

THE CONNECTION BETWEEN NIKE POSTER & THEORY

The reason is because to me, that's what the words mainstream and underground remind me of, for seeing those words, in this question. Another reason is that I would make general posters and flyers for mainstream and underground.

In terms of understanding the world of underground art and underground design culture going to the mainstream, there must be an understanding of why there is a subculture in the first place.

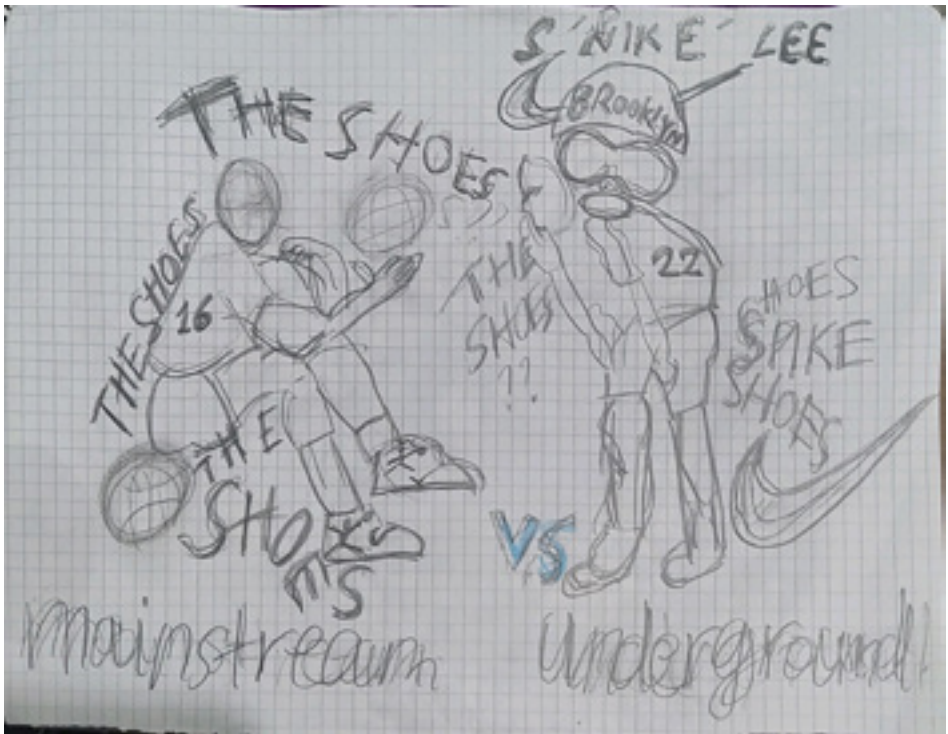
Since the beginning of design there has been a need to push the envelope. Designers and innovators wanted to create something that challenges status quo. Movements like the Avant Garde, cubism, and surrealism helped usurer there was an idea to create concepts that captured a specific demographic that gravitated towards those who were like-minded in their ideals.



BACKGROUNDS AND BEFORE THE BEST NIKE DUO MJ & LEE

Michael Jordan was drafted a couple of years before the campaign & started to get recognition for his basketball talents by Chicago Bulls

Spike Lee starred in a extremely popular movie called "She's Gotta Have It" which boosted his career.



MARS BLACKMON

Mars Blackmon is a fictional character
the film “She’s Gotta Have It” (1986),

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Played by the film’s writer/director, Spike Lee .
In the film, he is a “Brooklyn loving” fan of
the New York Knicks , sports, and Air Jordans .



MAINSTREAM VS UNDERGROUND

The concept of mainstream vs. underground is relevant in contemporary design for Heller because although the style is very well-known, designers tend to copy or steal ideas. Think about it as recycling an idea. The only difference would be that people make these stolen ideas look brand new.

For example, Heller said that, “Calkins commanded commercial artists to appropriate and smooth out the edges of modern art, add an ornament here and there to make it palatable for the consumer class, and—voila!—instant allure and immediate sales.” (Heller pg.10). Even though this idea works in terms of marketing, there’s no original idea, and it gets very repetitive.

For my final project, I was going to talk about Dan Wieden, and how his work impacted the design world. The designs that I’ll be addressing fits in this dichotomy because for the pieces that I’ll mention, it almost seems as if what Heller has been saying is true.



CULTURE JAMMING

Culture jamming is the practice of using the media to change the meaning of one message to another.

- The aim of culture jamming is to uncover the deeper truth behind the techniques that are used by corporations to dominate people's way of life.

- Nike had a lot of trouble getting underage kids to do factor work

- They didn't have any safety precautions for their factory workers

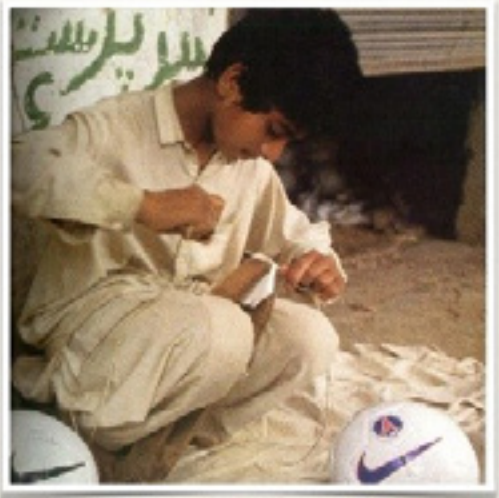
- They pay their workers little to no wages

- Nike tried covering this up by using in inner cities and intertwined with black American heroes such as Michael Jordan, Michael Jackson, & Tiger Woods

Life Magazine 1996



“On the playgrounds of america , every kids’ goal is to score: in pakistan, where children stitch soccer balls for six cents an hour, their goal is to survive”



THE MICHAEL JORDAN & SPIKE LEE SERIES

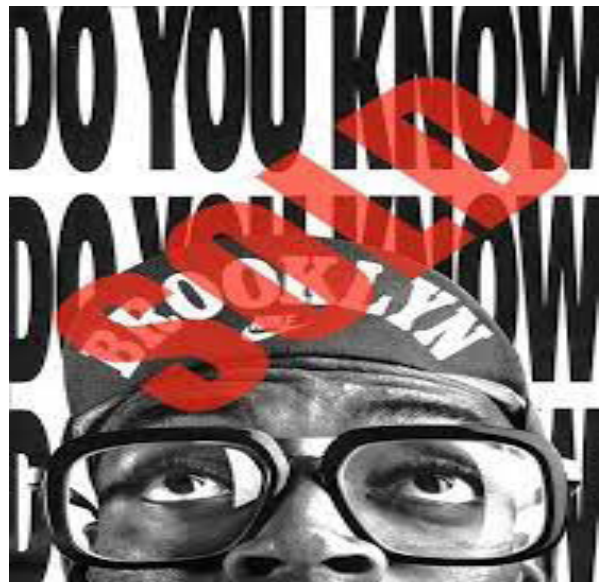
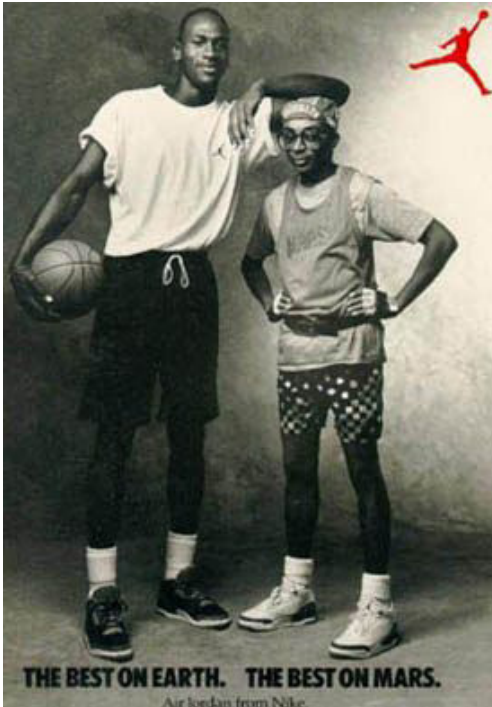
This was one of the first Do you know the posters where Spike Lee would ask all sorts of questions about Michael Jordan's abilities.

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This poster consists of Mars Blackmon exaggerating Michael Jordan and his abilities.

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Just like Mars, so do all his fans



THE MICHAEL JORDAN & SPIKE LEE SERIES

Jordan appeared in a series of classic ads with Spike Lee in 1988. Lee reprised his role as the brash B-boy Mars Blackmon who had to have it. Jordan only wants to play basketball, but Lee is focused on the trainers.

-“Do you know who the best player in the game is?” asks Lee,
-“Me. Mars Blackmon. Do you know how I get up for my game?”

-That’s right. Air Jordan.

As the camera pans down to reveal him standing on Jordan’s shoulders, he replies, Following this commercial, street and sports cool were quickly mixed. (MacInnes). And we provide all this for free, for everyone to read. We do this because we believe in equality of information. More people can follow the global events that shape our world, understand their impact on people and communities, and be inspired to take meaningful action. Millions of people can benefit from open access to quality, factual news, whether or not they can afford to pay for it.



Thank you and Q&A

Oh you have jordans that have jump man?

Thats cool i have jordans with nike on emm

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