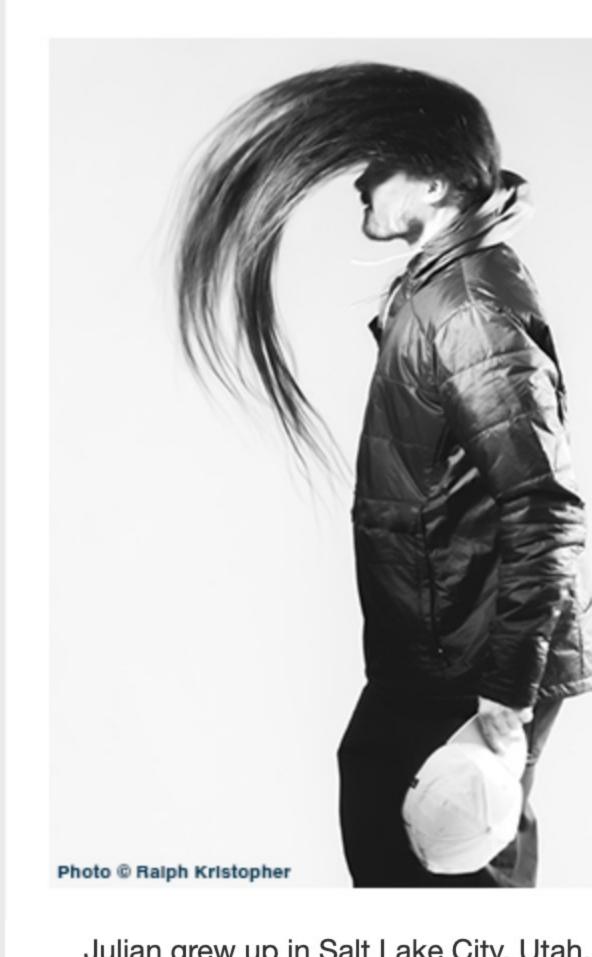
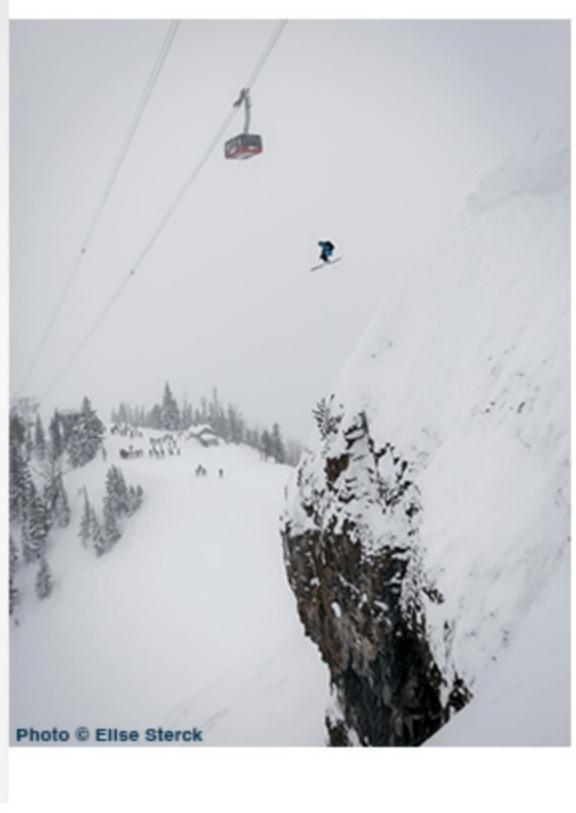


## Cracking the Code with Julian Carr

When you see video clips and photos of Julian Carr doing front-flips off 200-foot cliffs, you assume he must be nuts. This assumption couldn't be further from the truth. While Julian is the world record holder for the highest cliff ever jumped inverted on skis, he is also a savvy businessman and creator of the Cirque Series, North America's biggest collection of Trail Running events. Read on to learn more about how Julian conquers fear before a jump and navigates the world of event planning.

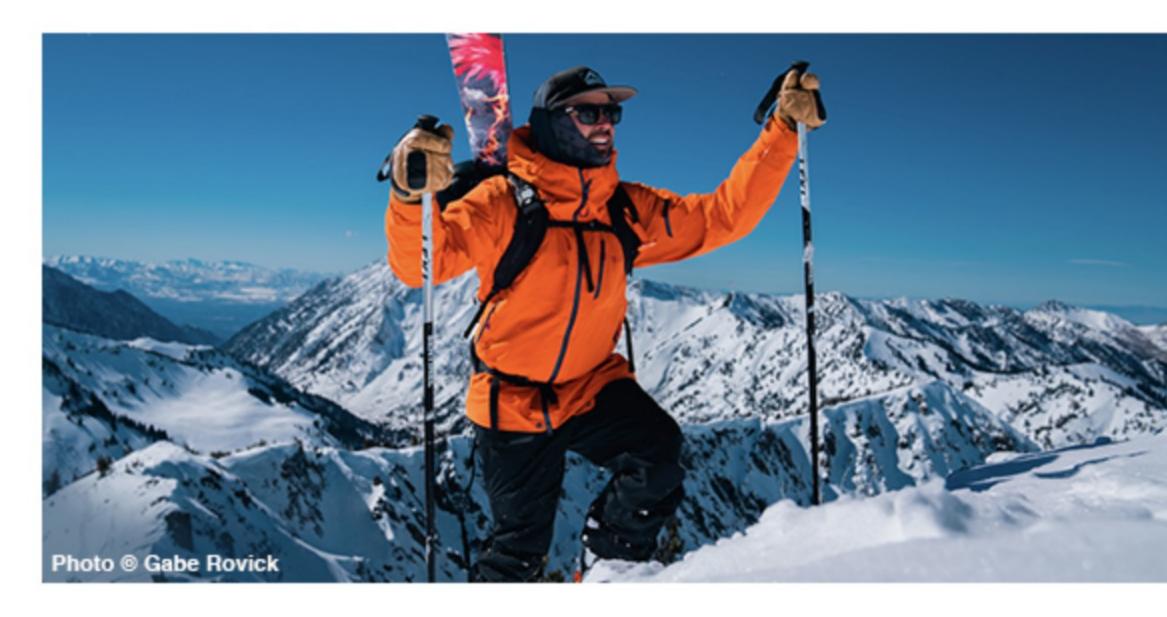




Julian grew up in Salt Lake City, Utah, but wasn't born a skier. While he did form the neighborhood "Roof Jumping Club" in first grade, he was more into mainstream sports like football, soccer, and gymnastics. In 5th grade he decided to try out snowsports and was drawn to snowboarding as skateboarding was also a passion.

Before Julian's first lesson started, he decided to go up the lift and try to get down on his own. A few turns into that first run, Julian tweaked his knee and his snowboard career was over before it had started. Fast forward to 8th grade when Julian decided to hit the snow again, but this time on two planks. Skiing was his calling and he was instantly hooked. This quickly turned from a pastime to a passion.

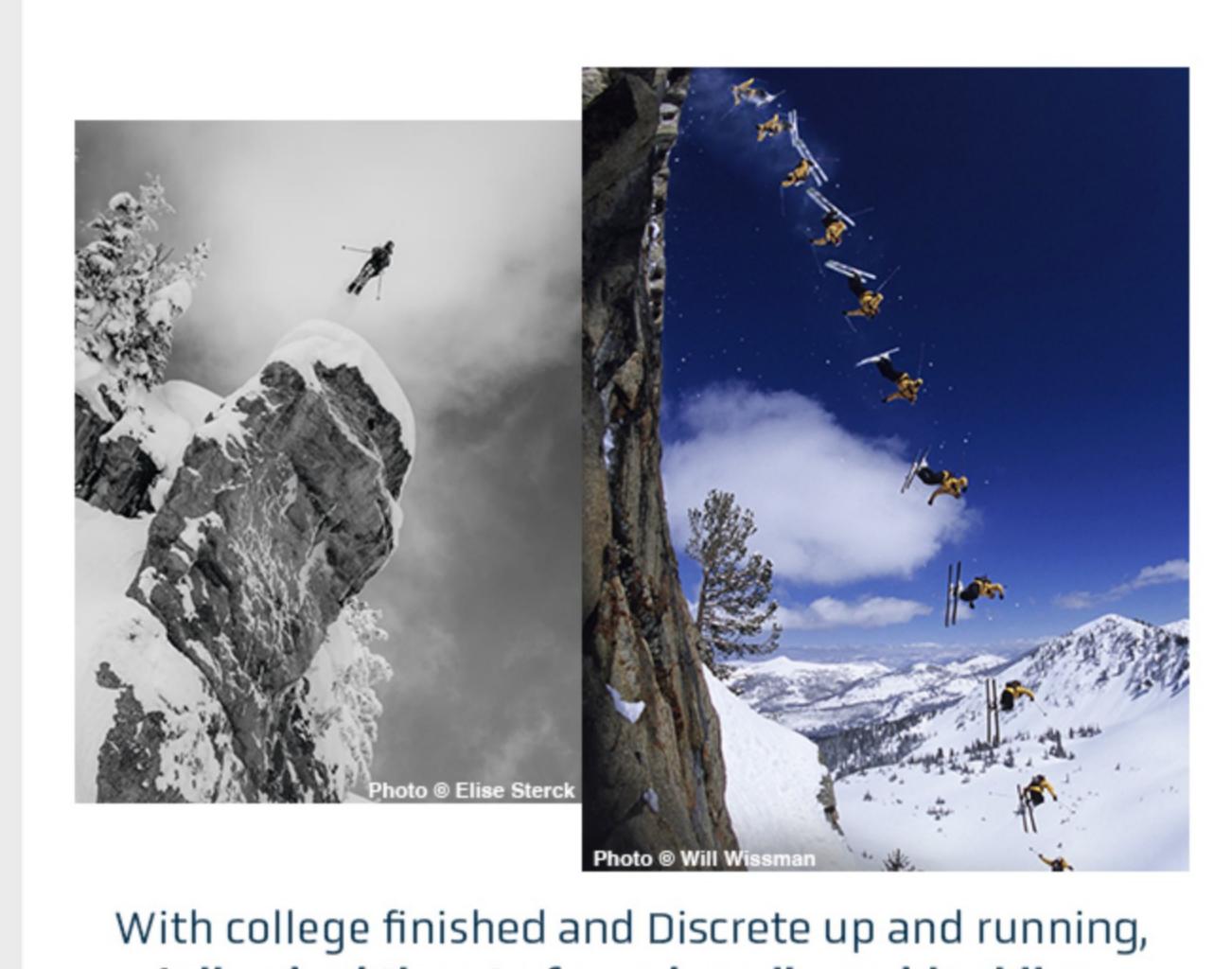
By the time Julian hit college at the University of Utah, he had honed his skills and was ready to explore the potential of being a professional skier. He started to tag along with other pros at places like Alta/Snowbird and became a sponge seeking advice from fellow athletes and photographers on how to break into the biz. The one resounding piece of advice was to "Show up on time, every time." Many fellow aspiring pros were into the party scene, which doesn't correlate well with hiking in the dark to be on a summit for a sunrise shoot.



Just as he was starting to fire on all cylinders, he got tripped up on a technical double-stager and shattered his femur into 11 places. After sitting out a full season, Julian came back more focused and stronger than ever, and he started to make a name for himself with photographers in Little Cottonwood Canyon for his smooth style, dependability, and the never-ending desire to work harder than other skiers to get the shot. A full-time classload, burgeoning ski career, and part-time bartending job would be enough to crush most mortals, but Julian somehow had the vision to recognize an unfilled niche in the ski headwear segment and decided to launch his own brand, Discrete.

Julian knew next to nothing about business, but through trial and error and many long nights, he figured it out and turned

Discrete into a major player in the market.



Julian had time to focus heavily on his skiing.

Like many skiers, Julian recognized that going fast and catching air was the pinnacle of a

day on the snow. Skiers in the Wasatch that could make good powder turns for the camera were a dime a dozen, but skiers willing and able to consistently drop big cliffs and look good doing so were a rarity. Julian worked his way up from 20-foot cliffs to 40. While he was getting confident dropping 40-footers, there was a mental block to going any higher. Julian spent a lot of time trying to figure out how to conquer the fear of more air time. He spent many summer days sitting for hours on some of the cliffs he wanted to hit come winter and finally recognized that when dropping 40 feet, he needed to stay composed for just 1-1.5 seconds. Going significantly larger required staying laser-focused for just another second or two.

backcountry. Knowing this cliff could take his cliff-jumping resume to the next level,

Julian told the photographer he was considering hitting the cliff. The photographer told

him to take all the time he needed to see if it felt right. After skiing down to probe the

landing and finding the snow deep and the perfect density to absorb his landing, he

hiked back up through waist-deep snow and counted down 3, 2, 1, dropping.....

Julian held his form tight in the air and touched down flawlessly,

saying later that he never felt the impact of the landing.

In 2005 Julian stood atop a 90-foot cliff while out on a photo session in the Wasatch

Julian knew at that moment that he had cracked the code and realized there was simply no limit to how big he could go.

For each additional second he could hold his focus and stay composed in the air, he could drop another 30 feet. As that 90-foot cliff turned into bigger leaps, Julian

recognized that skiers' knees are not designed to take impacts from that height. He soon

figured out that spreading the force of impact across the whole body made sense. All of a

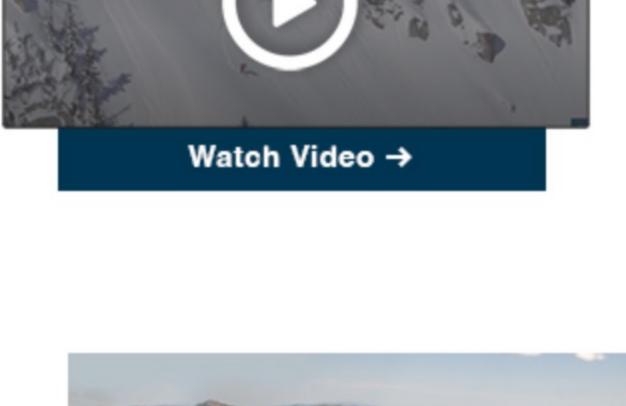
sudden, there were images in the magazines and videos online of Julian ticking off

massive cliffs of 150 feet and more, doing his perfectly timed front flip landing in a laid-

Julian's world record leap now stands at 220'.

Just pause a moment and try to visualize jumping off a 20-story building, executing a front flip, and landing on a postage-sized field of snow at the exact right angle to absorb the impact.

Julian going big in Wastach





World Record Cliff Jump



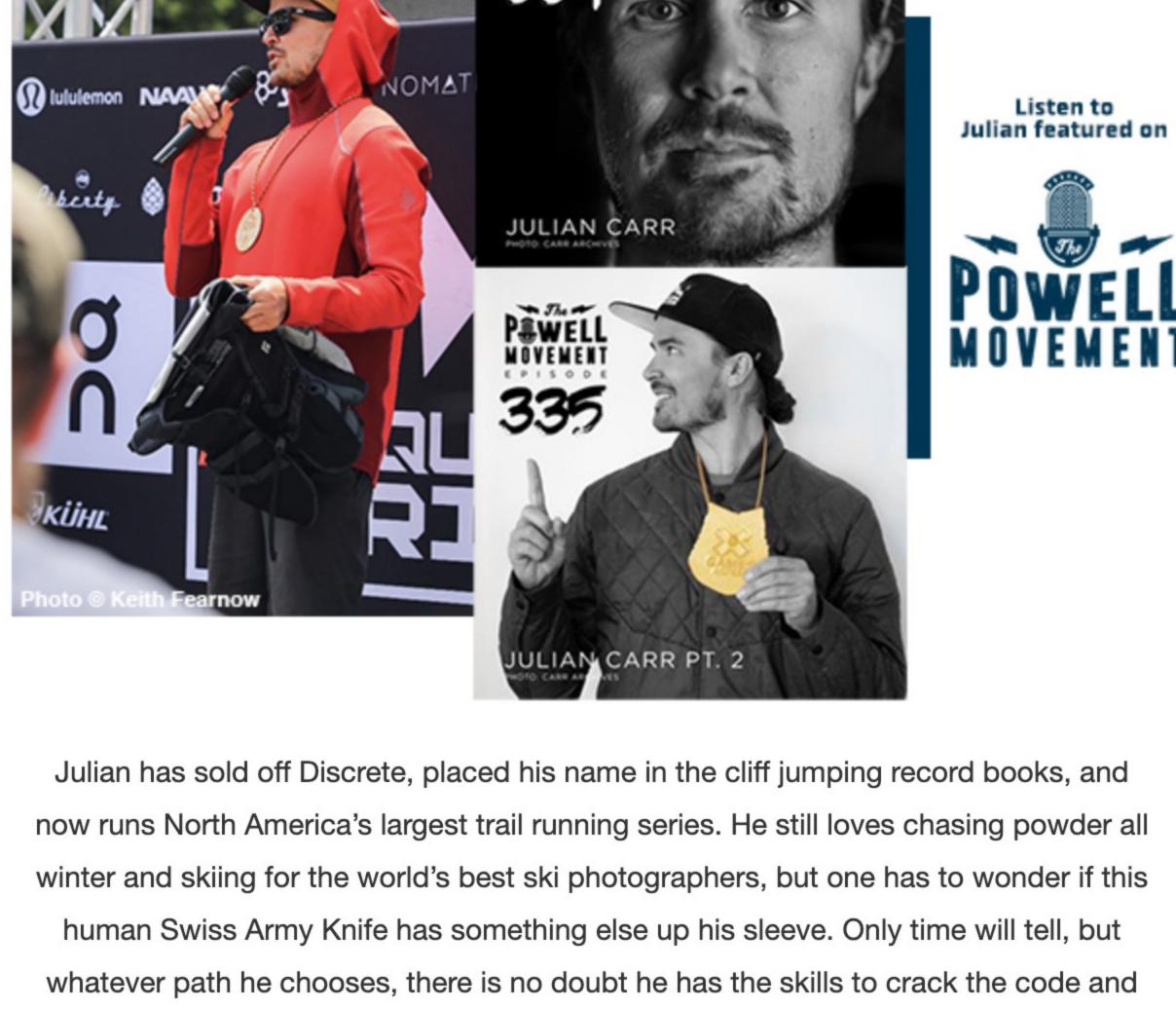
with trail running up Mt Olympus in his Salt Lake City backyard and wondered why there

were hardly any trail running races that summited a peak before returning to the base.

Most trail races he could find lacked any real destination or much production value for the participants. Julian has translated his vision for unrivaled events into the Cirque Series, a collection of seven events at venues like Snowbird, Alta, Brighton, Alyeska, Grand Targhee, Arapahoe Basin, and Engelberg, Switzerland.

With more than 3,500 runners participating in the Cirque Series each year, Julian has become a master of programming and logistics. He has created a series of races that lack ego and are approachable for anyone from pros to off-the-couch first-time racers. The

Cirque Series events include a vendor village, big production value for participants, and an inviting environment for participants and spectators to gather after the race has finished.



whatever path he chooses, there is no doubt he has the skills to crack the code and stick the perfect landing.

To hear the expanded version of Julian's story check out The Powell Movement podcasts below:

Episode 01 → Episode 02 →

