Playground
Le design des sneakers
Constance Rubini
Étienne Tornier
Thibaut de Longeville
Marie-Christine Vernay

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- 600 pairs of Sneakers, films, archive documents… present all the facets of this iconic object, from its success with New York breakdancers to the cutting-edge technological research

Basketball shoe, tennis shoe, trainer or sneaker, regardless of the name, they have influenced the way we live, and the way we dress, since the early 20th century. Worn by millions of people the world over, sneakers have, in just a few decades, become a mass-market product that transcends gender, age, and social and cultural background. But how did a simple sports shoe make the leap from the pitch to become a genuine fashion accessory or even a piece of art? With over 600 pairs, films, archive documents, photos and personal accounts, this book presents all the facets of this iconic object, from its success with New York breakdancers to the cutting-edge technological research that goes on with that.

Text in English and French.

Constance Rubini is curator of the exhibition *Playground – The design of sneakers* and director of the madd⊠bordeaux.

Étienne Tornier is assistant curator of the exhibition *Playground — The design of sneakers* and curator in charge of the 19th to 21st century collection at the madd⊠bordeaux.

Marie?Christine Vernay is a French journalist and critique, she is specialised in contemporary dance. She worked for several years for the newspaper *Libération*. She is the cofounder in 2015 of the online cultural review Dlibéré.

Thibaut de Longeville is the director of the documentaries *Just for kicks* and *Air Force 1: Anatomy of an Urban Legend*. Thibaut de Longeville also is the founder of 360 Creative, audiovisual production house and art direction agency based in Paris.

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