Press release
LAAX, Graubünden
28th October 2026

Recommendation: LAAX OPEN live experience
Freestyle culture and sport first-hand from 13-16 January 2027

The 12th edition of the LAAX OPEN presented by Zalando will thrill freestyle fans from all over the world from 13-16 January 2027. All the stops are out for this prestigious freestyle event with cutting-edge sport at the FIS Snowboard & Freeski World Cup, including great side event entertainment. Get it all with that special LAAX spirit.

The art of mastery.
Freestyle culture has been thriving in LAAX for 40 years, with events taking place here for more than 30 – year after year. The expertise and commitment to the sport are evident, yet every event is unique, writing new chapters in the history book of Freestyle LAAX. This is equally true of the OPEN events, held continuously since 2005. Legendary amongst fans, riders and partners alike. The who's who of snowboarding and freeskiing feature amongst the title-holders. In 2026, these included Scotty James (AUS), Choi Gaon (KOR), Birk Ruud (NOR), Eileen Gu (CHN), Romain Allemand (FRA) and Kokomo Murase (JPN). Their names elicit uproarious 'wows' from sports insiders, and the performances of top riders make freestyle look like a dream – soaring effortlessly through the air, dropping tricks, and spinning. Watching it live on site, close enough to touch, is a real treat. The iconic experience continues down in the valley with concerts at the rocksresort, featuring genuine live music.

This is exactly what makes it so special, so fascinating – you don't need to be an insider, just be there in person. Watching and marveling at real artists and athletes, feeling the thrill of the concerts and contests. Wanting to know who will be crowned the 12th LAAX OPEN champion? Who will pull off new tricks? Be the style master? Set the pace? Win all the hearts? Immerse yourself in the LAAX OPEN atmosphere and find out! Let's celebrate these moments together. For more info, as well as special fan tickets, go to: laaxopen.com

Program LAAX OPEN presented by Zalando 2027

13-16/01/2027	Village-Activities, Concerts (rocksresort)
13-16/01/2027	FIS Snowboard & Freeski World Cup (Crap Sogn Gion)
Wednesday, 13/01/2027	Qualification Slopestyle Snowboard
Thursday,14/01/2027	Qualification Slopestyle Freeski, Halfpipe Snowboard
Friday, 15/01/2027	Finals Slopestyle Snowboard
	Live concerts
Saturday, 16/01/2027	Finals Slopestyle Freeski
	Night finals Halfpipe Snowboard
	Live concerts

#LAAXOPEN

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