

FROM
**FLEETING
MOMENTS**



TO
**BRAGGING
RIGHTS**

17

28.4
Top speed (km/h)

SPORTS: RIPCURL

THE WORLD'S FIRST DEVICE TO REALLY INSPIRE THE GLOBAL SURFING COMMUNITY TO CHALLENGE ITSELF

CHALLENGE

Since 1969 Rip Curl has been creating innovative products to aid surfers in their search for the perfect wave. Surfers spend most of their lives waiting for the planets to align, and when they do, the moment is over almost as soon as it begins. VML wanted to figure out how we could change this, capturing the moment in a tangible, relivable and shareable thing that could live beyond the waves.

SOLUTION

We built a mobile and desktop app that syncs with the GPS Search watch or Apple Watch, translating the raw data of time spent in water and speed and distance traveled into defined periods of paddling, waiting and surfing. This is instantly mapped out onto full-color maps, with tide and weather conditions automatically pulled in. All data recorded anywhere in the world is stored and displayed, creating a connected surfing community unified by their love of surfing and the desire to challenge themselves and their friends to do better next time.

