



'Ball of Fame: The Meatball Shop's Mike Chernow Talks Skateboard Collab

BY ALEXIS SWERDLOFF



In case you haven't heard, it's a [Meatball Shop](#) world, and we're all just living in it. Well, not exactly, but doesn't it seem like the Meatball Shop guys are sort of killing it these? After the huge success of their initial Lower East Side location, last month they opened up a Williamsburg outpost, and they're planning one for the West Village this fall. In the meantime, they went and collaborated with the folks at [Shut skateboards](#) on an insanely cute "Super Hero" skateboard, featuring an image of a meatball hero. We chatted with Meatball-in-Chief Mike Chernow about the collab.

Tell me about the origins of the collab?

Well I guess started back in the third grade when I watched *Gleaming the Cube*. Just kidding, but I grew up in New York City and skateboarded as a kid. When we first opened up the Meatball Shop, we were sort of known in downtown skating community, a bunch of skaters showed up all the time. We're right around the corner from Shut, so those guys would come in and eat. I approached them, and said, "hey what would you think about doing a skateboard together, would that at all interest you?" They thought it was interesting, we started kicking around the idea a bit more, and I got in touch with Eli Gesner, the design guy for SHUT. I told him I wanted to do a meatball hero skateboard -- because I thought it would be awesome, to call it the super hero! -- and one thing led to the other, and we had a photographer take a picture and got the green light.

How many are there?

Originally we did 50, but I have access to as many as I like. I haven't put them out at the Meatball Shop yet, because I haven't figured out the right way to showcase them. But I am going to start selling them at our new Bedford Avenue shop in Williamsburg, first. And we're hoping to do a launch party with SHUT in early September.

How much do they cost?

52 dollars.

And what kind of hero is depicted on the board?

Beef meatballs with tomato sauce and mozzarella on white bread

Have you used the board yet?

No, and to be honest, I just don't want to mess my board up! But it's gonna be really cool to see kids skating on a Meatball Shop skateboard -- spreading the gospel of the 'ball throughout the city.

Pictured: The Meatball Shop's Daniel Holzman and Mike Chernow with their boards