

SCUBA DIVING THE ELECTRIC REEF

The Electric Reef would not only revitalize the local marine ecosystems, it would establish a thriving tourist industry centered on scuba diving, snorkeling, and other non-invasive water activities. To celebrate the accomplishment, the City of Santa Monica would create the first Electric Reef Scuba Festival—an event focused on advocacy, education, and conservation of these ecosystems.



TWILIGHT CONCERT SERIES

A staple on Thursday nights starting in July, the Concert Series is an opportunity for the community to gather and enjoy music. During the event, the glowing, interactive installation erupts into a dynamic light show as a backdrop to the stage—reminding concert-goers of the energy created during the day.



TOMMY BAHAMA PADDLE BOARD RACE

The location of the installation makes it the perfect centerpiece for large-scale, national events. The Tommy Bahama Paddle Board Race and Ocean Festival draws professional paddle boarders and massive crowds. This type of high-profile event would not only give the installation exposure, but draw attention to Santa Monica's forward-thinking sustainable principles.



2016
CALENDAR
OF EVENTS

W
WANDERLUST

TOMMY BAHAMA
PADDLE BOARD RACE
& OCEAN FESTIVAL

TWILIGHT
CONCERTS

ELECTRIC REEF
SCUBA FESTIVAL*

DIA DE
LOS MUERTOS

HOLIDAY
LIGHT SHOW*

2017
CALENDAR
OF EVENTS

VALENTINE'S DAY
AT THE PIER*

PROPOSED TOMMY BAHAMA
PADDLE BOARD COURSES

FUN PADDLE COURSE
LONG COURSE

