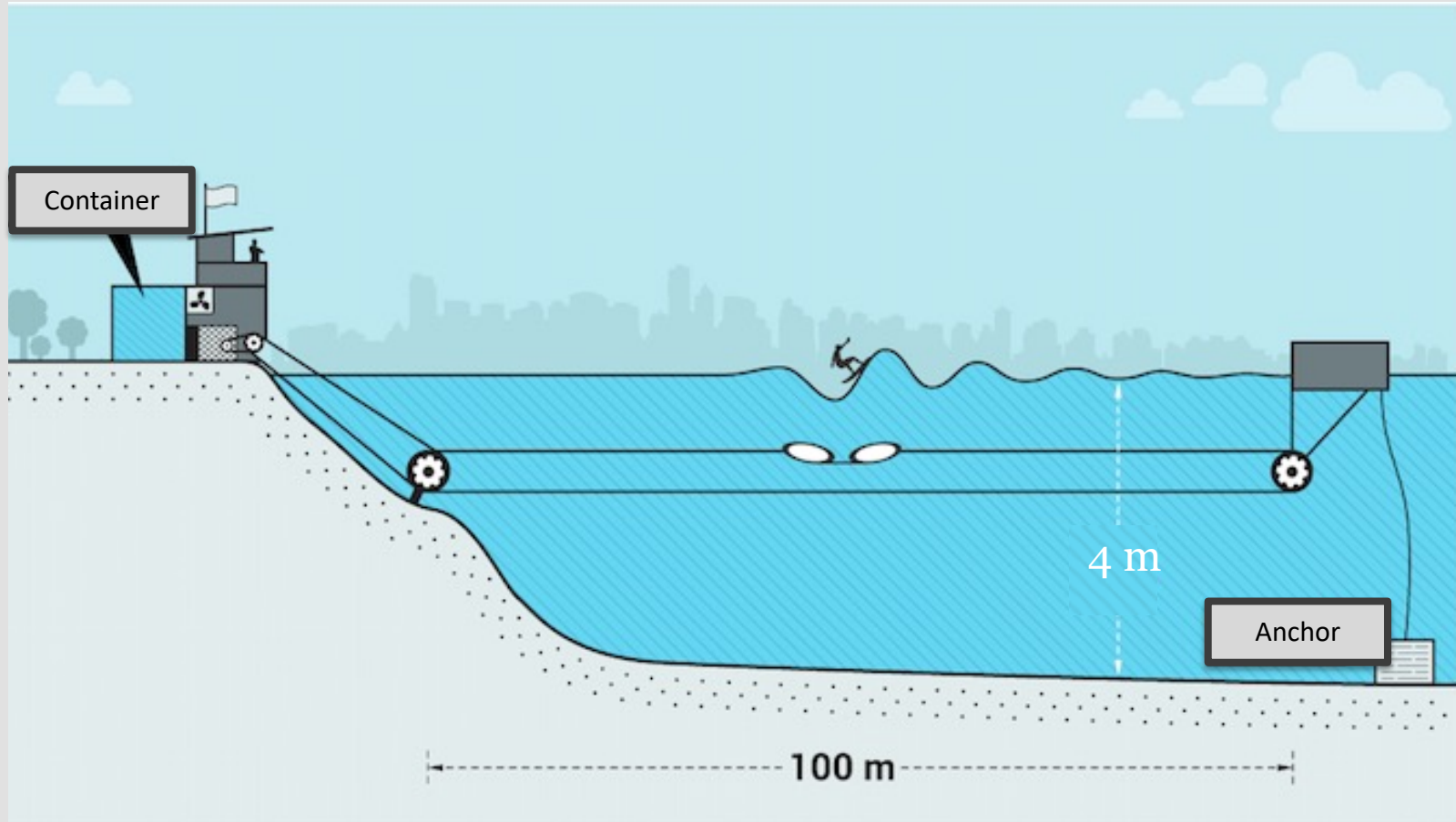




ARTWAVE SURF



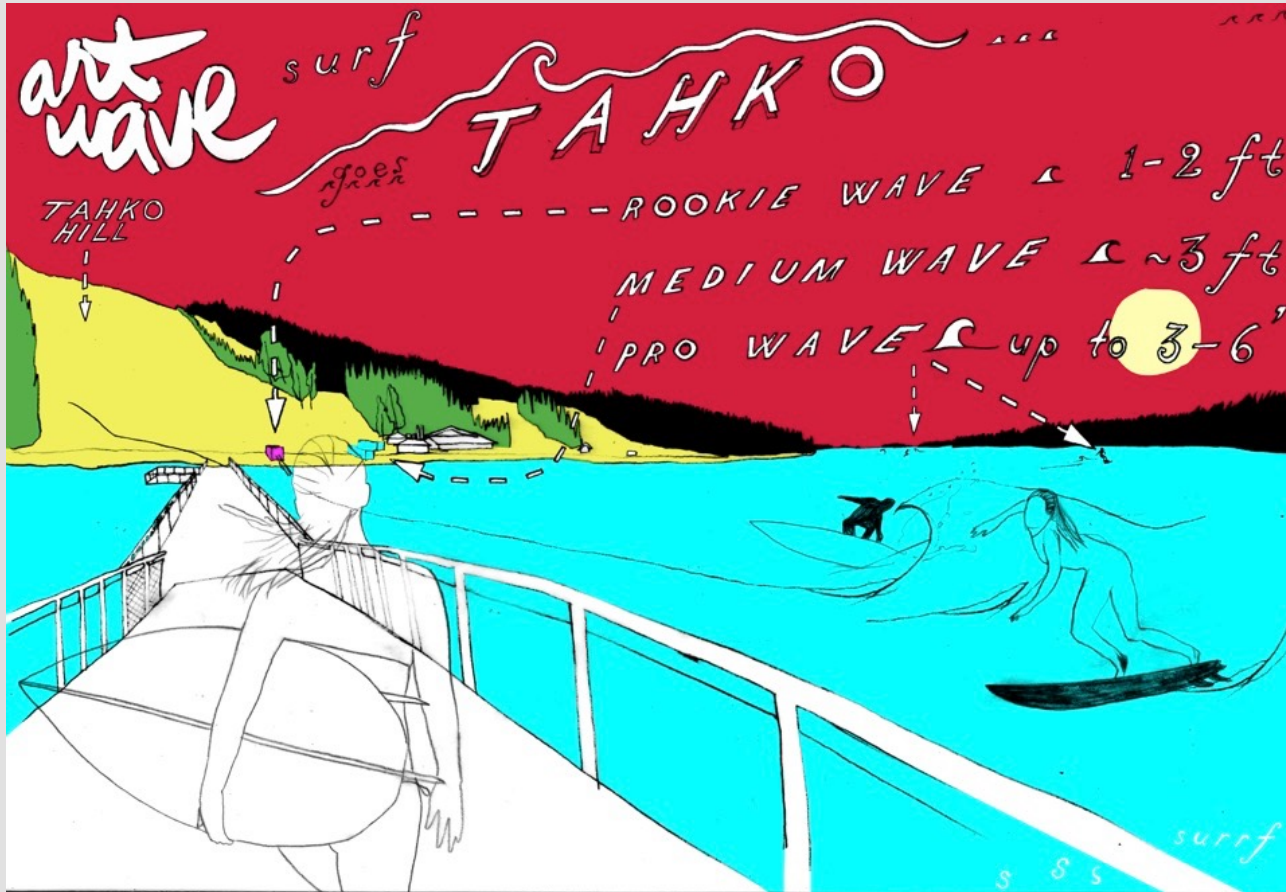
# THE SOLUTION







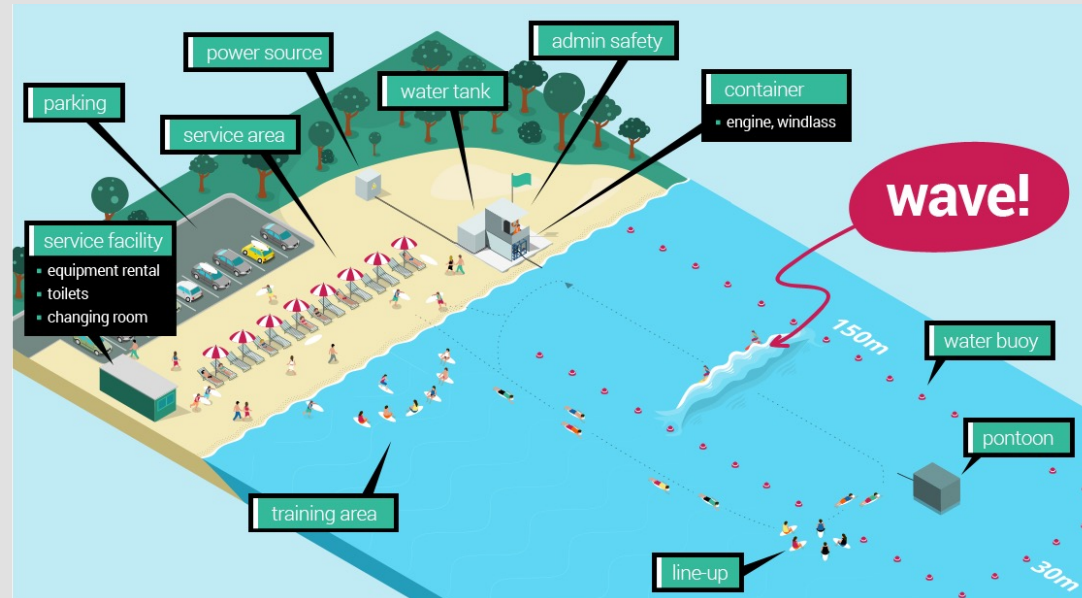
# MULTIPLE WAVES CREATE NEW SPACE LIKE A SKI RESORT ON WATER





## TARGET MARKET: SURFERS AND THEIR SUPPORT TEAMS

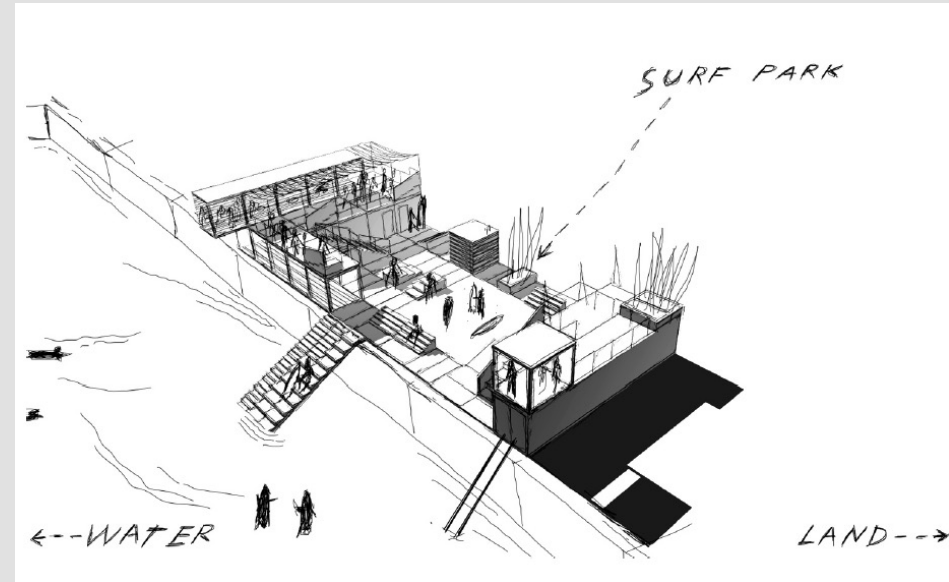
- Surfers but also their support teams
- Surfing statistics
  - Global surf industry generates around \$22 billion in revenue from hardware (surfboards, surf gear, and skateboards), wetsuits, footwear, and surf clothing.
  - Around \$8 billion is generated only in the United States.
  - Number of surfers: 23 million





## BUSINESS MODEL: ATTENTION GRABBER ACTIVITY CONCEPT

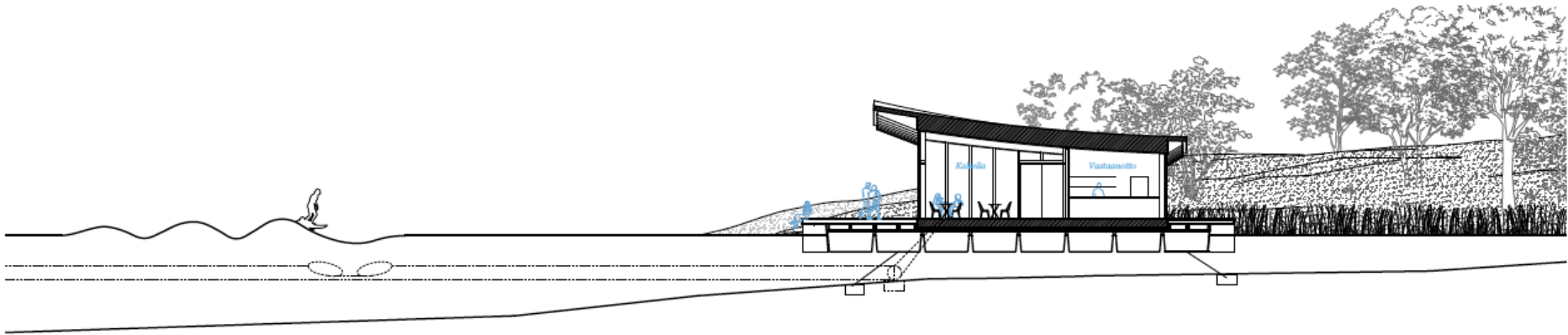
- Surfing
- Surf lessons
- Surf gear rental
- Bar & restaurant
- Events
- Site rental for fashion photography, media and professionals



Few surfers, more hang-arounds



# WE HAVE ARCHITECTURAL PLANNING FOR A FLOATING SITE





# ARTWAVE IS NOT JUST ABOUT SURFING: PHD-LEVEL RESEARCH ON WAVESCAPE AS SOURCE OF EMOTIONAL RECREATION









	Site 1				Site 2			
Scenes	1 – Still Water	2 – Moving Water	3 – Wave activation 1	4 – Wave activation 2	5 – Still Water	6 – Moving Water	7 – Wave activation 1	8 – Wave activation 2
								
<b>Functional Affordances</b>		<ul style="list-style-type: none"> <li>• Close to the water</li> </ul>	<ul style="list-style-type: none"> <li>• Access to the water</li> </ul>	<ul style="list-style-type: none"> <li>• Getting wet</li> <li>• Getting splashed</li> </ul>			<ul style="list-style-type: none"> <li>• Climb down to feel the waves</li> <li>• Could go in the water</li> <li>• Could go for a swim</li> <li>• Could get toes wet</li> </ul>	<ul style="list-style-type: none"> <li>• Watching waves</li> </ul>
<b>Perceived Affordances</b>	<ul style="list-style-type: none"> <li>• Relaxing</li> <li>• Grounded</li> </ul>	<ul style="list-style-type: none"> <li>• Calm</li> <li>• Unpleasing</li> </ul>	<ul style="list-style-type: none"> <li>• Surprise</li> <li>• Curious</li> </ul>	<ul style="list-style-type: none"> <li>• Disturbing</li> <li>• Surprise</li> <li>• Concern</li> <li>• Wonder</li> <li>• Relaxing</li> <li>• Confused</li> <li>• Foreboding</li> <li>• Unpleasant</li> </ul>	<ul style="list-style-type: none"> <li>• Very settling</li> <li>• Unimportant</li> <li>• Boring</li> <li>• Neglected</li> <li>• Uninteresting</li> <li>• Calm</li> <li>• Pleasing</li> <li>• Nothing</li> <li>• Neutral</li> <li>• Abandonment</li> </ul>	<ul style="list-style-type: none"> <li>• Angry</li> <li>• Neglected</li> <li>• Dangerous</li> <li>• Calming</li> <li>• Nothing</li> <li>• Neutral</li> </ul>	<ul style="list-style-type: none"> <li>• Soothing</li> <li>• Curious</li> <li>• Sad</li> <li>• Disappointed</li> <li>• Interested</li> <li>• Welcoming</li> <li>• Relaxed</li> <li>• Unexpected</li> </ul>	<ul style="list-style-type: none"> <li>• Relaxing</li> <li>• Cosy</li> <li>• Restless</li> <li>• Safe</li> <li>• Threatened</li> <li>• Expecting</li> <li>• Curious</li> <li>• Uneasy</li> <li>• Excitement</li> <li>• Connection to beach</li> </ul>
<b>Emotional Affordances</b>	<ul style="list-style-type: none"> <li>• Pensive</li> <li>• Peaceful</li> <li>• Isolated</li> <li>• Uninspiring</li> <li>• Uncomfortable</li> <li>• Unpleasant</li> <li>• Unnatural</li> <li>• Boring</li> <li>• Serene</li> </ul>							

Table 18 Summary of affordances for Site 1 and Site 2



## SUSTAINABILITY: THE KEY DIFFERENCE TO WAVEPOOLS

**NO POOL CONSTRUCTION**  
no concrete needed

**NO WATER PURIFICATION**  
no purification chemicals and systems

**NO WATER SUPPLY NEEDED TO COMPENSATE EVAPORATION**

**NO PERMANENT FACILITIES NEEDED**  
if ship infrastructure available  
(power supply)



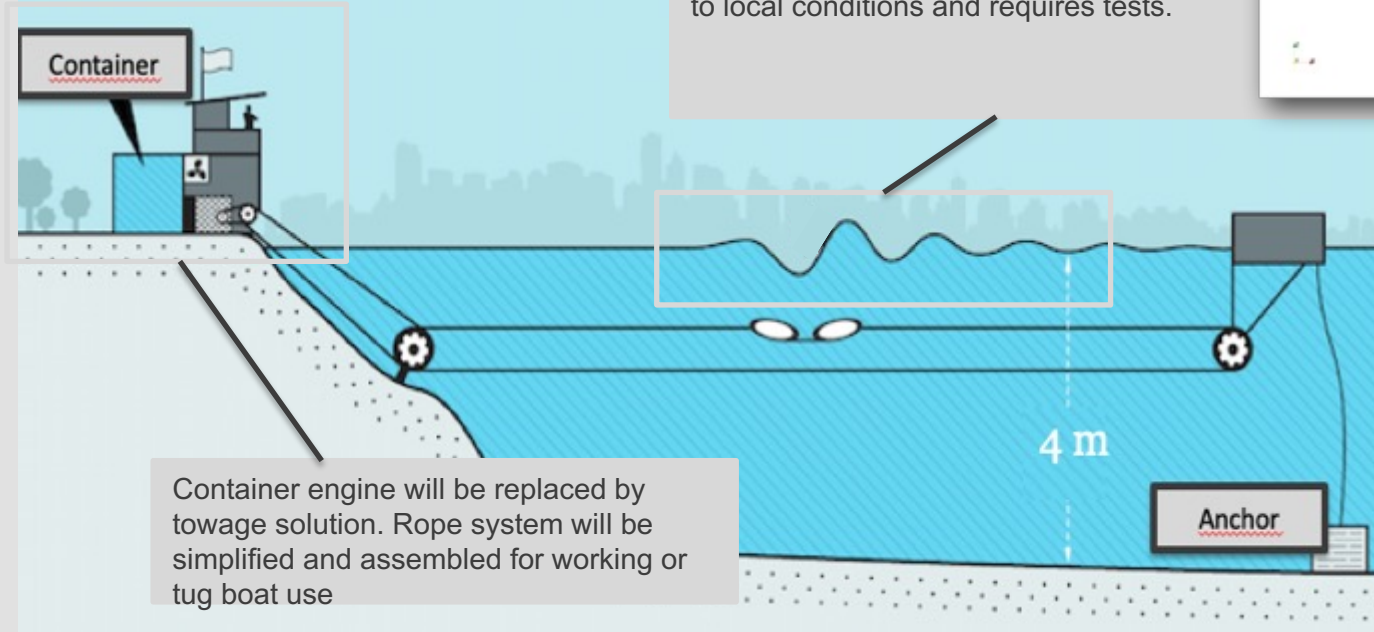
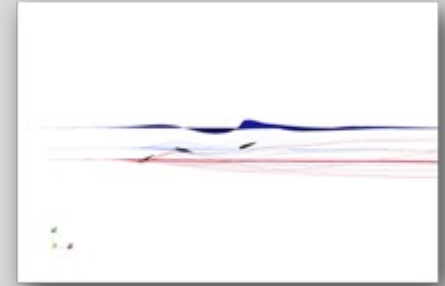




# ARTWAVE AERATION: IT IS ACTUALLY GOOD FOR WATER

**Water aeration** is the process of increasing or maintaining the oxygen saturation of water in both natural and artificial environments.

Wings create natural waves and oxygen diffusion up to depth of 3 m and stirring up to 4m (in case of 1m wave). The level of oxygen saturation in different depths of water is subject to variation due to local conditions and requires tests.



Container engine will be replaced by towage solution. Rope system will be simplified and assembled for working or tug boat use



## IMPLEMENTATION WILL BE BASED ON FINNISH SHIPBUILDING KNOWLEDGE

- Solution is based on standard maritime components
- Development partners



[www.abb.com](http://www.abb.com)



[www.huld.io](http://www.huld.io)



[www.yardmate.fi](http://www.yardmate.fi)





SEE YOU AT THE LOCAL WAVES

