



STUDIO O'SULLIVAN

PRESS RELEASE - HULU * feather - at FuoriSalone Milano 2024

Who

Damian O'Sullivan is a designer who likes to experiment with form and materials and is not afraid to rock the boat whilst keeping a fine eye on the aesthetics. It's an approach that has seen him collaborate with the likes of Hermès, Louis Vuitton and many others.

The history

A few years ago, Damian O'Sullivan started working with straw marquetry, a craft that had become popular in 17th century France and England, where it was most famously practiced by prisoners of war during the Napoleonic wars. The craft saw its heyday in the Art-Deco era with exquisite furniture pieces by both André Groult and Jean-Michel Frank.

The material

The technique entails using thin strips of natural and colored straw to create intricate designs on furniture or decorative objects. Straw marquetry requires great skill and attention to detail, as the strips are fragile and must be meticulously placed to create the intricate and captivating patterns.

The project

To draw attention and pay homage to the technique, Damian O'Sullivan decided to dust off its venerable yet antiquated image and apply the craft to the very present day art of surfing. Working in close collaboration with Sinum Surfboards (Belgium) for the construction of the wooden surfboard and Simône Schwarz (Germany) for the straw marquetry, the threesome set about creating something special.

The process

The surfboard is constructed from a plywood skeletal frame (not unlike an airplane wing) which is then covered in Paulownia, a sustainable hardwood. Once the board is ready, the design is applied by transferring the drawing directly onto its surface with pencil. The straw strips can then carefully be glued on, piece by piece, to create the straw marquetry. A final glass fiber and epoxy coating is required to strengthen and protect the final design.

The name

The design of the feather (hulu in Hawaiian: the birthplace of surfing) was chosen for its lightness and beauty as well as representing a universal talismanic symbol of protection. Hulu is an ode to craft, to grace, to lightness and pace.

Showing from 16 - 21 of April

size: 8 feet (245 x 58 x 7 cm) - Volume: 62 L - Weight: 5 Kg

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