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# SOCIAL MEDIA

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mediaportal.alaia.ch

# Alaïa brings surfing and action sports to life in Switzerland

LAUNCHED IN 2015 BY ADAM BONVIN,
ALAÏA WAS BORN FOLLOWING A SURF TRIP
TO HOSSEGOR IN FRANCE. ADAM'S DREAM
WAS TO RECREATE THE SAME SURFING
AND ACTION SPORTS ATMOSPHERE IN
SWITZERLAND AND SHARE THE VALUES
ASSOCIATED WITH IT. IN MARCH 2016, HE
LAUNCHED A CROWDFUNDING CAMPAIGN
WHICH MET WITH GREAT SUCCESS: IN 60
DAYS, SEVERAL HUNDRED THOUSAND
FRANCS HAD BEEN RAISED TO GET THE
PROJECT ON TRACK AND CONVINCE THE
INVESTORS OF THE PUBLIC'S INTEREST IN
THESE KINDS OF FACILITIES.



### ALAÏA BAY

Located in the "Les Îles" area of Sion in Valais, Alaïa Bay's surf pool recreates the same surfing sensations as the ocean. This technical feat is down to the Wavegarden Cove system, which is being used for the first time in continental Europe. The site is also home to a surf school, a restaurant, a sports shop and a surfboard shaping workshop.

Opens 1 May 2021

alaiabay.ch

# ALAÏA CAMPS

Alaïa Camps are organised during the school holidays. For children aged 8 to 17 who want to prefect their technique in the discipline of their choice, the camps provide the opportunity to spend a week in the mountains with other action sports enthusiasts under the supervision of professional coaches.

Open since February 2019

alaiacamps.ch

## **ALAÏA LODGE**

At the heart of the Crans-Montana resort, Alaïa Lodge offers 144 beds with 12 double rooms, 3 family suites and 19 dormitories, each one sleeping 4 to 10 people. This hotel is the perfect blend of alpine atmosphere, urban style and the Alaïa lifestyle, featuring all the latest hi-tech amenities. Alaïa is becoming the flagship destination for action sports, offering the ultimate experience to every visitor.

Set to open in autumn 2021

alaialodge.ch

# **ALAÏA CHALET**

Alaïa Chalet was the first centre to open to the public. In Crans-Montana (Lens), 5,000m2 are dedicated to action sports such as skateboarding, scooter riding, trampolining, parkour, gymnastics, cheerleading, skiing and snowboarding.

Open since February 2019

alaiachalet.ch

# ALAÏA: THE ORIGIN OF BOARD SPORTS

The name "Alaïa" is inspired by the first surfboards used by Hawaiians at the end of the 19th century. Made of wood, they are very narrow with a rounded nose and a square tail. Although they have no ventral fins, the sharp edges help control the board in the face of a wave. Historically, surfing is at the root of several action sports, including skateboarding (1950). and snowboarding (1970), both of which take direct inspiration from surfboards.

# ALAÏA GROUP: A NEW LEISURE CONCEPT IN THE SWISS ALPS

The multimillion-franc investment in these facilities is solely financed by private funds and by the Alaïa Group, founded by Adam Bonvin and managed by Vincent Van Laethem.

# Alaïa Bay Surf the best waves in the Alps

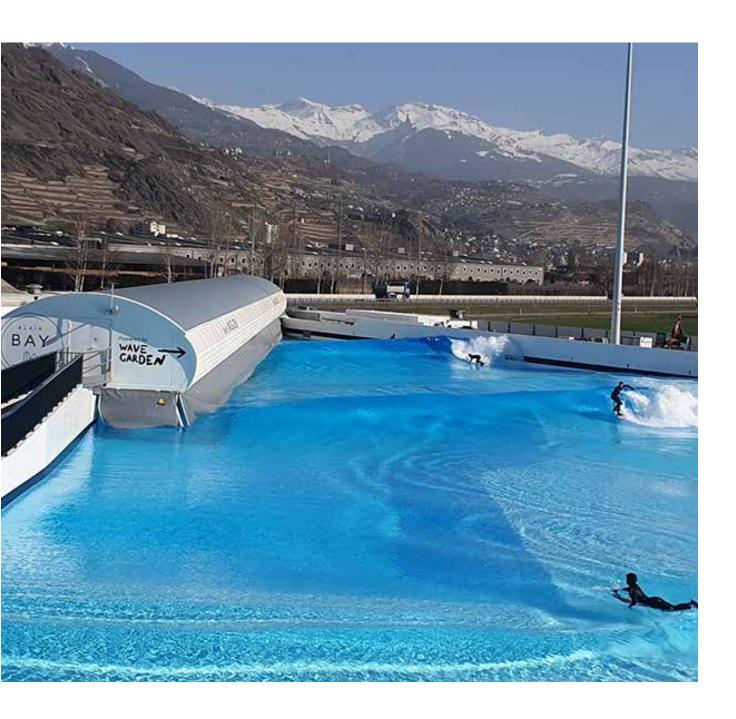
ALAÏA BAY IS THE FIRST SURF CENTRE POWERED BY WAVEGARDEN COVE TECHNOLOGY TO OPEN IN CONTINENTAL EUROPE. IT IS THE FOURTH PROJECT OF ITS KIND AFTER BRISTOL, MELBOURNE AND SOUTH KOREA, FOR A LANDLOCKED COUNTRY, IT IS TOTALLY UNIQUE. DEVELOPED BY A BASQUE COMPANY, THIS SYSTEM REPRODUCES THE SAME SURFING SENSATIONS AS THE OCEAN, JUST AS YOU WOULD IN A NATURAL ENVIRONMENT, YOU HAVE TO PADDLE TO CATCH THE WAVE AND RIDE IT THE FULL LENGTH OF THE POOL BEFORE STARTING AGAIN. FOLLOWING THE RHYTHM OF THE NEW WAVES ARRIVING EVERY 10 SECONDS.

# 20 TYPES OF WAVES

Tucked away in the heart of the Alps in Sion, Valais, an 8,300m2 pool invites surfers from around the world to ride perfect waves day and night. Surf sessions are aided by technology that can produce 20 types of waves adapted to seven different ability levels ranging from beginner to expert. You can try your hand at various disciplines, including surfing (short or longboard), bodyboarding, and even standup paddleboarding (by request only).

The site is home to a surf school with around 20 coaches providing both supervision and guidance. They support beginners and teach them the basics to help them catch their first waves, as well as giving experienced surfers tips on how to perfect their technique on a specific type of wave.

06

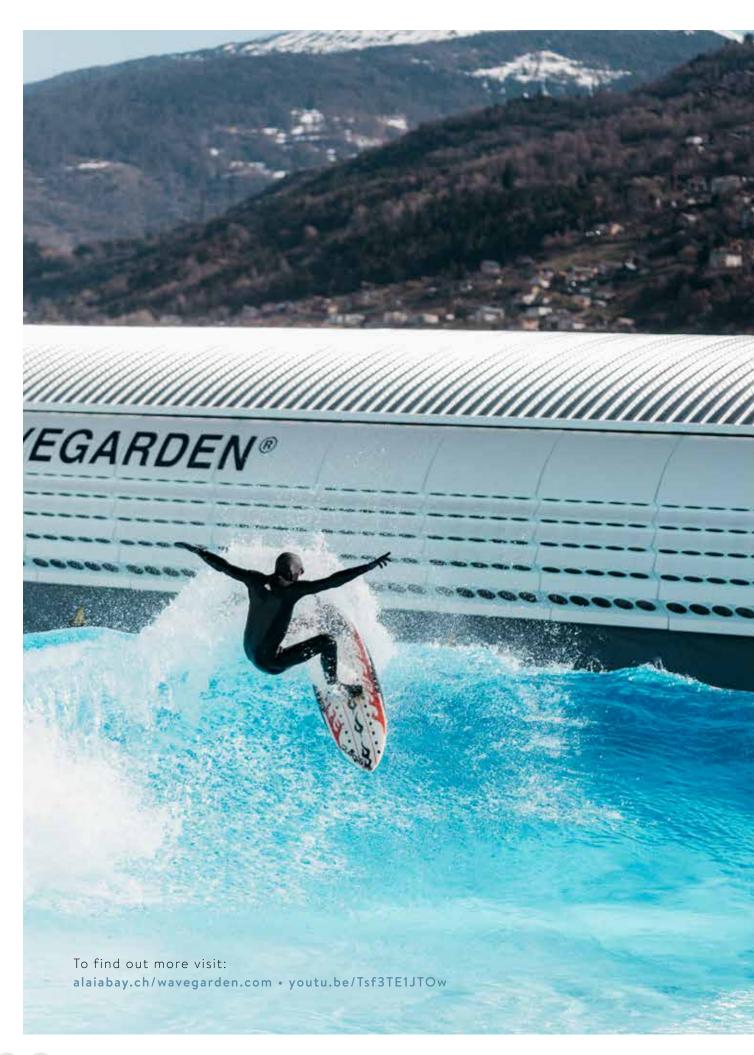


# SURF SHOP, RESTAURANT & WORKSHOP

On the ground floor of the main building, there is a sports shop operated by the Boardriders group. Over 300m2, shoppers can browse and buy the world's top surfing brands, including Quiksilver, Roxy and Billabong. It is the ideal place to find a board, get kitted out with a wetsuit or simply take home some new clothes or pick out the perfect present. You can even try out the boards in the pool before buying them. On the first floor you'll find the "Twin Fin" restaurant, where you can

check out the surfers' skills in a décor inspired by the world's best surf spots. Take a moment to recharge your batteries after a session with dishes from around the world. To complete the experience, the Factory reveals the secrets of surfboard building. In a small workshop setting, the shaper immerses visitors in the world of surfing and expertly describes the various stages of construction.





# Wavegarden Cove technology

ALAÏA BAY IS POWERED BY THE REVOLUTIONARY TECHNOLOGY OF THE WAVEGARDEN COVE, WHICH IS THE MOST VERSATILE, HIGH-PERFORMING AND ENERGY EFFICIENT SURF LAGOON IN THE WORLD COMPARED TO ALL OTHER ARTIFICIAL WAVE SYSTEMS.

# EVERY WAVE FOR EVERY SURFER

Capable of producing between 300 and 1,000 quality waves per hour depending on their configuration, this patented technology is based on a modular electromechanical design which replicates the exact movement of water particles in ocean swells.

The system injects energy into the waves as they

move forward, making sure a constant height is maintained throughout most of the ride. The size, shape, power, and frequency of the waves can be adjusted at the push of a button by changing the mode function on the control

unit software – a feature unique to the Wavegarden Cove.

With the possibility of having up to 40 surfers in the water at any one time in a supervised environment, the pool offers a variety of different surfing zones with perfect waves for everyone, from beginners to professionals.

# THE SAME CONSUMPTION AS A CABLE CAR

Economic and environmental sustainability are essential considerations for the long-term success of a commercial surf park. The Wavegarden Cove consumes approximately 1kWh per wave and some of that energy is recycled and reused. In one hour, the energy consumed is equal to that of a six-seater cable

car. Studies comparing similar products
around the world reveal
that the Wavegarden
Cove is by far the most

energy-efficient system currently on the market. The Wavegarden Cove is up to ten times more efficient than other

artificial wave technologies.

Wavegarden's bespoke water treatment system is integrated to deliver crystal clear and hygienically safe water.

# The facilities

# Surf pool A unique surfing experience

POWERED BY WAVEGARDEN COVE
TECHNOLOGY, ALAÏA BAY'S SURF POOL
IS A ONE-OF-A-KIND EXPERIENCE
WITH WAVES SIMILAR TO THE OCEAN.
IN CONTRAST TO CURRENT OFFERS IN
SWITZERLAND, SURFERS DO NOT REMAIN
STATIC ON A CONTINUOUS WAVE. THEY
PADDLE TO CATCH THE WAVES, WHICH
RENEW EVERY TEN SECONDS, AND RIDE
THE FULL LENGTH OF THE POOL.

# SESSIONS FOR BEGINNERS AS WELL AS PROS

In a pool measuring 8,300m2, between 24 and 40 surfers can immerse themselves in their sport across seven ability levels, from lessons for beginners to Pro and Beast sessions (certification required). The system of 46 motors can create up to 20 types of waves, starting with the gentle "Waikiki" right up to the fast and powerful barrels of the "Beast". Each session lasts a total of one hour, including five minutes for getting in and out of the water.

Coaches supervise every session type to guarantee a safe and high-quality experience for surfers. During a beginner's lesson, lasting around 1hr30 in and out of the water, several coaches accompany the groups to make sure everyone can catch their first wave.

# SURF SAFELY, DAY OR NIGHT

It is now possible to surf perfect waves at any time, summer or winter, day or night – a unique opportunity to hone your skills, especially for professionals, the Swiss surf team, and amateurs.

A maintenance team is present every day that facilities are in operation to ensure the machines are functioning properly and water quality is maintained.

10







# Surf School Get started and progress



TO ALLOW YOU TO DISCOVER SURFING IN THE BEST POSSIBLE CONDITIONS, ALAÏA BAY HAS ITS OWN SURF SCHOOL. THERE IS A RECEPTION AREA FOR EQUIPMENT HIRE, AS WELL AS CHANGING ROOMS WITH LOCKERS AND HOT SHOWERS – THE PERFECT REMEDY FOR WINTER SESSIONS.

For each session, no fewer than 20 coaches have been recruited to run surf lessons, supervise the pool and welcome customers. The coaches provide lessons for beginners, as well as private sessions for advanced skills.

A wide selection of boards is available to hire from the Surf School. With everything from premium boards to foam boards, you're sure to find the one for you. Clean, dry wetsuits can also be hired alongside an array of accessories to make sure surfers are ready for any conditions in summer and winter.



# Twin Fin restaurant Flavours from around the world



LOCATED ON THE FIRST FLOOR, THE
TWIN FIN COVERS 700M2 AND GIVES
DINERS THE OPPORTUNITY TO WATCH
THE SURFERS IN ACTION FROM THE
TERRACE OVERLOOKING THE POOL. THIS
CONTEMPORARY SPACE IS INSPIRED BY
THE TRAVELS OF FOUNDER ADAM BONVIN,
WHO HAS VISITED ALL THE TOP SURF SPOTS
FROM MOROCCO TO INDONESIA.

The warm and lively restaurant is perfect for spending time with family or friends after a surf session. Open to the general public, it offers dishes that transport you from one continent to another, giving pride of place to Swiss products. From Hawaiian poke bowls and Asian wok recipes to Italian pasta dishes and fish and chips, the variety is sure to satisfy the most diverse palates.











# The biggest surf shop in the country: Boardriders finally comes to Switzerland

SPREAD OVER 300M2, ALAÏA BAY'S SURF
SHOP WILL KIT SURFERS OUT FROM HEAD
TO TOE IN THE BEST GEAR AROUND. THE
BOARDRIDERS GROUP, INCLUDING THE
BRANDS QUIKSILVER, ROXY, BILLABONG, DC
SHOES, ELEMENT, RVCA AND VON ZIPPER,
HAS JOINED THE TEAM TO BECOME THE
BIGGEST SURF SHOP IN THE COUNTRY.





# The Factory Surfboard secrets

THE FACTORY IS A MAGICAL PLACE
WHERE SURFING FANS CAN DISCOVER
THE HIDDEN SECRETS OF HOW
SURFBOARDS ARE MADE. SEVERAL
ROOMS REVEAL THE DIFFERENT
STAGES, INCLUDING SANDING, SHAPE
SELECTION AND COLOUR CHOICE.
SURFERS CAN ALSO GET THEIR EPOXY
OR POLYESTER BOARDS REPAIRED
AFTER A PUNISHING SESSION.

Our shaper, Carlos Lopes, is in charge. Before he turned to surfboards, he used to make carbon fibre parts for race cars – rigorous and precise work. Paolo Jacinto, a Portuguese shaper at Wavegliders, introduced him to the art of surfboard building. After working with a number of Portuguese shapers such as Polen Surfboards

and Lufi Surf Co., he came to Switzerland and collaborated with Ateliers Baume, a shape room in Crissier. There, he was able to keep practising his art and share his experiences. As a big fan of surfing himself, Carlos doesn't shape for competitions, but for pleasure. Every one of his boards is made with passion.



FACTORY



# Continue the Alaïa experience

THE OPENING OF ALAÏA BAY HAS
BEEN LONG AWAITED BY SWISS AND
EUROPEAN SURFERS, AS WELL AS
THE ENTIRE ALAÏA GROUP TEAM. THIS
INCREDIBLE SURF SPOT JOINS ALAÏA
CHALET IN CRANS-MONTANA TO GIVE
ACTION SPORTS FANS A COMPLETE
EXPERIENCE RIGHT IN THE HEART OF
THE SWISS ALPS.

# **ALAÏA CAMPS**

In addition to the private and group lessons given throughout the year at Alaïa Chalet, camps are also organised during the school holidays. This unique experience is tailored to all young people aged 8 to 25, who will have the time of their lives in top-quality facilities, supervised by teams of professionals. An occasion to bond with other young people who share the same mindset and create the memories of a lifetime in the heart of the Swiss Alps.

alaiacamps.ch

of alaia.camps

### **ALAÏA CHALET**

Open in Crans-Montana (Lens) since February 2019, Alaïa Chalet is home to action sports such as BMX, scooter riding, freeskiing, snowboarding, and especially skateboarding. The 5,000m2 site is composed of two skate parks, both indoor and outdoor, as well as an indoor space dedicated to trampolining, parkour and gymnastics.

The ethos aligns with that of Alaïa Bay: top-class facilities for pros, amateurs and beginners. All action sports fans are welcome!

Both the indoor and outdoor skate parks were designed and built by California Skateparks, the market leader. Outdoors, the park has a wide range of different lines from a modern street plaza to a three-level bowl – everything has been specifically designed to let skaters express their style with no limits. Composed of a bowl, a pumptrack and a big air ramp with an air bag landing, the indoor skate park is ideal for skateboarding, as well as freeskiing, snowboarding, BMX, roller skating and scooter riding.

Another indoor space is dedicated to trampolining, freestyle, parkour, gymnastics and cheerleading. With five Olympic trampolines, a super trampoline, two air bags, a parkour park and a tumbling zone, there are so many options for practising your favourite sport.

To top everything off, the bar-restaurant, skate shop, multimedia room and video and audio recording studio are also popular with visitors.

alaiachalet.ch

of oalaia.chalet









# Adam, you discovered surfing at the age of 11, was there an instant connection?

I was obsessed with surfing. I grew up surrounded by skiing and snow. I used to go wakeboarding and water skiing, but surfing was my real passion. Nothing beats it!

# You have been to the most beautiful surf spots in the world, can Alaïa Bay compete with these legendary places?

Alaïa Bay's waves are perfect for learning and improving your skill level. Surfers always catch the waves in the same place, without having to fight for a position. You don't have to worry about localism [a phenomenon where local surfers exclude tourists, sometimes resulting in violence], sharks, strong currents or any other dangers. Plus, Alaïa Bay's waves are much more powerful than you might think.

# So pro surfers can also enjoy training at Alaïa Bay?

For example, if you want to work on your weak side, you can position yourself in the pool to catch the waves on that side until you manage to take off. It's the same if you want to work on aerials: you can determine which type of wave will help you train and surf that specific wave over and over again. Now you can even get barrelled in Switzerland.

# It's an unusual project; I imagine getting the right permissions was a crucial step?

One of the arguments that tipped the scales in our favour was the fact that we were developing the portfolio of summer leisure activities in a region heavily dominated by skiing in winter. I think the authorities quickly realised that Alaïa Bay would become a hotspot during the summer in particular.

# What is the energy consumption of a site like this?

In one hour, the entire pool uses the same amount of energy as a six-seater cable car. We use sustainable hydroelectric energy to power the motors needed to create the waves. Inside the building, the energy used is covered by solar panels. The electricity that we buy and consume is certified as green energy.

# You mentioned the pool's motors, but doesn't the water have to be heated to be able to surf all year round?

No, that was never an option for us. With the right equipment, it is possible to surf in all weather conditions without getting cold. What's more, at Alaïa Bay, surfers are much more active than during an ocean session and will warm up naturally from the physical exertion. After the session, they can head to the changing rooms for a nice hot shower.

# Rates & opening hours

SPRING/AUTUMN (MARCH-APRIL-MAY-JUNE / OCTOBER): 10AM-8PM
SUMMER (JULY-AUGUST-SEPTEMBER): 8AM-10PM
WINTER (NOVEMBER TO FEBRUARY): 10AM-6PM

1 BEGINNERS' LESSON							
	CHILDREN (AGED 6 TO 12)	ADULTS					
BEST	114 снғ	129 снғ					
NORMAL	129 снғ	149 снғ					
PEAK	149 снғ	169 снғ					
EQUIPMENT AND COACHING INCLUDED							

1 SESSION
WAIKIKI - MALIBU
ADVANCED - EXPERTS
PRO - BEAST

CHILDREN
(AGED 6 TO 12)

ADULTS

94 CHF

109 CHF

129 CHF

129 CHF

EQUIPMENT AND COACHING NOT INCLUDED



EQUIPMENT AND COACHING INCLUDED - AVAILABLE UNTIL MALIBU SESSIONS

# **FULL 1+1 SESSION**

WAIKIKI MALIBU	ADVANCED EXPER	TS PRO BEAST						
BEST	NORMAL	PEAK						
169 CHF CHILDREN (AGED 6 TO 12)  199 CHF ADULTS	199 CHF CHILDREN (AGED 6 TO 12)  239 CHF ADULTS	239 CHF CHILDREN (AGED 6 TO 12)  279 CHF ADULTS						



# ALPINE SURF CLUB

MEMBERSHIPS	MEMBER ONLY	MEMBER 30	MEMBER 55	MEMBER 85	MEMBER 125	
PRICE	50 CHF 80 CHF / MONTH / SESSION	260 CHF / MONTH	430 CHF / MONTH	590 CHF / MONTH	800 CHF / MONTH	
ALPINE SURF CLUB	Membership included, 80 CHF / session					
HEURES DE SURF/YEAR*	-	24hrs	48hrs	72hrs	108hrs	
INVITED SESSIONS/YEAR*	-	6	7	13	17	
ADDITIONAL SESSION	10% discount (available online)	100 CHF	90 CHF	80 CHF	80 CHF	

<sup>\*</sup>Valid at any time: Peak/Normal/Best periods when open to the public or during the Alpine Surf Club.

# Project key dates



# 2015

The idea for the project blossoms after Adam Bonvin, Alaïa's founder, goes on a surf trip to Hossegor in France. After long conversations with friends, the concept is born: Switzerland needs to experience the same atmosphere of the world of surfing and action sports.

# 2018

## MAY-JUNE

Application for planning permission for the Alaïa Bay project at the Domaine des Îles in Sion. No objections are raised and the project can go ahead.



# 2016

### 8 MARCH

Launch of the crowdfunding campaign on the "I Believe in You" platform. The amount raised is intended for the conception, design, sports programme development and other operational costs.

### 24 MARCH

The Conseil Bourgeoisial de Lens agrees to allocate a plot of 10,000m2 for the construction of the "Alaïa Chalet" project. This land is rented by the project organisers for a period of 30 years.



# 26 APRIL

A crowdfunding success! Over 100,000 francs are raised to launch the project.





2020

**AUGUST** 

Installation of Wavegarden Cove machines.

# 2019

## **AUGUST**

Official opening of Alaïa Chalet to the general public.

# **NOVEMBER**

Construction begins on Alaïa Bay.

## **DECEMBER**

Renovation work begins on the Green Hotel in Crans-Montana to become the future Alaïa Lodge.

# 2021

# **JANUARY**

Surf pool gets filled.

## **FEBRUARY**

Waves are configured.

# **MARCH**

Test phase with invited guests and professional surfers.

## MAY

Preopening of Alaïa Bay to the general public.



# Facts and Figures

13000m<sup>3</sup>

4 OLYMPIC SWIMMING POOLS

100m

OF WAVE

UP TO **20 SURFERS**ON EACH SIDE DURING

ON EACH SIDE DURING A SESSION

A 5-YEAR

PROJECT, FROM CROWDFUNDING TO CONSTRUCTION

RESTAURANT

700m<sup>2</sup>

**300M**<sup>2</sup> INDOORS **400M**<sup>2</sup> OUTDOORS

**ENERGY CONSUMPTION** 

1kWh

PER WAVE. IN ONE HOUR, CONSUMPTION IS EQUAL TO THAT OF  $\mbox{$\Delta$ 6-SEATER CABLE CAR}$ 

MULTIMILLION FRANC PRIVATE INVESTMENTS



8,000m<sup>2</sup>

OF POOL (1 FOOTBALL PITCH)

WAVES FROM **50CM**FOR BEGINNERS TO **2M**FOR EXPERTS

300m<sup>2</sup>

OF SURF SHOP



60 EMPLOYEES, INCLUDING 20 SURF INSTRUCTORS

40,000

ACCORDING TO THE FEDERAL OFFICE OF STATISTICS

3 million

THE NUMBER OF POTENTIAL SURFERS BASED LESS THAN 3 HOURS' DRIVE FROM ALAÏA BAY

# Glossary

### Alaïa

The first surfboards used by Hawaiians at the end of the 19th century. Name of the group bringing surf culture and action sports to Switzerland.

### **Big Air Rampe**

Giant ramp, for example in a skate park.

## **Bodyboard**

Board measuring 1.3m on which you lie on your stomach to catch waves and do tricks while wearing flippers.

### Bowl

A concave-shaped skate park module of varying depths with rounded walls, usually made of concrete and edged with a metal lip (coping).

## Ероху

Resin commonly used for building more shock resistant and lighter surfboards. Epoxy resin also makes the board more responsive due to its rigid structure, meaning it reacts to the slightest movement.

# Longboard

At 2.76m long, longboards are longer than the average board and have a rounded nose. Given their large size, longboards are particularly buoyant and stable. This type of board encourages a more democratic approach to surfing which is accessible to everyone. Longboards are also used to surf waves that are too small for shortboards.

# Nose

The front section of a surfboard.

### **Pumptrack**

A circuit composed of bumps and banked turns for a more fun way to experience BMX and mountain biking, as well as skateboarding, roller skating and scooter riding.

### **Shaper**

Artisan who makes surfboards. They "shape" the board to give it its final form.

### **Shortboard**

A type of surfboard characterised by its small size. Since the late 1960s and the introduction of polyurethane boards, most surfboards are shortboards. Shortboards are easy to manoeuvre, but their small size means they are less buoyant, difficult to balance on, and less accessible. They also need bigger, more powerful waves.

### Street plaza

Space resembling a public square where the street furniture has been designed for skateboarding.

### Tail

The rear section of a surfboard.

### Take-off

Entering a wave and moving from a lying position to a standing position.

### **Tube**

Tube riding occurs when you surf a barrel and are covered by the lip of the wave.

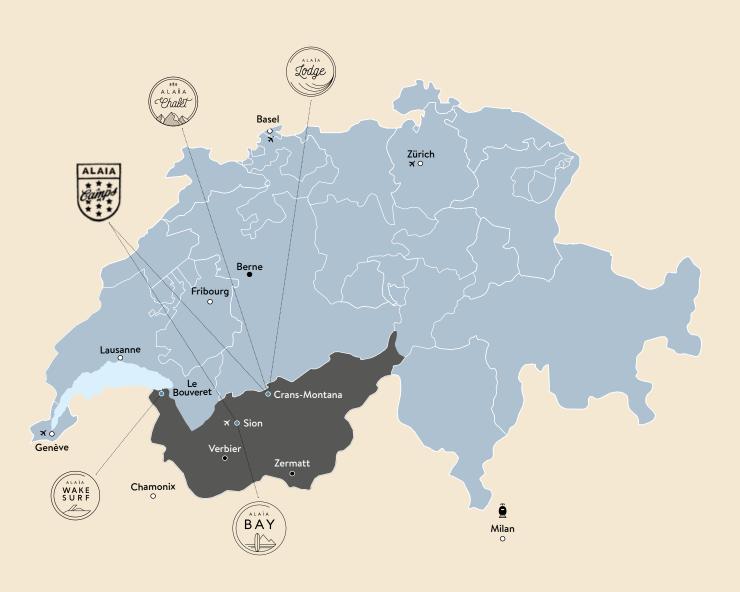
## **Tumbling**

An acrobatic gymnastics element consisting of performing a series of eight high-speed tumbling movements hand-over-foot or foot-over-foot.

### Waikiki

At Alaïa Bay, a Waikiki session is a series of small, perfect, gentle waves ideal for beginners.

# Rejoins l'univers d'Alaïa



 $\begin{array}{l} \text{Martigny} \; \_ \; 20 \text{mn} \\ \text{Lausanne} \; \_ \; 1 \text{h} \\ \text{Z\"{u}rich} \; \_ \; 3 \text{h} \end{array}$ 

Gare de Sion Bus 361 toutes les heures Plus d'infos sur www.faq.alaia.ch

# **Notes**



# ALAÏA BAY

ROUTE D'APROZ 65 | DOMAINE DES ÎLES | CH·1950 SION \$\cdot +41 27 322 71 71 | \Omega +41 79 322 71 71



W W W . A L A I A B A Y . C H