

Majer Skateboards

September 24, 2017 | Daniel Fedkenheuer

To many in this complicated era of skateboarding we find ourselves in, technology and skateboarding are like oil and water. On one hand, the old school diehards and their loyal descendants seek to protect skateboarding subculture through an outspoken rejection of current technologically driven trends. With this, topics of rejection include everything from shooting in HD, releasing shorter bouts of footage and, perhaps most hotly contested: being an active presence on Youtube.



On the other side, we see a more slaphappy group of younger skaters who see no harm in mixing in some skate clips to a 10+ minute video of themselves vlogging. While either side is still every bit acceptable, perhaps a more interesting position to consider would be the middle. In this tech inclined vs sub-culturally protective dispute, a group of absolute rippers exist that serve as the case study for a balance between using Youtube to their advantage while backing up the strategy with seemingly casual and creatively empowered skateboarding. The hornies in this group are the guys of Majer Skateboards.



To those not a part of or of the Majer's massive Youtube following of over half a million subscribers or who have somehow missed some of their wildly viral creations, the following video should give you an idea of the caliber of skateboarding and style of video that Majer puts out on the regular.



To shed some light on the years before this video dropped, we have to start the story back in Chicago in the months before brothers Eddie Gonzalez (aka Freddy Kruger in the above video) and Jacob Gonzalez would move to Texas. Then, he was regular skating at the Warp Skatepark with local ripper and future pro, Chaz Ortiz. By the time the pair were in South Texas, Eddie began tearing it up with, now teammate, Rick Molina while Jacob began linking up with one of skateboarding's most underrated Am's, Mikey Whitehouse. Adding their cousin, Angel Ramirez to the mix, the acoustic-dubbed MAJER crew was born on a trek home from the skatepark one night.



As we start to get the gist of the Majer crew's tone, allow me to fill in the gaps regarding what exactly makes them different from the other skateboard-centric content creators on Youtube. From a content perspective, their videos are consistently over the 10 minute mark, as with most other Youtube content creators today, so as to double their ad revenue. However, that time is predominantly filled with skateboarding, straight through. And often technically unheard of skateboarding at that. Their videos typically take the form of a Battle Royale between teammates, a street mission or, most frequently, a refreshing perspective on the flat ground game of SKATE. As filmer Jacob Gonzalez puts it these videos are some of the easiest to come up with and film, considering they are the warmup of choice for the crew. In these clips, you might find Mikey Whitehouse pulling some ridiculous body varial out of his unending bag of tricks or see 10 year old JP Garcia progressing far beyond his years. Unconcerned with winning or losing, JP says the influence of his older crew is a huge help to his progression. Not for nothing, but we've seen him hold his own and get some letters on some of the eldest members of the crew too.

While these sorts of videos are common with other skate-centric Youtube channels that have been dubbed as "kooky" by many, filmer Jacob Gonzalez's take on their position justifies the difference. "We want to be seen as hardcore skaters" he said, in contrast to the more kid-friendly tone that such other channels strive for. That being said, the quality of skating in their videos is far from kooky and is rivaled to the footage some of the today's top Pro's.



However, it is still important to note that his brother, Eddie Gonzalez credits such pioneers of Youtube's skateboarding presence, including the hugely successful, Andy Schrock, to Majer's success. In addition to having Schrock and a host of other popular Youtube content creators pop up in their videos over the years, Majer is similarly in the arena of competing for views within Youtube's ever-changing algorithm. To wage this war, they too have claimed use of "clickbait" titles to lure viewers. In fact, it was their original Halloween-themed edit titled "Li Wayne Skateboarding" that Eddie Gonzalez claims launched them to their first bout of national recognition. Where the Majer crew excels, as articulated by Eddie Gonzalez, is the way they back their titles up. Even though you may not see the real Lil Wayne skateboarding, you'll see the guy dressed as him bust out a huge Kick flip footplant in the midst of mind blowing NBD's and creative approaches to skatepark setups.

As it currently stands, though, Majer's future was best summed up in our interview with brother, Jacob Gonzalez. In their quest for legitimacy in the eyes of the skateboarding community and independence from the confines of Youtube, Majer Skateboards is actively carving their own path. To longstanding supporters, the "Majer Crew" only recently adopted the moniker of Majer Skateboards recently, after beginning their sale of decks. Also new to the Majer Skateboards agenda is the deadline for their first full length video. Editing it along the way, only 2-3 months of filming remain before they drop it in the street skateboarding's house of dreams, The Berrics. With the humbling support of Steve Berra, the group is set to move another step closer to their goal of legitimacy by being able to add a "real" skate video, as put by Gonzalez, to their rap sheet.



Of course with new territory will come new challenges for the young crew. Among these obstacles is the balance between stacking clips in the streets for the full length while still producing content for their Youtube following at the skatepark. This comes coupled with the unfolding battle of the amateur team getting older and requiring to spend more time on real life responsibilities. Well, perhaps the only one immune to this one at the moment is 10 year old JP Garcia. As I made sure he had time for my interview, Garcia, over a bowl of cereal, advised me he had all the time in the time in the world. After a recent trip to the "heaven on earth" of Camp Woodward PA, he told me that the opportunities he's enjoyed in skateboarding have feel like a blessing and clearly shows no signs of slowing down for the future.

All things considered, the Majer Skateboards squad does have the world in front of them and are poised to take it over. "We got a good start and are closer than ever now" Eddie Gonzalez assured. As the group is taking things one step at a time, the best way to keep up with them is to join their Youtube following and see where the journey will take them next.

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