

Way We Were

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'No one skis like Stein'

When Edgar Stern took over the Park City Resort in 1971, he wanted to create an international skiing destination. To do so, he needed an international skiing superstar to draw in crowds. In the summer of 1971, resort general manager A.W. Woody Anderson stated that the "Park City Resort is extremely pleased to announce that Stein Eriksen will serve as its Director of Skiing beginning this season...As an Olympic gold and silver medalist, World Championship gold medalist, author, ski equipment designer, and ski school director...Stein is incomparably qualified to direct skiing activities at Park City Resort...He brings to Park City a lifetime of ski industry experience and a style of skiing that is world famous and his alone."

Stein was born on December 11, 1927 to Marius and Birgit Eriksen in Oslo, Norway. His father competed in the 1912 Olympic Games as a gymnast, was a ski manufacturer and an avid supporter of the betterment of skiing. His mother was an innovator in knitting design, helping create one of Norway's most popular patterns: the Marius pattern, named for her son Marius Jr. Stein's brother was an alpine skier, a fighter ace in the Royal Norwegian Air Force during World War II, and a popular onscreen actor. It seemed only fitting that Stein would become a skiing sensation.

His impressive list of accomplishments emphasizes his talent and ability. He started skiing at the age of three. In 1949 at the Norway Championship he won the slalom, in 1950 it was a bronze medal for slalom at the World, and in the 1952 Winter Olympics in Oslo, Norway he received a silver medal for slalom and gold for giant slalom. Stein was the first skier from outside the Alps to win an Olympic men's alpine gold medal.

A handsome and charismatic man, Stein had a face everyone wanted—for marketing that is! His face graced magazine covers, ski goggle boxes, and even his own 8mm instructional tapes. Simply put, in the ski world Stein was it.

Shortly after his Olympic victories, Stein moved to America and contributed greatly to the continued success and popularity of skiing. He worked as a ski director or instructor at various ski schools, spreading education and encouragement to all interested in becoming successful competitive skiers. In Park City, he played a significant role in the success of both Park City Resort and Deer Valley Resort.

Stein's fame brought skiers from all over the world to Park City. Forty-two years later he is still an important fixture in the community. He will forever be remembered as an icon in the skiing world and Park City's history.

Help us as we honor Stein Eriksen at our third annual Silver Queen Ball, on Saturday, December 28th, 2013. With only a small number of tickets remaining you don't want to miss out! Contact us at 435-649-7457.



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Credit: Park City Historical Society & Museum

Caption: Stein Eriksen, the face everyone wanted!