

# INTERPRETATION CENTRE OF THE ERICEIRA WORLD SURFING RESERVE



© Ricardo Branco



© Álvaro FR

**SÃO LOURENÇO** →  
POWERFUL, FAST AND VERY CONSISTENT,  
DIVIDED INTO VARIOUS SECTIONS AND VERY DENSE.

**SÃO LOURENÇO** →



© João Fernandes

**CRAZY LEFT** →  
AN INTENSE WAVE WITH POWERFUL TUBULAR WALLS  
AND SEVERAL SECTIONS MOVING AT GREAT SPEEDS.

**COXOS** →



© Álvaro FR

**COXOS** →  
AN EMBLEMATIC WAVE THAT IS ALWAYS STRONG  
AND PROVIDES TUBES THAT LAST FOR SEVERAL SECONDS,  
ACROSS DIFFERENT SECTIONS.

**CRAZY  
LEFT** →

**CAVE** →



© Álvaro FR

**CAVE** →  
A POWERFUL RIGHT WAVE THAT IS EXTREMELY EXCITING,  
TUBULAR AND DANGEROUS. IT SHOULD ONLY BE TACKLED  
BY VERY EXPERIENCED SURFERS.



© João Fernandes

**RIBEIRA D'ILHAS** →  
AN ICONIC AND SPLENDID WAVE THAT IS VERY LONG  
AND ALLOWS FOR DIFFERENT LEVELS OF SURFING.

**RIBEIRA  
D'ILHAS** →

**REEF** →



© Álvaro FR

**REEF** →  
A SHORT, RIGHT, EXTREME AND EXCEPTIONALLY STRONG WAVE  
WITH A SHALLOW BOTTOM AND A LONG TUBE.

**PEDRA  
BRANCA** →



© Álvaro FR

**PEDRA BRANCA** →  
A LEFT AND TUBULAR WAVE  
WITH AN EXTREMELY FAST TAKE-OFF.

**ERICEIRA** →



World Surfing Reserves are part of an international project of the Save the Waves Coalition, with the objective of raising awareness about the value of waves. They represent a global model of protection and preservation by identifying and promoting the environmental, cultural and economic mechanisms that surround world-class surfing areas, guaranteeing their future for generations to come.

Ericeira is the first World Surfing Reserve in Europe and the second in the world, having been awarded this status in 2011. Spreading across approximately 4 km of coastline, the Ericeira World Surfing Reserve is an exceptional natural area, with an extraordinary environmental wealth and marine biodiversity. It includes 7 iconic waves with different levels of difficulty and world-class quality. Across the Reserve there are dozens of other beaches with different waves, offering opportunities for all types of surfers, from beginners to professionals.



THE INTERPRETATION CENTRE OF THE ERICEIRA WORLD SURFING RESERVE WAS AN INITIATIVE OF THE MUNICIPALITY OF MAFRA AND WAS CONCEIVED BY EXPERIMENTADESIGN IN LINE WITH THE RENOVATION OF THE ERICEIRA TOURISM OFFICE, HAVING BEEN DESIGNED BY ALTA, INTERNATIONAL CREATIVE ALLIANCE, ALONG WITH THE COOPERATION AND SUPPORT OF THE ERICEIRA SURFING COMMUNITY. THE CENTRE WAS INAUGURATED ON THE 3<sup>RD</sup> OF JULY 2016.

[WWW.CM-MAFRA.PT](http://WWW.CM-MAFRA.PT)

[WWW.EXPERIMENTADESIGN.PT](http://WWW.EXPERIMENTADESIGN.PT)  
[WWW.ALTA.INTERNATIONAL](http://WWW.ALTA.INTERNATIONAL)

SAVE THE WAVES COALITION  
[WWW.SAVETHEWAVES.ORG](http://WWW.SAVETHEWAVES.ORG)

PRAÇA DA REPÚBLICA  
2655-347 ERICEIRA  
+351 261 863 122

EVERYDAY  
10:00—19:00 (JUNE & SEPTEMBER)  
10:00—20:00 (JULY & AUGUST)  
10:00—18:00 (OCTOBER—MAY)



© Miguel Marmo

## THE INTERPRETATION CENTRE

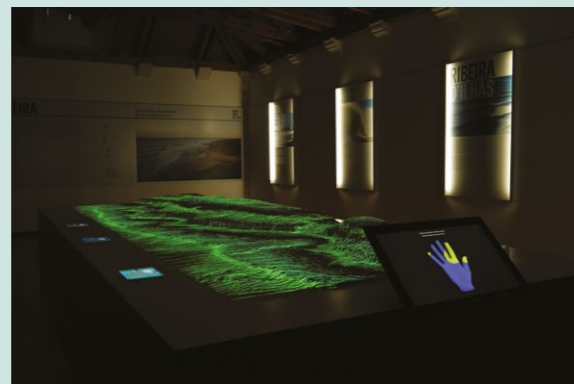
The Interpretation Centre is an innovative and interactive project with a strong emphasis on technology, providing a truly immersive experience. It reveals everything about the Reserve, its 7 magnificent waves and the animals and plants that inhabit its territory. It also explores the role that surfing has had on the development of Ericeira, establishing an important bridge between the geographic characteristics of this region and a level of knowledge that can only be conveyed through its history and inhabitants.

Presenting a new way of communicating, the Interpretation Centre is also an important contribution to the environmental sustainability of this region, which represents one of the main objectives of the World Surfing Reserves project.

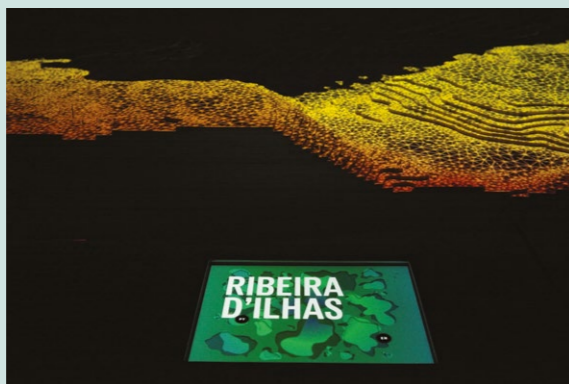
## THE INTERACTIVE TABLE

The main attraction of the Interpretation Centre is the interactive table. Consisting of a topographical model with a 1:1000 scale of the 4 km that make up the Reserve, and a representation of the bathymetric relief of this area, it uses advanced projection technologies and video-mapping to present all of the characteristics of the Reserve.

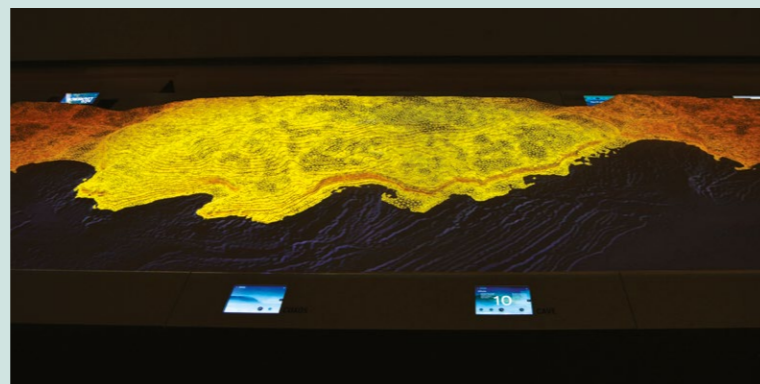
It is an entertaining and engaging way of learning, where the visitor is stimulated and encouraged to interact, analyse and experiment. It explores the Reserve through 4 main directions: waves, biosphere, community and local services.



© Miguel Marmo



© Margarida Moura Guadalupe



© Miguel Marmo

## IPADS

The Interactive table is complemented by 7 iPads, each focussing on one of the iconic waves of the Reserve. Placed strategically on the table, they present all of the characteristics of the waves in detail, along with photo and video galleries where various Ericeira surfers describe their experiences of surfing these magnificent waves.



© Miguel Marmo

## KINECT

The Interpretation Centre also presents an interactive area of videos about the Reserve and the surfing community, allowing for a more relaxed and personal way of learning about the history and characteristics of the Ericeira World Surfing Reserve.



## LEARN EVERYTHING ABOUT

### THE WAVES

Iconic and with an extraordinary quality, the 7 world-class waves of the Reserve — Pedra Branca, Reef, Ribeira D'Ilhas, Cave, Crazy Left, Coxos and São Lourenço — present a unique variety, offering conditions and opportunities for surfers of all levels. Discover their particularities and characteristics, as well as the best conditions to enjoy them.

### THE BIOSPHERE

The Ericeira World Surfing Reserve comprehends its own biosphere that is unique in terms of its abundance and diversity. The Interactive Table allows you to explore the structural elements of these 4 km and their relationship with the world of surfing. It includes presentations of the animal and plant life of the region, as well as demonstrations of the meteorological occurrences that affect it.



© Miguel Marmo

### THE COMMUNITY

Surfing has had a significantly important role in shaping Ericeira's community, making this town an essential landmark of Portugal's surfing history. We present the evolution of surfing in this region, its historical cornerstones and the legacy left behind by the first surfers who conquered these waves. Discover the cultural wealth of this community, its most important events and the ways in which surfing has affected its development.

### LOCAL SERVICES

The Centre also presents all of the information you need to explore Ericeira and the World Surfing Reserve. Browse for a cosy place to spend the night or a restaurant to taste some of the typical local delicacies. Explore the beaches and their different amenities, including surfing schools, beach bars and changing rooms.



© Miguel Marmo

## THE SURF CAFÉ

The Interpretation Centre also includes the Surf Café, which is a perfect complement to the more practical and informative use that the Centre provides. The concept is inspired on surfing, reinforcing its communal and social aspects. The Surf Café has in interior space with a great communal table in the main area and an ample balcony, providing a space with a series of elements inspired by surfing and its more natural and sustainable dimension.