



# NEWS

THE RITZ-CARLTON

LAGUNA NIGUEL

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## THE RITZ-CARLTON, LAGUNA NIGUEL DEBUTS EXCLUSIVE EXHIBIT OF SOUTHERN CALIFORNIA'S FIRST SURF SHOP – HOBIE

*Riding the wave into 2020, the oceanfront resort highlights Dana Point's iconic surf culture with a yearlong rotating exhibit in partnership with Hobie Surf Shop*



*Hobie Exhibit at The Ritz-Carlton, Laguna Niguel  
(credit: Pacific Dream Photography)*

**DANA POINT, Calif. – December 11, 2019** – Now on exclusive display at [The Ritz-Carlton, Laguna Niguel](#) are unique memorabilia, historical images, and iconic surfboards from Southern California's first surf shop, [Hobie](#), which opened in the 1950s in Dana Point. Located above Salt Creek Beach, one of Southern California's most infamous surf beaches, the oceanfront resort continues to embrace the area's legendary surf culture by collaborating with Hobie on a rotating exhibit, located on the lobby level, and on display throughout 2020. Over the span of the next year, the display will provide guests a local perspective and an inside look at Hobie's evolution in Dana Point and Laguna Beach.

“At the resort, we are always seeking ways to innovate and create an experience that connects our guests with the destination, community, and Dana Point's iconic surf history,” says Brad Mills, Hotel Manager of The Ritz-Carlton, Laguna Niguel. “Hobie is legendary in the surf community and originated in our own backyard. We wanted to bring that history to life and with Hobie's full support, our idea evolved into an extensive and exciting quarterly exhibit that we are thrilled to share with our guests.”

The exhibit currently highlights founder Hobie Alter's beginnings, from his inspiration behind inventing the first polyurethane foam surfboard to opening the first surf shop in Southern California, and his involvement in the iconic surf film, "The Endless Summer." Historic images from this time period are on display, along with a 9'0" Hobie Alter Board #1 Replica (one of the first surfboards Hobie Alter ever shaped) and a 9'8" Hobie Endless Summer Model Replica from 1964. "These replica models showcase a 'golden age' in board design. A handcrafted approach at board building that shaped a generation and continues to leave an impression on our industry. Hobie Surf Shops maintains this tradition by building our boards, all by hand, at our Dana Point location," says Kris Carlow, Hobie Surfboards Sales and Marketing Manager.

Soon to come, the exhibit will focus on Hobie's other unique inventions that built today's action sports industry, like the "Super Surfer" skateboard, Hobie Catamaran, and the Hobie Hawk Glider, along with a variety of Hobie products featured in pop culture.

Please visit [www.ritzcarlton.com/laguna](http://www.ritzcarlton.com/laguna) for continued updates on the rotating exhibit.

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#### **About The Ritz-Carlton, Laguna Niguel**

[The Ritz-Carlton, Laguna Niguel](#) opened in August 1984 as the first Ritz-Carlton resort atop a 150-foot seaside bluff with panoramic views of the Pacific Ocean and direct access to more than three miles of sandy beach. Presented against an extraordinary backdrop, the re-imagined surfside retreat redefines the guest experience by creating distinctive and unforgettable moments that embrace its oceanfront setting – from sea-inspired spa treatments and locally-sourced restaurant menus to ocean view accommodations, family-friendly eco-adventure excursions, and unique surfboard displays. The seaside property offers 396 guestrooms and suites with personal patios or balconies, along with six distinctive dining outlets, an intimate Ritz-Carlton Spa, a dedicated Eco-Adventure Center, and unrivaled activities that embrace the surroundings. The iconic resort emphasizes unparalleled Ritz-Carlton service while delivering a genuine experience with a playful approach to luxury. Follow The Ritz-Carlton, Laguna Niguel on [Instagram](#) , [Twitter](#), or [Facebook](#).

#### **About Hobie**

Since 1950, Hobie has been in the business of shaping a unique lifestyle based around fun, water, and quality products. Hobie Alter set a course that would shape the surf and active sports industry when he opened the first surf shop in Southern California and created the first polyurethane foam surfboard for use with Gordon "Grubby" Clark. The innovation expanded and now Hobie produces an impressive collection of watercraft for worldwide distribution, including sail boats, stand-up paddle boards, kayaks, boats, and more. Hobie brings the finest products and product technology while providing customers a place to talk shop and make connections. It's a place where the surfing, SUP and water sports communities can call home. A home that promotes the clean living, ocean-oriented lifestyle that Hobie Alter gave over 60 years ago. For more information, visit [www.hobie.com](http://www.hobie.com).