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Out of the Box book. Read 2 reviews from the world's largest community for readers. A groundbreaking traveling exhibition, Out of the Box showcases sneaker... 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. ...more. Get A Copy. Amazon. Dec 10, 2016 - Jordan Brand Releases Statement on Sneaker Violence for the First Time: "Unfortunately those things happen, which are systemically bad." This is the 1st time that the athletic brand spoke out on the harrowing aspects of sneaker culture. White states, "It saddens me, unfortunately those things happen, which are systemically bad" there are so many people that are inspired to do great things for the shoe. Should media marketing be responsible for the type of societal pressures & extreme desires they create? Find this Pin and more on Out of the Box: The rise of Sneaker Culture, the Sneakerhead, and Sneaker Technology by Kelsey Taylor. More information. Out of the Box: The Rise of Sneaker Culture explores the industry from an insider's perspective. Written by Bata Shoe museum curator Elizabeth Semmelhack, it covers everything from significant historical breakthroughs to present-day icons. A must-have for any self-declared sneakerhead, highlights include: a spiked running trainer from 1860 and the latest from Kanye West. Sign up to The END. Mailing List. Sign up for exclusive early sale access and tailored new arrivals. [Out of the Box] is thoughtful, highly educational, and covers many bases from interviews with prominent design innovators to the marketing campaigns that came to define modern day sneaker culture. -HYPEBEAST.COM. About the Author. Bobbito Garcia is the leading authority on sneaker culture and author. He has directed a television show about sneakers on ESPN, collaborated with Nike, and his work is featured in the first college course on sneakers-Sneakerology 101. Acclaimed shoe historian Elizabeth Semmelhack is senior curator at the Bata Shoe Museum, Toronto. Darryl McDaniels is part of the p