

10 MELLOBLOCCO®10



10 years of Melloblocco



ABOUT MELLOBLOCCO®

“Melloblocco®, international boulder meeting”, is the largest outdoor bouldering meeting in the world.

The idea was born in 2003 and in 2004 its first edition was organized by the Lombardy Mountain Guides, , President Ettore Togni and promoters Nicolò Berzi e Michele Comi, then by the Valmasino Municipality, Major Ezio Palleni, and recently by the Valmasino Tourist Association, President Giacomo Sertori.

The meeting takes place on the many boulders scattered in Val di Mello and Val Masino (in the province of Sondrio, in Northern Italy), in a beautiful natural scene, only 140 km north of Milan. Every year new areas are added, where the participants feel the unique emotions of bouldering with the best world specialists, trying together to solve boulder problems of all difficulties. In order to motivate the strongest male and female athletes, a bunch of new problems are selected every year – based on their beauty and high or extreme difficulty, each associated to a money prize which is shared by the few who send the problem. All participants who have enrolled in the Melloblocco® may try to send the money-winning boulders and all of them may win pieces of technical gear or clothing offered by the sponsoring companies during the event closing ceremony.

During Melloblocco® concerts, exhibitions parties and video shows are a great opportunity for climbers to share their passion and chill-out.

The media, too, take their opportunity to take pictures, share views and to interview the strongest boulder specialist in the world.

SOME FIGURES ON MELLOBLOCCO®

Melloblocco® takes place every year during the first week-end of May. Right from its first year, it has attracted hundreds to thousands young and not-so-young climbers from all over the world.

More than 15000 participants have officially enrolled in the past 10 editions, with an average 2100 participants per year in the past 5 years (with an all-time peak of 2600 in 2011). Half of participants are in the 20 to 30 year-old age bracket and 80% in the 20 to 40; women account for 25 % of participants and foreigners (Non-Italians) account for 15 % with about 2.200 participants in the 9 editions representing 60 nations. The most numerous groups have so far come from France (260 participants), United Kingdom (230), Germany (220), Spain (180), Czech Republic and Switzerland (120), Russia (115), Austria (110), Slovenia (90), Netherlands (65), USA and Romania (60), Ukraine and Belgium (55).

Please note that 15000 is the number of participants officially registered in the event, while tour operators and local authorities have estimated about 40000 people coming to the valley for this event, including tourists, trekkers, multi-pitch route climbers and watchers.

THE MELLOBLOCCO® BOULDERS

Each year, the Melloblocco® organisers choose new boulder areas for the new editions, typically 3. Every edition of Melloblocco® is an opportunity to discover and open brand new areas, as was the case for Rasica, Campo Sportivo and Collinetta. Also more traditional areas are included in the map, such as Val di Mello, Sasso Remenno, Visido, Bagni di Masino, where



new boulders and new problems are cleaned for the occasion. For each Melloblocco® edition the proposed boulder areas offer from 300 to 500 problems, including 100 brand new ones. The hard work of discovering and cleaning the boulders, creating the pathways and drawing the boulder problems on the map is coordinated by climber Simone Pedferri in cooperation with ERSAF (Regional Board for Agriculture and Forestry), which also certifies the environmental sustainability of the Melloblocco® proposal.

Today Val Masino and Val di Mello offer 2500 boulder problems to the climbers

MELLOBLOCCO® DIFFICULT BOULDERS

In 10 editions 77 prize-awarding boulder problems were proposed for men and 69 for women only, all set by Simone Pedferri, with the exception of 2006 when the setters were Loris Manzana, Mario Prinot and Jacky Godoffe.

233 male athletes sent at least one prize-awarding boulder problem in the 10 editions of Melloblocco®, with a total of 963 tops. 100 female athletes topped at least one money-awarding boulder with a total of 552 registered tops.

After nine editions, Gabriele Moroni (ITA) leads with 39 tops, followed by Michele Caminati (ITA) with 36, Mauro Calibani (ITA) with 34 and Adam Ondra (CZE) and Guillaume Glairon-Mondet (FRA) with 27. Among the ladies, Barbara Zangerl (AUT) leads with 40 before Roberta Longo (ITA) with 26, Alexandra Balakireva (RUS) with 24, Anne Laure Chevrier (FRA) and Jenny Lavarda (ITA) with 23 and Yulia Abramchuck (RUS) with 21.

For the complete list of athletes click [here](#)

TOP ATHLETES AND MELLOBLOCCO®....

An impressive list of world-renown top athletes have taken part in at least one edition of Melloblocco®. Here are some, divided by country.

AUSTRIA: Anna Stohr, Barbara Zangerl, Hansjorg Auer, Johanna Ernst, Katharina Sauerwein, Kilian Fischhuber

BELGIUM: Chloè Graftiaux, Nicholas Favresse, Muriel Sarkany

BULGARIA: Ivailo Radkov Fazata

CANADA: Sean Mc Coll

CZECH REPUBLIC: Adam Ondra, Tomas Mrazek

FINLAND: Anthony Gullsten, Nalle Hukkataival

FRANCE: Anne Laure Chevrier, Anthony Lamiche, Caroline Ciavaldini, Daniel Dulac, Enzo Oddo, Francois Lombard, Guillaume Glairon-Mondet, Jerome Meyer, Liv Sansoz, Mélissa le Nevé, Michael Fuselier, Sandrine Levet.

GERMANY: Toni Lamprecht, Layla Mammy.

ITALY: Alberto Gnerro, Bernardino Lagni, Christian Core, Cristian Brenna, Elena Chiappa, Gabriele Moroni, Giulia Giammarco, Jenny Lavarda, Jacopo Larcher, Leonardo Gontero, Lisa Benetti, Luca Zardini, Lucas Preti, Marzio Nardi, Manuel Coretti, Matteo Gambaro, Mauro Calibani, Michele Caminati, Riccardo Scarian Roberta Longo, Silvio Reffo, Stefania De Grandi, Stefano Alippi, Stefano Ghidini, Stefano Ghisolfi, Sara Morandi.

JAPAN: Hiroshi Okano

THE NETHERLANDS: Jorg Verhoeven



RUSSIA: Alexandra Balakireva, Alexey Rubtsov, Anna Gallyamova, Dmitry Sarapaev, Ekaterina Andreeva, Julia Abramchuk, Nadya Gallyamova, Natalia Vasylenko, Olga Bibik, Olga Iakovleva, Rustam Gelmanov.

SLOVENIA: Katia Vidmar, Klemen Becan, Jernes Kruder, Maja Vidmar

SPAIN: Nacho Sanchez, Daila Ojeda, Eneko Pou, Iker Pou, Patxi Usobiaga, Ramon Julian Puigblanque.

SWEDEN: Said Belhaj.

UCRAINE: Mykhailo Shalagin, Olga Shalagin.

UK: Andrew Earl, Garret Parry, James Pearson, Shauna Coxsey.

USA: Chris Sharma, Cody Roth USA, Daniel Woods, Dave Graham, Sasha DiGiulian.

At Melloblocco, too: Dale Bard (USA), Stevie Haston (UK), Angelika Rainer (ITA), Loris Manzana (ITA), Mario Prinoth (ITA), Jacky Godoffe (FRA), Philippe Ribiere (FRA), Pietro Dal Pra (ITA), Beat Kammerlander (AUT).

Complete list per year on the book "Melloblocco 10", at pp.: 17 (2004), 30 (2005), 45 (2006), 57 (2007), 73 (2008), 89 (2009), 111 (2010), 130 (2011) e 151 (2012).

MELLOBLOCCO® AND ITS SPONSORS

Many companies have cooperated and supported the event over the years to different extents.

TECHNICAL SPONSOR: La Sportiva, Montura, Marmot, The North Face, Garmin, Vibram, Adidas, Enel, Trangoworld, Petzl, Grivel, Cassin, E9, Eider, M&M Calzaturificio, Wildclimb, Altroverso, Climbblock, Prana, Credito Valtellinese, a2a, Levissima, 5.10, Black Diamond, Blurr, Sterling Rope, Monvic, Vertclimb, DF-Sport Specialist, Fast & Up, Revolution, Crazy Idea, Teva, C-Lover, Decathlon, Monvic.

MEDIA PARTNER: Planetmountain, Klettern, Montagnard, Versante Sud, Alp, Mountainblog, Outdoor magazine, Pareti.

ISTITUTIONS: Regione Lombardia, Provincia di Sondrio, Valtellina, BIM, CM Valtellina di Morbegno, ERSAF, Riserva Naturale della val di Mello, Foreste da Vivere, Foreste di Lombardia, Porte di Valtellina, Fuori Porta, Unione Commercianti Sondrio, IFSC, ADMO.

IL MELLOBLOCCO® AND COMMUNICATION

For its communication, Melloblocco® cooperates with Vinicio Stefanello of Mountain Network, the editor of planetmountain.com, for all the material pertaining to the long-term development strategy, the communication project of each single edition, the press-releases (6 to 10 for each edition) sent to more than 500 journalists, magazines, radios and televisions, as well as specialized magazines in Italy and abroad.

FLIER, BROCHURE, MAP AND BOOKLET

For every editions, the followings have been produced:

- Flier 60 x 80 cm read [here](#)
- Brochure with the programme in Italian and English which are given to gyms and climbing/sports shops as well as to event participants.



- Artistic Map of Valmasino with bouldering areas and problems proposed for the edition, drawn by Simone Pedeferra, Melloblocco® boulder setter and renown painter. The Map is printed in a special high-quality format and put in each event bag.

EVENT KIT

Registered participants have received a canvas bag (in line with the spirit of environmental sustainability of the event) containing:

- the Melloblocco® T-shirt (male or female cut, various sizes available), in a different colour every year; if they wear it they are entitled to free shuttle bus rides to and from the bouldering areas; over the years it has become a cult object.
- the Map of the boulder problems of the edition.
- various freebies and Gadgets offered by the sponsors.

PHOTOGRAPHERS

Melloblocco® works with a staff of dedicated photographers who take during each edition several royalty-free shots to be handed over to the journalists at the event or whoever asks for them. The official photographer is Claudio Piscina, assisted over the years by Klaus dall'Orto, Diego Neonati, Piero Mazzoni and Pietro Bagnara. Italian photographer Giulio Malfer has also collaborated with Melloblocco®.

The following photographers have also been accredited for the event: Anna Piunova, Lukasz Warzecha, Marco Destefanis, Nicola Damonte, Paolo Cerri, Adrien.Nisan (Shams.fr), Diego Patete. Other photographers have participated in the event and published their pics about Melloblocco®: Victor Dragoi, Joanne Stunt, Beat Kamerlander, Marco Scholaris, Martin Spilka, Oscar Durbiano, Versante Sud. We were also authorized to publish Melloblocco® shots by: Andrea Costi; Emanuela Reggiani; Flaminia Capezzoli; Giacomo Pregnolato; Giovanni Folli; Luca Grigolli; Nicola Capezzuoli; Tiziano Monteleoni, Andrea Corradi, Edoardo Pedersini, Lorenzo Viada, Pietro Frigerio, Elena Venier, Kenny Stoker, Gianluca Bosetti, Luca Grigolli, Jarin Morelli, Roberto Riboldi, Alessandro Spiniello, Giordano Garosio.

VIDEO PRODUCTION

In order to disseminate the spirit of the event, Melloblocco® produces every year an official video which is circulated in the short film circuit.

THE BOOK "MELLOBLOCCO 10"

"Melloblocco 10" – published in occasion of the 10th anniversary of Melloblocco - travels through the history of the international bouldering meeting celebrating Val Masino and Val di Mello every year from 2004. Over the years, the top world climbers have gathered on these boulder together with thousands of bouldering lovers, sharing their passion for nature, rock and climbing. The book celebrates a decade of encounters, emotions and performances, as well as the desire for sharing and friendship which has led to the creation of the nature reserve of Val di Mello, the largest protected area in the region of Lombardy. Melloblocco is revealed through many action photos, portraits and landscapes, as well as articles which, year after year, have established the event as the largest and most renown outdoor bouldering meeting in the world. Format 21×21 cm, open 42×21 cm; Pages 168; Lang: Ita + Eng. To see a preview click [here](#).



PHOTO AND VIDEO CONTESTS

In 2013 two new contests has been introduced to get all the Melloblocco participants involved:

- 1 – MELLOPHOTO: photo contest
- 2 – MELLOCLIP: short-video contest

GPS/APP AND MELLOBLOCCO®

From 2010, in cooperation with Garmin, the Melloblocco® boulder areas were mapped, geotagging each money-awarding boulder and the main ones, thus creating a Melloblocco® GPS file available on line for each edition (2010, 2011 e 2012). In 2012 METRETA srl in collaboration con Melloblocco® developed a specific Smartphone/tablet Application, with the general map by di Simone Pedeferra as well as the geotagged boulders, the services and info on accomodation, etc.

SHOWS AND EXHIBITIONS

Over the years, in the different editions, Melloblocco® proposed several shows related to the mountain world, including:

- ERSAF presented the photography exhibition “Sheep and Goats: Two Possible Friends for The Mountains” in 2012
- Exhibition of paintings depicting climbing by painter from Brescia Gabriella Piardi in 2011 and 2012, Marcella Fumagalli and Silvia Salice in 2013.
- Exhibition of paintings depicting mountaineering by Milanese painter Nicola Magrin in 2012.
- Exhibition of sculptures “The Terracotta Army” by sculptor Paola Gariboldi in 2012.
- Photo exhibition “Climbing and White Rabbit”, by Milanese photographer Claudio Piscina in 2011.
- Exhibition of rocks “The Lounge of Rocks” by Piedmont geologist Pietro Pozza, in 2010.

SATURDAY NIGHT PARTY AND COLLATERAL EVENTS

Several events were presented by Melloblocco® to enable participants to get together and chill out, including:

- Saturday Night Party: La Sportiva Party (every year), Love Party (2010), White Party at the Sasso Remenno Campsite (2007).
- Live Concerts: Vallanzaska, Circo Abusivo, Al-berto, Dirty Deeds, DiParpo Iroko Tribal, percussionisti, Back in Blues Band, Kreole Gang, Sagagnass Sound System & Said Belhaj, The Wavers, The Barking Dogs.
- Dj Sessions with: Ivo Dullaart, Milly De Mori, Sashamane, Clown.
- Video Shows: “The scene” by Fryberger, “Pure” by Fryberger, “Core” by Fryberger, “The Network” by Fryberger, “The Wizard Apprentice” with Adam Ondra, “Dove finisce la terra” with Mauro Calibani, “Pesce fritto da Pietro” with Mauro Calibani, “An Original Life” and “Wild One” by Philippe Ribiere, “No Siesta Trip” by Silvio Reffo and Gabriele Moroni, “Hychnusa” by Caroline Ciavaldini and James Pearson, “Patabang” with the boulderers of the Val di Mello, “New video” by Dave Graham..
- Video and Slide Shows by Adam Ondra, Angelika Rainer, Iker Pou, Marzio Nardi, Nicholas Favresse, Steve Haston.



- **Gear Testing:** free trial of the new La Sportiva climbing shoes, Demo Days of Sterling Rope climbing ropes, climbing shoes Resoling Service by Vibram,
- **Other Events:** “Interactive Boulder”, “Dyno-contest” by Climbblock, “Guess the Number” by Cassin, “Slackline Contest” over the Masino river (2007), “Find Your Partner Game” by La Sportiva, “I murali” writers’performance by La Sportiva, “Petzl Night Boulder Contest”, “Sounds and Colours from Tibet” with Lama Lhawang, “High-line” and “Long-line” by Arcieri della Slack.
- **Collateral activities:** Mellobaby, Mello-yoga, Arrampic-abile, ADMO Climb For Life, Centro Polifunzionale Night Climbing Park, Foundation Chloé Graftiaux “Passion Together”

MAILING LIST AND NEWSLETTER

The Organizing Committee has a list of over 12000 e-mail addresses, including italian and foreign climbers, companies, journalists, magazines, newspapers, radios, televisions, which have been officially gathered during the pre-registration processes through the melloblocco.it website and the on-site registration at Melloblocco® over the years. Every year we send communications and newsletters to all addressees in the mailing list with news and updates on the event.

MOVIE TOURS, EXHIBITIONS AND SEMINARS

- In 2005 a series of movies was shown in several Italian climbing gyms: " Melloblocco® 2004" (Collegio Guide Alpine Lombardia), " Melloblocco®" (Petzl) and "Una professione a fil di cielo" (Collegio Guide Alpine Lombardia).
- Evening show to inaugurate the Natural Reserve of Val di Mello “Apri gli occhi e continua a sognare, Valmasino 2008: ambiente, natura e tutela del territorio in uno dei paesaggi più belli delle Alpi”, (Open your eyes and go on dreaming, Valmasino 2008: the protection of the environment and its natural beauty of one of the most attractive areas in the Alps) at the auditorium in Piazza S. Antonio, Morbegno (SO), 10th April 2008.
- Evening show to present programmes and initiatives “Nella Valle dei Sogni - Una stagione in Val Masino” (In the Valley of Dreams – A season in Val Masino), at the auditorium in Piazza S. Antonio, Morbegno (SO), 23rd April 2009.
- Evening show “Semplicemente massi? Il Sassismo dalle origini al Melloblocco®” (Just boulders? Bouldering from its origins to Melloblocco®), with Giuseppe Miotti – long-time boulderer; Michele Comi, Nicola Noè and Stefano Scetti - Melloblocco® organizers; Nicola Maspes - Melloblocco® official film director; Stefano Mogavero representing “arrampic-abile” (climbing event for the handicapped) at Spazio Oberdan, Milano, 19th April 2012.
- Melloblocco® was also presented at several major exhibitions, including: BIT (International Tourism Exchange) Milano (several editions) – I Viaggiatori di Lugano (several editions) – Alta Quota Bergamo.

THE SPORTS EVENT

In 2006 Melloblocco® received the support of IFSC – the International Federation of Sport Climbing (ifscclimbing.org) and is included in the International Competition Calendar as a “Promotional Event – Melloblocco®”.



MELLOBLOCCO® IN THE MEDIA

NEWSPAPERS

Melloblocco® has been extensively covered in local and national* newspapers: "La provincia di Sondrio", "Giornale di Sondrio", "Centro Valle", "La Provincia di Lecco", "Il Giorno*", "Corriere della Sera*", "La Stampa*", "La Repubblica*", "L'Avvenire".

For the complete list per year click [here](#).

MAGAZINES

A list follows of the national and foreign magazines that published articles and photos on Melloblocco®: "Alpwall", "Pareti", "Meridiani montagne", "Klettern" (GER), "Climb" (UK), "Escalar" (ESP), "Grimper" (FRA), "Vertical" (FRA), "Monte Bianco", "Montagnard", "Up", "Alp", "Alp Grandi Montagne", "Alp Magazine", "Outdoor magazine", "Outdoor Magazine"(USA), "Tutto Milano - La Repubblica", "Climb!" (GER), "Man&Mountain" (KOR), "Vivi Lombardia", "Le Montagne Divertenti", "Climber" (UK), "Gory Magazine" (POL), "Lo Scarpone", "Rivista del Cai", "Millionaire", "Orobie", "Climbing" (RUS), "Quaderni Valtellinesi", "La Rivista della Montagna", "Montana - climbing magazine" (CZE), "Climbing" (USA), "Malpensa Magazine", "Style" del Corriere della Sera, "Magic Lake".

For the complete list per year click [here](#).

ON-LINE MAGAZINES

Il Melloblocco® is followed by the main on-line magazines, such as planetmountain.com, montagna.tv and upclimbing.com.

BOULDERING GUIDE-BOOK

The Melloblocco® work of requalification of existing areas and cleaning of new boulders and new areas has contributed to the publication of the "Mello Boulder Guide Book" by Andrea Pavan, Edizioni Versante Sud 2008; a second edition has already been reprinted: "Mello Boulder Guide Book" by Andrea Pavan, Edizioni Versante Sud 2012.

TV

Melloblocco® was aired on several national and local televisions, including: RAI 1 - TG1; Rai 3 - TG Regione; Italia 1 - Studio Aperto; ICARUS Skysport; Teleunica.TV Sondrio Lecco; Italian-Swiss Television.

RADIOS

RADIO TSN, program called Le Montagne Divertenti; Swiss-Italian Radio.

MELLOBLOCCO® AND THE WEB

In 2006 a website was dedicated to Melloblocco® containing the programme, news, pre-registration form and many photos. In 2014 melloblocco.it was renewed in its graphics thanks to the collaboration of young creative communicators. Videos, pictures, news and updates on the event fill the web pages which also contain the list of pre-registered participants: in 2013 nearly 3000 persons communicated in the website their willingness to



participate by filling the pre-registration form and writing their email address to receive all communication by Melloblocco®. In the 10 editions almost 20000 people adhered to the event through its website.

All official and non pictures are loaded on an archive dedicated to Melloblocco® on flickr.com with over 500000 view so far (501165 in total with a record 2032 views for a photo by Diego Neonati of Melloblocco® 2011).

Even more impressive is the number of views for the Melloblocco® videos, official or taken by participants and amateurs. As of 30/06/2012 over 250 videos on Melloblocco® have been loaded on the web, totalling of 1000 minutes, with 800000 views so far. The videos on Melloblocco® are mostly loaded on youtube.com (200) and www.vimeo.com (30). The most frequently viewed is Adam Ondra, with two videos “Melloblocco 2012 with Adam Ondra” on lifeclimlife with 123000 views and “Adam Ondra su Antropos 8B al Melloblocco® 2008”, a video by Nicola Noè which has totalled 73.500 views from 12/05/2008 to 30/06/2012, followed by two official videos by film-maker Nicola Maspes “Melloblocco® 2010 - The Passion” with 54000 views and “Melloblocco® 2011 - The Solution” with 40000 and two amateur videos “Adam Ondra bouldering Airbag, Melloblocco® 2009” by Alessandro Spiniello with 34000 and “Adam Ondra Magic Bus 8a+, Melloblocco® 2009” by Nicola Noè with 30000. On 29/12/2008 a Melloblocco® channel was created on ww.youtube.com, with about 20 videos totalling 50000 views.

Melloblocco® is also present on the major social networks. Since 2009 it has been present on Facebook with the group called “Melloblocco®”. In 2012 Melloblocco® has renewed its spaces on Facebook and twitter.

On Facebook click [here](#) the group has 1400 members as of 30/06/2013. Moreover, on 31/01/2012 the “Melloblocco® page” was created, as well as the 2012 Event” page click [here](#). In March 2012 the Melloblocco® channel (@MelloBlocco1) was created on Twitter, with 300 tweets and 330 followers.

Edited by the Melloblocco® management committee: Michele Comi – Nicola Noè – Stefano Scetti