

Foot Locker

INTRO TO CUSTOMIZATION

04.30.2021



ACTIVATION MARKET

PHILADELPHIA, PA



OVERVIEW



Over the last year due to the COVID-19 pandemic, many children in the Philadelphia have not had the opportunity to get out and immerse themselves in something that is artistically and creatively stimulating to the mind and body, as well as engage in enjoyable activities with others.

On behalf of Foot Locker, InHouse curated an activation where children and other youth safely shared the enjoyment of artistic expression. The focus of the activation was to have a safe and fun way for kids to emotionally, mentally, and creatively express themselves using music as a motivational tool on their journey to create art on a brand-new pair of white Air Force 1's.

The children selected for this program have all suffered from some degree of trauma within the last year. The Mastery Charter School was selected to be the supporting partner for this activation. The School hand selected these students as a way to provide them with emotional therapy through the expression of art on a sneaker.

This workshop was led by Myles Nicholls aka Malo and Dez aka Fly Kickz, two graphic designers and sneaker customizers. This activation not only leaves the kids with a 1-of-1 pair they designed, but also the memories from a workshop where they were able to feel complete creative freedom and engage with others to potentially growing long-lasting relationships.

All design, production, and execution was handled by InHouse.





ESPRESSO LACKERPHILLY



SUPPORTING PARTNERS



MASTERY CHARTER SCHOOL



At Mastery Charter Schools, all students learn the academic and personal skills they need to be truly prepared for postsecondary success and able to pursue their dreams.

Mastery Charter Schools have a strong emphasis on disrupting systemic racism and inequities that limit student's choices. They nurture a culture where all staff, students, and families are seen and valued.



THE ARTISTS



@malo97

11k followers

Myles Nicholls, better known as Malo, is a freelance Graphic Designer/ Artist, and the owner/operator of MaloVisions, LLC where he also runs a clothing brand called Emotional Therapy.



@flykickz

4,412 followers

Since emerging in late 2009 creating one of one custom hand painted sneaker designs, FlyKickz has evolved to painting pictures of sneakers on canvas to disassembling coveted sneakers with Edward Scissorhands like precision and reassembling them to create works of art that exude a unique style and aesthetic appreciation.



THE DJ



@killsing

5,624 followers



CATERING PARTNERS

*Details by
Ms. Dawn*

Ms. Dawn's Kitchen was opened in Burlington, NJ. The art of food incorporated with business has been both rewarding and difficult at the same time; as she put it "owning and operating a restaurant has been one of the hardest jobs I have ever had but it was lessons learned daily and so many blessings that made me focus on what is important in my life".

Ms. Dawn closed her restaurant and shifted her focus to full-time catering where she could be hands on with clients. "I love my customers and they become family! They call us time after time. We love sharing life special moments with them and we're so appreciative for their referrals".

One major key to her success is that she pays special attention to every detail, presentation of food and making sure that she meets with all of her clients to build a professional/family connection. "I make every customer feel like I want to feel... important"



Whimsicle is a gourmet fruit pop business dedicated to produce refreshing, unique, and most importantly, delicious products. These pops are made from fresh organic fruits, vegetables, and other natural ingredients. Some major benefits of Whimsicles are gluten-free, vegan (non-dairy flavors), and they will never contain any refined sugar or high fructose corn syrup.

Whimsicles are a healthy alternative treat for people of all ages to enjoy! The difference between Whimsicle and any other gourmet pop business is our ability to design customizable popsicles in order to fit the desires of the consumer. The pops allow for one to see the actual fruit inside and are available in a wide range of shapes and sizes. The fruit pops are appealing to the eye but also gratifying to the taste buds.

Whimsicles are available for special occasions; from baby showers, birthday parties, and weddings to corporate events and social gatherings, Whimsicle's are appropriate for any occasion. Please allow our pops to not only be an eye catcher, but also the center of conversation at your next event.







CREATIVE & DESIGN CONCEPTS

1. **GUEST CHECK IN & SUPPLY STATION** – socially distanced station, designated check in area for all guests. Guests checked in to receive art supplies and sneakers.
2. **DESKS** – (14) arts and crafts desks for the guests to use during customization. Desks were sanitized prior to usage.
3. **SNEAKERS** – (14) triple white Air Force 1 lows were used as each students canvas.
4. **SNEAKER BOXES** – (14) plain white sneaker boxes customized with @footlockerphilly branding.
5. **SWAG BAG** – each guest was gifted “The Giveback” shirt and a branded mask along with a shoe maintenance kit to keep their creation in mint condition.
6. **FOOD & BEVERAGE** – local Black and Women led caterer Ms. Dawn was on site to provide breakfast and lunch for the students. Whimsicle, a Black owned local popsicle vendor in Philadelphia was also onsite providing the students with a healthy dessert option after lunch.
7. **DJ BOOTH & ALL AUDIO** – 4ft DJ Booth outfitted with Foot Locker “BECAUSE SNEAKERS” branding. All necessary mics and audio.
8. **SANITIZATION STATION** - contactless, Foot Locker branded Sanitization Station that functioned as a thermometer and sanitizer dispenser, allowing each guest and staff member to monitor their temperature and keep their hands clean at all times. Upon entry to the activation, guests were directed to use the station prior to receiving their supplies.
9. **SOCIAL DISTANCING SIGNAGE & PPE** - branded social distancing signage to ensure that all guests and staff adhered to current safety guidelines.
10. **DELIVERY VEHICLE** – branded “THE GIVEBACK” delivery vehicle was onsite for additional brand visibility and was also used for the transportation and delivery of shoes.
11. **CONTENT CAPTURE TEAM** – full photo and video team onsite to capture and deliver high resolution recap photo and video.





GUEST CHECK IN & SUPPLY STATION



DESKS



SNEAKERS



SNEAKER BOXES



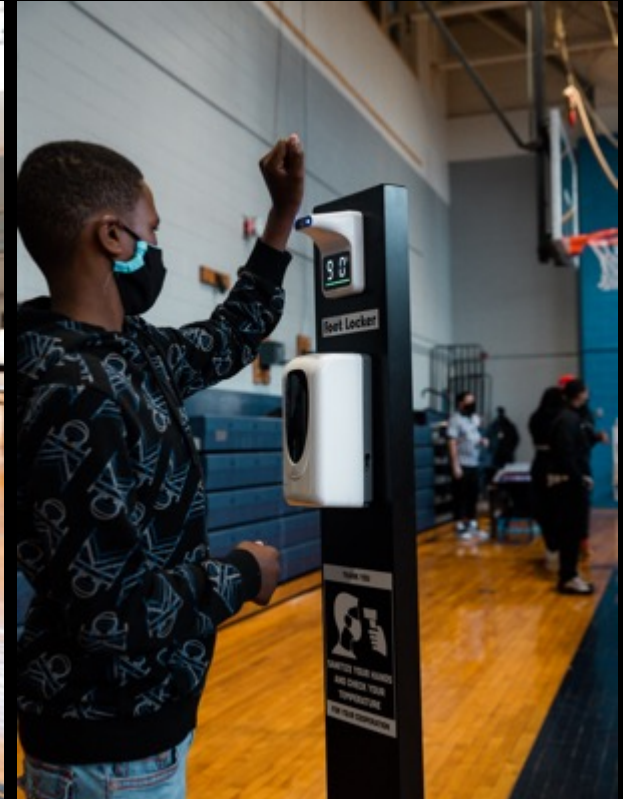
FOOD & BEVERAGE



DJ BOOTH & ALL AUDIO



SANITIZATION STATION



SOCIAL DISTANCING SIGNAGE & PPE



DELIVERY VEHICLE





Foot Locker
FACE COVERINGS
ARE REQUIRED
PLEASE PRACTICE
SOCIAL DISTANCING
STAY APART

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