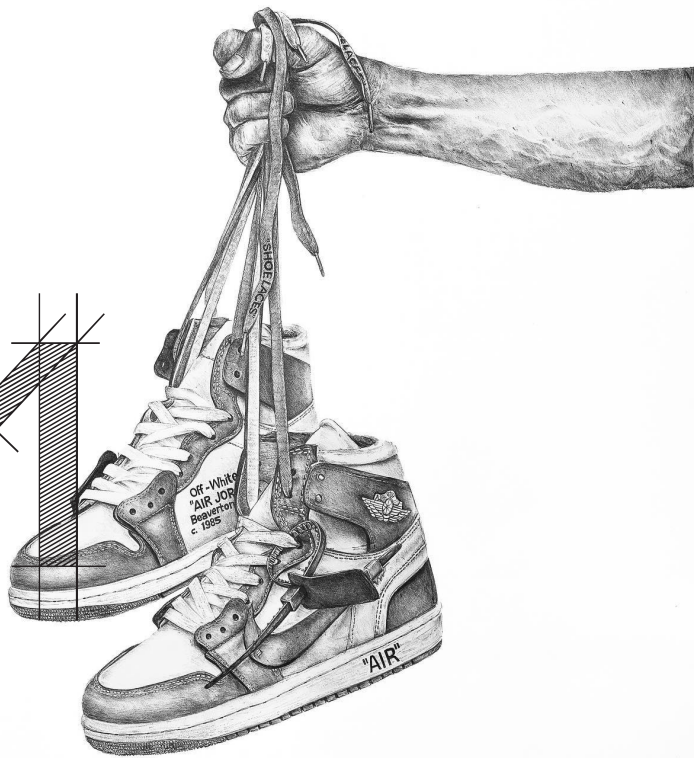


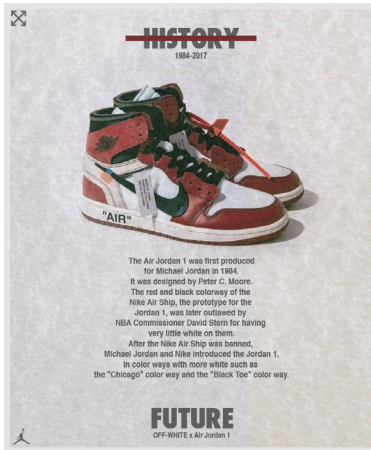
By Andre Merchales



Intro

The Air Jordan 1s have been a medium and extension of the feet since 1985. Debuted and unveiled, it was a shoe that dramatically impacted both the design and footwear industry. What once was created to be a basketball performance shoe has evolved to so much more.

History



Brand - Nike/Jordan

Model - Jordan 1

Year - 1985

Designer - Peter Moore

Original Price - \$65

The Nike "Air Jordan 1" is and has to be one of the most iconic designs in the history of both streetwear and sports, it is also key part of the origin of Jordan brand for Nike. The Air Jordan 1 was designed by Peter Moore.

McLuhan's Medium is the Message Theory:

- McLuhan believes that the way we send and receive information is more important than that the information itself.
- People have transitioned from only consuming information to producing them and creating their own.
- Any extension of ourselves result from the new scale that is introduced into our affairs by each extension of ourselves, or by any new technology.
- There is power in media and technology.

Jordan 1s:

- Jordan 1s were solely identified as a basketball shoe
- When Nike originally designed the Air Jordan 1, they engineered the sneaker to be made for use on the basketball floor. (Information)
- Information was only being sent and received through magazines and television when the shoe first came out
- Now, information can be sent and received through many social media platforms (instagram, youtube, twitter, etc)
- Due to the power in media and technology, the Jordan 1s evolved from 1 main identity to multiple
- How social media has sent and received information on this shoe created a momentum that contributed to the recreation of this shoe's identity



The original Air Jordan 1s were so popular and successful that Nike continued to make new Air Jordans each season. This tradition continued even after Michael retired.

Since the original launch, Air Jordans have always represented as the pinnacle of sneaker design. The shoes are unmatched when it comes to quality, craftsmanship, materials, innovation, performance, and style.

But.....

Design isn't about serving a select group and producing masterpieces anymore. The role design should play in the world today should be serving the community and connecting art to life. Essentially, to humble the idea of what art is and bring it down from its pedestal into reality.

Monaris Design as Art Theory:

THE 10 BEST SKATE SHOES OF ALL TIME



Nike Air Jordans:

Equipped with a cushioned sole, the Air Jordans were the shoe of choice when coming down from that four-foot, back-scratching, method air off a launch ramp. Subsequently setting the trend for skaters to start wearing more high-end basketball shoes. **When:** mid-80s. **Who/what made them popular:** Tommy Guerrero, Mark Gonzales and his paint pen.

- Re-establishing the long-lost contact between art and the public
- Respond to demands without losing the aesthetic
- Design methods should be clear, up to date, truest, and resolves aesthetic problems
- Designed specifically to the needs of the consumer
- Design and technology go hand in hand
- Designers should be conscious of their creative power, not scared of new facts and independent of formulas in one's own work

Jordan 1s:

- Jordan 1s have re-established the contact between art and the public through design, collaborations, ideas and has become the embodiment of today's sneaker culture
- Supply and demand is the response and the strategy that has dramatically driven up the prices for Jordan 1s
- Its sleek build, comfort, and its subtly flashy design allows for it to be an extremely versatile shoe for anyone in any occasion to wear.
- Designed specifically for nothing specific, you can skate in it, play basketball in it, or wear it to a fashion show allowing it to meet the individual's own personal need
- Designers have shown diversity in the design of Jordan 1s through multiple brand collaborations, colorways and styles which shows the creative power designers have applied in their process

Designs

Virgil Abloh off white aj1s This pair comes in the original Chicago-themed white, black and varsity red colorway. Featuring a white, red and black-based deconstructed leather upper with a Swooshless medial side branded with "Off-White for Nike Air Jordan 1, Beaverton, Oregon, USA © 1985." Other details include: floppy ankle collars with hidden "85" written on the inside, an oversized off-centered Swoosh on the lateral sides

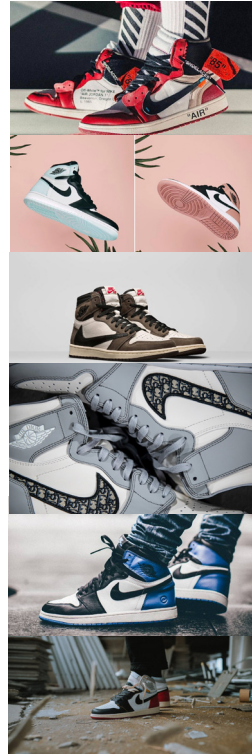
Art Basel AJ1s back in 2017. Paying homage to the art deco influence seen across the city, it also celebrates the vibrancy of the South Beach waterfront. A cool shade of blue is offset by the usual color blocking panels of white and black. This was one-half of a collection with the alternative "Rust Pink".

Travis Scott chose to reverse the Swoosh and opted for a toned down, earthy colourway.

Most premium Aj1s ever to release with amazing detailing, hand-made in Italy complete with fine calf-leather uppers. Other detailing includes that classic Gucci print to the Swoosh as well as the words "AIR DIOR" etched in place of the usual wings logo.

Hiroshi Fujiwara, AJ1s The simplistic colourway of sport blue and black might seem underwhelming but it's the finer details that count – namely that subtle Fragment Design logo across the heel.

Union La AJ1s This colorway showcases an OG theme and is unique thanks to obvious stitching, deconstructed tongues and the "UN/LA" branding which gets stamped to the sidewall.



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Thank You

