

# LOTFI LAMAALI



# BIO

Lotfi Lamaali was born in 1983 in Casablanca, Morocco, where he spent his childhood. Since an early age, he was driven to creativity, in particular by his father, a true music lover, who saw him as a child with a rich creative potential.

In 1996 he learned how to play the piano, then a few years later the guitar in a self-taught way. He was a shy but very curious young kid. His parents then pushed him to take acting lessons and despite the stage fright, he discovered the pleasure of performing in front of an audience.

In 2006, Lotfi arrived in Paris to continue his studies, and two years later he fell in love with Longboarding, a sport that was still in its early stage



in France. Quickly he chose Longboard dancing which mixed his 2 passions, riding and music. For him, longboarding was a space of freedom and self-expression. Lotfi practiced every day of the year, 3 to 4 hours a day. The passion and the desire to surpass himself were strong. « At the time, there weren't that many videos on YouTube or Instagram, everything had to be invented, everything had to be done ... » this is what will then motivate him to democratize his sport and share his experience. Lotfi therefore begins to create his own tricks, which will make him one of the pioneers of this sport, recognized and respected around the world.





At the same time, he initially worked as a telecommunications project manager, which allowed him to gain confidence. He will use everything that this professional experience brings him for the organization of these longboard events.

In 2010, an encounter in the United States will change Lotfi's life. The big longboard brand, «Loaded» spotted him and offered him to be an ambassador. It was the beginning of his professional longboard career. He will continue by collaborating with various skate and longboard brands. The first video he imagined for his sponsor and where he showed tricks he has created himself went viral and will be relayed around the world.

Lotfi then entered competitions in 2012 motivated by the desire to show his style, but also to reach out to his community. He multiplies the titles and will even be Longboard dancing / Freestyle world champion in 2013 in Eindhoven Netherlands.

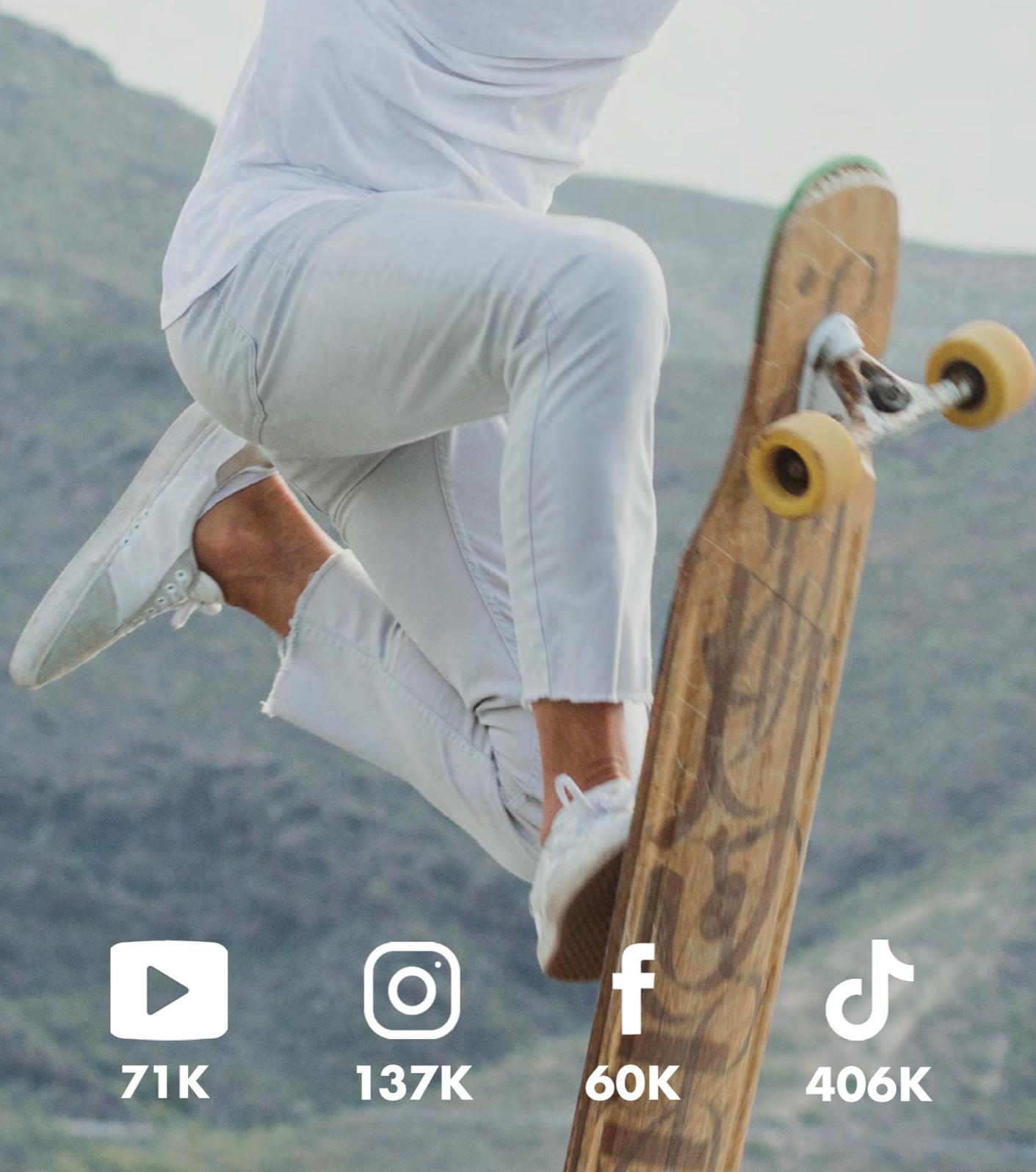
In 2014, he founded the «docksession», An international movement that link up between the longboard communities all over the world. Above all he wants to share his passion and grow the community.



Lotfi exported this concept that was originally born in Paris during his various trips abroad . The following year he started organizing other events such as «La grosse rando'» or the «360 longboard open». His video contents are more and more watched and relayed and his community is growing, he begins to produce music himself for his fun and unexpected video content. He always has fun in front of the camera and displays a disconcerting ease. «authenticity» works ! Lotfi is on socials as he is in real life, spontaneous and generous !

Today Lotfi lives off his passion full time with lots of great prospects and opens up to new projects as a talent / model, especially in the advertising world. But also as a director / Creative director through his production company «Woodwalker Prod.»





71K



137K



60K



406K

Sports

# TITLES

**2013**

**WORLD CHAMPION** mondial Dancing/Freestyle (SYCLD) Eindhoven, Netherland

**2nd** European dancing/Freestyle (Euro dance) Berlin, Germany

**CHAMPION** dancing/Freestyle (Guerrilla longboard championship) Berlin, Germany

**2012**

**2nd** longboard dancing/Freestyle championship Barcelona, Spain

**2016**

**3rd** mondial dancing/freestyle championship (SY-CLD) Eindhoven, Netherland

Watch

# VIDEOS:

**LeParisien 2021 Report**

**M6 JT 2020 Report**

**RIDING ZONE 2017 Report**

**ANGELL CREATOR film 2021**

**SORAN music video 2021**

**DJI CREATOR film 2020**

**FASHION PUB CORTEFIEL 2015**

**SHOWREEL 2018**



# AMBASSADOR

since 2011...

## LOADED

- Brand promotion on social networks
- Brand promotion at sport events
- Promotional trips: Japan, South Korea, Taiwan, United States, Europe
- Product development
- Help recruiting riders

2011 - Now

## PARIS TRUCK CO

- Brand promotion on social networks
- Brand promotion at sport events
- Product development
- Help recruiting riders

2012 - Now

## ORANGATANG

- Brand promotion on social networks
- Brand promotion at sport events
- Product development
- Help recruiting riders

2011 - Now

## EXTREME SPORTS CHANNEL

- content creation
- hosting live on the Fb channel
- Brand promotion at sport events

2017 - Now

## BOOSTED

- Brand promotion on social networks
- Brand promotion at sport events
- Product development
- Help recruiting riders

2017 - 2020

## REDBULL Spect Eyewear

- Brand promotion on social networks
- Brand promotion at sport events

2018 - Now

More ...





**IG Docksession**

# DOCKSESSION

Closely associated to the incredible development of longboard dancing (especially in Europe) Lotfi is hugely involved in the growth of the community by founding the «DockSession» movement in 2014 in Paris.

The idea behind the DockSession was to promote longboarding, to link up between the different longboarding communities worldwide, to shed light on young talents, but also, and above all, to allow people to come together and share their passion through open weekly sessions and cultural events.

The movement gradually grows and reach other cities throughout France and internationally, notably in Morocco, Japan, Spain, Germany, Peru, United States, Singapore, China, Philippines, Netherlands, Colombia, Canada, Switzerland and Brazil.



# EVENTS PLANNER

## **La Grosse rando**

An annual event, which take place in Paris. A giant cruise through Paris streets. The first edition took place on September 27th 2015 bringing together more than 1000 riders.

## **Ocean initiative**

A collaborative event with the SURFRIDER foundation, to raise awareness of Parisian citizens on the issue of aquatic waste.

## **360 longboard open**

The first international longboard dancing competition in France. Organized in Paris in the 16th arrondissement, 170 participants and more than 2000 visitors !



# See you !

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