



GRCH Architecture and Curious Yellow Design design 9,000 s/f Crest New York

June 27, 2023 - Design / Build



Shown (from left) are: Dan Panico, Brookhaven town councilman; Chris Portera, co-founder/CEO of Crest Surf Clubs;

Brett Portera, co-founder/CEO of Crest Surf Clubs; Alex Portera, director of sales and development for Crest Surf Clubs;

Ricky Portera, partner of Crest Surf Clubs; and representative of NYS senator Dean Murray.

Shirley, NY Crest Surf Clubs celebrated the groundbreaking of its debut location, Crest New York, located less than an hour from Manhattan in the Hamptons. Built by surfers for surfers, Crest New York serves up year-round access to infinite waves and limitless rides without the beachfront

crowds. From one-foot peelers to seven-foot wedges, every Crest wave can be customized on-demand for all enthusiasts and experience levels.

Crest New York rendering - Shirley, NY

The 55,000 s/f surf pool, designed exclusively in partnership with Premier Surf Systems, and the 9,000 s/f clubhouse, designed by GRCH Architecture and Curious Yellow Design, is slated to open in 2024. The one-of-a-kind surf club will allow surfers of all ages and experience to train year-round, day or night in a surf pool designed specifically for this project with projected wave heights of two to seven feet, ride lengths of up to 85 yards, and the largest wave variety in the industry.

“I dreamed of creating Crest Surf Clubs since I graduated from my longboard to my first fiberglass. What started out as a vision that I shared with my father has finally come to fruition,” said Brett Portera, co-founder and CEO of Crest Surf Clubs. “As avid surfers ourselves, we created Crest New York with surfers in mind – meaning surfers from around the world will have access to exclusive technology allowing them to surf whichever waves they want at whatever temperature they want at any given time.”

Besides surfing, patrons of Crest New York receive access to coaches and fitness professionals, on-site yoga, Pilates, meditation, bodywork, dining, an open-plan lounge, a balcony bar with mixologists, semi-private nooks and alcoves for business meetings, and concierge services.

“Surfing has brought my family together for years and has always been a way for me to bond with my son, Brett,” said Chris Portera, co-founder and CEO of Crest Surf Clubs. “Crest will not only be a surf club, but a place for individuals and families to gather and connect with one another – a real lifestyle and community.”

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