SUNY Purchase College

New Media

The Sneaker Cycle

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On March 4th, 2021 Supreme released its very limited sneaker collaboration with Nike. The collaboration, based on a Nike Dunk that has been around since the mid-80s, consisted of three different colorways (or color schemes): lime green, brown and black. The collaboration had a retail price of $110, not too much money if you wanted them, that is, if you could get them. These collaborations create a huge demand, but the eleases are made in limited quantities leaving many customers empty handed and forced to look online where sneaker resellers sell the limited sneaker for a lot more than retail. On the popular sneaker reselling website Stock X, for instance, you can find the Supreme X Nike Dunk collab selling in the $700-$800 range. To many people this can seem ridiculous, but for those that follow and are a part of sneaker culture this is just a part of the lifestyle. With sneaker culture creating such outrageous prices, one must wonder how we ended up here. When did sneakers become more than what we wear on our feet? How did sneaker prices start to cost as much as some people pay in rent? When did what sneakers we have determine our social status? Sneakers have evolved from just a thing we put on our feet to something people's lives revolve around.

To understand how the sneaker world got to a place of such expensive prices, we must first learn the history of the brand that has largely contributed to sneaker culture. According to the article “History of Nike: Timeline and Facts” author Jack Meyer discusses in 1964 Nike was founded by Bill Bowerman, an Oregon track and field coach and Phil Knight, a runner who ran for Coach Bowerman. Originally Nike started off as the name Blue Ribbon Sports and worked as a store that distributed athlete shoes. In 1971 Phil Knight and Bill Bowerman decided to rebrand themselves as Nike Inc. The very first shoe they developed was the Nike Waffle racer in 1972 which already featured the iconic swoosh logo

as well as their famous waffle rubber sole that was developed by Bill Bowerman, when experimenting with pouring rubber into a waffle iron. The same year Nike released the famous Cortez sneaker that was featured in the Oscar award winning movie Forrest Gump. It wasn't until 1984, however, when Nike signed the fresh out of North Carolina college, rookie Michael Jordan that their brand started to gain the popularity and attention we know today. Nike was already moderately successful, but signing Michael Jordan brought the brand to the next level.

The first signature sneaker Nike made for Michael Jordan was called the Air Jordan 1. This shoe was nicknamed “Bred” because of its black and red colorway. This sneaker played a major role in Nike's product sales but more importantly contributed largely to the rise of sneaker culture and the cult following behind shoes such as the Air Jordan sneaker line. In Max Mason’s article “How Nike's deal with Michael Jordan gave rise to sneaker culture” he states “The Air Jordan 1 is widely credited as the shoe that began sneaker culture. A new edition of the shoe dropped every year of Jordan's playing career”. The sneaker was already known by basketball fans all over the world, when it got an additional PR bump by having the NBA ban it from being worn in games. This was due to the sneaker not having enough white on it. In the article “The history of Michael Jordan's Banned Sneaker” COMPLEX states “Michael Jordan was fined $5,000 by the NBA every time he wore the shoes during their debut in 1984 because their colors broke the league's uniform rules. The league even wrote an infamous letter to Nike in February 1985 explaining that the black and red shoes were prohibited. Nike capitalized on this, reportedly paying the fines for Jordan and creating an ad campaign that played on that forbidden fruit quality”. While the ban was meant to stop the sneaker’s use, Nike used this publicity as a form of advertisement for the

shoe. To this day the sneakers are known as the Banned 1s in the sneaker community. In the article “How Nike's deal with Michael Jordan gave rise to sneaker culture” it states "Nike's expectation when we signed the deal was at the end of year four they hoped to sell $3 million worth of Air Jordans. In year one, we sold $126 million”. 1985 was a good year for the brand and Michael Jordan. In his 1985 article *MICHAEL JORDAN SHOE ALSO HAVING BIG ROOKIE SEASON,* Geogre Lazarus noted that Nike had anticipated bringing in over 55 million dollars based on orders prior to the release date. With the popularity of the sneaker and how well it was doing, a Nike Spokesman stated “Air Jordan has become our Cabbage Patch doll, it's one of the best things that's ever happened to us”. Fast forward to the present where these original 1985 Air Jordans fetch large sums of money on the aftermarket. According to the Financial Review article `How Nike's deal with Michael Jordan gave rise to sneaker culture " by author Max Mason, a pair of Michael Jordan's game-worn 1985 Air Jordan 1’s sold for $870,000 at an auction, far exceeding what the predicted selling price would be. The Air Jordan was the turning point for sports sneakers. Before this, basketball sneakers and running sneakers were simply utilitarian, but with the Air Jordan, sneakers became something more: fashion.

Television commercials and poster advertisements helped drive sales of sneakers in the 80’s and 90’s, but today, in the 21th century, there are few big advertisements for the most hyped and popular sneakers. Consumers today learn about potential sneaker releases by word of mouth and social media pages that help spread the information, instagram accounts such as @sneakernews, @kicksonfire and @nicekicks. These accounts have very large followings (at the time of writing each has over 2 million followers) and share posts that contain information such as release dates, prices and pictures of the newest sneakers. Accounts such

as @sneakernews (Sneaker News) started solely for the purpose of giving back to the sneaker community. On their website they state “Sneaker News was founded in 2006 out of a desire to provide the sneakerhead community with a singular source that served up all the relevant news in the footwear world” and “we have strong connections with all of your favorite brands, meaning that Sneaker News is constantly on the ground at exclusive media launches and product debuts bringing you inside access”. With social media accounts helping promote hype around new releases, companies such as Nike and Adidas have their own ways of promoting their sneakers. One way is having influencers make posts on social media platforms that help introduce the product to their audience. Social media influencers are people that build a brand around themselves and use it to advertise products to their audience**.** In the article “Self-branding, ‘micro-celebrity’ and the rise of Social Media Influencers” authors Susie Khamis, Lawrence Ang and Raymond Welling, state “Self-branding is the idea that, just like commercially branded products, individuals benefit from having a unique selling point, or a public identity that is singularly charismatic and responsive to the needs and interests of target audiences”. Brands use these influencers because of their following and by having them endorse products to their audience, they make potential customers out of this audience.

There are two types of influencers on social media; specialists and broadcasters. Specialists are influencers who are famous solely off their personas on social media apps such as instagram and tik tok. These influencers have a large following and get paid based on the engagement they get on their posts. Broadcasters, on the other hand, are influencers who are already famous in their own personal profession. They are athletes, singers or tv show hosts or other types of celebrity. Broadcasters are used by companies to help introduce a

product and simply wear or use the product, letting their audience know that this is the new cool trend that they are a part of. In the article " 4 WAYS SNEAKER BRANDS SUCCESSFULLY BUILD HYPE" author Alex Rakestraw, states "generally, brands work with broadcasters to set directions as opposed to making quick sales. When Adidas sent Ellen Degeneres her own customized Stan Smiths before the shoe's 2014 relaunch, Ellen didn't post a "link in bio" where followers could reap discounts. Instead, she (and Adidas) sent a different message: these soon-to-be-available shoes were good-looking *and* worthy of a beloved cultural figure". Unlike specialist influencers, these types of influencers don't try to directly sell their audience products. Rakestraw continues "a brand will send the influencer product with the understanding that the product sent will be shown off on social media. Increasingly, the brand will pay the influencer for the post based on the size and 'engagement' of the influencer's following – turning a human being into the functional equivalent of a paid media channel. Established brands typically won't play in this space, but for start-ups, engaging with specialists is a cheap way to put eyeballs on a product as an attempt to build hype". Influencers on apps such as Instagram get paid for every post they make about the brand's product. Brands look at these posts as advertisements because of the large following influencers have; so engagement is a very important factor. If an influencer has 2 million followers and average 1 million likes and 500,000 comments, that is 1 million potential consumers. By creating a hype around new sneakers using influencers, companies can roll out more information about release dates and how consumers can obtain these shoes.

Along with social media, sneaker companies use the internet to advertise new releases to potential buyers. In 2015, Nike came out with a smartphone app called SNKRS, which allowed consumers to buy sneakers online directly from Nike. Before SNKRS, the most

common way of obtaining the hot new shoe, was to form lines standing outside sneaker retail shops like Foot Locker and Finish Line.o Some people might line up in front of a store 24 or even 48 hours before the doors open, a process known as camping out. In 2011, when Nike released the Air Jordan 11 "Concord" the resulting madness made it clear they had to rethink how to release sneakers. The Air Jordan 11 "Concord" was "the" shoe to have that year because it had been a decade since they were last in stores. The Jordan 11 silhouette debuted in the 1995 NBA playoffs by none other than Michael Jordan. He and the Chicago Bulls went on to win the NBA Finals that year as well, furthering the shoe as a fan favorite. In "The Legend of the Air Jordan 11 Concord" John Kim states "the Concords returned to stores for the first time in over a decade. Packaged in a modernized white/black slide-out shoe-box with a flashy concord purple lid, this Retro was the 'it' shoe of the year, drawing a mass influx of crowds to retailers across the nation. It was one of the releases that forced the brand to rethink shoe release procedures, which through the years eventually evolved into what we know as the Nike SNKRS App". The chaos of the crowds escalated into violence resulting in police having to come to the malls, which also caught the attention of the media. According to David Fischer's article "Air Jordan XI Retro Concord Release Shuts Malls Down, Young Man Dies" in Highsnobiety "reports have come up that police had to shut down several malls in Austin and Seattle and had to use pepper spray to keep the crowd in order. There is even a report of a young man dying after being stabbed over the shoes in Washington, D.C. In Richmond, California the shoe sales were canceled at Hilltop Mall after shots were fired into the air". Sneaker campouts have always been a hectic environment due to the brand's use of limited quantities of product. The supply is never enough for the demand that is developed. With this in mind people have taken to selling shoes on the aftermarket. In the sneaker world

they are known as resellers. Resellers try to buy as much product as they can at retail price and flip the shoes for however much the going rate is, sometimes as high as triple the retail price. By buying shoe sizes that are more common such as a men's 10.5, resellers can demand a premium price due to demand for those sizes. Sizes that are less common such as size 14 and 15 demand a lower price since the average person doesn't wear big sizes like this. Resellers then sell their products on websites like StockX. This website, developed in 2015, was modeled after the stock market, showing actual real time transactions that occur on their site. For example if a pair of Air Jordan 11 “Concords” sell for $350, that price is recorded and anyone looking to purchase this shoe will see what other people are paying. This feature is a great way to determine what the going price is for popular sneakers.

With resellers buying up most of the sneakers on online releases, you might wonder how some people are able to purchase large quantities while the average consumer is left not being able to purchase even one pair. Resellers that have made this their business reselling shoes use a software known as a sneaker bot. A sneaker bot is a software that is used to purchase limited supply products on websites. With bots you enter your typical information that the website would ask you at checkout such as your name, address and credit card information. Bots are used because they can purchase items much faster than a human can. With this being said it gives the bot user a huge advantage in purchasing limited edition sneakers because they are able to checkout much faster then someone who is not using a bot. Bots are able to purchase large quantities because of its use of different ip addresses. With every bot being linked to a different IP address it tricks the website into thinking there are multiple people buying the shoe. Typically every user is allowed to purchase one pair of shoes. Bots have given people who use them the upper hand. For example, if a sneaker is

released and you have 50 bots in your possession, your chances are much higher to purchase 50 pairs of sneakers. Bots can cost upward to about 500 dollars and are on a 3 month cycle if you choose certain providers. This might not be useful for people that don't buy sneakers often, but if you do this for a living or a job then paying for this service makes sense.

The idea of bots is convenient but they have lots of negative effects on the sneaker companies. A few examples are slow website speeds due to the large number of bots, loss of real customers due to bots buying most of the products, and website analytics not being realistic due to most of the traffic coming from bots rather than humans. . Bots have made buying the new hot sneaker very frustrating for the average customer. If they can't buy it for retail, they are forced to pay resale values that might be even double or triple the original price. People have found a way to help consumers buy sneakers while still making a profit. There are discord groups known as Cook Groups that help people purchase new hot sneakers for retail. These groups provide information and early access links to people that have paid the entrance fee to get into the group. Within these cook groups, sneaker drops are treated like a mission. In the article "Buying Rare Sneakers Is Almost Impossible—Unless You Join a Cook Group" by Cam Wolfe, he states "Cook groups try to solve most of those issues by treating drops like military operations. Take the recent drop of a pair of Jordan 1 Seafoams. Almost as soon as the shoe was announced, a digital card populated with the shoe's retail and resale value, along with a link to every store where it's releasing. The shoe was scheduled to release at 10am on the site Footaction—but a monitor found the queue for hopeful buyers opened 15 minutes early. Users were instructed to start using their bots at this time to give themselves the best chance". Services like this help fight back against resellers. Unfortunately, with where the sneaker market is right now, it's very tempting for people to try

to make extra money through these drops. The Air Jordan Collaboration with hip hop artist Travis Scott is one such example. This sneaker, known as the Air Jordan 1 “Cactus Jack,” featured a backwards Nike check and brown and cream tones all over the shoe. The shoe caused a lot of hype due to the collaboration and hype that followed Travis Scott and the general popularity around the Air Jordan 1 silhouette. The shoe retailed for $175 and if you were lucky enough to buy it for retail you could resell it on the sneaker market for around $2,000. With profits like this it can be very tempting for people to want to get into reselling sneakers.

Sneaker culture has evolved and only gotten more popular in recent years. Shoes have become something more than what we put on our feet. They have become an item we associate with making money, fashion and even a status symbol. Some people in the sneaker community's lives revolve around sneakers, whether reselling shoes or just playing their part as a consumer. Resellers have heavily impacted the sneaker community due to their bots and ability to buy most of the shoes on release date. Resellers aren’t the only ones to blame, sneaker companies play a big role in this as well. If these sneakers weren't released in such limited quantities, resell prices would not be as expensive and everyone that wanted a particular shoe would be able to get it; but without exclusivity less people would be in demand for it. People want what they can't have and that's what big sneaker companies have been doing for many years. Sneaker culture continues to grow and expand across many generations of people. If it wasn't for the Air Jordan 1 being produced in 1985 by Nike, sneaker culture might not be what it is today.

In the previous pages I have discussed different aspects of the world of sneaker culture and how it continues to evolve and expand its popularity among consumers. With these ideas in mind I created my video project called *The Cycle*. This project is about a sneakerhead that's on a quest for obtaining a limited edition Air Jordan Sneaker. I created the narrative based on my personal experience partaking in sneaker culture. Growing up I was obsessed with what shoes were released or who had what shoe. I didn't have a lot of money in grade school so when I did have enough money for a sneaker I liked, I spent every dollar I had. Having the new Air Jordans came with a sort of social popularity. When I came to school with my new shoes, I got compliments from kids I had never talked to and this gave me a sense of self confidence knowing that my sneakers were so cool and that people wish they had them. The video was made with the intention of sharing a narrative story that includes facts and details that people who are a part of this subculture would understand, while also informing the people that might not be familiar with this topic. When beginning my research, I was unclear how I was going to create a video on this topic without making a documentary or interview style video and still get the points I wanted across to the viewer. My original idea for my project was to create an interactive style video where you got to choose the narrative of the story based off of the shoes the main character put on. I decided against this because there were too many potential problems that could arise with having an interactive piece. I struggled with this because I wanted to create something different then what you would typically see when you search youtube for videos about sneakers. At the time I had many ideas and clips that I wanted to include but was falling short on how I would be able to make everything work together. I had collected many Air Jordan commercials from the 90's and news clips that told important stories about the lengths people would go to

obtain a limited edition sneaker. After many days of thinking about how, I started to look towards the many sneaker commercials I had and questioned myself why I wanted to include those. It was the main source of advertisement for sneakers at the time. This brought in the idea of structuring my video project like a television episode. My video project would be a narrative story that follows the structure of a television episode with commercials, sneaker commercials. Once I settled on this idea, the story came together quickly. I wanted the video to show that people who are part of sneaker culture will go to extreme lengths to obtain something they have a desire for. The video is a representation of what a day in the life of a sneakerhead could look like.

In every scene there are sneakers on screen. This was intended to show that in sneaker culture, shoes are a part of your everyday life whether it's intentional or not. I wanted the video to convey the narrative through images, so when it came to filming I tried capturing shots that gave you a sense of the whole environment and what the character in the video was doing without relying on dialogue or voice over. The only audio was made up of found news clips and sneaker reviews. I wanted the audio to help convey facts that I couldn't do through visuals. I went into the video thinking that the viewer will visually see aspects of a sneakerhead's life while hearing informational facts, so by the end the viewer could leave with a new piece of knowledge that they didn't know before.

My video project is broken up into five sections. Each section represents a different situation that is very common within sneaker culture. The first video opens up with the main character (who is a sneakerhead) getting ready for his day. The pace is very calm and collected but there is a countdown timer on the screen. I wanted to put a countdown timer to represent pressure and build anxiety. Along with the timer there is a heart beat that gradually

gets louder as the time gets closer to zero. The timer represents a countdown to a sneaker release. When limited edition sneakers release online there is usually a timer that counts down to when they are available for purchase by consumers. Due to hype and limited supply, you have to be at your computer when that timer hits zero and pray that you are fast enough to get through checkout. Sneakers with enough hype are known to sell out within minutes.

My second video is a representation of what it's like to buy sneakers second hand with the inflated resale price. The video starts out by showing a well known youtuber in the sneaker world named BULL1TRC. His channel features sneaker reviews and opinions on styling. I decided to include a video from him because he gives some information that a lot of people unfamiliar with sneaker culture may not know. For example, a common issue with sneakers is the logo on the insole of the shoe rubbing off when you wear them. Some people like to keep their sneakers as close to new for personal reasons or for a future sale, so to prevent the logo from rubbing off, they put a piece of tape over the logo. Following this section it shows a sneakerhead searching for the same shoe on a resale app called Grailed. Grailed is an app that is a very well known platform for reselling limited edition shoes and high designer clothes. I wanted to include the usage of a resale app to show the evolution of the way people shop for shoes today. In the pages prior I mentioned that people used to stand outside the store waiting for the shoes to be released but now because of the violence that has occurred at in person releases, big sneaker brands have shifted their products to sales via an online app. I decided to use the Nike Air Jordan 1 Black toe as the main sneaker because of the hype and resale value that follow that shoe. When it was originally released to the public it was priced at 160 dollars, while today you will find it selling for five times that price. I

wanted to show that even with expensive prices that could rival peoples rent, that people will still buy these products due to hype.

The third scene represents the distance people will go to buy something they know they can't afford or shouldn't buy. I depict this by showing the main character opening his life savings that clearly says do not touch. He soon comes to find out that there isn't enough money in there to purchase the shoes that he wants. I decided to use coins as a way to show desperation. In the video I show him counting each coin to make sure he has enough money to give to the seller. This video is also a depiction of bad financial choices. To get to the meet up location the sneakerhead is shown walking a very long distance. He doesn't have any form of transportation but he is spending all his money on very expensive shoes. I wanted this to show that people would rather have nice footwear than having a car or form of transportation. In the sneaker world there are many stories in which people spend thousands of dollars on materialistic items, yet still take the bus or ask for handouts. They prioritize these materialistic items and make sacrifices to their everyday lives and comfort in order to obtain what they deem to be "valuable." This is a very common trait that is seen in sneaker culture. In the article "Man Spends Mortgage Money on Yeezys, Wife Understandably Freaks Out" author Jake Woolf states "her husband spent their mortgage money (a not-so-little $2,500) on four pairs of sneakers". Stories like this happen all the time.

The fourth scene features the sneaker and money exchange. The transaction is very quick and the main character heads back home with the newly acquired sneakers. His journey is long, winding through the woods and around mountains. I debated whether or not to cut this scene and just have a jump cut back to the house but I wanted to emphasize how far of a journey the main character went on just to obtain these sneakers.

The fifth and final scene is a depiction of what being a sneakerhead is all about. The main character gets home with his newly purchased shoes and looks at them in awe, inspecting and admiring them in detail. For sneakerheads the quality of the sneaker is a big factor in the hype of certain releases. The same shoe can be released four times within 15 years and sneakerheads will be able to rank which ones are better based on the quality of the actual shoe. For instance, there was a period when Air Jordan was releasing poor quality leather that was despised by consumers. As years went on, Air Jordan started to use great quality leather. Around the 2010's Jordan brand was using low quality leather. The sneakers leather was very stiff and didn't age well compared to the sneakers that came out from 2015 to today. Build quality is something to take into account when looking at resale on certain Jordans and this is why some shoes sell higher than others even though they look identical. This moment of admiration lasts a while but soon it ends and he puts them next to his other shoes as if they aren't as special anymore. I decided to have the main character place the shoes next to identical shoes but in different colorways to show that he has a collection of these sneakers and that this isn't the first time this journey has happened before. It is very common for sneakerheads to have multiple pairs of the same shoe. Many have two of the same exact shoe because one pair is to keep brand new and the other is to wear. After placing the new shoes alongside his others he gets back into bed with his phone and starts his next quest to find another pair of limited edition sneakers. I wanted this final video to show that this is a cycle that happens over and over again. There is never an end. Sneakerheads will never be satisfied with their shoes and there will always be a sneaker that is on their list that they want. This video is not only a look into the life of a sneakerhead but it is also a way to show the irony that comes along with it. Sneakerheads will go above and beyond to obtain

what seems like their dream shoe, yet once they finally have it, the magic and excitement begins to fade, and it's on to the next shoe. It is as if the extensive and strenuous obstacles they overcame in order to maintain that special shoe are quickly forgotten. I wanted to show the obsession for a product that Nike created. People will continue to look for that next shoe despite the journey they went on to obtain their most recent pickup.

My filming process was very organized and straightforward. I started by writing out the scenes from beginning, middle, and end. Having a good sense of what I wanted to include made this part very easy because all I had to do was think of where to shoot everything. I decided to shoot most of the more technical shots in my room because if I had to go back and reshoot, it would be easier to do rather than being in a space that I couldn't control. Once I had the scenes written out, I strategically broke them up into five different videos. By breaking them up into separate videos to film it made it easier to set each shot up and think each part through while also making post editing easier at the end. I decided that I would also film the whole video myself and star in it because it would be easier than telling someone what I wanted and having to schedule times to film. Filming all by myself allowed me to film as early or as late or as last minute as I wanted. That said, my shots were also limited to what I was capable of doing on my own with a tripod, so most of the shots were stationary and linear. Since the shots were stationary, I could also focus on the quality and lighting of every scene. I wanted to make sure each scene was planned out carefully and that the finished product was to the best of my abilities working alone. Most of the scenes were filmed in my room because it made reshoots easier and I didnt have to rush or worry about the unpredictability of an outdoor shoot**.** The sneakers that the main character purchased were also my own personal pair of sneakers. I wanted to use a pair of sneakers I already owned

because I didn't have to worry about actually going out and purchasing a pair of shoes to fit the requirements, which was an expensive resale value. The only real problem I ran into while filming was the weather outside. The weather was very erratic going from sunny to snowing in the span of a couple days which made filming difficult because I needed all the lighting and environment shots to blend in when I put the separate shots together in the editing process. When I recorded the scenes away from my house I made sure to have everything planned out so I wasn't trying to figure things out later.

After I finished filming everything I needed I worked on each video individually. This process was a lot of trial and error because I realized that I would need to reshoot some scenes to make transitions smoother and less apparent. Once I got each video roughly put together it was made clear to me that I would have to do a lot of cutting because the videos were very long. With the help from my senior project advisor Michael Bell-Smith, I was able to trim down my videos tremendously. With each editing session I got my video closer to how I envisioned it in my mind. Within a few weeks, my video reached a point where I could consider it a rough final version.

Right around this time the infamous senior critiques were coming up and I was feeling very anxious. When the day of the critique came I presented seven minutes of my video to Joseph Mckay, Yong Kim and Paula Halperin. This was the longest seven minutes of my life. Most of the feedback was very positive. The only complaint was that the pacing was slow. Paula Halperin gave me some feedback that really made my day, which was that she loved all the shots I took and that it was on par with the films she sees in the film conservatory. This gave me some confidence I didn't have before about my video and my work in general. I thought about the comments they gave me over spring break and possibly

what scenes I absolutely didn't need and what could be cut to shorten my overall video length. I went into my last editing session with the mindset of cutting at least 40 seconds off of each video. I tried to be as emotionally detached as I could be when cutting parts because if I wasn't, then I wouldn't have been able to cut out what I needed. By the end, the overall length of my video was around 17 mins. After a few more revisions and verbal feedback from my classmates I was able to finish the video portion of my project. It was at the end that I deemed the name of my project *The Cycle*. I decided on the name The cycle because the video was a representation of what it was like to be a sneakerhead and it's never just buy a shoe and be done, you'll always have an obsession with a new shoe that you'll want to add to your collection. The name was also a play off of the looping effect I planned to have the video do in the installation space.

For my installation I wanted the viewer to be immersed into the space. At the time I was gathering my supplies I didn't know what the actual space for the gallery looked like until three days before the show. When I was filling out the things I needed for the show I specifically asked for a wall space so I could display my monitor against it alongside my speaker. Originally I just had a rough idea of what my installation would look like because I struggled to really settle on anything because I didn't know where or what the space would look like. Upon arriving at the space to see it for the first time I realized that I had a large space against the wall. The space was also very dark and gloomy. I was the very first person in the space, so I was able to choose the pedestals I wanted and switched the original one I had for two tall pillar style pedestals. I was really worried about the size and height of the pedestals because I really wanted my TV to be more eye level, rather than having the viewer looking down to watch my video. I was very happy with the height of the pedestals that I

chose. After examining my installation space, I decided that I would try and use all the space I was given. At the moment I didn't know how I would because I wasn't able to plan anything out prior. I decided to use a CRT TV to display my video because I wanted it to feel nostalgic. The picture quality is something you can't really get nowadays. In this generation High Definition TVs have become the standard for watching videos. When using CRT TVs they only produce standard definition resolution giving videos a unique texture and nostalgic feeling because so many people grew up using them. The picture quality is very different because they only support up to 480p which by today's standards is very low quality. Most of today's tv's can put out 4k resolution. By choosing to use a low resolution tv, my video project that was filmed in 1080p would be brought down in resolution giving it an older look. I also chose to use a CRT tv because that is what most people had in their homes at the time Nike was making Michael Jordan commercials. For visual purposes I didn't use a regular CRT TV, I used a prison CRT TV. I wanted to use a prison TV because unlike most TVs of this era, this one was see-through. I thought this would be very eye-catching in the gallery space and separate my display from the other people that were using CRT TVs.

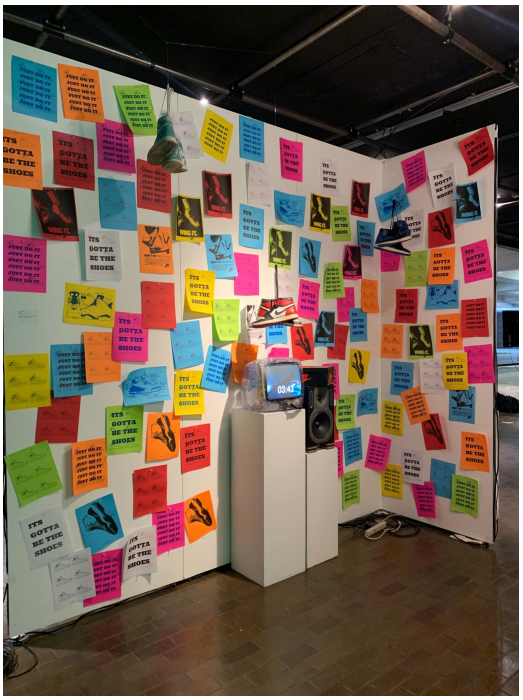
At the last minute, I thought of an idea to utilize all the wall space I had in the gallery. I was going to create Risograph prints based on old Nike posters and advertisements. I spent most of the night before the show creating dozens of prints. I decided to use very vibrant colors such as blue, pink, green, orange, red and orange. I thought using a variety of colors would brighten up the dark and gloomy gallery space. One hesitation I had using all these colors was, will the bright colors take away from my video project. I debated whether or not it was a good idea, but in the end I just went with my gut and put up all the prints I made. In the end I had about 120 prints to put up on the wall. I made the visual choice of

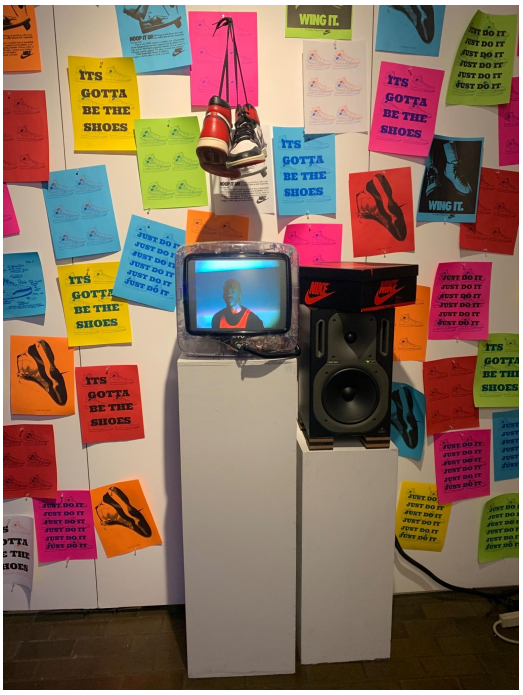
filling up the wall from the top to the very bottom. After putting up all the prints in the space, I was very happy with the results. The prints made the space very colorful and eye-catching. Along with the prints I decided to hang up three of my personal Air Jordans sneakers. I used a fishing line to dangle the shoes from the ceiling. I chose fishing line because it is very strong, and also very thin and clear. I didn't want to use anything that would be too noticeable, so the shoes could look like they were just floating. Directly above the tv hung the sneakers that were used in the video: the Air Jordan 1 Black Toe. Another last minute decision I made was using cable sleeves for all the wires going into the tv and into the power strip. Presentation is very important to me and I wanted to make sure everything in my gallery space was as neat and as clean as it could be.

On the day of the show I finished setting up everything I needed to. I finished about one hour before the show started. By the time I left to get ready for the reception I felt very happy with the results of my installation. I wasn't 100% sure of how well everything was going to go together but I felt the space was very cohesive and worked very well together considering my last minute decisions.

When I came back to the gallery the doors were already open to the public and there were many people that came out to see the show. This was my very first time showing my work to anyone besides class critiques so the whole experience was really nerve wracking for me. I saw many people crowding up around my project looking at all the things I put up. Lots of people were also taking pictures of the prints I made and the sneakers hanging from the ceiling. I received good responses on my project and everything people said was very positive. It was really cool to see people looking and pointing at all the things I worked so hard on. A couple of people came up to me and mentioned that my project reminded them of

their childhood and how it brought back good memories of looking at Air Jordans as a kid and wanting to buy them. I was very surprised by these comments because I wasn't sure how my project was going to be received by the public. For the very first time I felt like I was an artist and the whole gallery experience was very exhilarating. Looking at my installation, I can say I am very happy with the results. There is not one thing I would change about it. Just like my video, I wanted my installation to be all about sneakers. When you stand in front of the space you are immersed into a world of sneakers. Everywhere you look you see something talking about sneakers. This is more than just an installation, it's a representation of what it's like to be obsessed with shoes and what it looks like to be part of sneaker culture.


ITS GOTTA BE THE SHOES
JUST DO IT


WING IT.
ITS GOTTA BE THE SHOES
JUST DO IT

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