



# Rosanna Irwin

## Samsú

Rosanna Irwin is the founder of Samsú, a platform focused on design-led stays in nature. Samsú connects travellers seeking restorative escapes with independent hosts offering unique spaces located in natural settings.

Rosanna studied Commerce at University College Dublin before beginning her career at Meta, where she spent three years working in advertising and marketing. During this time she developed a strong interest in brand-building and digital platforms. After leaving Meta, she explored opportunities across the film industry and the environmental sector, including working with a carbon credits software platform focused on nature-based climate solutions.

The idea for Samsú emerged from Rosanna's growing interest in the need for spaces where people can slow down and disconnect from the pace of modern life. She became particularly interested in the role that nature, thoughtful design and time offline can play in helping people reset. To test the concept, Rosanna launched two architecturally designed cabins which quickly gained traction and built a strong online following. The experience of operating these cabins highlighted strong demand from guests and increasing interest from landowners exploring small-scale nature-based accommodation.

Samsú is now evolving into a curated digital platform enabling independent cabin owners to reach travellers seeking distinctive nature stays. Rosanna has received early support from her Local Enterprise Office and her ambition is to establish Samsú as a leading global platform for design-led nature stays.

**[www.samsu.ie](http://www.samsu.ie)**