

Mondays with MoMA



MoMA

Step 1 Look closely

Questions

1. What do you notice about the design of the sneakers? Focus on colors, materials, design elements, etc.
2. What activities do you think these sneakers were designed for?
3. Who do you think might wear these sneakers?

Step 2 Learn more

Released in 1969, the adidas Superstar sneaker was one of the first low-top basketball shoes, designed to be lightweight and supportive. The rubber shell toe was a protective feature, but it is now a signature design element; because of this, the shoes are often nicknamed “shell tops,” “shell shoes,” or “shell toes.” They were quickly adapted by basketball players but eventually became an iconic part of street fashion.

In the mid 1980s, the hip-hop group Run-DMC released the song *My Adidas* about their love of the sneaker, which they often wore while performing. The adidas Superstar became so popular that Run-DMC officially paired up with adidas to endorse their product. This was the first collaboration between hip-hop artists and a major corporation.

The adidas Superstar shoe continues to be made in various colors and styles.

Step 3 Activity: Design an iconic sneaker

Materials: pencil, paper, colored pencils, markers or crayon (*optional*)

1. Design an iconic sneaker for today. Consider the following:
 - a. Who will wear this sneaker?
 - b. What is this sneaker for? Playing sports? Streetwear?
 - c. Where can this sneaker be worn?
 - d. What will this sneaker look like?
 - e. How is your sneaker innovative?
2. Draw a picture of your sneaker.
3. Optional: Think of how you can promote your sneaker. Create an ad that conveys what is new about your design.

Step 4 Share!

Share your sneaker design with a friend or classmate and tell them about your design. Or you can email it to us at MoMA: schoolprograms@moma.org.



Volkswagen of America is proud to be MoMA's lead partner of education.

Generous support for School and Teacher Programs is provided by the Carroll and Milton Petrie Education Program Endowment, the William Randolph Hearst Endowment Fund, and the Mimi and Peter Haas Endowment Fund for Elementary School Programs.

Additional funding is provided by the Ducommun and Gross Family Foundation and by the Annual Education Fund.

Image: adidas. *Superstar sneakers*. 1983. Leather and cotton. Items Exhibition Fund. Digital Image © 2021 MoMA, N.Y.