



Press Release

« 4634 - Perception - The Mountain Within »

Presented by Géraldine Fasnacht, with the support of TAG Heuer

The latest dream of the human glider

Verbier, Switzerland - November 3, 2016 - Monte Rosa: the highest mountain range in Switzerland with the Dufourspitze, its highest peak, at 4,634m in altitude, is home to the longest mountain pass in the Alps: the Marinelli. It also harbours a dream... Géraldine Fasnacht's dream. For years she has nurtured a desire to tame the mountain, through snowboarding and wingsuit flying. "4634 - Perception" is a poetic voyage that takes the viewer through this extraordinary woman's life, from preparation to landing, including the take off, flight and sensation of boundless gliding. In this 26-minute film, Géraldine shares her philosophy and viewpoint of the mountain with us through inspiring and passionate messages that will help each of us put the present and life itself into perspective...



Watch the trailer [here](#)
www.4634bytagheuer.com

The Monte Rosa, a dream come true...

Géraldine Fasnacht, having piloted light aircrafts for 6 years, has flown over the Monte Rosa several times already. But, as she has always known, Monte Rosa is one of the hardest alpine peaks to access. On the border between Switzerland and Italy, the mountain range conceals a long and careful climb through glaciers over 4,000m high. After the Matterhorn, another Swiss mountain peak, opened in 2014, she dreamt of setting off on an adventure that would combine wingsuit and snowboard. It was clear that she would snowboard across the Marinelli pass. After long days of planning and drawing different trajectories, Géraldine wanted to find a starting point that would allow her to wingsuit from the high mountain landscape down to the valley. After several months of physical and technical training for efficient take offs, she needed to wait for better conditions in order to carry out the wingsuit flight. But as Géraldine said, *“What counts is the journey... The mountain’s teachings are shown during these moments in which one surpasses oneself and becomes at one with the elements.”*

Living in the present and building experiences

The fascinating ridges of the Monte Rosa have always been out of reach, even for the best wingsuit fliers. Combining mountain climbing with a technical flight at this height requires great versatility and mountain experience. Since the age of 15, Géraldine learnt how to read and analyse snowboarding lines, which allowed her to make a living out of her passion since 2002. She has been in pole position for snowboard freeride for eight years running, achieving podium status twenty times and winning eleven international freeride victories, three of which were the Xtreme de Verbier, the grand world finale of ski-snowboard freeride. The recent technological developments in wing pressurisation have allowed wingsuiters to fly faster and further. With the memory of an intense three-minute flight still throbbing in her arms, Géraldine has never felt so alive.

From utopia to metamorphosis...

Today, Géraldine sees her expeditions as a whole... a whole with the ultimate goal of discovering the mountain in all of its dimensions and ruggedness. Consequently, snowboarding and wingsuiting only enrich the adventure, instead of constituting the objective itself... The true achievement resides in the preparation, assessing the conditions, planning, the long hours of climbing, the doubts or even managing fear and unforeseen developments. Both disciplines, snowboard freeriding and wingsuiting are very similar to Géraldine. They both require an identical approach to the mountain, consisting of planning one’s trajectory, scaling the peaks to access the starting point and, lastly, tracing one’s line in harmony with the landscape. These instructions can all be adapted to our day to day lives, it is all but Perception.

Wing-alpinism, a different dimension of wingsuiting

Although wingsuiting is usually associated with flying at a low-level altitude or flying through tree tops, Géraldine reveals another side to her sport – especially through her approach to the mountain and the flight itself. She herself invented wing-alpinism, which offers a more comprehensive approach, including the whole mountain experience involved in the practice. Climbing, snow, the more technical aspect of sheer ice with ice axes and clamps... All aspects that are inseparable from the flight itself... Géraldine Fasnacht, the feminine passion for flight... From a young age, Géraldine had always dreamt of flying. She first discovered the air in 1998, then base-jump in 2001 after 300 parachute jumps. Finally, in 2004, she launched herself off of her first cliff in a wingsuit. Today, she has made over 3,000 jumps. Her attraction to tall mountains and expeditions, in parallel to competitions, led her to definitively stop competing in 2010 in favour of = new

horizons. Still searching for new lines to trace and new dreams to live, she snowboards the steepest slopes throughout the world and wingsuits along the most magical landscapes, from the North Pole to Antarctica. At 36 years old, at the peak of her sports career, she is constantly innovating, both in snowboarding and wingsuiting. Her determination and high level performances have made her one of the most emblematic adventurers of her generation.

Partners of the 4634 project:

Since 2015 Geraldine Fasnacht has been TAG Heuer ambassador. A relationship based on long term confidence with the Swiss watchmaker based in La Chaux de Fonds. When the project 4634 took form TAG Heuer believed in the project and supported it.

« Verbier has a special place in the heart of Geraldine as one of her dream came true : taking part at the Verbier Xtreme, world famous freeride competition that she won 3 times.. The mountain is also her favourite terrain to achieve great goals and Verbier is proud to support her. She embodies our brand values such as pushing the limits, excellency and inspiration. A Pure Energy ambassador ! » Pierre-André Gremaud, Verbier Promotion Director

Columbia supports Géraldine since her beginning into the freeride snowboard world. 4634 is one of her most interesting project. *« Our partnership with Geraldine has started in 2003 and is still on. 14 years to be with Géraldine in the mountains, winter and summer, defining new practices. Geraldine is one of our toughest brand ambassador, with barely any compromise towards our products. 4634 features Columbia brand message TESTED TOUGH in the most demanding conditions with a true respect to the mountains. »* Romain Cancilleri-Michy, Marketing Manager Europe Columbia

On November 29, 2016 @22:00 CET, Perception - The Mountain Within will be available in exclusivity on www.4634bytagheuer.com for 72 hours (free but non-downloadable) and from December 2, 2016 available for purchase on Vimeo.

From November 7 to December 12, 2016, don't miss any of the 4634 documentaries on www.4634bytagheuer.com and get all the latest news on social media:



MEDIA

Pictures selection available [here](#):

Please mention the copyright: 4634 - Géraldine Fasnacht / Photographer's name

PRESS

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About TAG Heuer

TAG Heuer is the Swiss Avant-Garde watchmaker since 1860. Avant-garde is our culture and our philosophy. TAG Heuer's unique heritage is built on pushing boundaries and breaking rules: harnessing mental fortitude to overcome technology restraints and create watches with real racing spirit. The brand has marked the history of watchmaking, especially in the field of chronographs with an unparalleled mechanical accuracy.

With Jean-Claude Biver, TAG Heuer CEO and President of the LVMH Watch Division at the helm, the new models – including the TAG Heuer Connected watch - reveal a new dynamic in terms of both the performance touch and a completely transformed environment: TAG Heuer is currently the only watch brand to be able to communicate in the four different worlds Art, Lifestyle, Sport and Heritage.

Its partnerships, global football with the Premier League, the Bundesliga, the American Major Soccer League, the Chinese Football League, the National Men Australian team, the World Surf League with the Big Wave Tour, the Formula E FIA championship, the F1 Grand Prix of Monaco, the F1 Red Bull Racing Team, Indianapolis Indy 500 etc... and the brand ambassadors, living football legend Cristiano Ronaldo, it-girl Cara Delevingne, American Quarterback Tom Brady, Australian actor Chris Hemsworth, DJs David Guetta & Martin Garrix, and Géraldine Fasnacht in Switzerland... all reflect common core values of mental strength, disruptive attitude and ambition. The brand's motto #DontCrackUnderPressure is far more than a command – it is a mindset. TAG Heuer is part of the LVMH Group. For more information on TAG Heuer, please visit our website tagheuer.com

About Verbier

An internationally renowned Alpine resort, Verbier has everything it takes for a winter of sheer energy. The region is linked to the 4 Vallées, the largest ski area in Switzerland and its highest point is the Mont-Fort, culminating at 3330m above sea level, with views of the Alps and famous peaks such as the Matterhorn, the Mont-Blanc or the Grand Combin. Verbier offers everything it takes to delight skiers and snowboarders of all levels as well as freeriders who let it all out on routes that are famous all over the world. But the joys of snow extend to a multitude of other activities in the heart of nature: hikes on snow shoes or on foot, back country skiing, heli-skiing, etc. Famous for its lively evenings, Verbier is proud of its many après-ski venues, clubs and events, such as the Verbier Xtreme, final of the Freeride World Tour. www.verbier.ch

About Columbia

Columbia, the flagship brand of Portland, Oregon-based Columbia Sportswear Company, has been creating innovative apparel, footwear, accessories and equipment for outdoor enthusiasts since 1938. We have become a leading global brand by channeling our passion for the outdoors and an innovative spirit into technologies and performance products that keep people warm, dry, cool and protected in the outdoors year-round. www.columbia.com



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