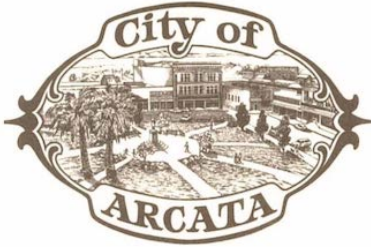


# History of Gear Series: Hot Spots of Gear

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Across North America, in the 20th century, influential product designers and companies sprung up in various regions, becoming hot spots for gear. Bruce Johnson shares the history of gear hubs like Boulder, Seattle, San Francisco, and Arcata, California.

The focus of Johnson's presentation is on Arcata, a small college town that quickly developed a thriving gear scene with the likes of companies like the Arcata Transit Authority, Blue Puma, Kokatat, Moonstone, and Down Home.

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

Learn more about one company from the Arcata region in particular, [DownHome](#).

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