



Out of the Box: The Rise of Sneaker Culture

By Elizabeth Semmelhack



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A groundbreaking traveling exhibition, *Out of the Box* showcases sneakers, from the mid-nineteenth century to sports performance breakthroughs, to present-day cultural icons. Drawn from the collection of the Bata Shoe Museum and significant private collectors, museums, and archives—including adidas AG, Converse Archives, Kosow Sneaker Museum, Nike Archives, Northampton Museums and Art Gallery, and Reebok Archives—this selection is richly contextualized with interviews and essays by design innovators, sneaker collectors, and cultural historians, creating a backdrop of the technical innovation, fashion trends, social history, and marketing campaigns that shaped the form over the past two centuries.

Out of the Box includes sneakers ranging from an 1860 spiked running shoe, a pair of 1936 track shoes, Air Jordans I–XX3, the original Air Force 1, and early Adidas Superstars to contemporary sneakers by prominent figures including Damien Hirst, Jeremy Scott, Jeff Staple, and Kanye West. The book also highlights sneakers and prototype drawings that span the career of Nike sneaker design legend Tinker Hatfield, making this the definitive illustrated history of sneaker culture.

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