

Architect: Iain Halliday, Burley Katon Halliday
Photographer: Ian Barnes
Project location: Manly Beach, Sydney

Surfection Surf Store

Manly Beach, Sydney – surfers' Mecca, where the flagship store of the "Surfection" retail chain for surfing products sets the trend in terms of style, design and lighting technology.

The Australian chain store provides its clientele with the full range of products for their chosen sport – a sport that has also come to represent a way of life. The beach promenade of the surfer stronghold of Manly is the ideal location for the chain's flagship store. In the individualistic target group, authenticity and credibility are name of the game. These are also the decisive criteria for the design concept for which Chris Athas as the boss of Surfection is personally responsible. The concept combines clear, modern lines with warm, natural materials and surfaces such as wood, natural stone and terrazzo.

For the lighting the designers chose downlights, wallwashers and directional luminaires from the ERCO Lightcast range of recessed luminaires. Fitted with warm-toned (3000° Kelvin) metal halide lamps with ceramic discharge tubes, they ensure long-lasting, economical lighting while giving optimum visual comfort and excellent colour rendition.



