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HEART LAND OF INNOVATION

THE HAWAIIAN ISLAND OF MAUI HAS LONG HELD ROOTS OF RESPONSIBILITY FOR MANY OF THE MOST ENDURING WATERSPORT DESIGNS AND INNOVATIONS. AS CABRINHA HITS THEIR 20-YEAR MILESTONE, ALMA TASSI SPEAKS TO SOME OF THE CORE TEAM MEMBERS AND REFLECTS ON A UNIQUELY GIFTED LOCATION THAT'S STACKED WITH CONDITIONS AND AN ANYTHING-GOES ATTITUDE. A HUB THAT GIVES BIRTH TO LIMITLESS IMAGINATION WHEN IT COMES TO WATERSPORTS POSSIBILITIES...

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Pete Cabrinha, Laird Hamilton, Kai Lenny, Dave Kalama, Robby Naish, Paige Alms, Albee Layer, Dakine Hawaii, Cabrinha, Naish, Jaws, Honolulu Bay, Ho'okipa and Kite Beach... These are but a few of the internationally known names of athletes, brands and places that are synonymous with the island of Maui. What makes this tiny island in the middle of the Pacific play such a significant role in the wide world of surfing? Read on.



“HYBRID IS A WORD THAT IS PART OF THE KITESURFING STORY AND TODAY THE WORD IS STILL RELEVANT IN DESIGN. THE SPORT OF KITESURFING IS ACTUALLY A HYBRID OF MANY SPORTS WHICH HAVE COME TOGETHER IN A SPECTACULAR WAY.”
 PETE CABRINHA

MAUI ON THE MAP

It's no secret that Maui holds a mythical standing among high-level watersports athletes and enthusiasts. Although people admire Hawaii for its surf culture, Maui has its own story to tell, specific to the conditions born out of its unique geography. The weather patterns on Maui can feel mystifying, with rain or wind in one area while there's bright sunshine and glassy waters just down the road. There is, however, one thing that you can count on: wind blowing somewhere on the island for over 300 days of the year.

WATER SPORTS BORN AND RAISED ON MAUI

Within 700 square miles, Maui experiences a wind pattern rife with potential for not only developing the most dynamic of watersports, but also for inventing them. Looking back over the last few decades, a handful of names

have risen to the top as significant players that shaped a variety of sports and innovations, all while living and working on the island. One of those people is Pete Cabrinha. Although he officially started his brand 20 years ago, the impact he had on wind and surf sports on Maui began long before its launch.

Windsurfing took hold in the late 70s but really blew up in Maui during the 80s, with Ho'okipa taking centre stage. The Aloha Classic and, years later, the original Red Bull King of the Air competitions, were held at Ho'okipa Beach Park on Maui's north shore, cementing the island's reputation as the pinnacle of the wind sport surf experience.

Pete recounts, "Maui originally captured the imagination of the world because it was such a unique place. People began to visit from across the globe and this lifted Maui's profile on the international surf scene."



Pete setting the agenda in 2010



Board meeting debrief

Perfecting the art, Alby Rondina Mystical Maui



