



TØRT FLY FISHING  
portfolio 2014



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Ivar Simonsen Wolden, Bernt Bjørnstad, Simen Prestaasen and Marius Huse (left to right) from Tørt Fly Fishing at the annual sports fishing award show, «Gullkroken», back in 2013.

# TØRT

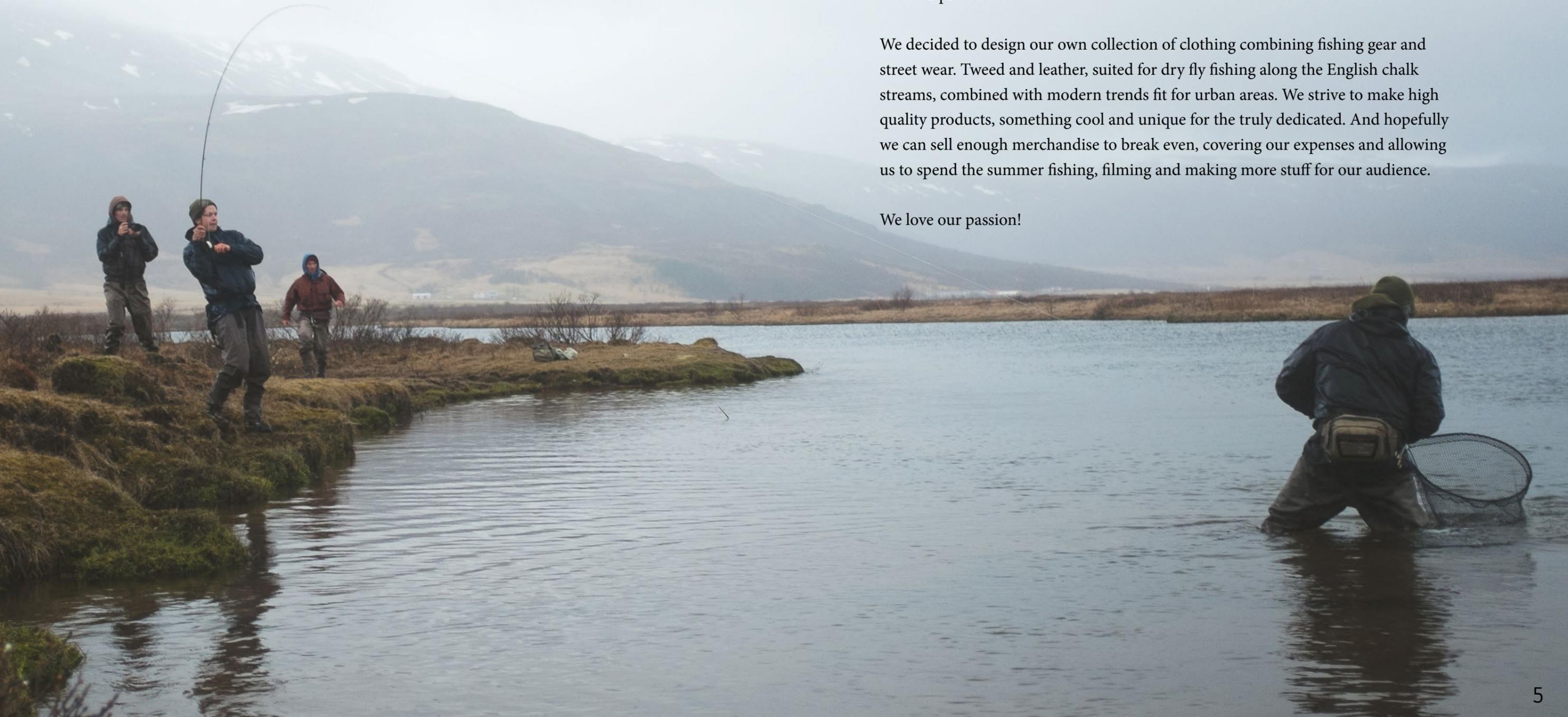


## about us

We are a group of young Norwegian fly fishermen in search of great scenery, great experiences and rising fish. Tørt Fly Fishing was established in 2012, and the following year we created a small independent film company and released our first full length film. In early 2014 we launched a website and webshop featuring our own outdoor products.

We decided to design our own collection of clothing combining fishing gear and street wear. Tweed and leather, suited for dry fly fishing along the English chalk streams, combined with modern trends fit for urban areas. We strive to make high quality products, something cool and unique for the truly dedicated. And hopefully we can sell enough merchandise to break even, covering our expenses and allowing us to spend the summer fishing, filming and making more stuff for our audience.

We love our passion!



“*Tørt Fly Fishing will produce media products of high quality withing fishing and outdoor living. In addition to this the company will provide clothing and accessories of high quality to the young, fashion minded, urban and new fishing, nature or outdoor enthusiast.*”



## goals and values

Since we started out in 2013 our company has had one supreme goal and message; «enhancing the interest and participation in fishing and outdoor activities among young people». This is our main goal, with several other sub-goals and targets. Through our media production and clothing production we wish to influence young people to spend less time by their computer or play-station and more time in the outdoors.

Our project has gained great support from several of the leading companies in the market, and we have established good relations to our cooperatives. Among these are Fishspot, Inatur and Norway's largest online site for sports fishing; Hooked.



# TØRT 2013 – online full length

«TØRT 2013» tells a story of a group of young guys spending their summer in search of great outdoor experiences and rising fish. This was our very first full length production, which were distributed for free online to entertain and to shorten the winter season for anyone who loves summer and fishing. The response from our audience has been overwhelming and more than 50 000 people have taken 51 minutes off from their daily life to join us on our journey. The film is mainly in Norwegian, but thanks to good English subtitles it reached an international audience as well. Today people from more than 150 different countries have seen the tørt-film.

With our first film release we primarily wanted to show our side of spending time outdoors. A film about nature with the main focus being fly fishing, but not a strictly, pure fishing film. We wanted to tell a story of friendship and give our audience a first hand look into what we do. And especially we wanted to inspire other young people into picking up a fly rod, or simply spending more time outside by the camp fire .

Likes



282

Plays



53.104



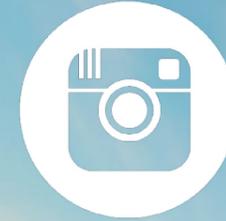


## 2014 season

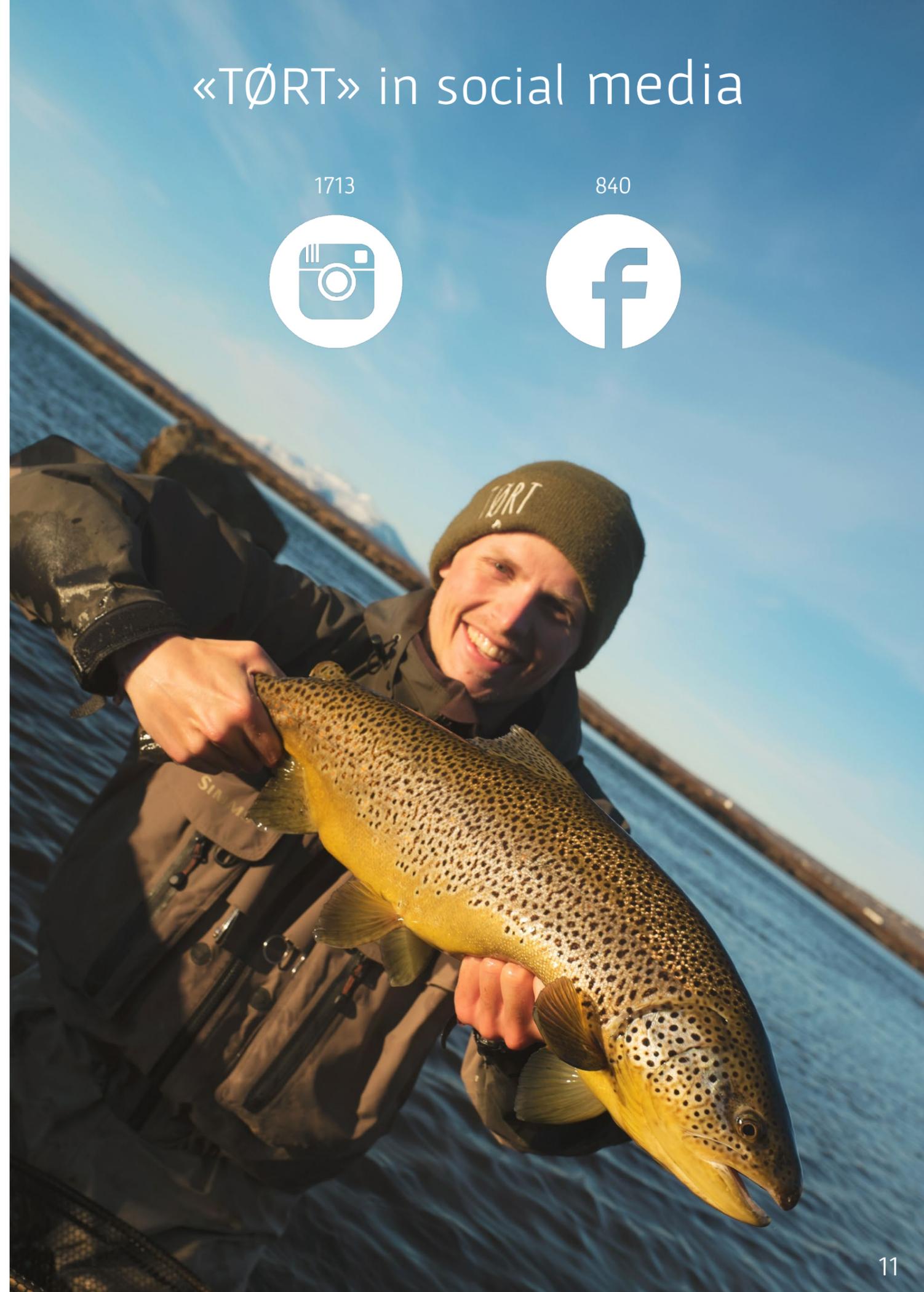
In the middle of April, during the Easter holiday of 2014, we travelled to Iceland to make this year's full length film. By the support of Lax-á and Strengir we spent one week fishing and filming in challenging conditions at several fantastic locations in Iceland. We returned home with tons of great pictures and some quite unique film material. In August we plan to return for another week, this time in high-season, before we start the post production stage. This will by far be our biggest production this year, in addition to countless picture reports, magazine articles, features, and short films. Hopefully the full length film will be finished and published during autumn of 2014. In the mean time countless short movies are waiting to be published, among these films from the Mexican flats, seatrout fishing in Denmark and Sweden, fishing on the Hardanger plateau, the Rena river, the Hemsil, the Borgund and many other beautiful Norwegian fishing destinations.

## «TØRT» in social media

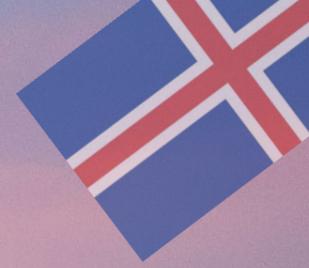
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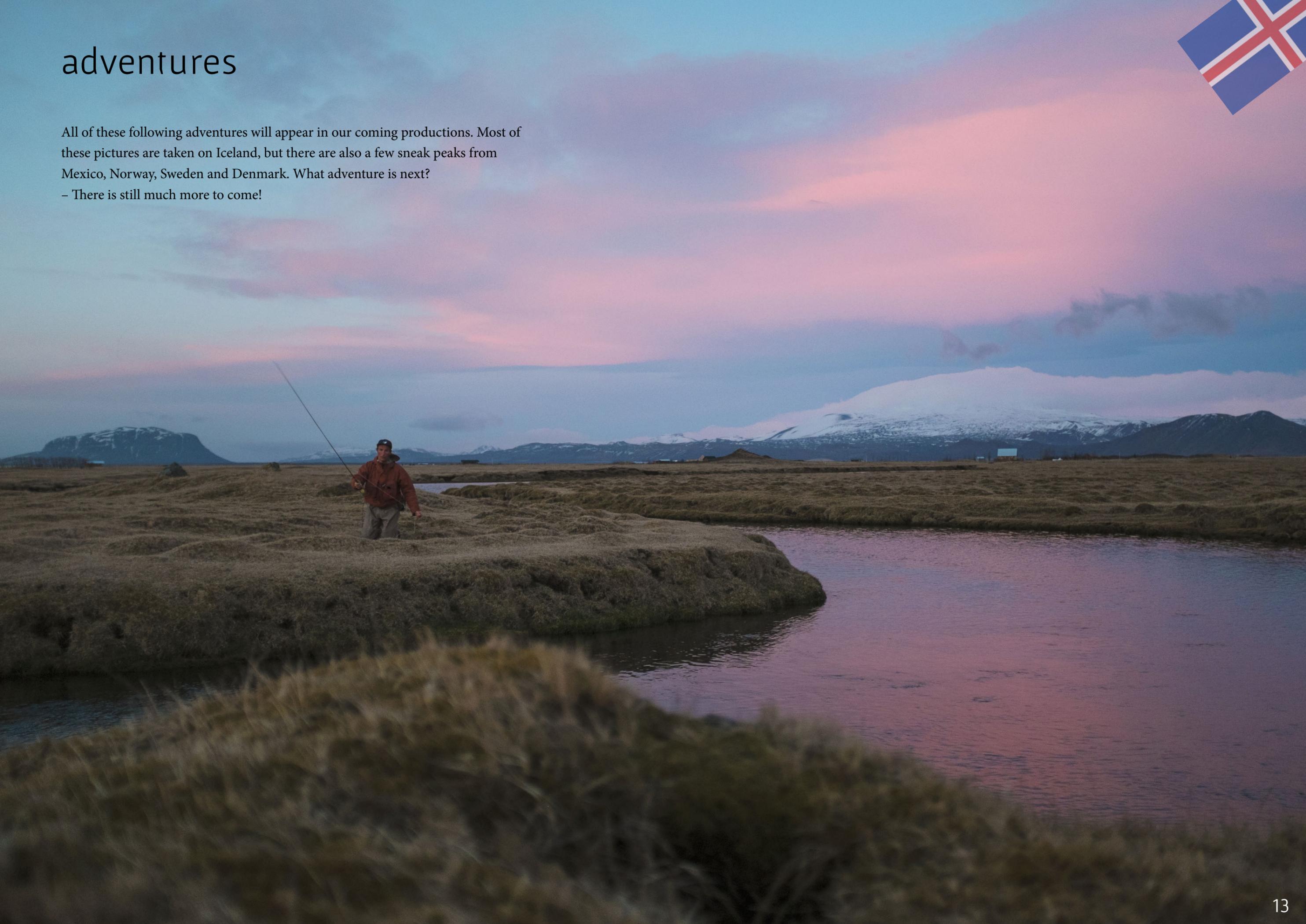


# adventures



All of these following adventures will appear in our coming productions. Most of these pictures are taken on Iceland, but there are also a few sneak peaks from Mexico, Norway, Sweden and Denmark. What adventure is next?

- There is still much more to come!













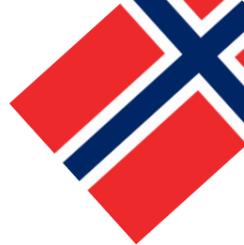














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