



SNEAKERS.

DESIGN FOR FAST FEET

Esther Stein

Hamburg's Museum of Art and Industry is turning its attention to the fashionable side of the common sports shoe. Running until August 28, 2016, the exhibition **Sneakers. Design for Fast Feet** charts the evolution of the sneaker – from a conventional gym shoe to an exclusive fashion accessory. The highlight will be a range of coveted collectors' items and the story of their rise to fame. With roughly 100 posters and printed promotional materials from around the globe, the exhibition captures the creation and ascendancy of these rare models, starting with hip-hop band Run DMC ('My Adidas', 1986) and basketballer Michael Jordan (**Air Jordan**, from 1985), celebrities who gave birth to sneaker culture in the 1980s. The exhibited designs, produced by young illustrators, designers and photographers, offer an unconventional approach to product advertisement, playing with what audiences are used to seeing and thus appealing to their covetous desires. Private collectors will also provide the museum with rare models from their collections, such as the '**Nike Sock Racer**' from the 80s, a predecessor of the 'Free' sneaker,

an original Olympic running shoe produced by the Dassler brothers' shoe factory in 1936 and a handful of designer models created by adidas in partnership with **Yohji Yamamoto**, **Rick Owens** and **Jeremy Scott**. When choosing specific styles, curator Jürgen Döring not only honed in on the shoe, its design and the high-tech materials used to make it, but the items' substantial appreciation in value. Visitors can also learn how collectors manage to acquire such rare sneakers, what makes these specimens so unique and why enthusiasts are prepared to pay sums far higher than the actual retail price.

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Until August 28, 2016

The Hamburg Museum of Art and Industry

www.mkg-hamburg.de