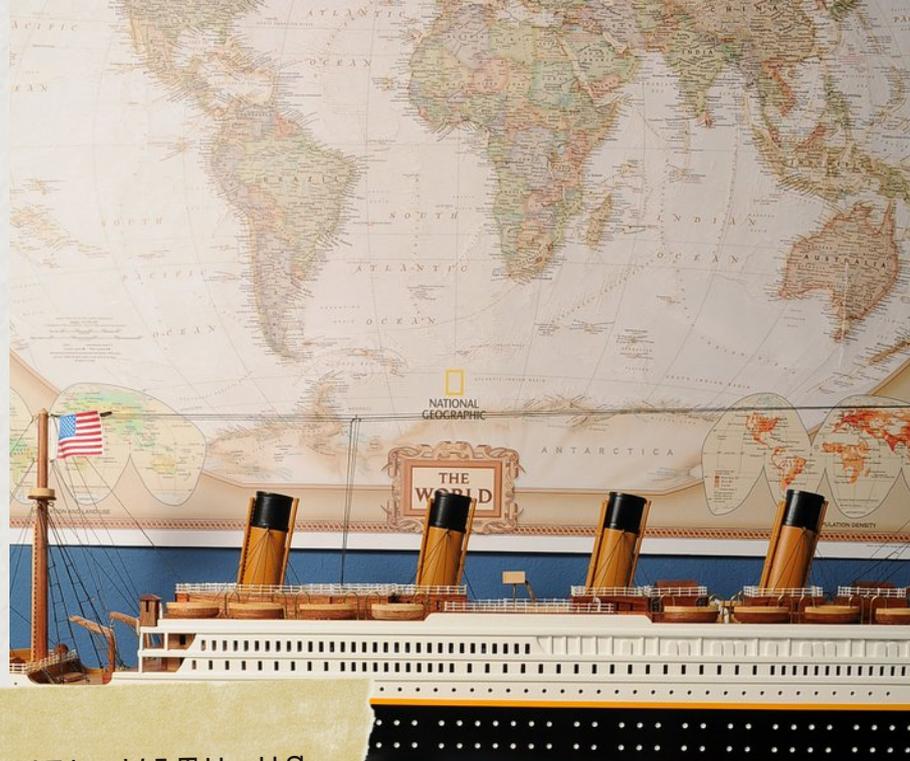


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TRAVEL WITH US

OLD MODERN HANDICRAFTS

how the story began



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A small village in Vietnam

the voyage begins

The story of Old Modern Handicrafts begins in a small Vietnamese village by a river. It was a village of master woodworkers, and the home of founder Francisco Vuong. Growing up on a boathouse, Francisco had worked with his hands to make fine crafts ever since he was a child. In 1999, he met a man from New York in quest of unique gifts while in Vietnam. From that relationship, bridging differences in language, culture, and nationality, Old Modern Handicrafts was born.

all hands on deck

In 2001, Old Modern Handicrafts opened its first factory in Đồng Nai, a stone's throw from Saigon. Francisco brought workers from his native village to the cosmopolitan city, helping many families find work at a time of national struggle. These workers would eventually settle down and start families in Saigon. Francisco also built a small library in the factory, empowering workers with limited education to broaden their horizons.



Dong Nai

swimming ashore

That same year, Francisco's son, Eric, was a student at the City College of San Francisco. Striving to stay afloat in a new country, he asked his parents for help – but instead of funds, his parents sent ships! This was the start of the U.S. branch of Old Modern Handicrafts. At the San Francisco gift fair, Eric got his first \$10,000 order – serious money for a college kid!

Eric V.



0110G463544

San Francisco gift fair

testing the waters

Still finding his sea legs, Eric went to swap meets and flea markets to try to sell products. It wasn't always smooth sailing – at his first trade show in Pasadena, he arrived late and sold only one small airplane. But it was there that a customer told him to try his luck at the Queen Mary. And at the Queen Mary, another friendly soul suggested the Los Angeles gift fair. There Eric and now wife Daisy talked so much, they'd lost their voices by the time they finally got to go home.



Queen Mary



*Los Angeles
gift fair*

making waves

Now Old Modern Handicrafts USA was in business.

Eric travelled from San Francisco to Vegas, Atlanta, North Carolina, and all around Stateside, netting profits and meeting the big fish. He also started the Wooden Boat USA brand, expanding into real size boats. Old Modern kayaks and canoes hit the water, with one of Eric's first big orders coming from a customer in Brazil.



Las Vegas trade show

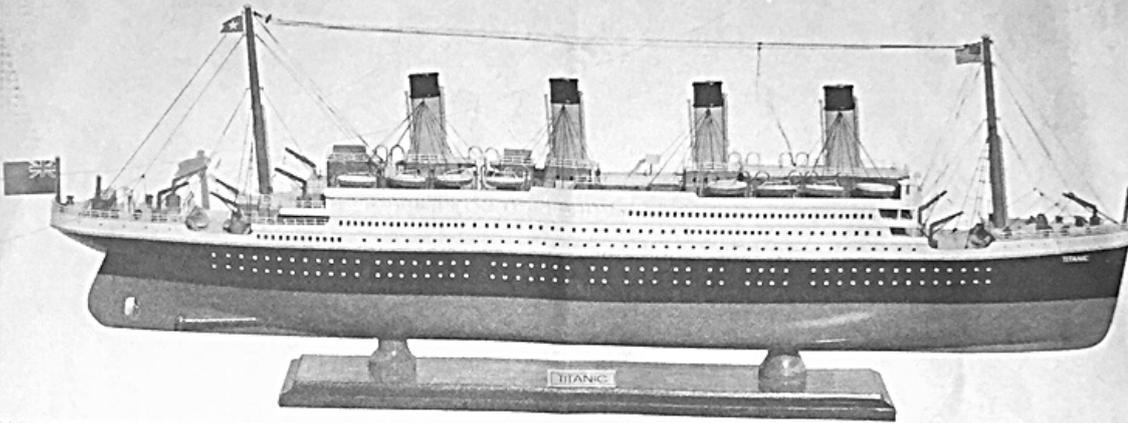
The New York Times
STORE
www.nytstore.com

THE FLEET IS IN AMAZING SHIP MODELS

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Capture the spirit of the high seas with meticulously built wooden ship models. Replicas of history's most famous tall ships, ocean liners and boats come FULLY ASSEMBLED, created from scratch by master craftsmen using intricate plank-on-frame construction, just like actual ships. To view the entire collection, visit: nytstore.com/models.

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 & FREE TALL SHIPS
 PHOTOGRAPH!

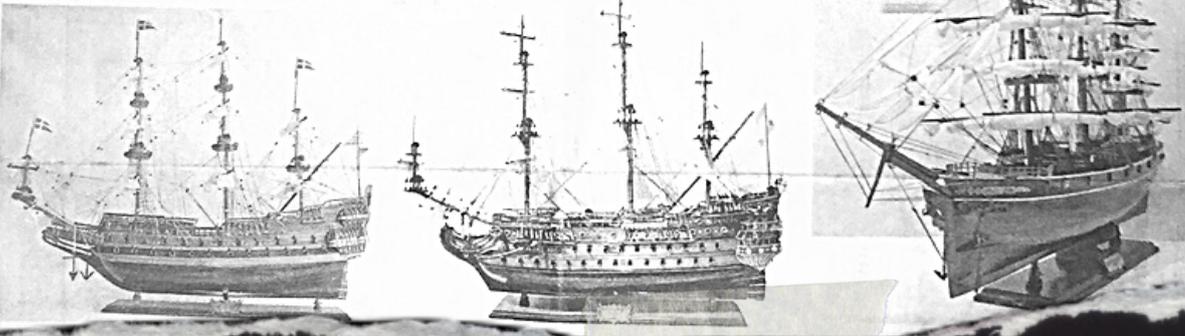


32" and 40" R.M.S. Titanic

Tribute is paid in grand style to the legendary vessel. These high quality replicas have accurate crow's nest, metal propellers and railings, and intricate cranes, ventilators, ladders, funnels, steam pipes, benches and skylights. Available in two sizes:

32" L x 11" H x 4.5" W model: \$249 NSAP2244

40" x 13" H x 5" W model: \$379 NSAP2244



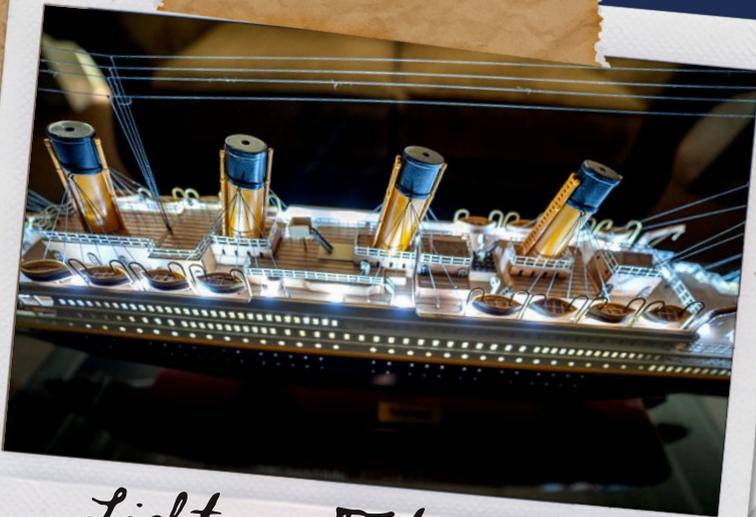
weathering the storm

The 2008 Great Recession hit businesses hard, but Old Modern Handicrafts sailed steadily through the storm. Providence came in the form of a lifeline from the New York Times. The famous newspaper was the first to break the news of the Titanic sinking and reached out to inquire about models of the ship. It was the beginning of a beautiful friendship, as OMH became a bestseller with the NYT for a decade.

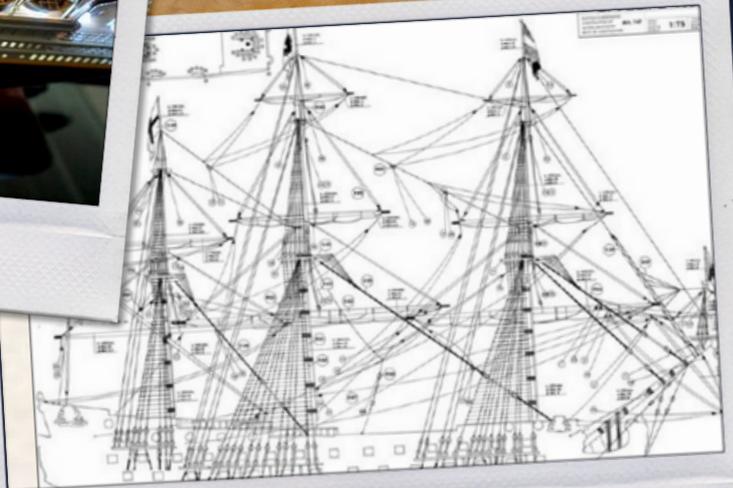
THE NEW YORK TIMES
TITANIC
 866
ISM
 Col. Astor and Isidor Straus and Maj. Butt
 "RULE OF SEA" F
 Women and Children in Lifeboats and Are to Be Safe on Car
 PICKED UP AFTER
 Vincent Astor Calls at Office for News of His and Lavinia Weop
 FRANKLIN HOPEFUL A
 Manager of the Line Titanic Was Unshakable After She Had Come
 HEAD OF THE LINE
 J. Bruce Ismay Making Plea Against Ship That Was Surpass All Others
 The admission that the Titanic's greatest weakness in the worst storm yet by an iceberg and to the bottom of the Atlantic, carried more than 1,500 of men, women and children, at the White Star Line of Liverpool, at 2:20 P.M. on the night of April 14, 1912, was the most dramatic disaster in the history of the world. The ship, which was probably only two passenger days from the United States, had been struck. Although only 700 people survived, the disaster killed a large number of people.

winds of change

But the boat didn't stop rocking. With the onset of the 2010s, a sea change swept the world. As brick-and-mortar stores went down like sinking ships in the Digital Age, Old Modern Handicrafts segued into online retail. Changes also took place on the workshop floor. In 2012, the company started using laser, computer-controlled, and 3D machines. Handcraftsmanship remained the order of the day, but now it was bolstered by exciting new technologies.



Light-up Titanic!



Master plans

stranger tides

2021 and another great wave hits in the form of the COVID-19 pandemic. All kinds of costs, from lumber to freight, rise exponentially – but OMH doesn't sink. In Saigon, the factory keeps up the good work with safety restrictions in place and followed to the letter. In California, the team continues to set its sights high. A new collection named for Eric's daughter, Anne Home, provides a fresh haul of nautical décor. The operation remains shipshape and more than seaworthy.



More adventures are on the horizon!

