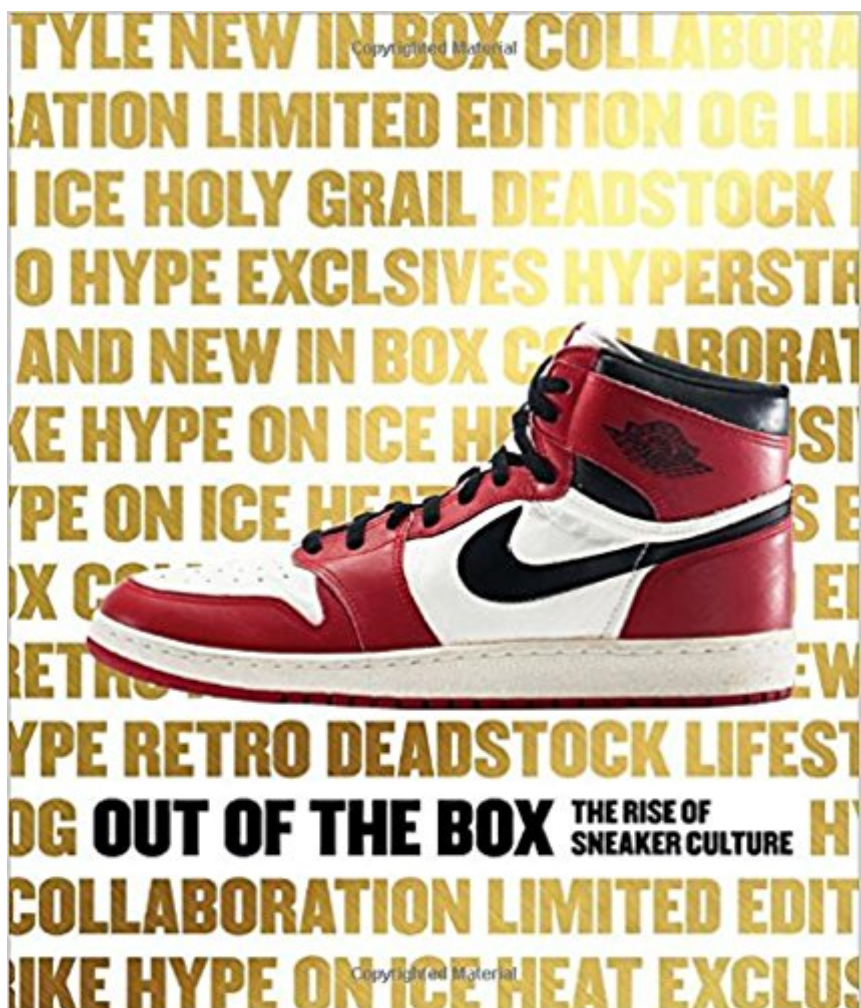


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Out Of The Box: The Rise Of Sneaker Culture



Synopsis

A groundbreaking traveling exhibition, *Out of the Box* showcases sneakers, from the mid-nineteenth century to sports performance breakthroughs, to present-day cultural icons. Drawn from the collection of the Bata Shoe Museum and significant private collectors, museums, and archives—including adidas AG, Converse Archives, Kosow Sneaker Museum, Nike Archives, Northampton Museums and Art Gallery, and Reebok Archives—this selection is richly contextualized with interviews and essays by design innovators, sneaker collectors, and cultural historians, creating a backdrop of the technical innovation, fashion trends, social history, and marketing campaigns that shaped the form over the past two centuries. *Out of the Box* includes sneakers ranging from an 1860 spiked running shoe, a pair of 1936 track shoes, Air Jordans 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 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book tracks the rise of sneakers from athletic necessity to icon of American casual wear, and features interviews with designers, curators, and collectors, plus hundreds of photos of the most grail-status kicks of all time."-REFINERY29.COM"[Out of the Box] is thoughtful, highly educational, and covers many bases from interviews with prominent design innovators to the marketing campaigns that came to define modern day sneaker culture."Â -HYPEBEAST.COMÂ

Acclaimed shoe historian Elizabeth Semmelhack is senior curator at the Bata Shoe Museum, Toronto. Bobbito Garcia is the leading authority on sneaker culture. Ada Hopkins is a conservator at the Bata Shoe Museum. Dee Wells is the creator of Obsessive Sneaker Disorder. Tinker Hatfield is a Nike designer. Eric Avar is Nike's creative director. Cey Adams was the founding creative director of Def Jam Records. Darryl McDaniels is a member of the hip-hop group Run-D.M.C. Walt Frazier is a former professional basketball player. Adam Horovitz is a member of the hip-hop group the Beastie Boys. Christian Louboutin is a footwear designer.

Very well made and well printed book. Looks expensive on a coffee table. I went to the actual exhibit at the Brooklyn Museum and then bought the book from later as a gift for my husband. He loves it. The content is great.

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