LOCATION SCOUTING - EXTERIOR

Project: New Balance Shoe International Campaign

Client: Sproket Creative Agency

Criteria: Urban exterior locations in Providence RI - Sidewalks with reflective water, long brick walls, bridge underpass…

Location Scout/photography: Kirsten Martin/Media Rising

Ad Photographer: Ravi Vora

How Do You Make Great Shoes Better?

Start with Olympic athletes, analyze the foot strikes of dozens of volunteers, and then feed all the data into an architectural software program named after a bug.

Apr 2, 2015

PRESENTED BY

To figure out how to make smarter shoe designs, New Balance's Studio Innovation Group analyzes how real people run—from star athletes to everyday volunteers.   Photo: Ravi Vora

Two years ago, Kim Conley was testing new track spikes for New Balance, and she was skeptical. New Balance's engineers had taken data about her landing patterns, fed it into a state-of-the-art software program, and then used a 3D
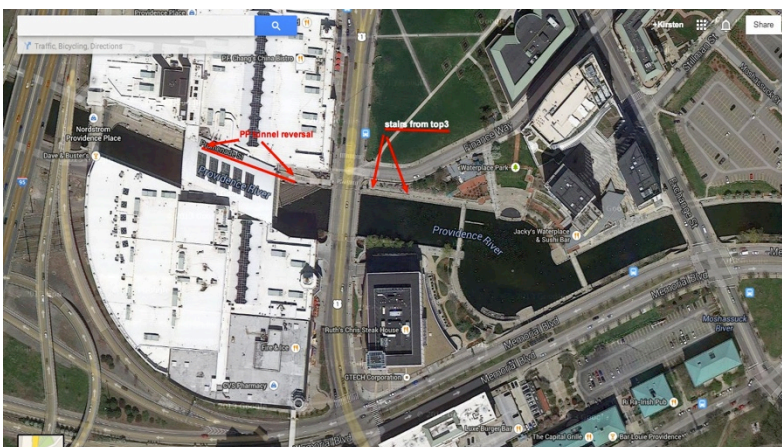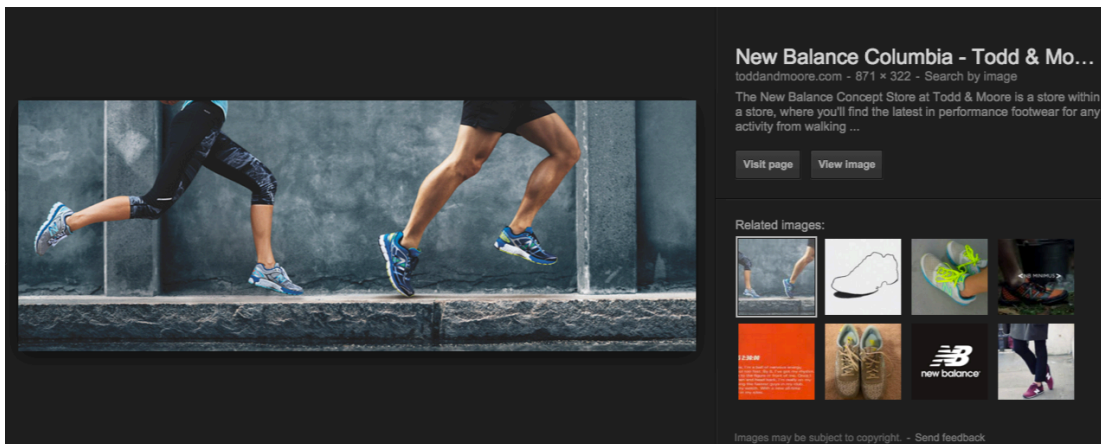
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STREET, MEET SMARTS.

Intelligent at its core, the new 860v5 is built for more comfort and even more excellent than its predecessor. It's plush, it's stable, and it's anything but ordinary.

New Balance Columbia - Todd & Mo...
toddandmoore.com - 871 × 322 - Search by image
The New Balance Concept Store at Todd & Moore is a store within a store, where you'll find the latest in performance footwear for any activity from walking ...

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