

Wave House rides into Europe at Puerto Venecia (ES/US)

Tuesday 9 June 2009

Wave House International has selected Zaragoza's Puerto Venecia, Europe's largest shopping and active leisure center, for its first European project.

Wave House's 'urban surfing' concept encapsulates the Californian lifestyle; a fusion of surf, music, entertainment, food, drink and shopping. Currently there are only four Wave House outlets worldwide located in San Diego, Durban, Santiago and Singapore (will open in October 2009).

Wave House, which is based in San Diego, California, will invest €8 million in its installation where enjoying surfing will be possible all year around thanks to the latest generation static-wave system.

Wave House will join Puerto Venecia's other key anchors across the sectors of home, fashion, sports and leisure including El Corte Inglés, IKEA, Media Markt, Leroy Merlin, Toys 'r Us, Primark and Decathlon to create the main regional destination for Northern Spain.

Nick Hodson, Chief Executive of Eurofund Investment commented, "Wave House reinforces Puerto Venecia's concept of active leisure linked to retailing and consolidates its position at the forefront of a new generation of regional shopping centers in Europe. Wave House will generate major footfall from the catchment area as well as from further afield."

"Puerto Venecia's selection by Wave House International reflects the interest that the project is generating in the market among national and international retailers."

Tom Lochtefeld, CEO of Wave House added: "Puerto Venecia is a fantastic entry door to Europe for us as it embodies our philosophy: distinctive offer, adventure and active leisure spirit. Its location at the core of an area equidistant from Madrid, Barcelona, Valencia and Bilbao provides the opportunity for a truly regional attraction and we confidently expect over a million visitors a year to Wave House Zaragoza."

Californian lifestyle in Zaragoza

Wave House will operate from 3,800 m² of outdoor and indoor space with activities for groups from 20 to 1,000 people. It is a unique space dedicated to entertainment and fun for children, adults and groups and will be the ideal setting for corporate parties, launches, concerts and products launches.

The outdoor area will have the static wave pools, an area for concerts and live music with capacity for over 1,000 people. The indoor area will have two levels where there will be an exclusive space dedicated to surf retail.

Latest technology to achieve the perfect wave

Wave House will have the latest generation system of static waves with eight submarine turbines. The turbines will produce 800 horsepower and that will propel the 5,000 m³ of water at 50km per hour and generate waves of different intensity until the perfect wave is achieved.

The system continuously filters and recycles the water needed to generate the wave, reducing considerably the resources needed, this philosophy regarding environmental issues is shared by Puerto Venecia in its design and construction.

The facilities will be enjoyed as much by experts, who can take part in the competitions taking place every three months, as by the novices guided by the professional instructors and the spectators just watching the spectacular entertainment. The highlight of each year is the Wave Show, which attracts top surfers from all the corners of the globe.

Cushman and Wakefield is the letting agent for Puerto Venecia.

Source: Halogen

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