

FREE YOURSELF – NIKE STADIUM CHANGES ITS LOOK

Futurebrand interprets Nike's new international campaign, "Nike Free Yourself", in a retail branding project.

The concept, inspired by the flexibility and elasticity of Nike's FREE footwear, expresses the liberty and freedom of the female world in a multi-sensory experience. Women are the protagonists of this concept which comes to life in support of the training, running and sportswear collections S/S 2011, which is to become the beating heart of the space in Milan.

The new FREE concept is a fluid thoroughfare of spaces brought together and embellished by 5000 metres of high-tech fabric. This brings to life the connection and the fusion between the exhibition spaces of Nike Stadium, the performance live spaces and the shopping space, allowing the simultaneous appreciation of multiple experiences and the opportunity to breathe the energy of brand Nike.

Even the walls tell the story of the FREE concept, thanks to the work of two illustrators, Camilla Falsini and Gio Pistone, and the photography of New Yorker Skye Parrott.

The new concept is an extraordinary way to give new life to a special location by drawing on highly creative processes. Every element expresses the principle characteristic of the product in new and surprising ways, using a spatial dimension that changes the visual perception and permeating the values of the brand in every way.

