

# EXIT SURF

---

The Art of Motion



Art Surfboard FR131, Florian Reinhardt

# THE INTELLECTUAL PROPERTY OF EXIT SURF

25 ART WORKS

THAT DEFINE

THE BRAND'S

DNA



FR009



FR019



FR032



FR084



FR111



FR890



FR136



FR169



FR182



FR212



FR250



FR286



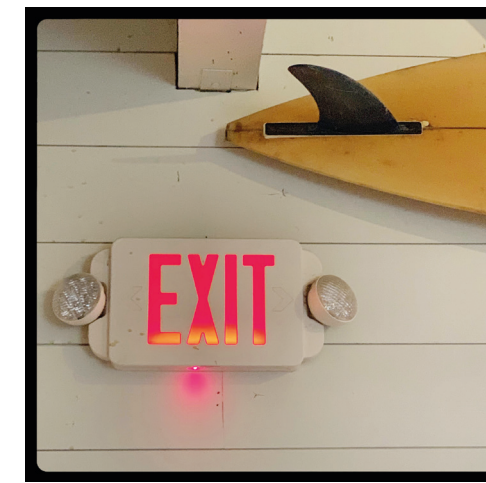
FR313



FR320



FR348



FR352



FR520



FR548



FR569



FR694



FR749



FR781



FR799



FR916

Over fifteen years, Florian Reinhardt photographed EXIT signs across the world — *mundane symbols* turned into *metaphors* for human experience. Mandated by law, *universally understood*, yet *unseen* in their familiarity, these *signs* became portals into questions of *freedom, mortality, and self-awareness*. EXITSURF has adopted this philosophy.

# ORIGIN

Born from Florian Reinhardt's unconscious ritual of photographing EXIT signs across the world, EXIT SURF transforms stillness into motion — reshaping a moment of awareness into an act of freedom.

What began as a visual philosophy of presence now enters the physical world through surfboards, movement, and community — connecting art, water, mind, and body in a shared rhythm of transformation.

EXIT, INTO THE HERE AND NOW

# ELEVATOR PITCH

EXIT SURF is an extension of EXIT ART, a lifestyle brand — merging **art, philosophy, and surf culture** into a **global movement of awareness** in *motion*.

Through *limited edition surfboards, collaborations and visual storytelling*, EXIT SURF celebrates the **freedom** to choose, the **courage** to **change** and the **awareness** that every *wave*, like every **EXIT**, is an *act of renewal*. Created in collaboration with media executive and Eisbach surfer **Tim Meyer-Ricks**, the platform *unites* artists, surfers, and visionaries whose stories stand as **living testimonies**.

Each *shared wave becomes a narrative* — a modern ritual of *presence*.



**“SURFING IS MY EXIT – THE DAY I CAUGHT MY FIRST WAVE WAS THE BEGINNING OF A PERSONAL TRANSFORMATION TO THE BEST VERSION OF MYSELF.”** – *Tim Meyer-Ricks*

**“EXIT IS A MINDSET. IT’S ABOUT FREEDOM AND DOING WHAT FEELS TRUE. EXIT MEANS I FOLLOW MY OWN PATH, UNCONSTRAINED BY ANYONE’S EXPECTATIONS OR RULES.”** – *Florian Reinhardt*

**EXIT IS A SIGN. A RITUAL. A CHOICE.**

# BRAND ESSENCE

**EXIT is a sign.**  
**A ritual.**  
**A choice.**

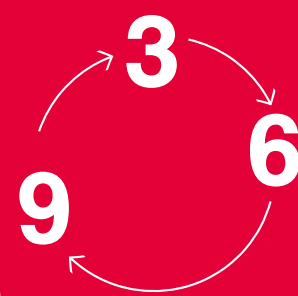
EXIT SURF is the movement that follows.  
Surfing is *presence in motion* — the *alignment of body, board, and wave*.  
It is the *practice of connecting our inner line to the rhythm of nature*.  
*Intuition becomes precision, and we surrender to control.*

## 3-6-9

At its core, **EXIT SURF** embodies a philosophy rooted in Nikola Tesla's numerical triad 3-6-9 — the *energetic code* of **alignment and transformation**.

### Mind. Body. Spirit.

When the mind, body, and spirit align



### Harmony. Motion. Balance.

they move in harmony and strength

### Completion. Awareness. Return.

revealing the path toward completion and enlightenment

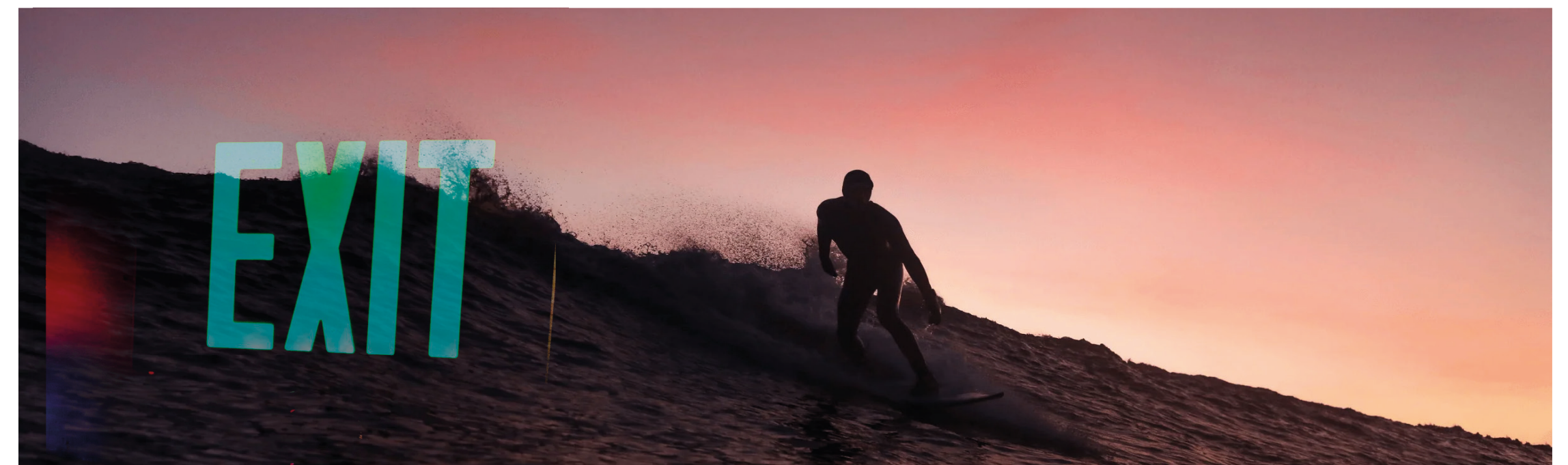
## A brand with purpose

**EXIT SURF** is this journey made visible — the *art of flowing* with, not against, life's current. Rather than leaving, is about *returning*: to the source, to balance, to *self*. Flow in *connection* rather than in escape.

*The wave does not move you. You move with it.*  
*You cannot change the wave, but you can learn how to surf it.*

**EXIT SURF, THE PRACTICE OF SURFING AS A WAY TO EXIT.**

**A LANGUAGE OF MOTION THAT GROUNDS THE BODY, CLEARS THE MIND, AND AWAKENS THE SPIRIT.**



FOR THE GREATER VERSION OF OURSELVES.

**EXIT SURF RELEASES CULTURAL SIGNALS THAT RESTORE BALANCE IN  
HYPER-STIMULATED WORLD.**

**THROUGH ART, MOVEMENT, AND COLLABORATION, EXIT SURF  
EXPRESSES AWARENESS THROUGH SURFING— A PRACTICE OF  
ALIGNMENT, WHERE MIND, BODY, AND WATER MOVE AS ONE.**

**EXIT SURF EXISTS TO AWAKEN CONSCIOUSNESS THROUGH MOTION,  
REMINDING US THAT FREEDOM IS NOT ESCAPE, BUT CONNECTION.**

To surf is to EXIT.  
To EXIT is to awaken.



**EXIT SURF**

NEUTRAL BACKGROUND - OFFICIAL LOGO

**EXIT SURF**

NEUTRAL BACKGROUND - MONOCHROME LOGO

**EXIT SURF**

DARK BACKGROUND - MONOCHROME

**EXIT SURF**

WHITE BACKGROUND - MONOCHROME

# EXTENSIONS OF EXIT SURF

ART WORKS • BOARDS • COLLABORATIONS • MERCH • ACCESSORIES • CHARITY

**EXIT SURF** brings the EXIT philosophy into physical form — merging *motion with meaning*.  
**It comes in waves.** Each drop amplifies the message: presence through movement, art through ritual.



EXIT Surf - T shirts



Prototype - EXIT Surf sunglasses



Limited edition - Skateboard FR019 & FR169  
x Legacy Concept Store



Limited edition - Surfboard FR286  
x Riot Surfboards

# COLLABORATIONS

Global, culturally engaged, design-forward.



**LEGACY**  
STORE



**RIOT** - Art Surfboards and commercial lines — merging craftsmanship, performance, and symbolism. Exhibited at **LEGACY CONCEPT STORE, PARIS**

**SANTO  
LOCO.**



**SANTOLOCO**- Limited apparel, art and commercial skateboard series supporting Wellenbezwingen e.V., expanding EXIT SURF's community across Munich, Sagres and Lisbon.



**EXITSURF  
FOR GOOD →**



**WAVEHAWAII**- Sustainable AirLite ponchos for moments of transition — from sea to stillness.



**ZOVOZ SUNGLASSES**- Sustainable eyewear designed to protect the surfer's eye

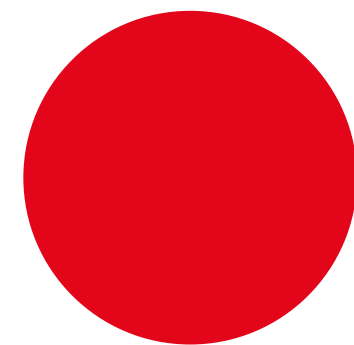


**BLACKROLL**

**BLACKROLL**- Recover with the exclusive carbon fascia roller and get back into the water.

# INTELLECTUAL PROPERTY

The photo archive is the cornerstone of our identity and a catalyst for collaborations and the message we deliver. EXIT SURF carries the credibility of contemporary art and surf culture. It speaks to surfers, skaters, creators, and seekers who value authenticity, symbolism, and intention.

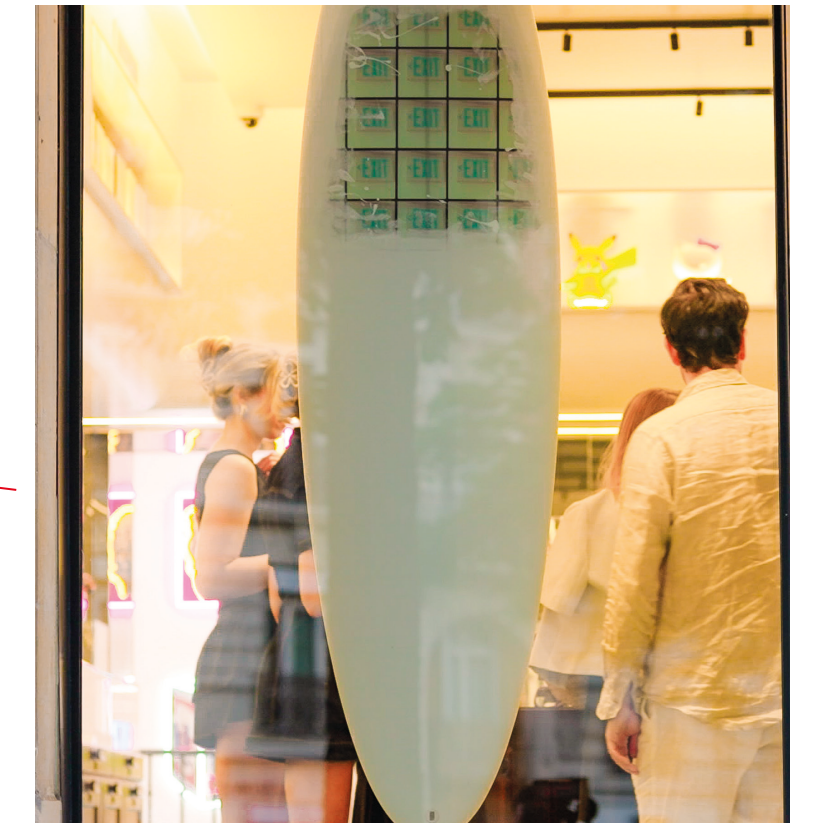


*Scalable Impact*



*Emotional relevance*

*Cultural Capital*



*Cultural Partnerships  
(galleries, institutions)*

# VALUE PROPOSITION

With high-margin, limited editions and cross-category collaborations, EXIT SURF bridges art and commerce while maintaining its core integrity. The EXIT sign — a universal icon — gives the brand unmatched global recognizability and expansion potential across fashion, design, and wellness.

**“ONCE WE REALIZE, EXIT IS EVERYWHERE.”**



**“EXITSURF IS A BRAND WITH PURPOSE —  
CREATED TO JOIN THE AWAKENED. GUIDE  
THE WEARY. ARISE THOSE WHOSE VISION  
REMAINS WITHHELD.”**

--- → A minimum of 10% of proceeds to charity (EXIT for Good).

**EXIT**

**FOR**

**GOOD**





— STRENGTHENING CULTURAL RELEVANCE WHILE CREATING MEASURABLE SOCIAL IMPACT.

## Healing Through Motion

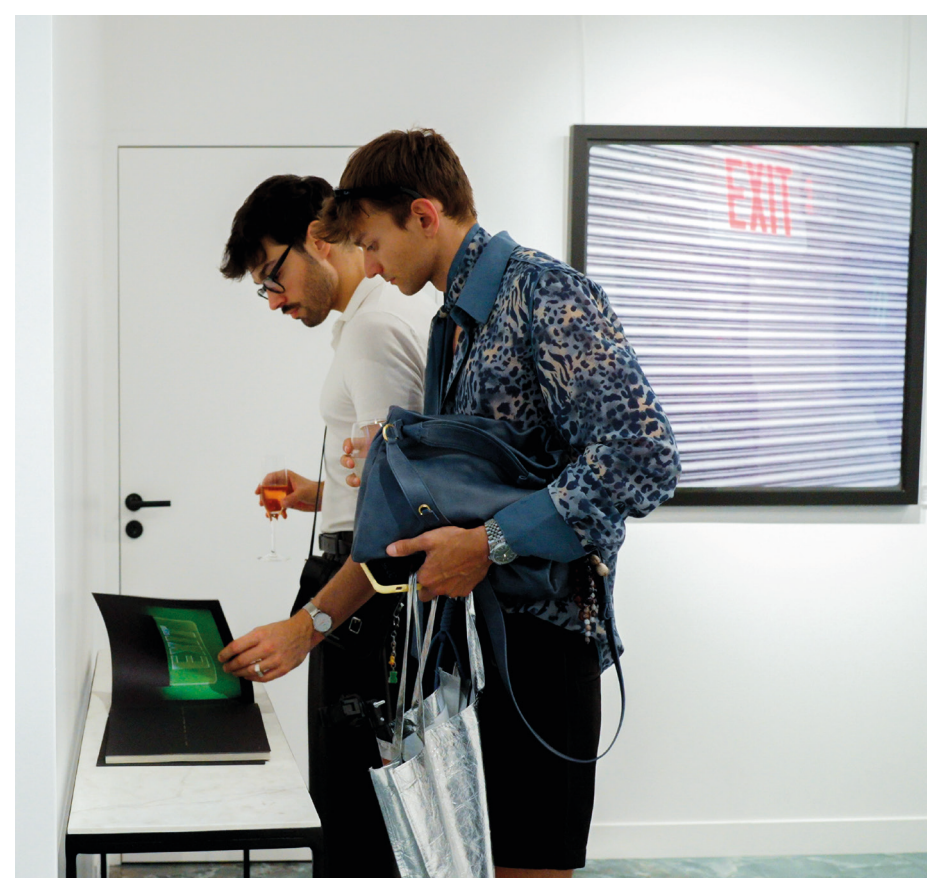
EXIT SURF collaborates with organizations such as Wellenbezwinger e.V., SURFIVOR NYC and the International Surf Therapy Organization, supporting children, veterans, policemen and communities through **surf therapy**.

Every collection contributes a minimum of 10 % of proceeds to initiatives that use surfing as **a tool for recovery, confidence, and connection**.

*These partnerships turn the EXIT philosophy into **tangible impact** — proving that awareness in motion can **change lives**.*

*Each wave is a step toward healing.*

*Each EXIT a return to freedom.*



# AUDIENCE & DEMOGRAPHICS

EXIT SURF reaches a new generation of conscious explorers — surfers, creators, and entrepreneurs who see movement as meditation and style as expression.

They are driven by experience over status, creativity over convention, and balance over speed.

Our community moves between cities and coasts — from Munich to Lisbon, Costa Rica to Hawaii — united by the pursuit of presence.

**CORE AUDIENCE: 25–54, WITH GROWTH AMONG 17–24.**

We reach the awake, the weary, and the ones yet to see. They don't follow trends. They follow flow. They follow their purpose.

*EXITART audience: collectors, entrepreneurs, and culturally engaged communities at exhibitions and events.*

# COMMUNITY INSIGHTS

## Top age ranges



# 6.5%

## Avg Engagement Rate

*EXITSURF content averages 6.5% engagement, peaking at 10–11%*

*0 % paid reach — a community built organically through storytelling, exhibitions, and collaborations. They are active participants, not spectators — sharing their #MyEXITSurfStory and becoming co-authors of the brand's message.*

61.7 %  
Men ●



38.3 %  
● Women

32,220  
Monthly Views

0.0% from ads

40.2 %  
Followers ●



59.8%  
● Non-followers

**EXITART'S COMMUNITY IS  
GLOBAL, ENGAGED,  
AND FORWARD-THINKING.**

**“TO PARTNER WITH EXITART IS TO TRANSCEND IDENTITY. TOGETHER, WE TRANSFORM BRANDS INTO SYMBOLS OF CREATIVITY, INTELLECT, AND CULTURAL RESONANCE — REACHING WHERE THE BRAND ALONE CANNOT GO.”**

**EXIT ART**

**CONTACT US!**



[exitsurf.art](https://exitsurf.art)



[@exitsurf.art](https://www.instagram.com/exitsurf.art)



[tim@exitsurf.art](mailto:tim@exitsurf.art)

[abril@exitartnyc.com](mailto:abril@exitartnyc.com)

**EXIT SURF**