

Surfing sensation at boot 2017:

- The boot wave “THE WAVE” is coming
- Anyone can try indoor surfing
- Surfer Sonni Hönscheid is acting as sponsor
- Unique deepwater surfing on the wave

boot Düsseldorf 2017 can announce something of a sensation: the Surfers Village is a new thrill that can be experienced in Düsseldorf. Hall 2 on the exhibition site is being turned into a winter mecca for surfers, in the centre of which a nine-metre-wide permanent wave is being incorporated. During boot from 21. to 29. January 2017, the wave facility – which guarantees never-ending surfing not only for professionals but also for children and newcomers – will be featured at the heart of the Surfers Village. Beach bars, cool surfing fashion and the latest boards form the setting for a unique experience: surfing in Germany in January.

Anyone can try indoor surfing

Before the trade fair, it is possible to register for surfing at www.boot.de - and it is free of charge in the opening year. One to six surfers can surf on the permanent wave at the same time, depending on their skill level. When they start, beginners and children between six and twelve years old are allowed to hold on to a bar which is attached above the ten-metre-wide wave, so that they can get the right feel for the board. It does not take long for them to make such progress that they can surf comfortably on a low wave. The deepwater wave, as it is known, is still great fun and a real challenge even for professionals, however, because they can take the opportunity to use their own surfboards and to practice tricks and manoeuvres without having to paddle out again and again. Surfing here is possible not just on standard boards, however; small stand-up paddleboards (SUP) are being used for the first time anywhere in the world too.

Surfer Sonni Hönscheid is acting as sponsor

Intensive preparations are currently being made for the wave by the boot team headed by Director Petros Michlidakis: “Our designers are in the process of creating appropriate surroundings in the hall in the style of fabulous Indonesian beaches. We want our visitors to feel like they are on



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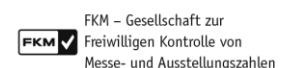
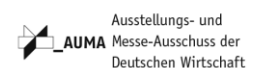
Messe Düsseldorf GmbH
Postfach 10 10 06
40001 Düsseldorf
Messeplatz
40474 Düsseldorf
Germany

Telefon +49 (0) 2 11/45 60-01
Telefax +49 (0) 2 11/45 60-6 68
Internet www.messe-duesseldorf.de
E-Mail info@messe-duesseldorf.de

Geschäftsführung:
Werner M. Dornscheidt (Vorsitzender)
Hans Werner Reinhard
Joachim Schäfer
Bernhard Stempfle
Vorsitzender des Aufsichtsrates:
Thomas Geisel

Amtsgericht Düsseldorf HRB 63
USt-IdNr. DE 119 360 948
St.Nr. 105/5830/0663

Mitgliedschaften der
Messe Düsseldorf:



Öffentliche Verkehrsmittel:
U78, U79: Messe Ost/Stockumer Kirchstr.
Bus 722: Messe-Center Verwaltung

a surfing holiday in Bali. The wave will be a tremendous attraction and is certain to get an enthusiastic response from many children, teenagers and sports fans.” The boot organisers have already arranged two special highlights: SUP world champions from Hawaii will be competing against their top European rivals in the first indoor wave SUP Masters in the world. Prize money of EUR 5,000 can be won in the classic Wave Masters surfing contest that is being held on the second boot weekend. And the Düsseldorf team has already obtained celebrity support too: surfer Sonni Hönscheid, daughter of surf legend Jürgen Hönscheid, has agreed to act as sponsor for the indoor wave and the contests. She herself tried out a Citywave facility for the first time in September and became an immediate fan. “There is no simpler, safer and faster way to learn how to surf! This is a tremendous way to familiarise a wider public with the most beautiful sport in the world.” Sonni will be helping the jury with the WAVE SUP contest on the first boot weekend and will be passing on stand-up paddling tips and tricks by the pool.



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Ten pumps create waves up to 1.5 metres high

Since “The Wave” has a unique deepwater surfing system, standard surfboards with fins can be used on it. A much more realistic surfing feeling is created as a result than on other permanent waves. Surfing across a width of 9 metres on waves between 1 and 1.5 metres high (measured on the face before they break) is possible in the pool. The water has a temperature of 25°C and ten pumps produce in the 1.40 m deep water waves that guarantee unlimited surfing fun.

THE WAVE is a project that is part of the Citywave development attributable to the engineers Susi and Rainer Klimaschewski, who have already had more than 20 years of experience in the development of action sports modules. The Citywave is the first permanent deepwater wave and is popular with surfers from all over the world thanks to the excellent surfing possible with it.

About boot Düsseldorf:

boot Düsseldorf is the biggest boat and water sports trade fair in the world and is the place where all of the industry meets in January every year. About 1,800 exhibitors, 860 of them from more than 60 countries apart from Germany, will be presenting their interesting innovations, attractive developments and maritime equipment here again on 220,000 square metres of stand space from 21. to 29. January 2017. This means that the whole of the global market will be coming to Düsseldorf, to provide an exciting insight into the entire water sports world for the nine-day exhibition in 17 different halls. The trade fair is open from 10:00 to 18:00 every day. Admission tickets can be ordered online at www.boot.de and printed out conveniently at home from mid-November onwards. As an additional feature, they entitle ticket holders to use the Rhine-Ruhr public transport system free of charge up to price level D / South Region.

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Press Department boot Düsseldorf 2017

Tania Vellen/Cathrin Imkampe

Tel.: +49 211/4560-518/589

vellent@messe-duesseldorf.de

imkampec@messe-duesseldorf.de



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