



PLAYGROUND

ÉDITIONS NORMA MADD-BORDEAUX
**LE DESIGN
DES SNEAKERS**

Playground

Le design des sneakers
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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.

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