

SNEAKERNESS®

EXHIBIT. BUY. SELL.

Bern, 1st of June 2010

Pressrelease

SNEAKERNESS ZÜRICH 2010

The waiting has an end, the next Sneakerness is almost here.

Lots of top notch brands, dealers, artists and fans have already confirmed to be there and the supporting program is getting more exciting by the minute. The Sneakerness 2010 in Zürich is growing to a real spectacle.

Next to the big-players like Nike, Adidas, Asics, Kangaroos, Pro-Keds, and Reebok there are also brands like Gourmet, Boxfresh, Sperry Top-Sider, New Balance, Supra and Element displaying on the 1.500 sq. m big exhibition space. In style stores like Grand, Jamarico, Street Files and Dialog as well as known vintage dealers and private collectors will be presenting their amazing collections. Here is a sneak preview:

NIKE

“JUST DO IT” has been the leading slogan since the start of Nike Sportswear and they have proven to not let anyone down when it comes to surprising appearances.

KANGAROOS

Back to the ROOS. The KangaROOS-Supershoes had their debut in 1979, that's 30 years of Sneaker culture and that's what they'll celebrate. KangaROOS will show a preview of the upcoming collection of 2010/2011, as well as having footwear designer Philip Keil impressively customizing live sneakers for visitors, along with lacing artist Lune, who will show the versatility of lacing sneakers in cooperation with Mr. Lacy.

SWATCH

Swatch, founded in 1983 by Nicolas G. Hayek is today a leading Swiss jewelry/watch manufacturer and one of the leading lifestyle brands worldwide.

Swatch has been setting trends with innovative designs, special editions, artist collabos like the last with Casette Playa since the beginning. The brand is also known for supporting extreme sports (FMX, surfing, snowboarding, free skiing, BMX) and having roots deep down in the world of sport lifestyles.

Swatch is connected to contemporary art scene since the beginning. That's why the brand has become the canvas for many artists, musicians and designers who wanted to get creative with “Swatch & Art”.

REEBOK

Royal Arena, Reebok and MTV have planned something very special. The two artist Wes 21 and Kkade will customize 10 pairs of exclusive Reebok/MTV/Royal Arenas sneakers live at Reebok/Royal Arena booth. These two talented artists belong to the “Schwarzmalerei Crew” which is a collective of sprayers and street artists. Each one of these “ONE OF ONE” sneakers will be given away after the Sneakerness at a raffle on www.mtv.ch. The winners will receive their sneaker at the Royal Arena in Orpund (Switzerland) August 20th and 21st. A second pair will be customized on sight and sold for a good cause. The time between June and August, the sneakers will be displayed in 10 selected stores all around Switzerland.

ADIDAS MIORIGINAL BATTLE powered by Sneakerness

You will have the chance to win your individual miOriginal Adidas sneaker. Sign up at the Adidas Originals Store until June 2nd.

The winner will compete at the miOriginals battle at the Sneakerness. Show the people that you're the best by designing a shoe in 10 minutes. After 2 semi finals you have to get voted to the final, where you can win your own designed sneaker.

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WE LOVE KICKS

This project combines the fantasies of sneaker lovers with the various facets of urban art. A collective of different artists show their individual connection to this topic. The results will be displayed at consistent intervals.

Element

For each Sneakerness in 2010 there will be a local artist, who will paint on a piece of canvas. The artist won't do his work with the usual brush, marker or can. He will paint the whole canvas with a shoe. The first unique part of this trilogy was made by Tina Schwarz (www.tinaschwarz.com) in Cologne, the next one will follow in Zürich and the last part will be painted in Vienna. All the three paintings will be brought together after the last one has been finished in Vienna.

AFTER SHOW PARTY

Beginning at 11 p.m., Sneakerness invites you to the official after show party at Zeughaus 5, presented by TUI.ch and Swiss Airlines. There is a limited amount of combo-tickets (convention & party) available at the Sneakerness for the price of CHF 22.-. The price for the party at the door is CHF 20.- DJ's: Parra Soundsystem (Amsterdam, NL), Mercury (Bern, CH), Pony Bomb (Zürich, CH).

The colored, beak-faced figures and the infantile bold writing from Amsterdam's illustrator Parra have made their way around the world in the last couple of days: as screen print, on skate board decks, on record covers and on limited sneakers. Parra usually fills up clubs in Bern, Paris, Berlin and Amsterdam with a freestyle-set of electro, synth-rock with and the support of his homies Mr. Wix, Tom Trago, Gee (Patta) and Mc Lyrical Tie. This is their second time in Zürich since their debut at the "Walcheturm".

The Parra Soundsystem combined with Mercury and Pony Bomb is guaranteed to be an extraordinary Sneakerness aftershow party.

SNEAKERNESS FACTS

Sneakerness, Saturday 05.06.2010, 1p.m.-8p.m., Güterbahnhof, Hohlstrasse 150 8004 Zürich, CHF 5.-

SNEAKERNESS AFTERSHOW PARTY FACTS

Sneakerness, Saturday, 05.06.2010, 11p.m.-4a.m., Zeughaus 5, Kanonenstrasse 20, 8004 Zürich, Parra Soundsystem, Mercury, Pony Bomb, CHF 20.-

SNEAKERNESS CONTACT

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CAPTION

SNKRNS_Table.jpg – Buy, sell, trade at the sales and trade tables.

Picture: Dejan Jovanovic

SNKRNS_Party.jpg – Aftershowparty

Picture: Dejan Jovanovic