

# ROCK MASTER

CAR

**17 - 19  
OCT  
2025**

**PRESS KIT**

[rockmaster.com](https://rockmaster.com)

**VERTICAL  
THRILL.**

Climbing Festival

ARCO 

## PRESS AREA – ROCK MASTER

Welcome to **Rock Master**. Here, you will find everything we designed for journalists, content creators, photographers and media professionals to experience and report on the most iconic climbing event on the scene, celebrating the Vertical Thrill.

### **Why apply for accreditation?**

Because it gives you full access to all our dedicated services.

[rockmaster.com/en/press-area/press-accreditation](https://rockmaster.com/en/press-area/press-accreditation)

## **SPACES**

These are dedicated areas designed to inspire and support your work during Rock Master.

### **Press room**

A calm and professional space, reserved for professionals, where you can write, download photos and videos, or simply relax.

Press room opening hours at the [Climbing Stadium](#):

Friday 17: 2:00 PM - 11:00 PM | Saturday 18: 10:00 AM - 11:00 PM | Sunday 19: 10:00 AM - 5:00 PM

### **VIP Lounge (Cantiere 26)**

An exclusive location, perfect to recharge your batteries and enjoy drinks and snacks between one thrilling event and the other.

VIP Lounge opening hours at the [Cantiere 26](#):

Friday 17: 2:00 PM - 12:00 AM | Saturday 18: 10:00 AM - 12:00 AM | Sunday 19: 10:00 AM - 3:00 PM

### **VIP Area**

It is a media-only space, with a prime view of the climbing action.

### **Backstage**

An immersive experience in close contact with renowned climbers.

Exclusive access during training sessions to experience Rock Master at 360°.

## **MATERIALS & INFO**

[rockmaster.com/press-area](https://rockmaster.com/press-area)

Everything you need to capture the essence of the 38<sup>th</sup> Rock Master.

Regularly updated photos and videos featuring key moments and behind-the-scenes content of the festival.

Press kit with all necessary information (available in ITA – EN – DE).

Press releases for practical details and insights.

**ROCK MASTER 20.20 Srl - SSD**

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## TREATS – because it's not all work

**Rock Master** service includes interesting extras for those working in the media field.

### Welcome Box

Includes a lanyard with Press Pass, an exclusive **Rock Master** gadget, event information and more surprises.

### Food & Drink Voucher

A meal and drink voucher to try food, wine and the specialities of Garda Trentino in the Food Area of **Rock Master**.

### Impavida tasting Voucher

An invitation to discover the bold flavour of our partner brewery – cheers!

### Parking pass

A reserved spot near the venue to make your travel easier.

### Interviews or coffee?

Have you ever wondered what goes on behind the scenes at the world's oldest climbing event?

We offer you the opportunity to arrange exclusive interviews with the organising committee and get a look at **Rock Master** through the eyes of those who bring it to life, 365 days a year. This way, you will uncover stories about the festival and experience the unique charm of Garda Trentino.

Or why not meet athletes for a coffee in the centre – 'Italian outdoor' style - and enjoy a good chat in an informal setting

## EXPERIENCE THE 'VERTICAL THRILL'

You will have free access to all **Rock Master** experiences, designed to make you feel the Vertical Thrill for yourself.

Join the exclusive climbing experience with Garda Trentino Ambassador Stefano Ghisolfi, one of the world's top climbers.

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## 38 YEARS OF HISTORY

All over the world, only **Rock Master** can boast such a long-standing history and such a renowned name in the sport climbing scene. Since 1987, the Arco event has continuously evolved, anticipating trends in the sport and proposing thrilling formats that attract the world's climbing elite and a multitude of enthusiasts and practitioners to this corner of Garda Trentino.

### Beginnings

The pioneering edition on natural rock of 1987 was followed by the construction of the famous Climbing Stadium, still the venue of the event to this day, and several years featuring the combined Lead "on-sight/worked" format and the Speed Parallel races.

### 2000s

In the 2000s, the head-to-head challenge of the Lead Duel and the explosiveness of the KO Boulder kept the eyes of sport climbing enthusiasts glued to the walls, crowded into the parterre of what is recognised worldwide as the 'Home of Climbing'.

### Recent times

Worth noting is the renovation and expansion of the Climbing Stadium between 2024 and 2025, which has led to an increase in the level and quality of the Arco facility with a new outdoor boulder wall and several indoor training facilities, perfect to prepare during the winter season at what has been, since 2021, the FASI Federal Centre.

### 2025 edition

In addition to being one of the most coveted and followed competitions in the world of sport climbing, in 2025, **Rock Master** is back with a fresh new look. In mid-October, it will combine the iconic Lead Duel and KO Boulder competitions with a three-day event, including an expo area, partner brand talks, athlete meet-and-greets and lots of great music.

It is time to experience **Rock Master**; it is time to celebrate the Vertical Thrill.

## CLIMBERS WHO CARVED ROCK MASTER (AND ITS HALL OF FAME)

Throughout the long and exciting history of Rock Master, there have been climbers who have left a permanent mark on their careers in Arco, winning multiple editions and carving their names into the event's prestigious hall of fame.

In the **women's category**, Austria's Angela Eiter (AUT) leads the way with six victories from 2003 to 2005 and then in 2007, 2009 and 2012.

Lynn Hill (USA) has five victories to her name, inaugurating the hall of fame in the first edition in 1987 and then winning again in 1988, 1989, 1990 and 1992.



# ROCK <sup>AR</sup>CO MASTER

In the **men's category**, Ramòn Julien Puigblanque (ESP) and Adam Ondra (CZE) are the most successful athletes in Rock Master history, with seven wins each.

The Spaniard won for the first time in 2005, repeating his success in 2006 and 2007 and winning again in 2009-2010 and 2012-2013.

The Czech broke Puigblanque's winning streak in 2011 and then wrote his name in the hall of fame for four consecutive editions from 2015 to 2018. The 2021 edition also bears Ondra's signature, who, with his success in 2023, matched the Spaniard's record number of victories.

## THE PROGRAMME

With the world's climbing elite competing in Lead and KO Boulder duels, the well-stocked Village offering culinary delights and shopping for the latest trends, and a variety of experiences for young and old alike, **Rock Master** 2025 promises three days of Vertical Thrill.

### FRIDAY, OCTOBER 17

13:00 - 13:30	<b>Climbin' Espresso with Filip Schenk</b>
14:00 - 21:00	Rock Master Village: opening
14:00 - 18:00	Let's play
14:00 - 18:00	Climbing Wall
15:00	Rock Master: Opening Ceremony
15:30 - 17:30	Rock Master: Lead Duel warm-up
19:00 - 19:30	Athletes' presentation & bib draw
20:00 - 22:15	<b>Rock Master: Lead Duel</b>
22:15 - 23:55	After Duel Party

### SATURDAY, OCTOBER 18

10:00 - 20:00	Rock Master Village: opening
10:00 - 18:00	Let's play
10:00 - 12:00	KO Boulder: practice sessions
10:00	Yoga for climbers with Sara Grippio
11:00	Parvat Lab: create your own custom belt
11:30	<b>Climbin' Espresso with Laura Rogora</b>
11:30	Climbing Talk: Davos
14:00 - 18:00	Climbing Wall
15:00 - 17:15	<b>FASI Chronos Clash</b>
20:00 - 22:00	<b>KO Boulder</b>
22:00	Signature Session: Meet the Masters
22:00 - 23:55	Rock Master Night

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# ROCK <sup>AR</sup> MASTER <sup>CO</sup>

## SUNDAY, OCTOBER 19

10:00 - 17:00	Rock Master Village: opening
10:00 - 17:00	Let's play
10:00 - 17:00	La Sportiva Test Center
10:00	<b>Climbin' Espresso with Adam Ondra</b>
10:00	Yoga for climbers with Giorgia Benecchi
10:00	Climbing Talk: La Methode
10:30	<b>The Fun Bloc</b>
10:30	The Sens Grip Challenge with Adam Ondra
10:30	Climbing Talk: Arrampica.it
11:00	Climbing Talk: Adam The Climber
14:00 - 17:00	Climbing Wall
14:30	The Sens Grip Challenge with Adam Ondra
15:00	Climbing Talk: Stefano Ghisolfi. The world beneath my fingers
17:00	Rock Master Village: closing
18:00	Goodbye bye Rock Master

More information, details and the regularly updated programme are available on the website:

<https://rockmaster.com/en/press-area>

<https://rockmaster.com/en/program>

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# THE STARS OF ROCK MASTER



## THE STARS OF ROCK MASTER 2025

There are 16 of them, they are legends, and they are the best: this is who the participants of Rock Master 2025 are.

### Janja Garnbret (SLO, 1999)

Double Olympic champion and multiple-time World champion Janja Garnbre was born to climb, break records and win.

Double Olympic gold medal

8-time World champion

3-time European champion

10 World Cup trophies

3 editions of Rock Master

### Laura Rogora (ITA, 2001)

Defending European champion, Laura Rogora, is among the best interpreters of Lead climbing in Italy and exports her talent around the world.

Defending European champion

7-time Italian champion

4 top4 in the World Cup this season

First woman in the world to onsight Ultimate Sacrifice, level 8c+ route

### Jessica Pilz (AUT, 1996)

Defending Rock Master's champion, Jessica Pilz, is a versatile climber who distinguishes herself for strength and explosiveness, combined with great experience.

Olympic bronze medal

2-time World champion

24 top3 in the World Cup (3 golds)

3 editions of Rock Master

### Brooke Raboutou (USA, 2001)

Coming from a family of distinguished climbers (two winners of Rock Master, Robyn Erbesfield and Didier Raboutou), Brooke Raboutou is a concentration of elegance and genius intuition on the wall.

Olympic silver medal

13 top3 in the World Cup (1 gold)

First woman in the world to climb Excalibur, level 9b+ route

### Mattea Pötzi (AUT, 2000)

After a brilliant debut last season, Mattea Pötzi comes back to **Rock Master** with the desire to put into play all her skills as a promising young climber.

3 continental level victories

Climbed La Cadre original, level 8c+ route

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1 top3 in the World Cup

## **Anna Maria Apel (GER, 2005)**

With the typical enthusiasm of new generations, Anna Maria Apel prepares to charm Arco with a mix of freshness and explosiveness.

2-time German champion

Junior World vice champion

Climbed King of the Bongo, level 8b+/c route

## **Mei Kotake (JPN, 1997)**

With astonishing results on both national and international levels, Mei Kotake is one of the strongest Japanese climbers of all time, returning to **Rock Master** after 6 years.

Winner of the World Cup Lead race in Briançon

Climbed Era Vella, level 8c+/9° route

## **Héloïse Doumont (BEL, 1998)**

Lead climbing specialist Héloïse Doumont has competed in the international circuit since 2013, bringing with her experience and perseverance.

She made it into the World Cup final two times, in Madrid and Koper

2nd place at the IFSC European Cup of Ausburg 2024

2-time Belgian Lead champion

## **Filip Schenk (ITA, 2000)**

Defending champion of Rock Master's Lead Duel, Filip Schenk is the present and the future of Italian sport climbing, demonstrating a continuous growth between Lead and Boulder.

Youth World and European champion

Italian champion

First career podium in the World Cup this season

Winner of the Rock Master's Lead Duel

## **Yannick Flohé (GER, 1999)**

Holder of the last Rock Master trophy, Yannick Flohé charmed the crowd in his debut in Arco, and the young German talent is already ready to repeat himself.

World champion

2-time German champion

4 different level 8c+ routes

1 edition of Rock Master

## **Stefano Ghisolfi (ITA, 1993)**

An absolute specialist in Lead climbing, Stefano Ghisolfi is a champion both on artificial walls and on outdoor crags and overhangs.

14 top3 in the World Cup (6 golds)

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# ROCK <sup>AR</sup> CO MASTER

2-time Italian champion

First climber in the world to climb Excalibur, level 9b+ route

## **William Bosi (GBR, 1998)**

With the pragmatism in true Scottish fashion and the physical power of an excellent climber, William 'Will' Bosi prepares to return to Rock Master to surprise and entertain.

2-time British champion

First British in the world to climb King Cappella, level 9b+ route

First climber in the world to repeat the ascent of Excalibur, level 9b+ route

## **Alberto Ginés López (ESP, 2002)**

With a crystal-clear talent for sport climbing, Alberto Ginés López is the first Olympic gold medallist in the history of the discipline.

Olympic gold medal

1 World Cup trophy

6 top3 in as many World Cup races this season

## **Jakob Schubert (AUT, 1990)**

Among the best climbers of his generation, Jakob Schubert makes a welcome return to **Rock Master** with the desire to establish himself once again in the Home of Climbing.

Double bronze medal

World champion

2 World Cup trophies

2 editions of Rock Master

## **Hannes Van Duysen (BEL, 2004)**

The young Belgian Hannes Van Duysen, with great technique combined with physical strength, is one of the big names of the new generation of climbers.

14th at the Paris 2024 Olympic Games

First Belgian climber to win a medal in the World Cup

Climbed 'Es Pontàs', level 9a+ route

## **Adam Ondra (CZE, 1993)**

Widely recognised as the strongest climber in the world, Adam Ondra is a champion who has written and rewritten the history of the discipline and of **Rock Master**, of which he is the official ambassador.

5-time World champion

2-time European champion

First climber in the world to climb Silence, level 9c route

7 editions of Rock Master

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**COMPETITIONS**

TOP

ENTINO

LA SPO







At **Rock Master** 2025, the 16 top climbers will compete for the Lead Duel and KO Boulder titles.

### **LEAD DUEL, the spectacular soul of Rock Master**

In the Lead Duel, two athletes at a time face two identical and parallel routes with the goal of reaching the stop button first. Between themselves and glory, each climber has 25 metres to cover along the notorious overhanging wall of the Climbing Stadium at maximum speed, in a knockout round where only the most brilliant can compete for the title.

### **KO BOULDER, pure adrenaline on every block**

The KO Boulder consists of ruthless knockout rounds on blocks of proven technical difficulty, set up by the **Rock Master** route setters on the renovated wall of the Climbing Stadium. The ranking is based on the height reached and the number of attempts made by the top climbers, who, at each round, bid farewell to their less successful teammates to determine the event's podium in a tight final three.

## **SIDE EVENTS**

Not only top-level competitive events, but also much more at **Rock Master** 2025.

### **FASI Chronos Clash**

The original FASI Chronos Clash is a new proposal of **Rock Master** 2025, consisting of a speed race featuring the Under 17 and Under 19 categories. The Climbing Stadium is the setting for the event, where the new generation of speed climbers face off in a no-holds-barred competition.

The head-to-head battles along the 15 metres walls are synonymous with speed, precision and responsiveness: there is no room for hesitation, and in a matter of seconds, the competitors battle it out to progress to the next round in a test of heart and power.

### **The Fun Bloc**

This no-pressure boulder jam is the perfect occasion for sports climbing enthusiasts to take on the walls climbed by the best of the speciality at the Climbing Stadium, in a cheerful and welcoming atmosphere, where there is still a touch of healthy competition.

The Fun Bloc, powered by AutoIndustriale allows novices, beginners and enthusiasts to climb the boulder blocks in the Home of Climbing.

### **Rock Adventures**

Rock Adventures animate the three days of Rock Master with a focus on newcomers to the discipline, enthusiasts who want to take risks and the younger generation.

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## Crag Calling

An experience dedicated to adult beginners to familiarise with the ABCs of sport climbing.

## Mini Climber Maxi Fun!

An experience where children can have fun on the walls with routes, holds and grips at the Climbing Stadium.

## Climbing with the Champ

An experience for adults, where outdoor climbing enthusiasts can let loose on the wall with a special guide, none other than Stefano Ghisolfi.

## Climbing Talks

Climbing Talks are the perfect opportunity to discuss topics and news in the field of sport climbing in the company of **Rock Master** partners.

Do not miss the meetings with Davos, La Methode, Arrampica.it, as well as with champions Adam Ondra and Stefano Ghisolfi and many others.

## CLIMBING VILLAGE

The Climbing Village is the location where ideas take shape and the love for sport climbing arises, grows and develops

### Partner & Exhibitors

The Expo Area of the Climbing Village of **Rock Master** is the perfect place to discover the latest news, be inspired by the latest technological innovations and experience first-hand the quality and research that distinguish the various products on display.

### Food

**Rock Master's** food and drink proposal is just what you need to make every climbing day unforgettable. From typical Trentino specialities to quick snacks, there is something to satisfy every palate.

### Kids

Even new generations get their own spotlight at **Rock Master** because climbing is a game – and the earlier you start, the better.

The Kids Area welcomes children on a wall designed for them to familiarise themselves with grips and routes. It also proposes slacklining and skateboarding activities where they can train their balance and coordination in the company of expert guides.

## THE REGIA OF A SHOW CALLED ROCK MASTER

The Rock Master 20.20 organising committee, led by its new president Stefano Bresciani, and the Garda Dolomiti SpA tourist board, are coordinating, organising and overseeing the preparations of **Rock Master** 2025. With great synergy, the close-knit staff brings the spectacle and excitement of **Rock Master** to life.



**ROCK** AR  
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**VERTICAL  
THRILL ALL  
YEAR ROUND**



For decades, Arco has been the global hub for sport climbing. The stunning locations and favourable climate make the Garda Trentino area the perfect destination for enthusiasts of this discipline.

Back in 1987, on the rocky cliffs below Arco's castle, the first edition of Rock Master took place. Since then, it has left an indelible mark on the history of sport climbing and has become the most eagerly awaited international appointment of the year.

At the same time, Garda Trentino developed, becoming the iconic home of climbing, the world capital of this sport, and forging an unbreakable bond with climbers from all over the world. The greatest champions of the discipline have passed through here, some of them taking their first steps in international competitions, such as the two world icons Adam Ondra and Janja Garnbret. Some have fallen so in love with the place that they have moved here, such as Italian champion Stefano Ghisolfi, who has been living in Arco since 2021.

## THE CRAGS

Not only Arco, but also the entire Garda Trentino is a magnet for experienced climbers and novices alike. With as many as 24 crags, Garda Trentino is a popular destination for outdoor sports, offering charming days of fun, sustainability, and above all, safety. The walls are suitable for all levels of difficulty, starting from the simplest ones; you can reach 'Excalibur' or 'Erebor', the 9b/+ routes freed by Stefano Ghisolfi and recognised as among the most difficult in the world.

## OUTDOOR PARK

Launched in 2009, Outdoor Park Garda Trentino is a project that focuses on sustainability in sports and outdoor activities, ensuring a vision that reflects the spirit of Garda Trentino.

The aim is to offer the best possible sporting experience, while preserving and monitoring the trails, via ferrata routes and crags of Garda Trentino.

The project, unique in Europe, proposes a list of guidelines for good behaviour and respect to ensure that projects are concrete and tangible. To date, Outdoor Park Garda Trentino manages 24 crags, 61 MTB trails, 3 via ferrata routes and 31 walking trails.

## THE OUTDOOR PARK GARDA TRENTINO RANGERS

With the aim of properly managing the trails in the woods and the mountains of Garda Trentino, the Garda Rangers are professional intervention teams that work daily to safeguard the outdoor heritage of the area, carrying out specific checks and, when necessary, intervening on every trail, crags and via ferrata that falls within the scope of the Outdoor Park. In this way, each trail offers the best possible experience combined with the highest level of safety.



## FACTS

There are **24 crags** within the Garda Trentino Outdoor Park, regularly checked and maintained, with over 700 equipped routes.

**Stefano Ghisolfi**, the best Italian climber, born in Torino and adopted by Arco, is the Ambassador of Garda Trentino.

The athletes of the Italian sport climbing **national team (FASI)** have chosen the Climbing Stadium of Arco as their official training venue.

The **Climbing Stadium** was renovated last year and now has 1364 square metres of climbing surface.

News: work in progress at the **Segrom crag** (Nago-Torbole). It will become the biggest climbing Area in Europe.

**News:** The Castel Madruzzo crag has reopened. An intermediate-level wall that is also **enjoyable in winter.**

# FEEL THE VERTICAL THRILL