

Devoted - A Documentary About Skateboard Media

November 14, 2017 | Daniel Fedkenheuer



Those familiar with the name Lucas Beaufort may remember the piece we ran on his wildly popular artwork earlier this year. Behind the colorful characters he paints on top of magazine covers, ads and other skate photos, Beaufort told CW, "My goal is to bring something special to the world. I don't want to come out with something that you see everyday."



In the time since that last piece ran, Beaufort has again caught the attention of the skateboarding world in different way; his documentary on the legacy and future of print media, "Devoted." In the hour long feature, some of skateboarding's top professionals, photographers, writers and videographers chronicle their feelings on a variety of different issues currently facing print media today.

Speaking about the how's and why's of this project in an interview with Jenkem, Beaufort mentioned that his intent is "more about showing the new generation how important print was before the internet era. But I think it would be interesting to know what they think about the documentary." With that being said, I logged into Gmail and shot Beaufort an message to venture some questions and share some thoughts I had on "Devoted" based on my "internet era" mindset.



To explain a bit further, I should express the predicament I find myself in regarding the subject. I became immersed in the skateboard world well after the explosion of digital media, HD video and internet-based content, yet I write for a print magazine. I very often interact with people who lived through an all-print era and continue to fight to prove the value of print today. I look up to those who pushed skateboarding through the work of printed publications and I'm every bit intrigued by the stories of yesteryear, where the industry's greatest surprises and announcements warranted sanctity in the pages of a monthly magazine. These are moments that Beaufort recalls by stating "back in the days you could (before Internet) you could surprise people with projects, now it's almost impossible. You always have somebody to spoil it through Instagram."

At the same time though, I wake up every morning scrolling through an Instagram feed to see how many dream tricks have come to life over the past couple hours.



This is something that Beaufort dually expressed support of by saying "Social media is also a super good tool to promote whatever you want and if you don't have the big media to support you."

However, as I find myself writing for this print publication's digital website, I remind myself that embracing my overall position of neutrality is probably the best way to continue being able to relate to both sides of the coin. Featuring people dealing with similar iterations of this juxtaposition is, by far, the defining element that makes "Devoted" as special as it is.

In regards to the divisions between print and digital, Beaufort himself told me, "To be honest with you I like both. I like to dream with a print photo in my hands as I like to connect super fast with people around the world through social media." On one hand, he is supported in the documentary by the likes of Steve Berra and Jaime Owens, who support the potential of print magazines, if executed in a sustainable way. On the other hand, his dreams are perhaps more passionately supported by the likes of Skin Phillips stammering with "I don't know's" and Marc Johnson nearly in tears over the possibility of a future without print media.



Former editor of Transworld Skateboarding and the Skateboard Mag - Dave Swift

These are critical firsthand accounts of the future of skateboarding's media landscape as volunteered by some of the foremost players involved. In the end though, the ultimate question of "Where do we go now?" is left to interpretation and subject to the progression of whatever the future may hold. Speaking on this, Beaufort told me "With Devoted I'm not here to tell skateboard magazines who they have to talk with or how do they have to run it. Being that there is a crucial element of the right mixture of people needed to blend together though, Beaufort continued "It's a team effort. Print has to do the best to get more readers, it sounds cheezy but it's true. It's the same with everything, if you want to survive you have to be extremely good, especially today."



Pro Marc Johnson is devoted to skate mags.

With that being said, I wholeheartedly encourage anyone who wonders where those magazines that used to come to their door have gone to take a look at Lucas Beaufort's "Devoted" for a comprehensive look into where they came from, where they have gone and when they'll be delivered next.

Check out "Devoted" in its entirety [here](#).

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