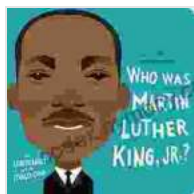


Who Was Board? The Ultimate Guide to the Legendary Skateboarder and His Iconic Brand

In the skateboarding world, there is an iconic name that stands out: Tony Hawk. As one of the most recognizable and influential professional skateboarders of all time, Hawk's legacy extends far beyond the skatepark. From his groundbreaking tricks to his successful business ventures, Hawk has left an indelible mark on the sport and popular culture.

In 2018, Hawk released his memoir, "How Did I Get Here?" which provides an intimate and deeply personal account of his extraordinary life. Accompanying this memoir is a companion volume, "Who Was Board?," which tells the parallel story of Hawk's signature skateboard brand.



Who Was Martin Luther King, Jr.?: A Who Was? Board Book (Who Was? Board Books) by Lisbeth Kaiser

★★★★☆ 4.7 out of 5

Language: English

File size : 3884 KB



The Birth of Birdhouse Skateboards

In 1992, Tony Hawk, Per Welinder, and Fausto Vitello joined forces to establish Birdhouse Skateboards. The trio envisioned a brand that would embody their collective passion for skateboarding and push the boundaries of what was possible on four wheels.

The name "Birdhouse" was inspired by Hawk's nickname, "The Birdman," which originated from his signature aerial maneuvers. It was a playful and memorable moniker that perfectly encapsulated the company's spirit of innovation and creativity.

A Skateboarding Legacy

From its inception, Birdhouse Skateboards has been at the forefront of the skateboarding scene. Hawk's unwavering commitment to progression and creativity drove the brand to produce high-quality skateboards, apparel, and accessories that catered to the evolving needs of skaters.

Over the years, Birdhouse has sponsored a roster of legendary skaters, including Andrew Reynolds, Shane O'Neill, and Chris Cole, who have contributed to the brand's unparalleled reputation. Together, they have pushed the limits of skateboarding and inspired generations of riders.

The Signature Style

Birdhouse Skateboards is known for its distinctive aesthetic, which combines classic skateboarding elements with a modern and edgy twist. The brand's iconic logo, featuring a stylized bird perched on a skateboard, has become synonymous with quality and style.

Birdhouse decks are renowned for their durability and performance, featuring intricate graphics that showcase the artistic talents of Hawk and his collaborators. The company's apparel line also embodies the Birdhouse ethos, with bold designs and comfortable fabrics that cater to both skaters and streetwear enthusiasts.

The Hawk Foundation

Beyond its commercial success, Birdhouse Skateboards has a deep-rooted commitment to supporting the skateboarding community. In 2002, Hawk established the Tony Hawk Foundation, a non-profit organization dedicated to building and maintaining skateparks in underserved communities.

Through the Tony Hawk Foundation, the brand has played a pivotal role in providing access to skateboarding for countless young people, fostering their creativity, confidence, and physical well-being.

The Birdhouse Legacy

Today, Birdhouse Skateboards remains one of the most iconic and recognizable brands in the skateboarding industry. Its unwavering commitment to quality, innovation, and community engagement has solidified its place as a cornerstone of skateboarding culture.

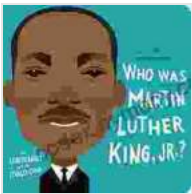
Through its association with Tony Hawk and its legendary team riders, Birdhouse has left an indelible mark on the sport and continues to inspire and empower generations of skaters.

"Who Was Board?," the companion volume to Hawk's memoir, provides a comprehensive and engaging account of the legendary skateboard brand's journey. From its humble beginnings to its rise to global prominence, the book offers a behind-the-scenes look at the creative process, collaborations, and challenges that have shaped Birdhouse Skateboards into the cultural icon it is today.

Whether you're a lifelong skateboarder, a fan of Tony Hawk, or simply curious about the origins of one of the most iconic brands in sports, "Who Was Board?" is an essential read. Its pages are filled with captivating

stories, stunning photography, and insights from the people who have been instrumental in building the Birdhouse legacy.

So dive into the world of skateboarding and discover the story behind the brand that has revolutionized the sport and continues to inspire riders around the globe.



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