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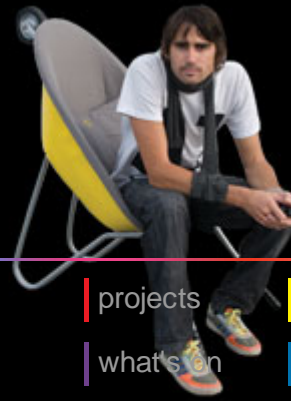
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Wheelbarrow Living

This New Zealand designer was inspired after a hard day of work in the garden. [Read more...](#)

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18-Mar - Habitus 03 Out Today!
12-Mar - Fluoro in April DQ
12-Mar - \$30,000 Prize for Victorian Furniture Design Award Announced

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WHAT'S ON

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Riding the Wave

American-based Designer Thomas Meyerhoffer is currently in Australia to promote his 'revolutionary' surfboard design.

The Meyerhoffer is touted as "possibly the most radical design innovation in longboarding for a generation"



for a generation .

Thomas Meyerhoffer, the board's designer, has worked for a number of international companies, including SonyEricsson, Capellini and Nike across products from sports equipment to technology and furniture.

A keen surfer Meyerhoffer turned his hand to surfboard design following on from previous experimental surfboards featured in New York's Cooper Hewitt National Design Museum and the Orange County Museum of Art.

"I was really curious about how far you could take the meaning of the performance act on a surfboard into a design that tells that story and [still] be able to ride the board," he says of his various designs.

Bringing short board elements into a longer board form, this hybrid design maximises speed and turning while providing paddling ease and great 'nose riding'.

The most obvious and striking features of the Meyerhoffer board design are its womanly curves. Each of the board's sections has its own contours that transition seamlessly into each other.

"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," Meyerhoffer says.

The Meyerhoffer is being launched at the Global Surf Industries (GSI) Noosa Festival of Surfing now until 22 March. The launch will encompass the GSI One Design Invitational, where a number of surfers will ride the 9'2" Meyerhoffer boards for the first time.

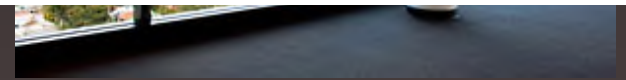
Check out an interview with Meyerhoffer below.

Meyerhoffer

meyerhoffer.com

GSI

surfindustries.com



Greenvision

Innovation Place uses Vertilux's Greenvision™ ...

The Creative Vibe

QUAD

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Global Surf Industries

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