

Santa Monica Daily Press

World Surf League opens Santa Monica headquarters

By Barbara Pressman on February 17, 2015 in Briefs

The World Surf League, formerly known as the Association of Surfing Professionals, has opened a new office space on Main Street. The newly renovated former warehouse space has business and creative office space for 50, a fully equipped professional sound stage for its on-site broadcasting of worldwide competitions, a café with beer on tap, a game room with 24-hour live, surf video footage, and an on-site gym, complete with locker rooms, all designed in a sophisticated surfer vibe.

The Santa Monica-based design/build firm Classical Progression, Inc. was hired to complete the work.

“Classical Progression transformed a non-descript 10,000-square-foot space into a hub for the professional surfing world,” says Kevin Cozen, founder of the firm.

Organic, reclaimed materials are used throughout.

According to Chris Payne, CFO of World Surf League, “Classical Progression instantly understood our company’s culture and created an inspiring and comfortable environment for us to conduct business and enjoy our days at the office.”

See more at: <http://smdp.com/world-surf-league-opens-santa-monica-headquarters/145589#sthash.RA5dRrxy.dpuf>