Hobie Cat Corportation Text

Begun as a manufacturer of surf boards in the late 1950s, Hobie (named after founder Hobie Alter) began manufacturing sailboats by the late 1960s and has become the largest manufacturer of small catamarans in the world. Today operating as a separate division, the Hobie Cat Company’s line of products ranges from catamaran sailboats to kayaks.

At the company’s Oceanside, CA manufacturing facility and Corporate Headquarters, Grupo Pacific boldly proposed an innovative new tenant improvement and expansion project. The main goal of the project sought to accommodate current and future growth while maximizing efficacy through department proximities. A daring component to that success was achieved by creating interactive collaboration nodes between the key departments. Through this process, we reorganized Hobie Cats entire office facility to accommodate their needs for the foreseeable future.

Hobie Cat’s corporate culture was branded throughout the facility by use of wall coverings highlighting various company products, history information wall, lush exterior tropical gardens, and glass walls that rolled up to connect the outdoors to the interior spaces. Additional natural lighting was achieved with the placement of solar tube lighting systems throughout.