved with surfing. Kilpatrick thinks it’s because, “‘new’ is going back to ‘old school’ in some ways.” Locations like LaSalle in Montreal, as well as East Lawrencetown, Nova Scotia have spread the surfing trend by making it more accessible to the general public. People like Chris, Dan, and Costa of surfmtl.com have been spreading the word and bringing in curious surfers to the local break. Most Canadians are surprised to learn about the great surfing available locally. As Costa explains, “when you stay in the city for so long, you don’t realize that great surfing could be found in your own backyard.”

Today, homegrown pros like Peter Devries, winner of the 2009 O’Neill Cold Water Classic Canada, and Julie Baldwin, winner of the 2009 One Life Surfari [shortboard], are making a name for Canada’s surf scene. Here we have the benefit of great waves, clean water and short line-ups which is something every surfer can get stoked about.

The newfound surf appeal is more than just a challenge for an adrenaline junkie. Surfing is about soul and the feeling you get when you harness the power of the ocean, the St. Lawrence or even the Great Lakes. As Kilpatrick puts it, “when you’ve got a beautiful sunny day and the waves are good - it’s zen”. She says that there is nothing more calming than throwing yourself at the mercy of the waves and taking in the incredibly beautiful landscape.



THE SOUND OF PIKNIC

WORDS GLORIA CHIK
PHOTOGRAPHY MIGUEL LEGAULT



There's something outrageously appealing about the notion of basking in radiant sun while listening to even more radiant music. It's equal parts audio and visual that make up the sum of a Piknic Electronik ambiance. As the largest electronic music festival in Montreal (and likely soon to be in Canada, as they've gone bi-coastal hitting Vancouver as well), Piknic was started by a group of four passionate young professionals, looking for a PG family-friendly outlet for electronic musical entertainment.

Lacking events that catered to this crowd compelled the team to spark something small, to expose deserving electronic artists. Slated to run every Sunday, all summer, Piknic started with a following of 300 attendees, flourishing to the current 4000 – 5000 crowds that they currently serve sounds to each and every weekend. Promotion happened organically, as the Piknic team promoted through word of mouth, offered a unique product, location (Jean Drapeau Park – originally built for Expo 67), all packaged into one googly-eyed equalizer mascot representative.



Diving back into a snippet of electronic music history Michel Quintal, one of the original founders of Piknic, explains the electronic culture.

"The French electronic music scene had a bad rep – they were known for hosting after hours events and had the perception of being for the bad kids. That or it represented cheesy dance music. Now they're more open to playing it on commercial radio"

Who is Piknic bringing to the outdoor table?

"It's made up of 1/2 of 'the next big thing', 1/4 old artists, and 1/4 artists that are big right now. Names like P  p   Bradock and Josh Wink are just a couple of people we bring out and highlight"

Artists that have been engaged have been acclaimed both locally and internationally – Piknic brings in the best to the Montr  al crowd. An annual festival hosted in the sun, Piknic runs for the entirety of the summer, starting in May and wrapping in October (with the biggest crowds always anticipated for Labour Day Weekend / back to school). ♡

For more, check out:

>>WWW.FACEBOOK.COM/SCIONCANADA

>>WWW.FACEBOOK.COM/SCIONQC



ABOUT TOWN



FREQ NASTY @ SHINE



BORGORE @ SHINE



KILL THE NOISE @ THE SOCIAL



THE CHEAPER SHOW



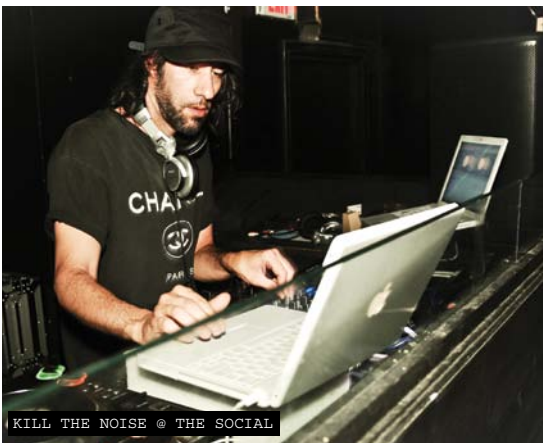
NUIT BLANCHE SUR TABLEAU NOIR



KILL THE NOISE @ THE SOCIAL



THE CHEAPER SHOW



KILL THE NOISE @ THE SOCIAL



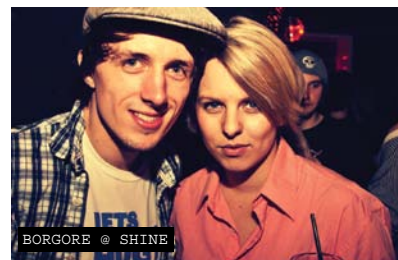
BORGORE @ SHINE



NUIT BLANCHE SUR TABLEAU NOIR



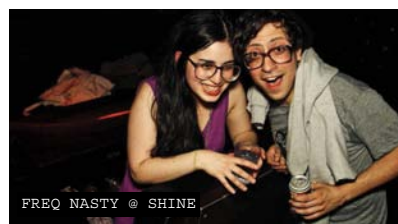
FREQ NASTY @ SHINE



BORGORE @ SHINE



KILL THE NOISE @ THE SOCIAL



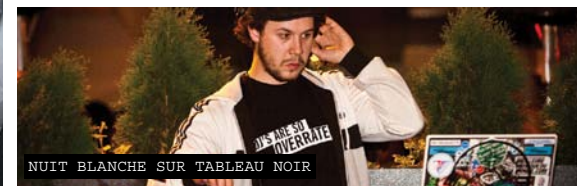
FREQ NASTY @ SHINE



FREQ NASTY @ SHINE



SCION SHOWCASE @ WRONGBAR



NUIT BLANCHE SUR TABLEAU NOIR

YOUR SCION STORY



IT'S FUNNY HOW A CAR CAN CHANGE YOUR LIFE...

WORDS LISA MARIE CHEN PHOTOGRAPHY ANDY LEE & STEPHEN HO

Just over a year ago I celebrated the “landed status” of my 2009 xB, which was imported from the US. Like any newcomer, it took a few weeks and several rounds of paperwork to get my Scion on the road.

I welcomed my xB with love and accessories: the Five Axis aero skirt kit, the custom painted 18-inch wheels, and a set of TRD lowering springs to keep me grounded. To the average car owner, a car is simply a means of transportation from point A to point B. For me however, the xB is more than just a car - it's the “Blink Box” - because whenever I'm cruising around, you just can't help but take a second look.

What followed was a year of hour-long conversations in parking lots about my “see-on” or “ski-on,” several winter trips up to Blue Mountain Ski Resort with the skirt removed and my snow tires on, and numerous local excursions with as many friends as the car would allow. My car didn't just move me. It also moved everyone around it.

Just as gravity pulls everything back to Earth, I was serendipitously introduced to the Scion Canada family and offered the position of Editor-in-Chief of Scion Canada's Lifestyle Magazine. In spite of the fact that I have re-

cently gone back to school, working towards my MBA, I couldn't possibly turn down this opportunity. It was challenging at times, but collaborating with such an amazing team and seeing it all come together made it worthwhile.

It's funny how a car can change your life. My xB has given me the rare opportunity to combine my talents and passion, while simultaneously learning more about the exceptional facets of Canadian culture. I encourage you to continue to pursue your passions and if your Scion has anything to do with it, I definitely want to hear about it. Send me your story at editor@scionnation.ca and it could be featured in the next issue. ❖



SCION'S IN YOUR SPACE

Scion's stepping out in a big way to stay in touch online. We hope you like us on Facebook at [Facebook.com/ScionCanada](https://www.facebook.com/ScionCanada) and [Facebook.com/ScionQc](https://www.facebook.com/ScionQc) (for our friends in Quebec) . We will keep you up to speed with the latest photos, videos, and updates on all of our happenings and events across Canada.

Tweet us your latest news [@ScionCanada](https://twitter.com/ScionCanada) on Twitter. Join a whole crowd of Scion enthusiasts as we talk and tweet about cars, events, great tunes, and everything Scion.

Tune in for our latest videos as well - [YouTube.com/ScionCanada](https://www.youtube.com/ScionCanada) hosts all of our very popular Driven to Drift episodes, artist interviews and event footage for your viewing pleasure.

Keep in touch – we're documenting the journey and inviting you to come along for the ride.

FACEBOOK:

[Facebook.com/ScionCanada](https://www.facebook.com/ScionCanada) [Facebook.com/ScionQc](https://www.facebook.com/ScionQc)

TWITTER:

[Twitter.com/ScionCanada](https://twitter.com/ScionCanada)

YOUTUBE:

[YouTube.com/ScionCanada](https://www.youtube.com/ScionCanada)

SCION



Scion Canada is a division of Toyota Canada Inc.
One Toyota Place, Toronto ON M1H 1H9
www.scionnation.ca 1-866-9-SCION1

Scion Canada Lifestyle Magazine contains 100% post consumer waste.