

by Jenn Bergin

“What are artists creating with your products?”



Kicking it up a notch

Custom sneaker designer Sal Amezcua – “Kickstradomis” – says Jacquard’s airbrush-ready paints are “the key to all my projects.” A Jacquard Brand Ambassador, Sal is one of an increasing number of artists around the world who customize sneakers for a growing clientele. Sal says Jacquard’s Airbrush Colors save him time. “They’re beautiful!” he explains in one of his Over Spray demos on YouTube. “Once you load the paint you’re good to go. It shoots right away, and you don’t have to filter or thin it.”

The paints are available in Transparent, Opaque, Metallic, Fluorescent, Bright and Iridescent finishes, and each finish comes in eight different colors.

High-design sneakers just keep getting hotter. Ovation TV’s “The Art Of” series recently featured a segment on artist Adriana Gutierrez, owner of the website King of Sneakers. People who can’t afford Adriana’s work decorate their own kicks, so in addition to selling her sneaker art, kingofsneakers.com also offers paints and tools, and features a library of how-to videos.

Through October 4, The Brooklyn Museum is hosting the traveling exhibition called “The Rise of Sneaker Culture.” A *Vanity Fair* review says the exhibit “legitimizes sneaker culture as high art.”

The exhibit has been generating a lot of ink. “Has

any garment enjoyed a more impressive rise than the once-humble sneaker?” asked a report on the exhibit by CNN. “From fitness shoe to high-fashion staple, the sneaker’s ascent reflects some of the most significant pop-culture developments of the last few decades – from the impact of advertising and mass production, to the influence of hip-hop and the NBA.”

When sneakers debuted in the 1800s, they were a luxury item. The price of rubber was high, and the working class had little leisure time to devote to recreation. “We’re kind of coming full circle in a weird way,” noted the sneaker exhibit’s curator Elizabeth Semmelhack. Semmelhack is also senior curator at Toronto’s Bata Shoe Museum.

Because of the high-quality binders in Jacquard’s Airbrush Colors, they can be used on unusual surfaces including leather, polyester, and nylon, plastic, metal and even glass. They were developed for optimal performance at lower pressures in airbrush applications, but work great for faux tie-die, too. Artists also use them for marbling, spritzing, painting, stamping and refilling markers and pens.

To see how Jacquard Airbrush artists are getting creative with custom kicks, follow Sal on Instagram @kickstradomis or @jacquardproducts, or search the hashtag #customs.

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