



Nike Laser Air Force 1

art + photographs by Mø

Air Force I mid inside/out laser by Mø

Beaverton, Oregon. Fall 2004

When Nike Senior Innovator Mark Smith approached me about applying my art to a sneaker with a laser, I was elated. And when he told me the art was to adorn the Air Force 1, arguably the world's most popular athletic shoe, I nearly fainted.

I was given the shoe as a canvas and three specific colors with which to paint it. The design brief called for imagery related to nature. A significant body of my painted work is comprised of landscapes, so the task was no stretch there. However, I had never before used my Labyrinthine Projections™ [a single, uninterrupted, non-intersecting line] technique with anything other than portraiture.

This is what I came up with...





A story
is a path.
This one
starts here



The story begins on the ankle strap, traverses the entire shoe describing scenes of Oregon and ends on the thumb tab where the wearer continues the story.





"MORE TREES LESS SHRUBS"





a tagger's trophy





¿soul mates!





light:dark rational:irrational thinking:feeling concrete:abstract digital:analog



I sieze you.



UNIVERSE HAS A STORY, AND THAT STORY IS LONG, COMPLEX, AND PHYSICALLY CONNECTS ALL MATTER AND ENERGY





tcheqit





THE STORY OF DAIF MAN'S TRUTH.



The line as metaphor for the interconnectedness of all things.





"...and continues from here..."

"A story is like a path: it begins, then follows a course to conclusion. Many individual sentences taken from a story can be meaningful, yet together serve a greater purpose. So it is with any single segment of the line burned into this shoe [with a laser] : beautiful alone, yet only a fraction of the big picture.

"The Universe has a story and that story is long, complex and physically connects all matter and energy, living and inanimate - you and I. This line is my art, a sentence in my story - the story of one man's truth." -MØ 040601

21.05.2005 official U.S. release

308425, 221 : official designator

5,000 pair worldwide

With the exception of the Heart and Brain, all the images on each shoe are described by the same un-interrupted, non-intersecting line which bears 25 names.

Mad loves to Mark Smith, Tinker Hatfield, Tom Leudecke, and Bruce Kilgore [original designer of the AF1] in the Innovation Kitchen.



Installation at Just Be's Compound Gallery in Portland. Much thanks to Katsu Tanaka.
May 21, 2005

