

STANDARD FILMS
ARCHIVES

Setting The Standard

How two brothers from San Diego stoked
the snowboarding revolution



Mike and Dave Hatchett



SETTING THE STANDARD

A 90-minute documentary ride through the punk rock origin story of snowboarding. It's "Dogtown and Z-Boys" with an updated look at how this outlaw sport supported the music industry and offered a blueprint for a future driven by social media.

[View the sizzle reel:](#)

<https://vimeo.com/463142977>

password: hatchettshow

NEXT STEPS

—**Assembling Archives:** We need a full visual portrait of Lake Tahoe in the 1980s-90s. While the Standard Films archive is more than two decades deep, there are other untapped troves of photos, film and Hi8 video out there. These archives will profile Tahoe as a breeding ground—the Haight-Ashbury of boarding—while also adding biographical profiles of the sport's earliest stars.

—**Scripting:** Once we've established an archival baseline, we can build out a shooting script for the other major blocks of content.

—**Live follow doc:** Dave and Mike today, still pushing themselves in the backcountry and living their lives—in Tahoe riding and in Alaska remembering the glory years.

—**Interviews:** The riders, journalists, industry reps, musicians, and others who lived the Standard Films story show up and tell all. They respond to specific anecdotes brought to life in archival footage: The near-death experiences, the drug use and the fist fights between skiers and snowboarders.

—**Animation:** A way to reconstruct unbelievable scenes (a near helicopter crash) or undocumented ones (a private argument). The recent "Belushi" documentary on Showtime demonstrates how animation can move story beats forward.

—**Re-creation:** Animation could replace re-cre, but check out the robbery scene in the sizzle.

Lake Tahoe, late 1980s:

An obscure rebel subculture finds its epicenter and the Tahoe snowboarding scene is born. Dave Hatchett shows up with his board and becomes one of the first professional riders. Mike Hatchett follows Dave and his posse with a camera as they break ski area rules and local ordinances outlawing this misunderstood sport.

Long before social media, key influencers like the Hatchetts set the agenda for this rapidly emerging phenomenon—inspiring future global superstars like Tony Hawk and discovering others like Shaun White. This rogue's gallery of tragic, hilarious and heroic characters took huge risks and tested themselves in ways that changed history and claimed lives.

Standard Films witnessed it all. The film company *was social media* back then. As Kevin Jones—snowboarding's first superstar put it—"If you didn't ride for Standard Films, *you didn't exist.*"

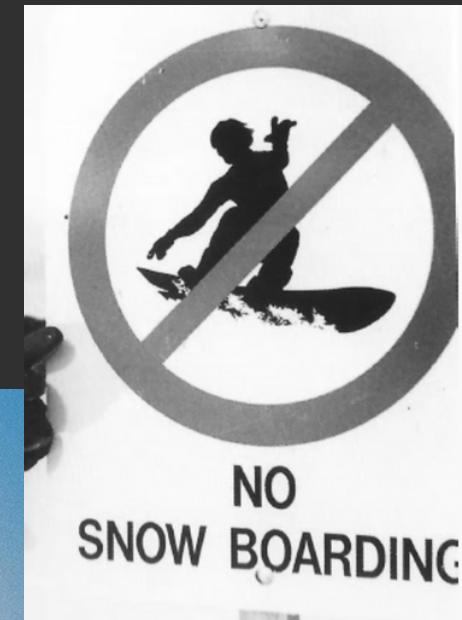
Dave and Mike Hatchett fought to survive in the mountains and in business—peppering this doc with “lessons learned” storytelling that will be interesting and valuable for viewers whether or not they snowboard.

Snowboarding's connection to rock and roll also widens this story's appeal. Standard Films helped launch groups like Offspring and the brothers remain friends with a greenroom full of well-known rock stars—from Metallica's Robert Trujillo to Jeff Martin of Racer X and Whitfield Crane from Ugly Kid Joe.

Snowboarding: Why it matters

To thrive in the virtual spaces of modern life, it's helpful to understand the mechanics of pop cultural movements. The story of the Hatchett Brothers opens a window into the ways music and fashion combined forces with the adrenaline rush of snowboarding.

Here are the friendships, hardships, strokes of luck, bold moves and the brotherly bond that made it all possible. Here's how snowboarding went from obscurity to SETTING THE STANDARD.



STORY BEATS

—Open with live action follow doc of Mike and Dave Hatchett hiking and riding the backcountry around Lake Tahoe, revisiting old haunts (like the I-80 drop, snowboarding's "Plymouth Rock.") This fresh contemporary content frames the narrative, letting viewers into the brothers' lives today, and teeing up the archive/interview/animation/re-cre segments.

—The Tahoe Scene, 1987: Early converts to snowboarding gravitate to Lake Tahoe, where the sport splintered into different factions. Archive footage and photos create a deep dive into the stylistic evolution from neon flash to punk rock grit to backcountry survival.

—Pushing the sport each step of the way are Mike and Dave and their company: Standard Films. They are the first to ride and document the steepest drops around Tahoe, before moving on to Alaska, where they team up with a helicopter pilot who earned his wings taking fire in Vietnam.

—Dave makes terrifying first descents before a crash ends his riding career. He joins Mike behind the camera and the pair struggle to keep it all together as Standard Films rockets ahead.

—As never before, the brothers examine how cracks in their relationship led to different life choices and caused them to reflect on their biological origins. So within the cool pop cultural history of snowboarding, we also find a personal journey involving armed robbery, drug smuggling, a plane crash and a heartfelt reunion with Mike and Dave's birth mother.



—Through the 1990s and into the early 2000s, the good times keep rolling for our characters as snowboarding superheroes parade through the lens at Standard Films—Shaun White, Kevin Jones, Noah Salasnek, Jeremy Jones, Terje Håkonsen, Victoria Jealouse, Jim Rippey and others on the cutting edge.

—Downfall—Some of the best riders of their generation succumb to addiction and reckless living, and the Hatchett Brothers help these athletes pick up the pieces. Sadly, for early new school guru Noah Salasnek, help comes too late.

—Standard Films completes two decades of legendary filmmaking... but then the landscape shifts underneath their boots and boards, as the DIY social media digital age takes hold.

—The YouTube generation displaces film companies like Standard. In analytical flashbacks, we deliver broad-audience takeaways about the mechanics of a phenomenon like snowboarding—and how visual media drives everything.

—Close on final live follow doc scene. Mike and Dave venture into the backcountry with a new generation of riders. We see them direct an exciting film segment as soundbites wrap up storylines and look ahead to where snowboarding is headed today.