

GLIDE RIDE

ASICS

OBJECTIVE

ASICS challenged us to create an interactive trialing experience within their 5th avenue flagship store that featured their Glide Ride sneaker and integrated their Run Analyzer app in a fresh and shareable way.

To accomplish this task, we created a 16' x 12' framed-in trial running space with aluminum frames, light panels and monitors surrounding a treadmill. Runners tested the shoe while the app analyzed movement, showing saved energy and improved form.

In addition to the trialing experience, we fabricated and installed lit shoe pedestals, light boxes, and window display monitors facing 47th street and Fifth avenue, to promote the in-store trial experience.

SERVICES

- IDEATION
- GRAPHIC DESIGN
- PRODUCTION
- INSTALLATION

