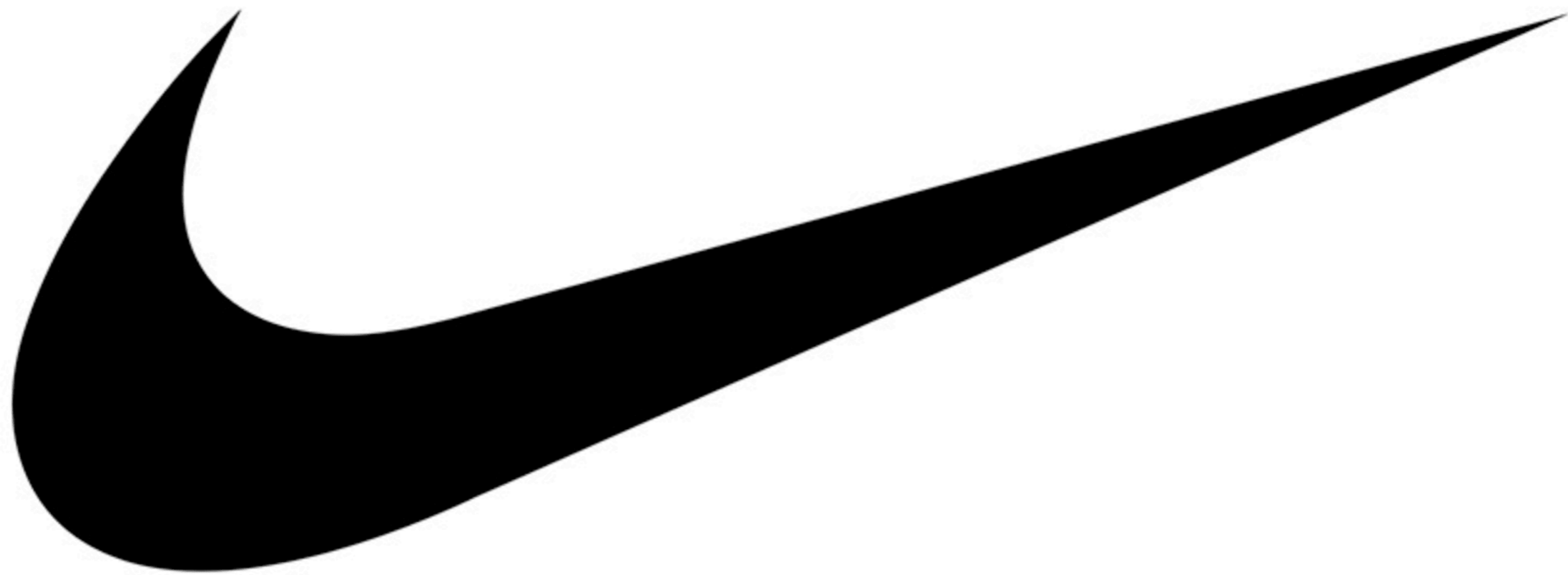




BLUE RIBBON SPORTS

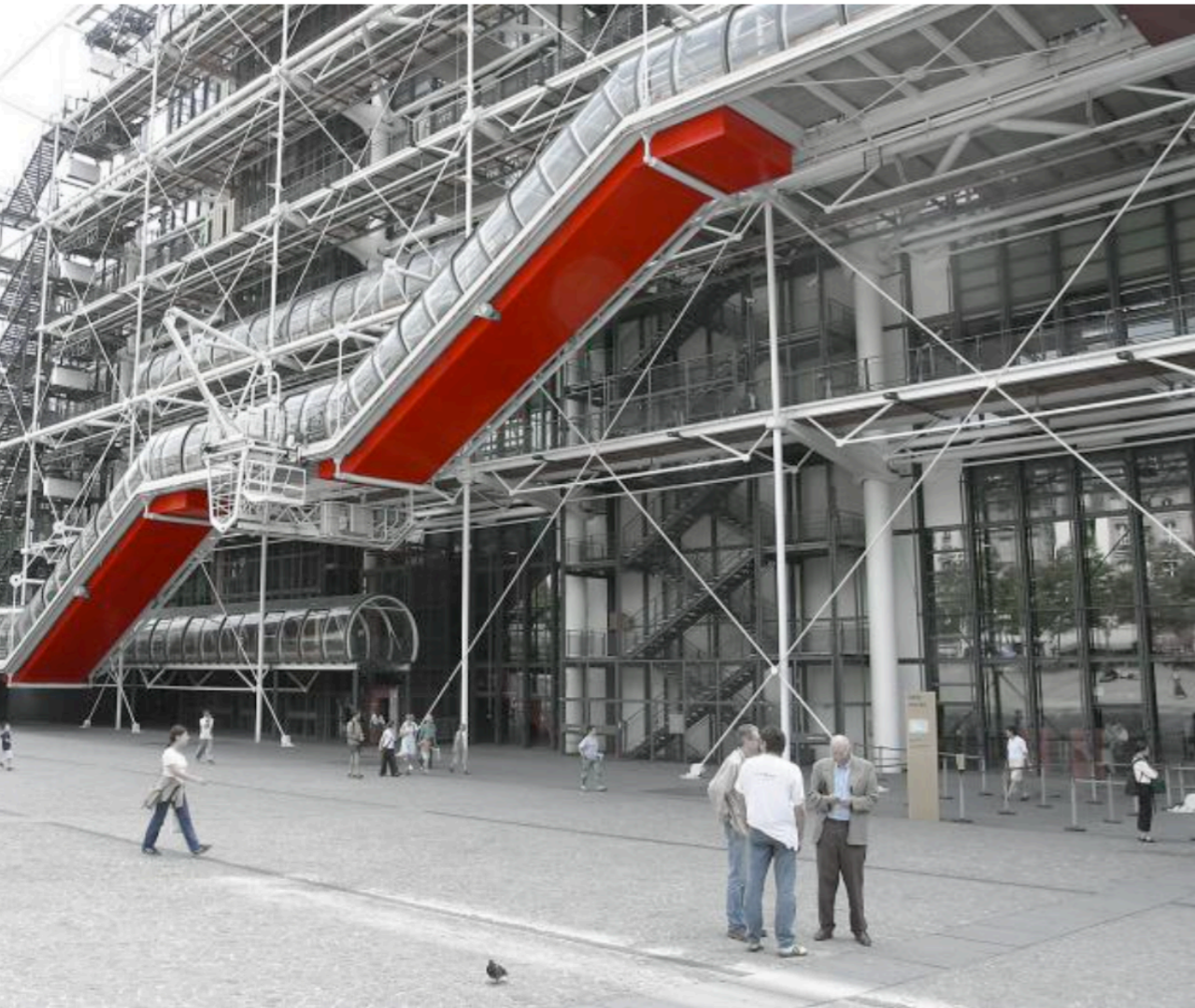


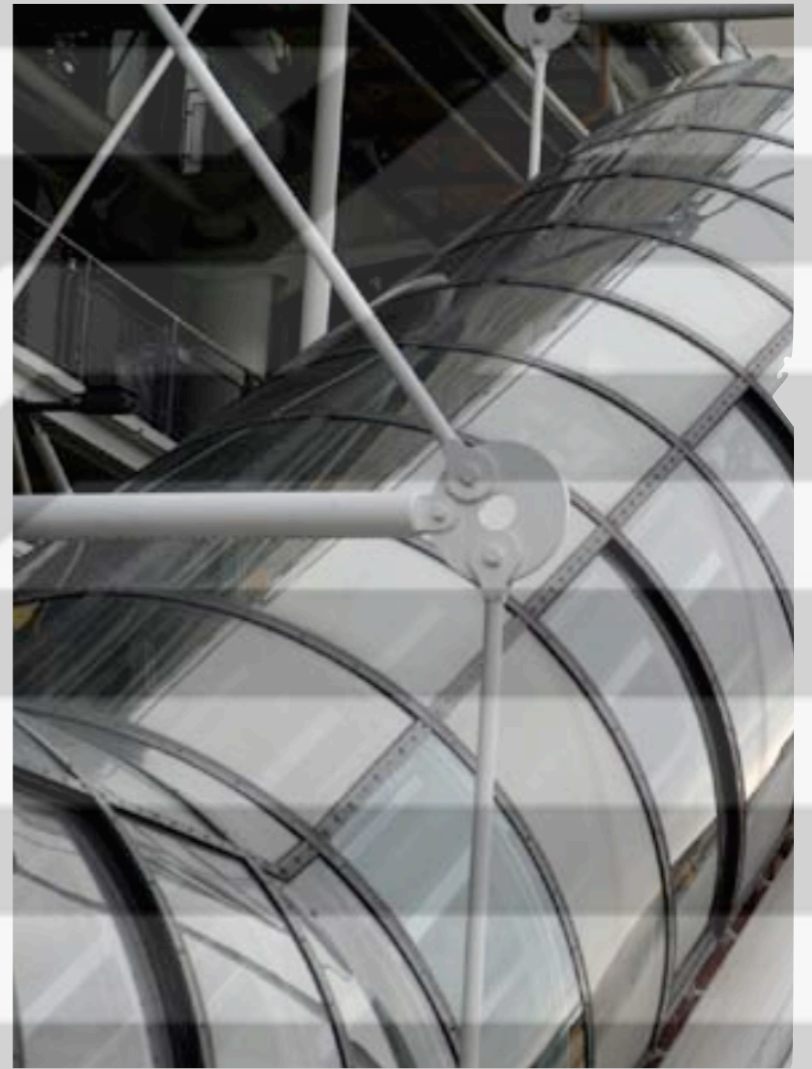


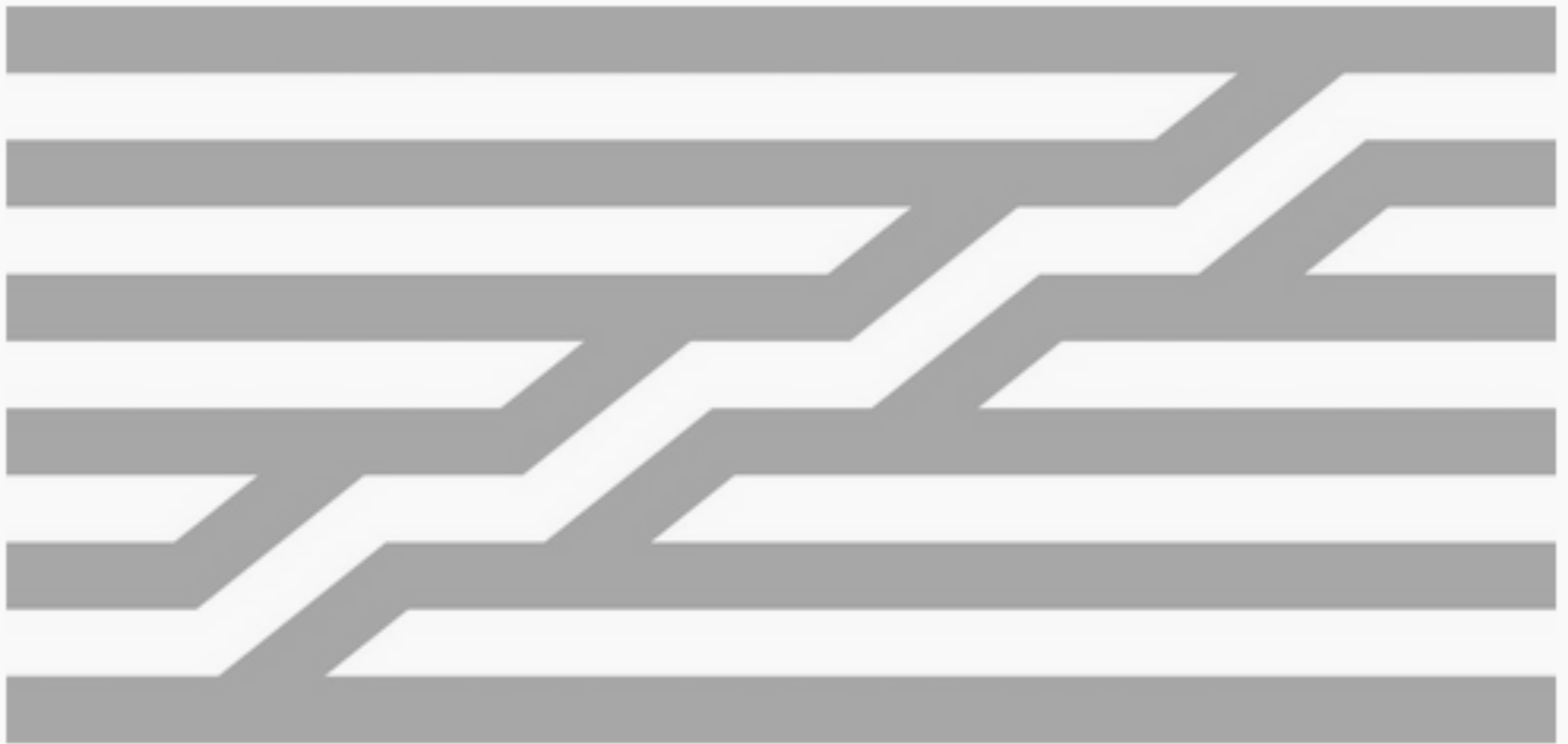


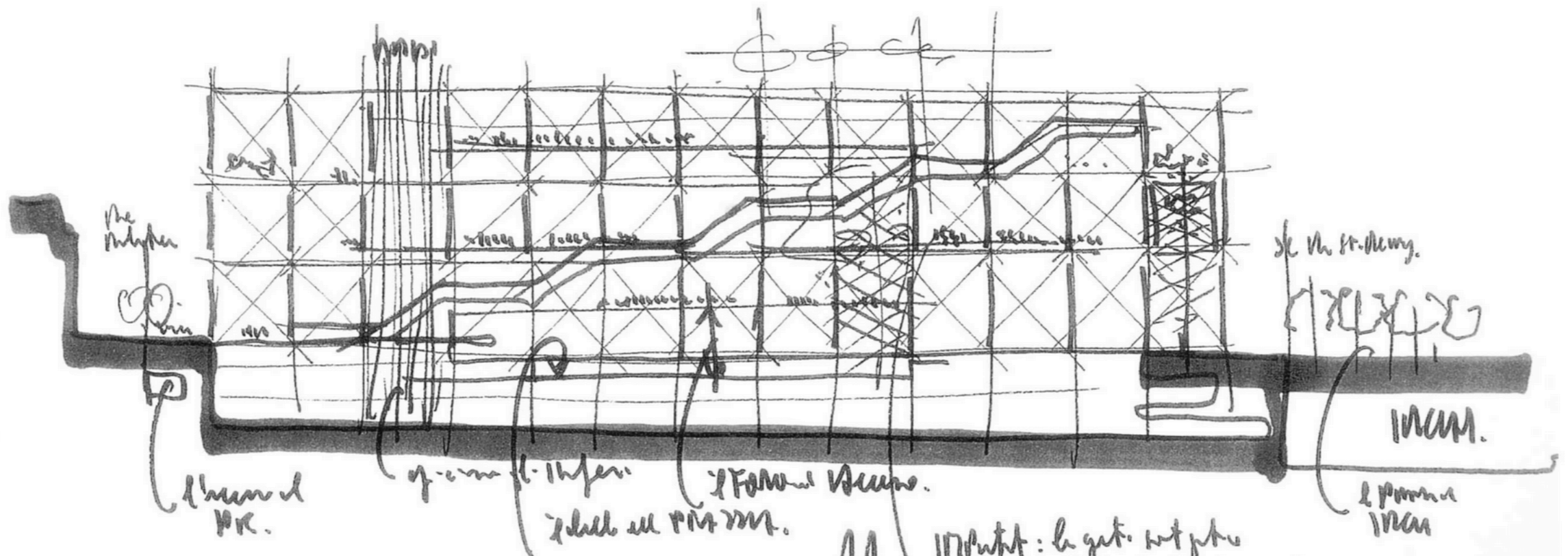












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Centre Pompidou

The building

Former French President Georges Pompidou wanted an ultra-contemporary artistic hub, and he got it: competition-winning architects Renzo Piano and Richard Rogers effectively designed the building inside out, with utilitarian features, such as plumbing, pipes, air vents and electrical cables, forming part of the external façade, freeing up the interior space for exhibitions and events. The building was renovated in 2020.

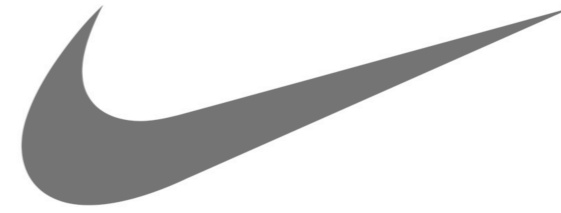


Marion "Frank" Rud
[https://www.youtube](https://www.youtube.com/channel/UC...)





Est. 1997



design — branding strategy

e.g. athletic footwear ‘ensuring’ and ‘expressing’

- the product as an extension of the body;
enablement, enhancement and protection
i.e. functions and features.

movement — flows and fluidity, forces and fields.

- the product as an extension of the mind.











CALIFORNIA
NIKE AIR



Est.



NIKE SHOXX

