



CULTURED PEARLS OF TAHITI

The **NOKIA BIARRITZ SURF FESTIVAL**, a unique event wholly dedicated to the surf culture, is a must rendezvous on the French Basques Coast from 10 to 18 July and since this year is themed "Polynesia". Privileged sponsor of the festival, **TAHIZEA** benefited from a record attendance for the brand's launch.

The values related to the respect of Nature, the elements, and sports ethics that both **TAHIZEA** and the **surf world** share make this event the mythic and spiritual meeting place of the admirers of the Polynesian wave.

The festival started with a unique show performed by Teo's Tahitian dance group, promoted by **GIE Tahiti Tourism**, prior to the traditional and moving ceremony of the waters exchange - the **Ho'okupu**. Conducted by Clyde AIKAU, this ritual welcomes all surfers and blesses sport competitions. This year the Top international long boarders gathered in Biarritz to compete for two crucial titles: **World Champion** and **Long Board Europe Champion**.



In the vast **TAHIZEA** area, the **Tahizeans** and **Tahizea representatives** unveiled to visitors the mysteries and unique beauty of the **Tahiti cultured pearl** delivering expert explanations and educational documents. It was a keen success considering the great public appeal for Tahizea first collections.

The Tahitian surfer **Hira TERIINATOOPA**, **ISA 2004 Short board World Champion**, and charming ambassador of the brand and G.I.E. Perles de Tahiti, attended the festival. Hira pleasantly mingled with surf amateurs and participated at several

dedication sessions.

On a more cultural note, **G.I.E. Perles de Tahiti** organised a conference on Tahiti cultured pearl's industry in the Biarritz casino theatre. The many guests had the privilege to acquire insightful knowledge brought by the subject expert himself: **Martin Coeroli**.



As for the ambiance, **Séverine FERRER**, charming godmother of the festival, **Hira TERIINAFoota** and the French actor **Mathieu TRIBES** (hero of the Lea Parker series on M6 TV Channel) truly appreciated sharing the unique and festive ambiance of the **NOKIA BIARRITZ SURF FESTIVAL**.

Everyday record crowd could enjoy free long board, Tandem surfing and outrigger initiation lessons with both the **American and Polynesian elites** of these disciplines, who came especially for the occasion.

Abundant and diverse activities were run night and day throughout the festival in the **Festival Village**. mairaine tout en charmes de cette édition, **Hira TERIINAFoota** et l'acteur **Mathieu TRIBES** (héros de la série Léa Parker sur M6) ont véritablement apprécié de partager l'ambiance si particulière et festive du **NOKIA BIARRITZ SURF FESTIVAL**.

Tous les jours, le public venu très nombreux a pu bénéficier d'initiations gratuites au Longboard, au Tandem surfing et à la Pirogue avec l'**élite Américaine & Polynésienne** de ces disciplines, tout spécialement venue pour l'occasion.

There were Polynesian traditional dances and songs, the making of an immense wall painting, the sculpture of a giant Tiki, Beach & surf wear stands and shops, Miss BSF contest presided by **Philippe LE RAY** from **TAHIZEA**, assisted by **Severine FERRER**, **Hira TERIINATOOPA** and several personalities from the surf industry, the **TAHIZEA** Tahitian Soiree at the Beach Café? Not to mention the wonderful night show of the Long board, Outrigging and Tandem Surfing **Free Expression Session**. Simply unreal!



This year, like never before, the **BIARRITZ SURF FESTIVAL** has delivered all the promises of a high-level-sport event, providing magical spectacles, fantastic encounters and moving moments, all this in an exotic and warm ambiance. **ALOHA!**