

# DEATH ZONE FREERIDE



MINISTRY OF CULTURE  
RUSSIAN FEDERATION



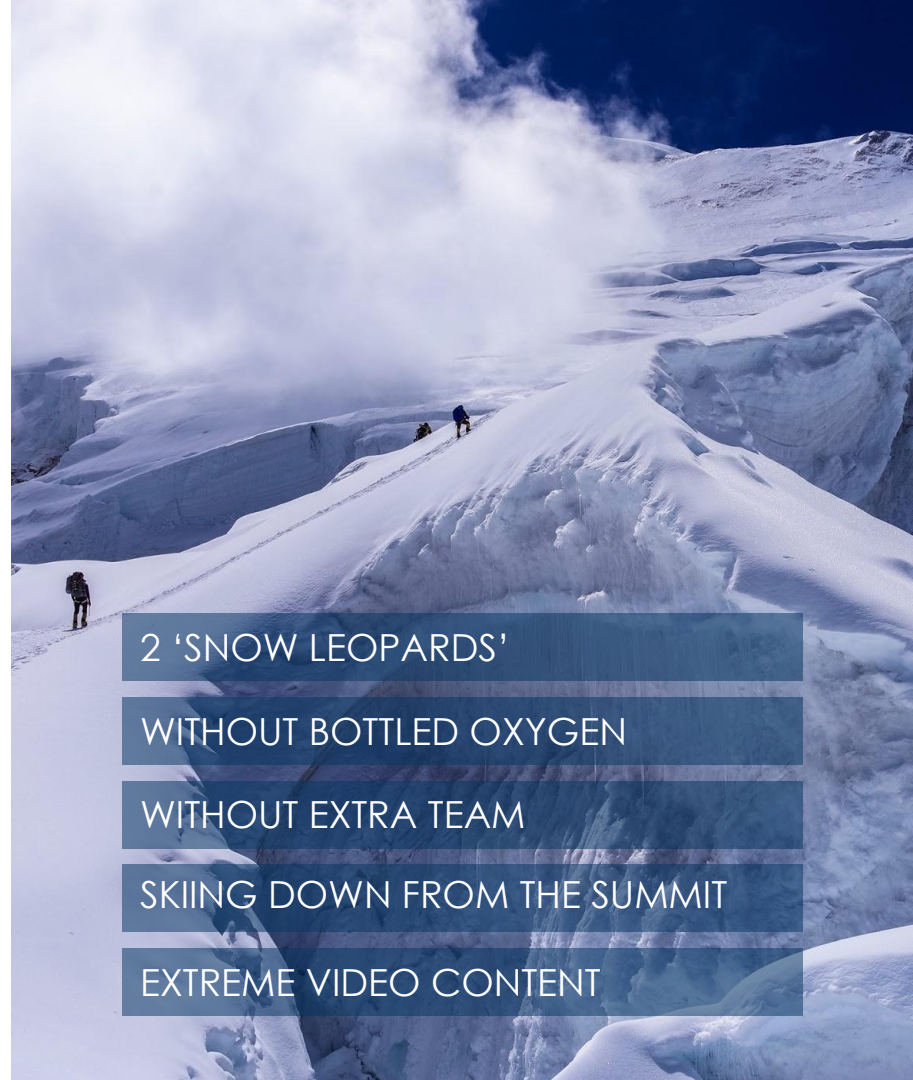


# Project Description

A socially significant sports project about the struggle of a person with the terrain and himself, motivating people to go to the mountains and **lead a healthy lifestyle.**

Two 'Snow Leopards', three professional alpinists make extremely difficult ascents to the highest mountains in the world (8,000+ m). Without bottled oxygen and the help of porters, with ski equipment, with following freeride from the summit.

Shooting professional video **at the extreme heights.**



2 'SNOW LEOPARDS'

WITHOUT BOTTLED OXYGEN

WITHOUT EXTRA TEAM

SKIING DOWN FROM THE SUMMIT

EXTREME VIDEO CONTENT





# Our Mission

To inspire people for action, to help them believe in themselves, motivate them to go in for sports and an active lifestyle.

The goal of expeditions and films — to give an incentive to move forward, to set ourselves for new tasks, to strive for personal heights.

## Viewers Comments:

### [Dima K 2](#)

*There is someone to take an example from... There is someone and something to remember in a difficult situation... There is someone to look up to... And I'm proud of you, guys!*

### [gata gataki](#)

*...it was only because of your films we decided to climb Kilimanjaro...*

### [Dmitry Savin](#)

*You are unrealistically inspiring, guys!*

### [Alexander Kulikov](#)

*I never comment YouTube video, but this Movie (otherwise not to name) just a masterpiece! You did colossal work to shoot all this beauty! Well done!*

... Get up from the sofa, put on your sneakers and go for a run! Take your child by the hand and go for a walk. Sign up for the sports club and **stop complaining!**





# High Quality Documentary Movie

Timing: 80 min

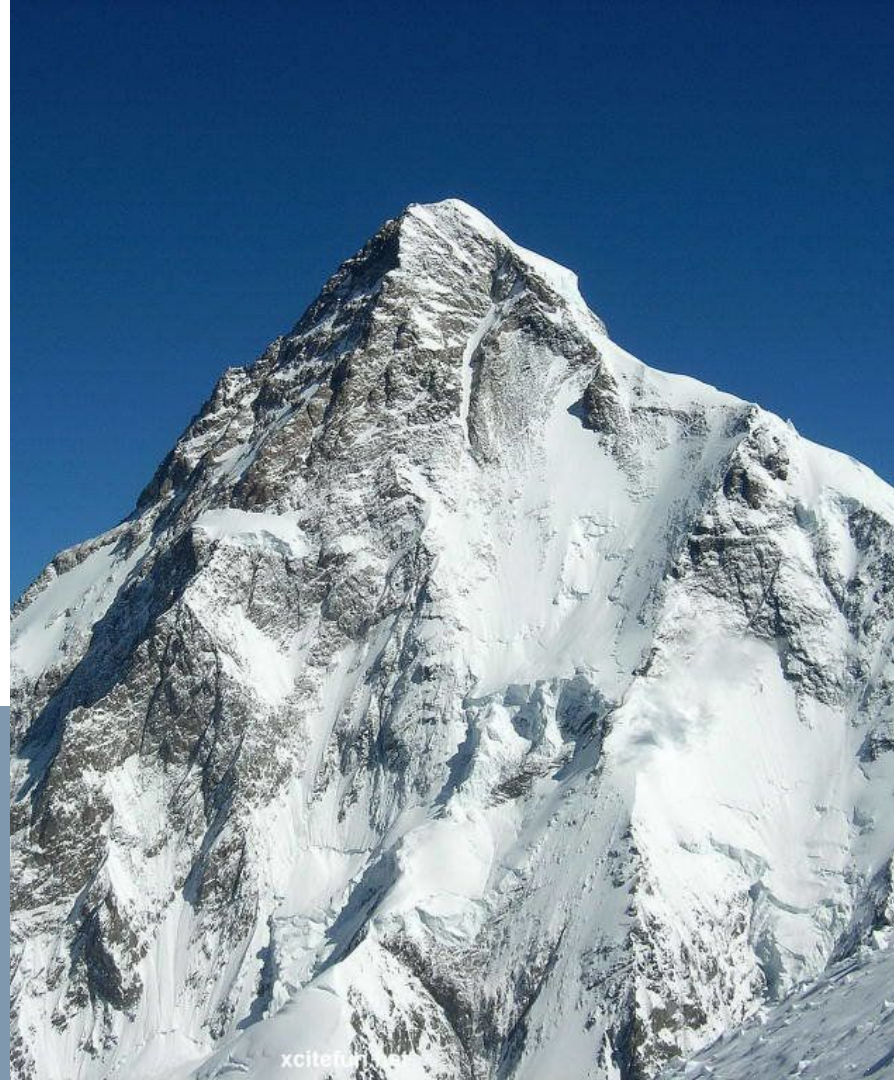
**'Oxygen' film will be the result  
of the extreme alpine expedition**

Full-length documentary movie

- ❖ Shooting on more than 8,000 m high
- ❖ Under the extreme pressure
- ❖ Without bottled oxygen and porters help
- ❖ In the most difficult weather conditions

## PROJECT REALIZATION

- ❖ Film distribution in Russia and worldwide
- ❖ TV-distribution
- ❖ Internet distribution rights
- ❖ International festivals



xcite



# With the Support of

Title partners are



MINISTRY OF CULTURE  
RUSSIAN FEDERATION



— CENTRAL —  
PARTNERSHIP



# Project Awards

## OUTDOOR-PROJECT OF THE YEAR CRYSTAL PEAK 2017

In 2017 Death Zone Freeride project received the Crystal Peak award as the Outdoor Project of the Year — a kind of 'Extreme Oscar' in the outdoor community of Russia.





# Project Awards

## BEST EXTREME OPERATOR 2020

Author of the project Vitaly Lazo became the winner in the nomination 'Best operator in extreme conditions' at the XXIII VERTICAL Film Festival.





# Mountaineers Team



## ANTON PUGOVKIN

'Snow Leopard', Master of Sports in mountaineering, high-altitude video operator.

“ If you strive with all your heart to the summit, you will definitely reach it, even if it seems impossible. You will stand at the top!



## VITALIY LAZO

'Snow Leopard', leader of 'Mountain Territory' club, ski climber. Mountain guide, extreme film producer.

“ Sometimes you have to step back and after that come back, and do what you came here for!



## THOMAS LONE

24 years old, native of Norway. Thomas is currently completing his Master's Degree in Marine Technology in Trondheim. He became the youngest Norwegian in history to complete the '7 Summits' program. Experienced in kayaking and snowkiting.







# Project's Summits



Manaslu

8163<sub>M</sub>



Annapurna

8091<sub>M</sub>

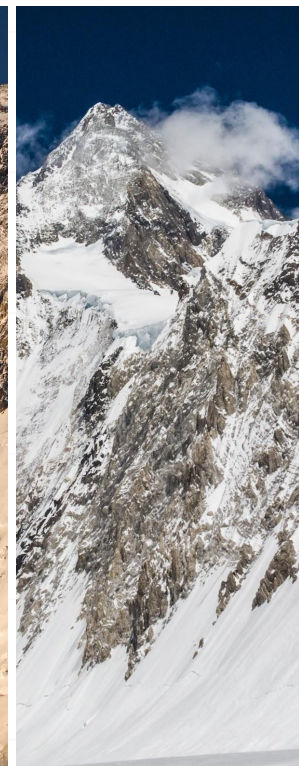


Nanga Parbat

8125<sub>M</sub>



8051<sub>M</sub>



Gasherbrum I

8080<sub>M</sub>



Dhaulagiri

8167<sub>M</sub>





# Project's Summits



Gasherbrum II

**8035<sub>M</sub>**



Kanchenjunga

**8586<sub>M</sub>**



Lhotse

**8516<sub>M</sub>**



K2

**8611<sub>M</sub>**



Everest

**8848<sub>M</sub>**





# Самые высокие горы мира



- ❖ **8027 м** Shishapangma
- ❖ **8035 м** Gasherbrum II (K4)
- ❖ **8051 м** Broad Peak (K3)
- ❖ **8080 м** Gasherbrum I (Hidden Peak, K5)
- ❖ **8091 м** Annapurna
- ❖ **8126 м** Nanga Parbat
- ❖ **8156 м** Manaslu
- ❖ **8167 м** Dhaulagiri
- ❖ **8201 м** Cho Oyu
- ❖ **8485 м** Makalu
- ❖ **8516 м** Lhotse
- ❖ **8586 м** Kanchenjunga
- ❖ **8614 м** Chogori (K2)
- ❖ **8848 м** Jomolungma (Everest)





## Conquered Peaks

# MANASLU

September, 2017

The ascent without bottled oxygen was made in September, 2017 by a pair of Russian 'Snow Leopards', Vitaly Lazo and Anton Pugovkin.

Successful ascent and descent from the summit, 8,163 m.  
The first film 'Death Zone Freeride, 8,000+ m' was made.

[WATCH THE MOVIE](#)



8163<sub>M</sub>





## Conquered Peaks

# ANNAPURNA

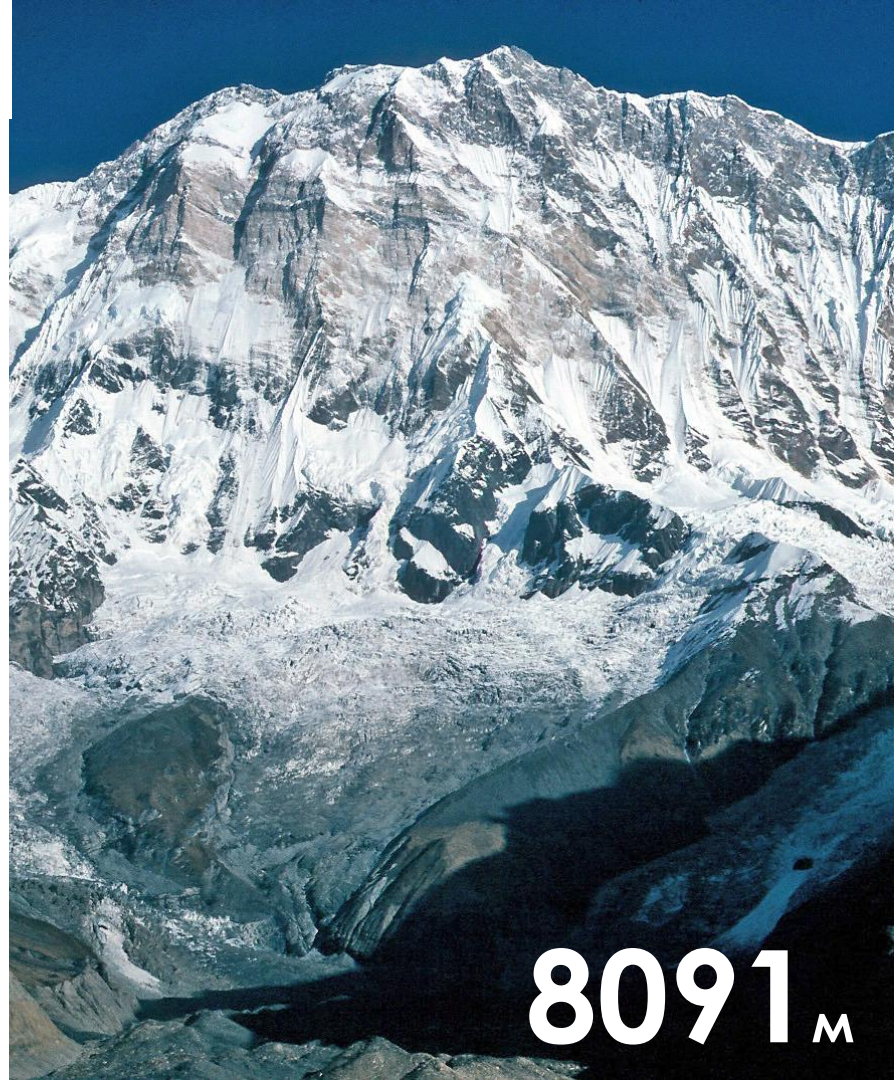
September — October, 2018

Expedition to one of the most dangerous 8-thousanders in the world took place in October-November, 2018.

Ascent attempt was interrupted due to the high risk of ice falls and avalanches. The expedition was considered successful, as both participants returned from the Himalayas alive and filmed the unique material.

Based on the results of the expedition the film was released 'Annapurna, Thank You for Being Alive'.

[WATCH THE MOVIE](#)



8091<sub>M</sub>





## Conquered Peaks

# NANGA PARBAT

June — July, 2019

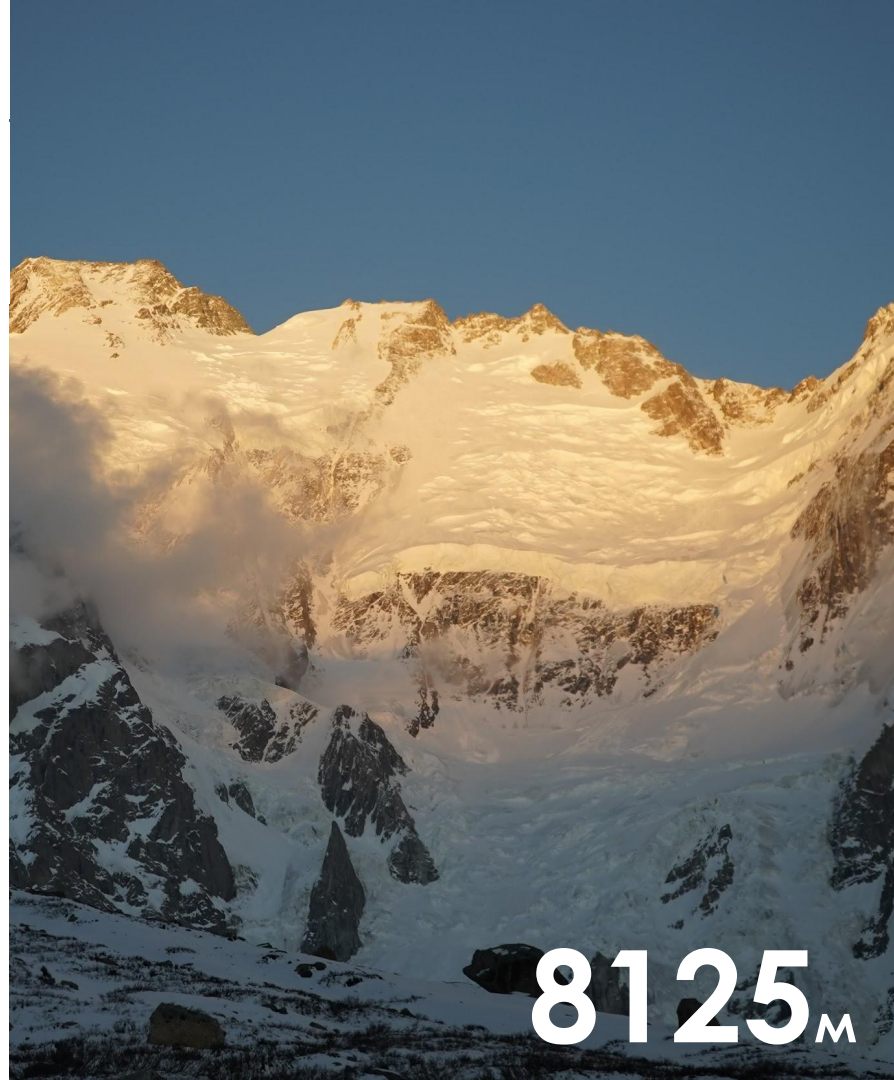
At this stage of the project, the first Italian 'Snow Leopard', Carlalberto Cimenti, joined the Russian deuce.

The team finished ascent of the Diamir Wall and stepped on the summit on July 3, 2019. Then performed ski descent from 8,080 m altitude.

As follows, 'Nanga Parbat Risk Zone' film was made (full-length documentary, 58 min)

For the first time, the team used a quadcopter on set. The unique filming was made at the altitude above 8,000 meters.

[WATCH THE MOVIE](#)



8125<sub>M</sub>



## Our Plans

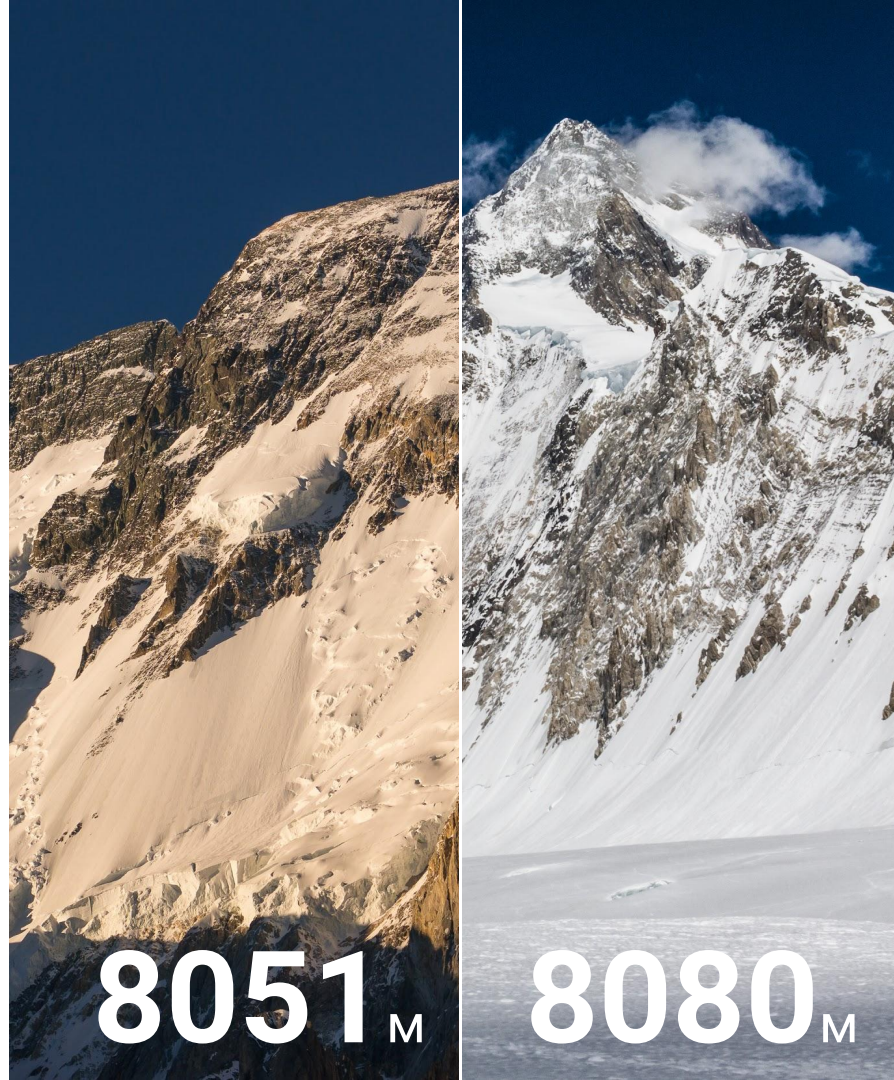
# BROAD PEAK & GASHERBRUM I

June — July, 2021

Alpinists plan to climb two 8-thousanders during one expedition — the most beautiful of the 8-thousanders, Broad Peak and the second highest 8-thousander of the Karakorum, Gasherbrum I.

The upcoming film will be of interest of the widest audience:

- ❖ Documentary film about culture, sports and overcoming will be shot
- ❖ Film will be shown at various international festivals
- ❖ In Russia the movie will be broadcasted at Federal TV-channels with the offline cinema premiere



8051 M

8080 M



## Our Plans

- 2022** Dhaulagiri
- 2023** Gasherbrum II
- 2024** Kanchenjunga
- 2025** Lhotse
- 2026** K2

## **2027** Everest

Climbers plan to conquer these highest mountains of the planet without bottled oxygen, to perform the project and shoot an unique video material.







# Media Campaign, 2017

Episode 1:

## MANASLU EXPEDITION

About 1 million people watched the film online and at the offline events in Moscow, Petersburg, Krasnaya Polyana, Yekaterinburg, Petropavlovsk-Kamchatsky.

Along with the screening of the film, the project participants also gave a lectures on climbing.

**'DEATH ZONE FREERIDE, 8000+ m'**



**20-MIN** LENGTH FILM



MORE THAN **1 000 000 VIEWERS**



MORE THAN **18 000 LIKES**



MORE THAN **2 000 COMMENTS**

**MEDIA REACH: MORE THAN 2 000 000 PERSONS**

SOCIAL MEDIA REACH: MORE THAN **400 000 PERSONS**





# Media Campaign, 2018

Episode 2:

## ANNAPURNA EXPEDITION

More than half million people watched the film online and at the offline events in Moscow, Petersburg, Krasnaya Polyana, Yekaterinburg, Petropavlovsk-Kamchatsky.

**'ANNAPURNA, THANK YOU  
FOR BEING ALIVE'**



**30-MIN** FILM



MORE THAN **600 000 VIEWERS**



MORE THAN **15 000 LIKES**



MORE THAN **1 500 COMMENTS**

**MEDIA REACH: MORE THAN 2 000 000 PERSONS\***

\*SOCIAL MEDIA AND PRESS





# Media Campaign, 2019

Episode 3:

## NANGA PARBAT EXPEDITION

[WATCH THE MOVIE](#)



**FULL-LENGTH DOCUMENTARY MOVIE**



**MORE THAN 7 AWARDS** OF INTERNATIONAL AND RUSSIAN  
MOVIE FESTIVALS



MOVIE WAS SHOWN ON FEDERAL MATCH TV CHANNEL  
**WITH TOTAL REACH MORE THAN 9,5 MLN VIEWERS**



**MORE THAN 370 000 VIEWS**  
**AND 9 700 000 RUNS** ON YOUTUBE



**MORE THAN 15 000 LIKES**



**MORE THAN 2 000 COMMENTS**



**TOTAL NUMBER OF REFERENCES** IN PRESS,  
ABOUT **920 000**

**MEDIA REACH: MORE THAN 9 000 000 PERSONS\***

\*SOCIAL MEDIA AND PRESS





# 'Nanga Parbat' Movie Awards

## orobie

First prize for  
Better Documentary  
[Orobie Film Festival:](#)



Best Nature Film  
Sochi Film Festival

## MATCH!

January 10, 11 and  
May, 6 2020  
[Match TV](#). Federal  
Channel airing.  
Total audience:  
4 000 000 viewers



First prize for  
Better Documentary  
[Verona Mountain Film  
festival](#)



Better Documentary  
"Free Heart"  
Film Festival



Vinner of the Mountain  
Movies nomination of  
XXIII Moscow  
International Mountains  
and Adventure Movies  
[VERTICAL-2020](#)



Grand Prix  
XIV Golden Compass  
Festival



Short-list of  
[Rome Prisma  
Independent Film Awards](#)



Grand Prix of  
Swiss [Mountain Film  
Festival](#)



# Press

- ❖ LIFE NEWS
- ❖ ARGUMENTS AND FACTS
- ❖ MEN'S HEALTH
- ❖ REGNUM
- ❖ NTV Federal TV Channel
- ❖ Moscow 24
- ❖ MATCH TV Federal Channel
- ❖ BIGGEST RUSSIAN OUTDOOR-MEDIA
- ❖ RISK.RU
- ❖ MOUNTAIN.RU
- ❖ MOUNTAINPLANET.COM
- ❖ SKI.RU
- ❖ FOX
- ❖ T24 TV Channel
- ❖ Russian Mountain Guides Association
- ❖ ALPFEDERATION.RU
- ❖ RUSSIANCLIMB.COM



Федерация  
альпинизма  
России



# International Press

The project gained wide international outdoor coverage:

- ❖ [HTTPS://EXPLORERSWEB.COM/](https://explorersweb.com/)
- ❖ [HTTPS://WWW.UP-CLIMBING.COM/](https://www.up-climbing.com/)
- ❖ [HTTPS://GRIPPED.COM/](https://gripped.com/)
- ❖ [HTTPS://WWW.MONTAGNA.TV/](https://www.montagna.tv/)
- ❖ [HTTPS://UNOFFICIALNETWORKS.COM/](https://unofficialnetworks.com/)
- ❖ [HTTPS://WWW.OUTDOORJOURNAL.COM/](https://www.outdoorjournal.com/)
- ❖ [HTTPS://WWW.A1NOW.TV/](https://www.a1now.tv/)
- ❖ [HTTPS://WWW.POWDER.COM/](https://www.powder.com/)

etc.



# Audience involvement

The DZF films motivate the public to go in for active sports, mountaineering, trekking.  
The audience is involved in the content, giving feedback and comments to the films.

## Фрирайд в ЗОНЕ СМЕРТИ, 8000 +. Фильм.

770 583 просмотра

 14 тыс.

 619

 ПОДЕЛИТЬСЯ

 СОХРАНИТЬ





**Ne Ochen** 9 months ago

Интереснейший фильм.И самый лучший пример поведения в горах,который должен повлиять на авантюрных людей.  
Спасибо)

 52  REPLY



**Мария Куксина** 1 месяц назад

Это самое ахрененное,что я видела в своец жизни!  
Я готова отдать несколько тысяч,чтобы увидеть это в кинотеатре❤️❤️❤️

 3  ОТВЕТИТЬ



**Barack Obama** 11 месяцев назад

Спасибо, много чему научился. Молодцы!

 1  ОТВЕТИТЬ



**skai ewro** 1 месяц назад

РЕБЯТА !!! Вчера посмотрел ваше восхождение и спуск на лыжах с ГОРЫ СМЕРТИ АННАПУРНУ и нашел вот это видео !!!!!!!!!!!!!!! Я еще его несмотрел но уже пишу комент Вам со слезами СЧАСТЬЯ на глазах от того что я счастлив в последний день 2019 года что посмотрю и вдохновлюсь им на весь следующий год а может и на всю жизнь !!!! Дай Бог Вам ПАЦАНЫ ЗДОРОВЬЯ И СИЛ !!!!

Свернуть

 14  ОТВЕТИТЬ



**Vladyslav Shymko** 1 месяц назад

Красавцы мужики! Спасибо за видео! Я вот только научился на лыжах кататься и наткнулся на ваше видео, очень вдохновляет!

 4  ОТВЕТИТЬ

# Our partners





# NO SHORTCUT

## CONTACTS

+7 (928) 259 11 18  
vlazo@yandex.ru  
Vitaly Lazo

Web:  
<http://deathzonefreeride.com>

 [Youtube](#)

 [Facebook](#)

 [Instagram](#)

