

Sneaker Collab

19/9/2019 – 26/1/2020

Press file
Lausanne, September 2019



SWISSNEAKS+

MUSÉE DE DESIGN
ET D'ARTS APPLIQUÉS
CONTEMPORAINS

mudaclausanne



Sneaker Collab

19/9/2019 – 26/1/2020

Press file
Lausanne, September 2019

PRESS CONFERENCE

Wednesday 18 September at 10:30

MEDIA CONTACT

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Please confirm your presence at the press conference by Friday 13 September.

HD VISUALS

mudac.ch/presse/
Password: presse2019

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Press release
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JOINT CURATORSHIP

MUDAC: MARCO COSTANTINI

**SWISSNEAKS:
DAVID BERGUGLIA, JULIAN BESSANT-LAMOUR, PHILIPPE CUENDET**

SNEAKER CULTURE IN WESTERN SWITZERLAND

mudac and Swissneaks will take part in *Lausanne en Jeux !*, a Lausanne 2020 Youth Olympic Games' programme and will celebrate the cultural and sociological history of sport, focusing on an iconic object that has spread way beyond the world for which it was initially created to invade our daily lives and our urbanity: the sports shoe.

Sneakers, to use contemporary terminology, are without a doubt the object that best represents the hybridisation of luxury and streetwear. Next to easily accessible mainstream designs, a whole scene that features re-editions and collaborations between brands, artists, designers and music personalities bears evidence to an increasingly detailed, and even aggressive command of the distribution and development of a rich and creative culture, based on dialogue and sharing.

The explosion of rap and the emergence of skateboard culture have helped distribute these references in the world of fashion in general. Although for decades, this subculture freely diverted the dress style of the wealthy, to the great displeasure of luxury brands, nowadays, the latter continuously elicit meetings between their world, the world of urban culture and sports. This amalgamation phenomenon, born from collaborations and the breaking down of barriers between social classes, should be weighed against our contemporary lifestyle.

The exhibition bears evidence to the strength of the sneaker phenomenon. It shows how sneakers have triggered a shockwave that has reached the world of fashion, music and finally, all levels of contemporary creations and urban culture. The exhibition will feature various objects such as artworks, photographs, filmed documents and other accounts, alongside original models.

ACTIVITIES AROUND THE EXHIBITION

Sneaker Collab takes place at mudac and extra muros with a rich programme of visits, talks, workshops and events until 26 January 2020. Moreover, during *Lausanne en Jeux !*, a Lausanne 2020 Youth Olympic Games' programme, many activities will be offered to all audiences interested in sports and urban culture.

Detailed programme on page 9.

The Exhibition

The *Sneaker Collab* exhibition aims to bear evidence, in a global and immersive way, to the positive power of the sneaker phenomenon by evoking its emergence in the 1980s with the Jordan Air brand as well as more recent collaborations and projects. *Sneaker Collab* hopes to demonstrate how sneakers, a culture as well as a way of life, have triggered a shockwave that has reached the worlds of fashion, music, images and ultimately all levels of contemporary creation and urban culture.

Focused on collaborations, the exhibition also finds its *raison d'être* in historical aspects, returning to the most memorable projects that have turned this branch of popular culture into a symptomatic object of our times. Genuine instruments of marketing strategy, these collaborations have contributed to transform what was nothing but a sports shoe at first into a cult object that has gone way beyond its initial function to become a fashion accessory.



Mathias Kiss x Pierre Hardy_*Slidor_Photo* - 2017 © David Zagdoun



ECAL/Julien Chaintreau - 2018



BBC Icecream x Steven Harrington - 2019

The Sneaker Phenomenon

Sneakers, to use contemporary terminology, are without a doubt the object that best represents the hybridisation of luxury and streetwear. Next to easily accessible mainstream designs, a whole scene that features re-editions, designs drawn from archives, collaborations between brands (Anna Wintour and Nike, Kanye West and Adidas, Damien Hirst and Converse), bears evidence to an increasingly detailed, and even aggressive command of the distribution and development of a rich and creative culture, based on dialogue and sharing.

This movement of amalgamation and of breaking down barriers between social classes should be weighed against our contemporary lifestyle. The concept of interconnection has been a part of the DNA of several generations in our globalised societies. The creative potential of this culture has only recently been exploited by the world of luxury. Thus, as has been its habit in the last few years, the world of fashion had its « transfer window » at the beginning of 2018, sending a wave of excitement through every fashion week. Several prestigious brands have announced the arrival of new artistic directors at the helm of their creative studios: Virgil Abloh for Louis Vuitton, Kim Jones for Dior Homme, Riccardo Tisci for Burberry. These three designers all embody a growing phenomenon for fashion houses, i.e. that of blending together high fashion and streetwear, as evidenced by the growing collaborations between prestigious houses and sportswear brands. In 2017, in a similar movement, the monument of French luxury Louis Vuitton teamed up with US brand Supreme, a global icon of skateboard culture.

This trend of artistic directors going from fashion house to fashion house has now taken a different turn, which should be viewed within a more global perspective on a societal level, fashion having always played a central role in cultural relations. The explosion of rap and the emergence of skateboard culture have helped distribute these references and aesthetics in the world of luxury and fashion in general. Although for decades, this sub-culture freely diverted the dress style of the wealthy, to the great displeasure of luxury brands, nowadays, the latter continuously elicit meetings – with varying degrees of success – between their world, the world of urban culture and sports.



Tom Sachs x Nikecraft Mars Yard Overshoe, 2018



Tom Sachs x Nikecraft Mars Yard 2.0, 2017

Swissneaks

Details of the exhibition

Swissneaks appeared in 2012 on Facebook. Initially, there was only a page dedicated to sneaker enthusiasts. The phenomenon spread so much that in 2014, Julian Bessant-Lamour, co-founder of the Facebook page, organised a first event in Lausanne in the form of a conference, where informed enthusiasts and novices met, chatted and bought and sold shoes.

In 2015, David Berguglia teamed up with Swissneaks, which became an association. As the artistic director, he took charge of communications and cultural projects. Over the course of the following two years, events multiplied, as did the association's followers. Sneaker culture gradually took root with Swissneaks as a key player, connecting collectors, designers and artists as well as the young and not-so-young. Altogether, they have formed a community that highlights sneaker culture.

Special projects took shape, such as conferences at the University of Lausanne and round-table discussions in Zurich. In 2017, Swissneaks produced the web series SAMPLE for RTS, which spotlights Swiss personalities from all backgrounds through the prism of sneaker culture.

In 2018 Swissneaks teamed up with mudac to jointly curate the *Sneaker Collab* exhibition. Philippe Cuendet, the internationally renowned Creative Director of //DIY, joined Swissneaks and mudac to collaborate for this exhibition.

www.swissneaks.ch

@swissneaks.ch



On the left from top to bottom: Julian Bessant-Lamour et Philippe Cuendet
In the top right: David Berguglia

Photo © Marvinilite - Swissneaks 2017

Sneakers & the Exhibition Poster

Details of the exhibition

UNIQUE SERIES

The general communication concept was thought up by David Berguglia, a Lausanne-based graphic designer and artistic director who established a system of multiple collaborations between several stakeholders and designers, in order to create a series of « unique » posters. First, artist Helen Kirkum was invited to create a unique, original pair of sneakers designed with ten different models and brands (original, vintage, running, baseball, casual, etc.). The brands used actually feature in the exhibition and the creative act lies at the very heart of the *Sneaker Collab* project. These unique sneakers, whose design is based on mass-produced pairs, have become the artistic and conceptual symbol of the exhibition. We would like to thank Toto Morand, a key figure of sneaker culture in Lausanne and Director of Pump It Up, a well-known shop in the city, which provided the sneakers for Helen Kirkum's creation.

The pair designed by Helen Kirkum was then photographed by Damien Ropero with a deliberately simple yet dynamic staging on a white background. Specific typography was then developed by Chi-Long Trieu for the project's global communication. One of the specific features of the font is that it was designed so that it could be used with an industrial marking tool (Handjet 260), used to mark 500 of the 630 F4 posters. Each poster was thus rendered unique thanks to David Berguglia's addition (each poster bears the day/hour/minute/second it was marked). This stage in the marking is a performance that symbolises the artist's approach to mass-produced sneakers (the « collab »).

Limited-edition posters will be on sale at mudac's shop.

A video of the making-of of the poster is available on the website mudac.ch/presse/ and on [YouTube](https://www.youtube.com/watch?v=...)
Password: presse2019



Handjet marking of the posters by David Berguglia
Photo © Dino Berguglia



Graphic design: David Berguglia IVI.ch
Sneaker designed by Helen Kirkum
Photo © Damien Ropero

Exhibition Partners

Sneaker Collab

mudac would like to thank its exhibition partners:

Julius Bär



MOBIMO



Blondel

Berney
Associés

éc a l



Lausanne
en Jeux!



TALKS x ECAL

Lectures at ECAL (École cantonale d'art de Lausanne) in EN/FR. Avenue du Temple 5, 1020 Renens
Information on the guests and schedule on 19 September:
www.swissneaks.ch, www.mudac.ch, www.ecal.ch

SNEAKERS x BLONDEL

Saturday 16 November from 13:00
«Chocolate sneaker making» with Bastien Thibault, master chocolatier at Blondel, Lausanne

Rate: CHF 10.– / person
Mandatory registration: 021 315 25 30 or mudac.ch
Free for Les Amis du mudac.

CASE STUDY

Thursday 23 January from 9:00 to 16:00
«Focus on Urban Cultures» in collaboration with the History of Art Department of the University of Lausanne.
Conference EN/FR. Free with registration.
Followed by a guided tour of mudac. Programme and venues from 15 December at: mudac.ch

WORKSHOPS

Wednesday 16 October & 6 November: Children workshop 8 – 13 years old
Sunday 29 September: Family workshops 6 – 96 years old
«Raw Materials & Components». Discover what sneakers are made of. Based on the same materials, design a bag that will enable you to take them to the gym or on your travels.

Rate: CHF 10.– / Person
Mandatory registration: 021 315 25 30 or mudac.ch

PUBLIC GUIDED TOURS

Tuesday 29 October & 7 January at 12:15 by a curator of the exhibition
Saturday 9 November & 25 January at 16:00 by a cultural mediator
Guided tours upon request : inscription@mudac.ch

Price included in the admission fee. No registration.
Free for Les Amis du mudac.

Practical Information

Sneaker Collab

PRESS CONFERENCE

Wednesday 18 September at 10:30

OPENING

Wednesday 18 September from 18:00
Official part: 18h15

EXHIBITION DATES

19 September 2019 – 26 January 2020

HORAIRES

Tue - Sun: 11:00 – 18:00
End of year hours:
24/12: 11:00 – 16:00
25/12: closed
31/12: 11:00 – 16:00
1/1: closed
Free admission every first Saturday of the month

MEDIA CONTACT

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sylvie.rottmeier@lausanne.ch

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DETAILS

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Swiss sneaks
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#sneaker culture