

Soulcraft — Sean Walling

Long before the so-called “Handmade Bicycle Renaissance,” I was a wide-eyed kid doing production grunt work at places like Bruce Gordon Cycles and Salsa Cycles. It was at these places that I learned not only about craftsmanship but also what it takes to make a living building bicycle frames. We always had our eye on durability, clean work, efficiency and profitability.

Because of this background, I’ve never approached the bike frame as an art piece. I look at them more as tools that can be beautiful. If a detail or feature on the frame isn’t enhancing the strength or ride of the bike, I’m not likely to add it. Because of this approach, Soulcraft frames tend to be pretty basic, designed for the task at hand, no fluff and flawless craftsmanship.



Petaluma, Calif.

707.775.2453 / SoulcraftBikes.com

