



The Art Of: Sneakers

Education Activities for Ovation documentary *The Art Of: Sneakers*

Grade Level and Discipline

- Visual Arts – Grade Level, 9–12
- English Language Arts & Literacy – Grade Level, 9–10, 11–12

Materials:

- Programming clips for the Ovation documentary *The Art Of: Sneakers*

Note: It is suggested that the teacher view all program clips and related web links contained in the activities prior to using the resources in class.

Standards:

- These activities serve as supplemental material, and support the National Visual Arts Standards for grades 9-12
- The activities serve as supplemental materials, and support the Common Core State Standards, English Language Arts & Literacy for grades 9-10, and 11-12

Note: See details about education standards on page 7.

Activity Overview

Students will analyze and discuss artistic styles, processes, and creations related to customized sneakers. They will observe and make notes about themes, techniques, materials and colors used in specific creations. Students will view selected footage from a documentary, *The Art Of: Sneakers*, and will research information on the Internet about information related to the documentary.

Length of Units

Two 45 minute class periods

Instructional Objectives

Students will:

- Identify characteristics and artistic designs of customized footwear related to a specific culture of a major U.S. city.



The Art Of: Sneakers

- Gain knowledge about specific sneaker art and understand the qualities, themes, techniques, compositions and production processes associated with these products.
- Through use of the Internet, research information about particular customized footwear, and the production and merchandizing of specific footwear.

Supplies:

- computers with Internet access
- White Board, laptop computer, screen and speakers
- journals in binder format (for each student)
- Ovation documentary *The Art Of: Sneakers*

Homework and Motivation Activities

The teacher will ask students to research background information about the individuals featured in the program. Following are suggested web links for this exercise. This activity is provided as a means for students to become acquainted with particular professionals and artists of a specific genre.

Related Links

King of Sneakers Custom Footwear

www.kingofsneakers.com

The Ave Venice, "Shark Tank" Success

<http://sharktanksuccess.blogspot.com/2013/09/the-ave-venice.html>

Nike Air Force 1

http://store.nike.com/us/en_us/pw/air-force-1-shoes/brkZ816?cp=usns_kw_AL!1778!3!34163307662!e!!g!air%20force%20one%20shoes!c

Sneakers - Wikipedia

[http://en.wikipedia.org/wiki/Sneakers_\(footwear\)](http://en.wikipedia.org/wiki/Sneakers_(footwear))

Subject Related Words

The teacher will relate the following list of words and definitions to the students for use during class discussions and in their note-taking activities. This information was selected, specifically for its correlation to words used in association with this lesson,



The Art Of: Sneakers

from <http://www.merriam-webster.com/> The students can obtain additional meanings for these words, and usage, from this website.

- accessible** *adjective* : capable of being reached: capable of being understood or appreciated
- aesthetic** *adjective* : appreciative of, responsive to, or zealous about the beautiful; also, responsive to or appreciative of what is pleasurable to the senses
- Conceptual Art** *noun* : an art form in which the artist's intent is to convey a concept rather than to create an art object
- customized** *transitive verb* : to change (something) in order to fit the needs or requirements of a person, business, etc. : to build, fit, or alter according to individual specifications
- composition** *noun* : the act or process of composing; specifically: arrangement into specific proportion or relation and especially into artistic form
- design** *verb* : to create, fashion, execute, or construct according to plan: to conceive and plan out in the mind
- dimension** *noun* : the quality of spatial extension : MAGNITUDE, SIZE *c*: a lifelike or realistic quality *d*: the range over which or the degree to which something extends : SCOPE – usually used in plural
- entrepreneur** *noun* : a person who starts a business and is willing to risk loss in order to make money : one who organizes, manages, and assumes the risks of a business or enterprise
- logo** *noun* : a symbol that is used to identify a company and that appears on its products
- process** *noun* : a series of actions or operations conducing to an end; especially: a continuous operation or treatment especially in manufacture
- theme** *noun* : a specific and distinctive quality, characteristic, or concern

Activity 1/Day1



The Art Of: Sneakers

Class Work

The students will be introduced to professionals and their products of customized sneaker businesses, by viewing and discussing selected programming clips from the documentary *The Art Of: Sneakers*. Each clip ranges from two to three minutes in length. Following each clip the teacher will engage the students in some or all of the discussion points listed below, helping them to understand the themes, creative concepts, materials, colors, techniques and production processes of sneakers sold by these artists/merchants.

Clip 1

Discussion Points

- Discuss this scenario described about Adriana Gutierrez as she created the first pair of painted shoes for her little brother, and then using that experience to venture out into that realm of art. In your opinion, what personal and artistic traits to you believe Gutierrez most likely possessed to have emboldened her to venture out on her own?
- In your opinion, do you think wearing sneakers which have been customized with patterns or images would help convey your character? If so, expand on your ideas.
- As you view the sneakers being displayed, discuss the various artistic qualities, images, colors, designs painted on the sneakers.
- Note the setting of the artist's studio. What items, images, work space, tools, materials to you see contained in this space?
- Gutierrez likens her painting process to that of a tattoo artist. In your opinion, is this a logical comparison of artistic expressions? If so, or if not, compare and contrast the two professions.

Clip 2

Discussion Points

- As you view the artist painting the sneakers, discuss the challenges she is presented with in order to complete these pieces.
- If you were going to hand-paint a pair of sneakers, what process would you use to begin and complete your project?
- In your opinion, are hand-painted sneakers a true form of art? If so, or if not, expand on your reasons.



The Art Of: Sneakers

- The hand-painted sneakers by Gutierrez sell for \$600 to \$700. Discuss the reasons why these sneakers might be worth this much to a customer.

Clip 3

Discussion Points

- In these program segments we are introduced to Nick Romero, owner of The Ave Venice shop in Venice, CA. As you listen to him describe himself, his product, and his vision, what character traits do you ascribe to Romero?
- Romero relates information about the process of creating customized sneakers and garments. Discuss the ways in which this process differs from the process described by Gutierrez.
- In your opinion, why are his products attractive to the general public in Venice, CA?
- Does the prospect of owning customized shirts, hats, sneakers appeal to you? If so, what makes it appealing?
- Romero states that “what we do here is an art form.” He also comments that it opens up a lot of forms of expressions from artists. Take time to discuss these statements as they relate to the products created at The Ave Venice. Do you agree or disagree with Romero’s assessments?

Activity 1/ Day 2

Class Work Activity

The students will continue to explore the art of sneakers, by viewing and discussing selected programming clips from the documentary *The Art Of: Sneakers*. Each clip is two to three minutes in length. Following each clip, the teacher will engage the students in some or all of the discussion points listed below.

Clip 4

Discussion Points

- Compare and contrast the products created by Gutierrez to those created by Romero. What qualities do you find similar or dissimilar? Elaborate on the qualities.
- A pair of custom made sneakers at The Ave Venice cost between \$75 and \$110, vs. the cost of custom made sneakers by Gutierrez, at between \$600 and \$700 per pair. Now that you have an overview of the process, creative measures and the time involved in producing these sneakers, in your opinion do these differentials in price seem fair? If so, or if not, expand on your opinion.



The Art Of: Sneakers

- If someone were to offer you custom-made sneakers, what image, colors, design would you want put onto the sneaker? Why would that image appeal to you?

Clip 5

Discussion Points

- Having viewed and listened to Gutierrez, Romero, and Torrez talk about their passion for their products, and their careers of developing and creating their own business related to these products. What common professional, personal and creative traits do you ascribe to them?

Clip 6

Discussion Points

- Listening to Will Amaya, at The Holy Grail Consignment Shop, describe his passion for collecting sneakers, what do you think the reasons might be for this sneaker collection be so important to him?
- He mentions that sneakers are a form of expression. Discuss various ways and reasons you think sneakers of various styles, colors, designs might be a form of expression.
- If you were invited by Nike to custom-build a sneaker design, cite three characteristics you might incorporate into your sneaker design.
- Do you have a collection of items in your life, which you believe help you express who you are? If so, relate information about your particular collection and why you believe it represents your character.

Related Links

King of Sneakers Custom Footwear

www.kingofsneakers.com

The Ave Venice, Shark Tank Success

<http://sharktanksuccess.blogspot.com/2013/09/the-ave-venice.html>

Nike Air Force 1

http://store.nike.com/us/en_us/pw/air-force-1-shoes/brkZ816?cp=usns_kw_AL!1778!3!34163307662!e!!g!air%20force%20one%20shoes!c

Sneakers - Wikipedia

[http://en.wikipedia.org/wiki/Sneakers_\(footwear\)](http://en.wikipedia.org/wiki/Sneakers_(footwear))



The Art Of: Sneakers

Standards

The supplemental activities contained in this document support the **National Visual Arts Standards**

Grades 9-12

- Visual Arts Standard 3
Choosing and evaluating a range of subject matter, symbols and ideas
- Visual Arts Standard 4
Understanding the visual arts in relation to history and culture

The supplemental activities contained in this document support the **Common Core State Standards for English Language Arts & Literacy**

Grades 9-10

- Speaking and Listening

Grades 11-12

- Speaking and Listening