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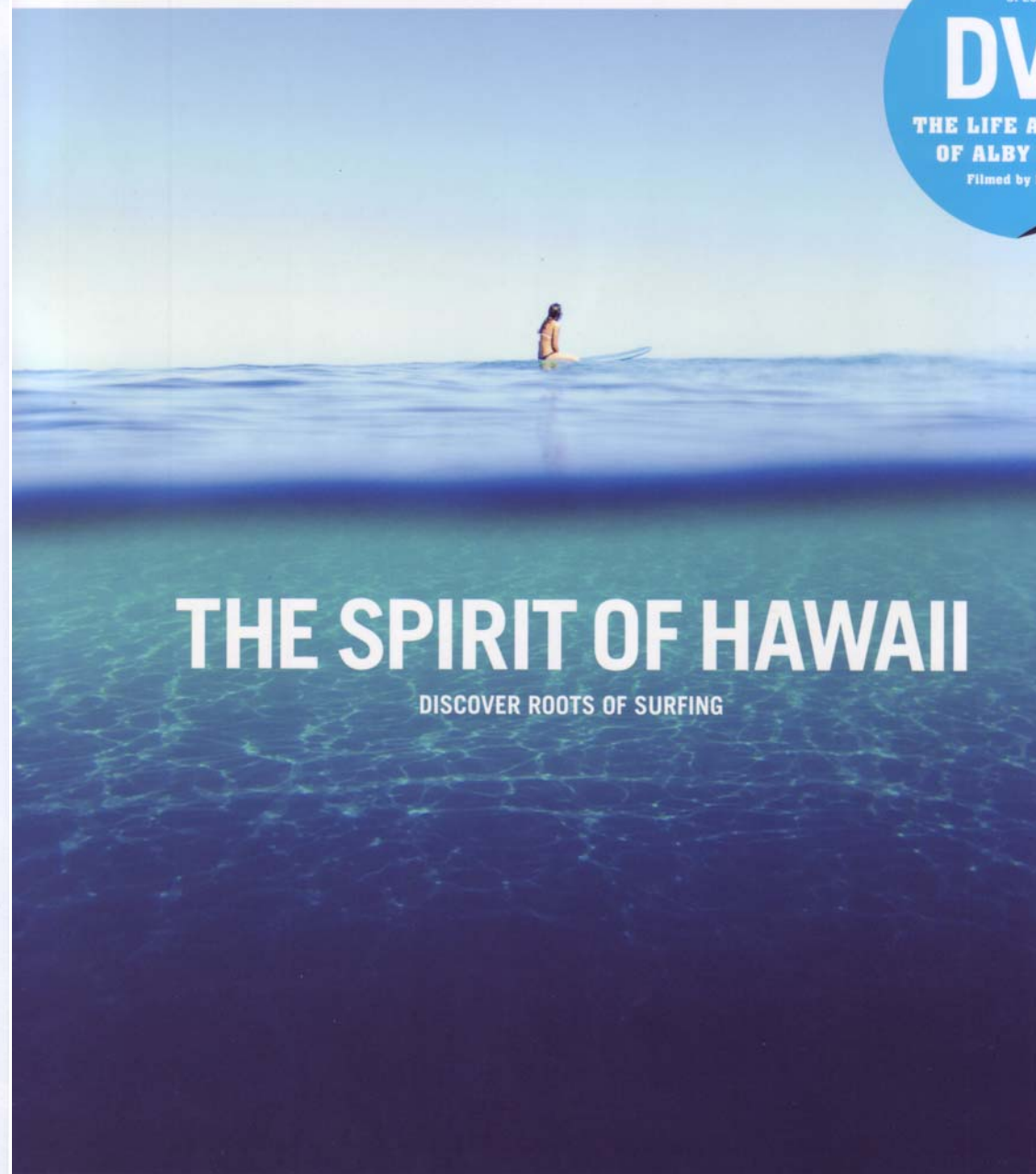
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THE SPIRIT OF HAWAII

DISCOVER ROOTS OF SURFING

PLACE: Discover Roots of Surfing / The History of Surfing in Hawaii / Tribute to The Memory of Donald Takayama PORTRAIT: Gerry Lopez / Tiger Esperri / C.R. Stecyk III / Alby Falzon
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THE SPIRIT OF HAWAII

DISCOVER ROOTS OF SURFING / THE HISTORY OF SURFING IN HAWAII / TRIBUTE

TO THE MEMORY OF DONALD TAKAYAMA

For centuries, Hawaiian has lived with ocean and ridden its creation, waves.
There is no enough word to describe what surfing truly is...
It is something that changes perspective of your entire life.
Only those who can talk what surfing truly is are Hawaiian surfers....

何世紀にもわたり、海とともに暮らし、波乗りをしてきたハワイアンにとって、サーフィンは“癒し”や“健康”といった流行りの文句だけで語れるものではない。それは生活や考え方、価値観にも大きく影響を与えるものだと言う。そんな彼らから、本当のサーフィンの魅力について探っていこう。



Look back at Hawaii, the birthplace of surfing

Exploitation of surfing points, evolution of surfboards, and innovative riding...
The history of surfing which has been developed centering on Hawaii is passed on to the present day and to the future.

Brief surf history chronology including about some significant surfers in surf history somebody surfed in certain spot, such as Pipeline and somebody won certain contests etc.
H' a'e ka 'ike he' enalu i ka hokua o ka 'ale ("Show your knowledge of surfing on the back of the wave")

First there were the gods who rode the waves of time to arrive on the shores of Hawai'i over a hundred generations ago. In this remote string of islands the sport of surfing would be born and from the beginning man has attempted to capture the stoke - to share it, relive it, to pass it on. First in ancient stories through chant and song, then through countless images in glossy magazines that stopped time for all to see. Traditional surfing was, and still is, about style and functionality. The original surfers, the Hawaiian's, riding their wooden papah'e enalu, would provide the foundation for innovative surfboard design and served as the inspiration for the surfer of today. My ancestors provided the foundation and inspiration for the surfer of today. Every time we catch a wave we perform a dance, be it hula or ballet, we learn to emulate art as we move as one with the energy of a wave born of the power of wind and sea.

It's not uncommon to hear many assume that surfing has roots in Africa, South America or elsewhere in the world. But really surfing, the art of standing on a board constructed solely for the purpose of riding a wave, began in Hawai'i. Justifiably Hawai'i and its native people are credited with giving this unique watersport to the world. It is here on this remote island chain surrounded by thousands of miles of open ocean that you will find not only the physical artifacts that attest to our long history of surfing, our oral histories do the same.

In our contemporary world stories of the history of surfing center around Waikiki because that was the hub of the sport when it was introduced to the outside world in the early 20th Century. Hawaiian tradition tells of richer experience, across all the islands Hawai'i men, women, commoners and chiefs, gods...they all surfed.

In our modern times many have come to the North Shore in search of surf - Kealoha Kaeo famous for riding Sunset, Eddie Aikau for his love of Waimea Bay who disappeared while on the voyaging canoe H'K'le'a, Jose Angel the big wave charger at Pipeline who never returned from a 300 foot dive off of Maui, Barry Kanaiaupuni with the powerhouse turns who inspired a generation of big wave rippers, Tiger Espere the essence of grace who spent his final years sharing our Hawaiian culture with the Japanese people, Jock Sutherland the switch-stance specialist who returned from the dark-side, Gerry Lopez the yoga Pipe-master and stylistic tube-rider as well as the father of professional surfing, and Tom Stone the native Hawaiian surfer of the shadows, surfing for the love of surfing, and whose stories are still told of riding the largest wave to have been ridden at Pipe so far. These are shapers and movers that instilled the new generations to dream the dream of riding a wave.

George Freeth was born in 1883 to Elizabeth Kaili and George Freeth Sr. in the islands of Hawaii. An offspring of a wealthy and influential family whose Grandfather was William Green, a wealthy trade merchant who formed an inter-island shipping company and started the Honolulu Iron Works which was around through the latter part of the 20th century. Freeth grew up on the beaches of Waikiki around other such renowned watermen as the Kahanamoku 'ohana but would never actually become a noted beachboy due his aristocratic upbringing. Freeth though would develop tremendous water sports skills of the time becoming a champion swimmer and high diver and of course a renowned surfer. In 1907 a foreign writer Jack London with the help of Alexander Hume Ford (who established the Outrigger Canoe and Surf Club) would lay the foundation of what would become today's surfing pop-culture. Alexander Hume Ford would seize the opportunity to promote his fledgling tourism business using the writing talents of Jack London and the watermen abilities of George Freeth and Duke Kahanamoku. This encounter in

time would not only change Freeth's life as a native in the islands forever but that of legendary Kahanamoku.

Unknown to many in surfing today Ford was instrumental for his promotion of Hawaii through surfing. Surfing would bring change to the world as it gained popularity during a period in time when America was exerting its political dominance and surfing was used to establish the aristocratic connection between native lifestyle and the wealthy foreigner. Jack London who would coin surfing as "Surfing Sport of Kings" would provide the reason why the wealthy foreigner's of the time would flock to Hawai'i to be kings or to experience the free Hawaiian lifestyle, aloha and to emulate the image of the bronze Hawaiian beachboy surfer.

One of the younger Hawaiians who looked up to George was Duke Kahanamoku. We all know Duke as the legendary Olympic swimmer and Hawaiian surfing ambassador to the world, while George Freeth would leave for Redondo Beach, California where he would be recognized for bringing surfing to the west coast (though Kuhio actually came before to northern Cal) and establishing lifeguarding.

It was because of these two surfers, a writer looking to make a name for himself, and the promotion of tourism that surfing would become popular throughout the world. George Freeth would be known as the "man who walked on water" in at the beginning of the 20th century when people would line up on the beaches of Hawaii and watch him surf. Freeth like Duke would use a 200 pound surfboard to paddle into the large waves of Waikiki. For Duke it was surfing that he loved but his nickname would be the "Human Fish" when at the age of 21 years old Duke would set the freestyle record in 1911 at 55.4 seconds, in a saltwater pool. Some people say that Duke's famous ride was in the winter of 1917 when 30 foot waves came ashore at Waikiki. Duke and others paddled out to a legendary reef break, Kalehuawehe, located more than a mile of shore to catch his famous wave. After this great ride Duke would say to his

brothers and close friends that I may never catch a wave like that again no one could take the memory of this ride away from me, the wave and moment will be with me forever.

Though many Hawaiian/local surfers were surfing on all shores of O'ahu and the Hawaiian Islands the primary surfing spots through the early part of the 1900's following missionary purging of our cultural traditions were the areas along the south shore of O'ahu mostly around Waikiki. As the traditional Hawaiian surfboard changed with various concepts from Tom Blake and eventual introduction of the "Hotcurl" design from surfers like John Kelly, Wally Froiseth and Fran Heath so to did the foreign surfers begin to search for more challenging waves.

In the mid-1930s these residents of Honolulu headed out of the city and explored the west coast of the island and at Makaha Beach set up camp one night to awake the next morning to see large waves breaking over the reef. Makaha only starts to work when it's over 10-12ft and it reaches 20ft. or more a few times a year. In the mid-1940s surfers were making Makaha a routine destination. Trekking down the small dirt roads to Makaha was a new face, that was Uncle George Downing. George would study the break like a scientist and with determination noting the intervals, timing of the sets, how many waves that would come in each set, and when it was flat he would swim the reef learning the contours that determined how the wave would break based on direction. George Downing would be remembered for the new design of big wave surfboard that was 10ft. long and now had a fin. This gave more surfboard control on the face of the wave when he paddled into the big waves of Makaha. Makaha would become a mixed bag of Hawaiian and Californian surfers building huts and renting houses and through it all Downing would remain the best big wave surfer with Bud Brown and Buzzy Trent riding 15ft. Makaha which the outside world had never photographically seen before. This opened the door to the growing numbers of Californians coming to the islands following the dream of riding a wave that big, and the number only grew through the 60's, until it eventually would spill over to the north shore when in 1957 Greg Noll and Mike Strange stood watching 15ft. waves at Waimea Bay. Greg while standing there would tell his friends fuck it all, I'm heading out, and they both paddled out followed by Fred Van Dyke, Mickey Munoz and Pat Curren. Since that day, the North shore has become surfing's mecca and Waimea one of the proving grounds. Since that day, the North shore has

become surfing's mecca and Waimea one of the proving grounds. Until this time surfing remained an underground pastime enjoyed by a dedicated rebellious Californian minority operating on the edge of the sporting world, that is until Gidget hit the movie screens in the late 1950's.

The success of surfing movies (especially "Gidget") was a huge success and a new surf and beach lifestyle that immediately appealed to a teenage audience ready to seek out this cool Hawaiian/California lifestyle. The influence of the movie genres rapidly transformed surfing, which was an elite underground lifestyle to a fad for huge numbers of west coast kids who lived within distance of the ocean. Many speculate that the number of surfers in Hawaii grew exponentially from about an estimated 5,000 to more than 100,000 between 1956 - 1962.

Surfing may never have grabbed the publics and surfers imaginations any



George Freeth is known for one of the people who introduced surfing to California for the first time. Same as Duke, he is a great water man who grew up in Waikiki.
Surfing Heritage Foundation

カリフォルニアにサーフィンを初めて伝えた一人として知られているジョージ・フリース。彼もデュークと同じく、ワイキキで育った優れたウォーターマンだ

other time then it did through the mid-20th century. It was that dream and had it not been for Duke, George Freeth and the early surfers who came to surf the island of O'ahu, notably the north shore as the testing grounds for new innovations and surfing abilities surfing would never have undergone the innovative changes. Building upon the Hawaiian lifestyle the new surfers arriving on our shores explored the reefs of the island while adopting or adapting to the island lifestyle with a sense of exploration, and their abandonment of authoritarian control and non-conformity to American social values would shape the perceptions of the 1960's surfers, which still exists today. I have to say that these pop-culture pioneers pushed the boundaries of surfing at the time which in turn pushed forward the development of surfboard design that would flow through the surfing world globally. These early transient surfers to the north shore

came with the spirit of the Hawaiian warrior, who cast fear aside or at least controlled that fear and became legends in their own right.

It was the combination of the arrival of Greg Noll and friends on the north shore, surf movies, and surf music that ignited surfing and its eventual development into a sub-culture and commercialization of surfing. An entire new lifestyle and industry evolved from a Hawaiian tradition to monetary pop culture. In 1960, John Severson introduces "The Surfer" magazine to the young surf culture, board shapers such as Mike Diffenderfer, Dick Brewer, Leslie Potts, and many more began to experiment with new surfboard designs based on traditional Hawaiian surfboard concepts using new materials, and integrating wood carving techniques and ship design thus begins the new era of modern surfing.

Long boards began to change from round noses and square tails to narrow pintails that looked like spaceships out of the comic books. Boards also started to shorten during the latter part of this decade and with the experimental influence of a wealthy surfer, Bunker Spreckles and surfboard shaper Mike Diffenderfer board size and design would change forever. Surfboard design would change radically from the round-rails to the turned down or drop rails, and the introduction of the V-bottom by McTavish, which would become a combination for a new style of surfboard - drop rail, flat to V-bottom streamline rocket built for speed and maneuverability that put this new surfboard under 7'0" foot. This is not to say there were not many more influential individuals who initiated change but to mention everyone would take an entire magazine dedicated to just that. The shorter surfboards, lighter in weight triggered an entire new style of more aggressive surfer which began to find its home in Australia. This marked the end of the golden era of surfing from its native beginnings. Surviving through a missionary period of native conversion that attempted to remove this practice from the Hawaiian culture until surfings rebirth as a tourism attraction and American dominance of surfing and its history as the native Hawaiian struggled to survive the crush of outsiders rushing to their island home to claim superiority over the waves, only to have the Hawaiian surfer rise up to meet the challenge. Today the resurgence of traditional riding of traditional Hawaiian surfboards, not those hybrid wood surfboards given a Hawaiian name, has made a come back and had reinvigorated a new generation of surfers looking to take the original Hawaiian style of surfing into the future. E mau ana i ka wa nalu (Surfing that wave through time).

モノにこだわる波乗り達へ

NALU's choice

NALU's choice.2

ハワイローカルなら誰もが知る有名バッグ

Lanai TRANSIT / HAWAII

ラナイトランジット / ハワイ

product

BAG

data

©FELIX INTERNATIONAL LTD.
☎+1-808-923-3380
www.lanai-transit.com

price

Lanai-isolatートバッグ ¥88,000、
Lanai-isolatビジネスート ¥90,000

point.1

パリ「コレット」にも展開



世界的に有名なパリのセレクトショップ「コレット」でも取り扱われており、その品質の高さはお墨付き

point.2

高級感漂うレザー



バッグには、著名なメゾンも御用達のDUPY社の皮を贅沢に使用。素材からも品格があふれている

point.3

機能性も抜群!



内側には仕分けしやすい多数のポケット付き。お洒落で、軽くて、使い勝手も良い。これが人気の秘密だ

NALU's eye

ロコ御用達、
ハワイの必需品!

ハワイのローカルイベントや学校行事などで必ず見かけるのが、このブランド。ハワイの暮らしに根付いたバッグは商品のラインナップも豊富で、ハワイフリークにも愛用者が多い。上質のレザーとこだわりの作り、ハワイらしい遊び心あるデザインは、日本でもヘビロテ間違いなしだ。



point. 3

point. 1

point. 2

NALU's choice.1

機能性に優れたハイスベックジャケット

BILLABONG

ビラボン

product

JACKET

data

ゼジャーエスエムジャパン
☎0466-55-6505
billabong.com/jp

price

PX-1 2.5 JACKET ¥18,900

point.1

撥水性も抜群!



優れた撥水性を持っているので海辺で大活躍。さまざまなアウトドアシーンで愛用したい

point.2

防水ジッパー



ポケットとフロントには水の侵入を防ぐ防水ジッパーを採用。ポケットの中に水が入るのを防いでくれる

point.3

2.5素材を採用



耐水圧 / 10,000mm、透湿性 (8,000g/m²/24h) の2.5層素材を使用することで、優れた機能を実現

NALU's eye

ビラボンのルーツが
詰まった一着

ボードショーツ作りからスタートしたビラボン。毎年多くのモデルも発表され、その機能は年々進化を遂げている。そんなブランドのルーツともいえるボードショーツの最先端スペックを採用して作られたのが「PLATINUM JACKET」シリーズだ。ラインナップも豊富なので、ぜひチェックしてほしい。



point. 3

point. 2

point. 1

オーストラリア発祥のサーフブランド、ビラボン。ビラボンが誕生したのは、今から40年前の1973年。一流サーファーであるゴードン・マーチャントが、手製のボードショーツを作ったのが始まりだ。「サーファーによるサーファーのためのブランド」をいち早く実践。機能性に優れたボードショーツを生み出した先駆者であり、今や世界中のサーファー達に愛される老舗ブランドとなった。

長くサーフシーンに携わり、その多くの経験から生み出される製品の数々。サーフインはもちろん、海辺で過ごす日常でも快適で心地よいウェア達。デザイン性の高さ、機能性にこだわった作りも、このブランドの人気の理由でもある。そのビラボンの新作「PLATINUM JACKET」。このジャケットは、優れた耐久性と、衣類内に常に最高のコンディションに保つ透湿性を搭載。人気のPX-1ボードショーツのスペックをアウトターに反映させた、ハイエンドで機能性抜群の一着だ。

薄手なので、インナーを変化させるだけで3シーズン活用することから、さらに、軽量でコンパクトに収納ができるのでサーフトリップにも最適だ。シンプルながらも随所にこだわりのあるデザインはビラボンならでは。どんなアイテムとも相性抜群で、これは長く愛用できる一着になりそうだ。

サ

「サーファーならば誰もが大好きなハワイ。暖かな気候、青い海、豊かな波。心地よいハワイアン達のマインドに触れながら過ごす時間は格別だ。そんなハワイのスピリットが存分に詰まったバッグブランドが「Lanai TRANSIT HAWAII」だ。

「ハワイの暮らしで本場に使いやすい物」をテーマに作られたハワイのローカルブランドで、現地では知らない人はいないというほど人気のバッグ。展開はハワイの直営店2店舗のみだが、10万点以上販売されたという。品質へのこだわりは高く、フランスの工房で生産するという徹底ぶり。現在は、ハワイのライフスタイル、アロハマインドを世界へ発信するハワイ代表のブランドとして、パリやミラノのコレクションにも参加している。

ここで紹介している新作「イソラ」は、ハワイも島をモチーフにしたデザインが特徴。シックな雰囲気ながら、アロハの遊び心を加えた大人のお洒落バッグ。インナーには使い勝手の良いポケットがあり、機能性も抜群だ。

パリの人気セレクトショップでも展開されており、ハワイ発のブランドが欧州ラグジュアリーブランドと並ぶのは初快挙。残念ながら、現在は日本での取り扱いはない。ハワイへ訪れた際は、世界が認める高品質バッグを手にしに、ぜひショップへ足を運んでみたい。