



Global launch in Noosa

GLOBAL Surf Industries has chosen Noosa as the launch pad for what is being described as "the most radical design innovation in longboarding for a generation".

The Meyerhoffer board will be presented to the world for the first time, today, from Noosa Heads Surf Club. The launch is part of the 2009 Noosa Festival of Surfing, which is sponsored by GSI.

Designed by world-renowned industrial designer, Thomas Meyerhoffer, the board offers surfers a completely new look, which will "blow your mind", according to *Outside Magazine*.

"Each section of the board is optimised for maximum performance, the design evolving into an incredibly complex shape with three different bottom contours that transition smoothly into each other with its own purified purpose in an organic and seamlessly effective shape," said Meyerhoffer.

"As a designer, I believe in the proportions of nature. If you change a shape in one direction the flow on effect undoubtedly changes it in the other."

From the wide tail through a minimal waist

and into a more classic nose, the design brings short board elements into a longer board to maximise speed and turning, provides paddling ease and high performance nose riding. Every element of the board provides the ability for smooth transition from front to back.

"It has always been a goal of mine to help create definite design differentiation in the retail surf industry," said GSI Managing Director Mark Kelly.

"As a whole, surfboards are very similar and I believe today it is shapes over construction that we need to develop further."

Global Surf Industries is the largest surfboard distributor in the world, distributing to over 50 countries.

The Meyerhoffer will be marketed under Global Surf Industries Modern Longboards brand.

It will be launched and surfed at this year's Noosa Festival of Surfing. The GSI One Design Invitational comprises six heats of six invitees, who will surf 92 Meyerhoffer boards for the first time for a place in the final.



RADICAL: Thomas Meyerhoffer with the new board.