

# History of Gear Series: Bruce Hamilton / Former President of The North Face

Chase Anderson

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Bruce Hamilton, former President of The North Face, joins the History of Gear Series to discuss the evolution of the company under his leadership and the creation of the revolutionary Oval Intention tent.

Hamilton talks about how he broke into the industry and his interest in design. He shares about the relationship between The North Face and famed architect, Buckminster Fuller.

Watch the whole presentation on [YouTube](#) or listen on the [Highlander Podcast](#).

margin-3YouTube video player[https://www.youtube.com/embed/5zhZiBAQ\\_1Y5603150](https://www.youtube.com/embed/5zhZiBAQ_1Y5603150)

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## CONTACTS

Chase Anderson

Writer

[chase.anderson@usu.edu](mailto:chase.anderson@usu.edu)