

Air Max DN Activation / Instillation Concept

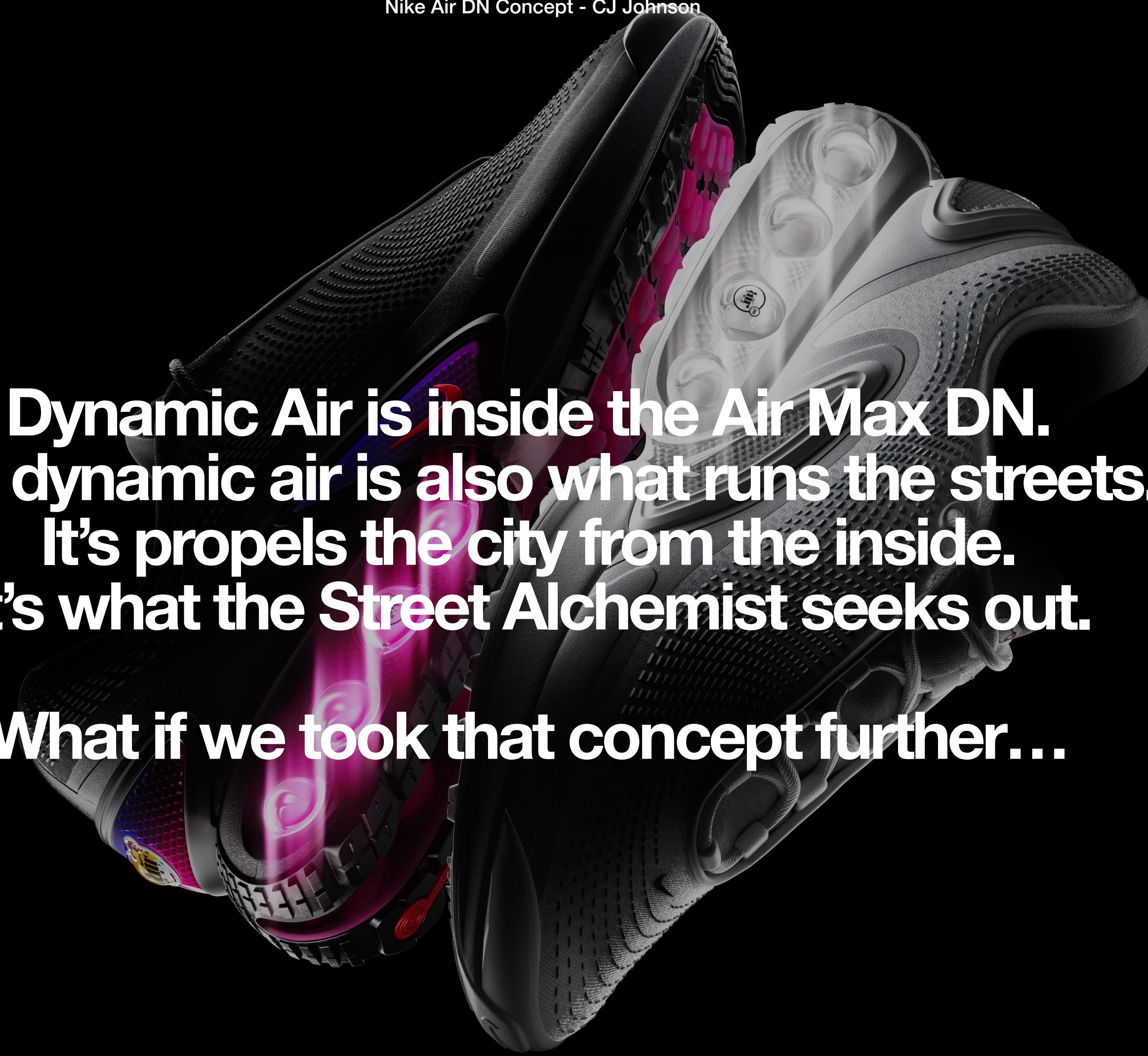
CJ JOHNSON

**Create an iconic moment for generation Zalpha
that makes the Air Max DN an object of desire.**

A side profile of a black sneaker with a mesh upper. The midsole is white with a series of purple, glowing, circular air units. A red Nike swoosh is visible on the side. The shoe is set against a dark background.

With the Dynamic Air innovation and propulsion, real or surreal, at the core of the execution.

We'll bring surreal Maxed out reality to the streets.

A high-angle, close-up view of a black and grey Nike Air Max DN sneaker. The shoe is shown from a side-top perspective, highlighting the mesh upper and the large, clear Air Max unit in the heel. A vibrant, glowing pink and purple energy trail flows from the heel, through the midsole, and up towards the forefoot, illustrating the 'dynamic air' concept. The background is solid black.

**Dynamic Air is inside the Air Max DN.
But dynamic air is also what runs the streets.
It's propels the city from the inside.
It's what the Street Alchemist seeks out.
What if we took that concept further...**

Air Inside



INTRODUCING THE NIKE

FEATURING DYNAMIC AIR

A central and iconic location synonymous with the streets

Front View



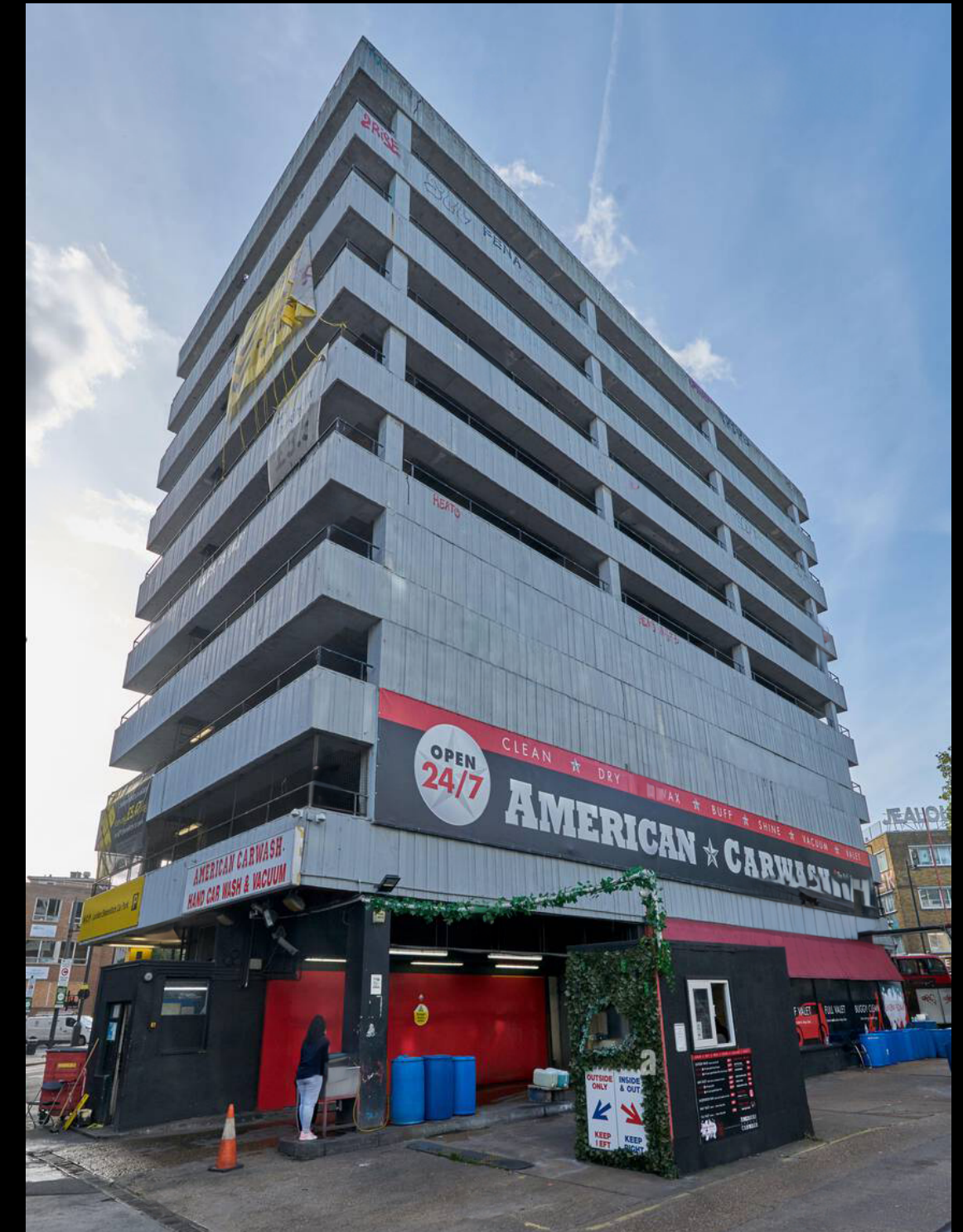
The hyperlocal heaven that sits as a striking landmark that represents London original brutalist aesthetic and the one of few remaining in such a prominent area within London.

Side View



The dynamic tructure sits within a more developed area which has a surreal contrast in a dynamic reality which makes you question its positioning.

Back View (includes carwash)



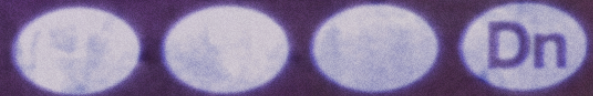
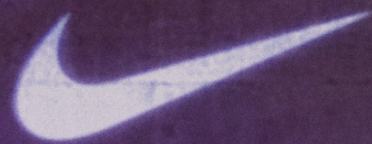
Is a highlighted landmark that is overlooked by the Gen Zalpha by the history of the building having its strong roots in the streets that speak culturally to London culture.



CAR PARK



P TRO



AIRMAX



LY63 MYR



CAR PARK

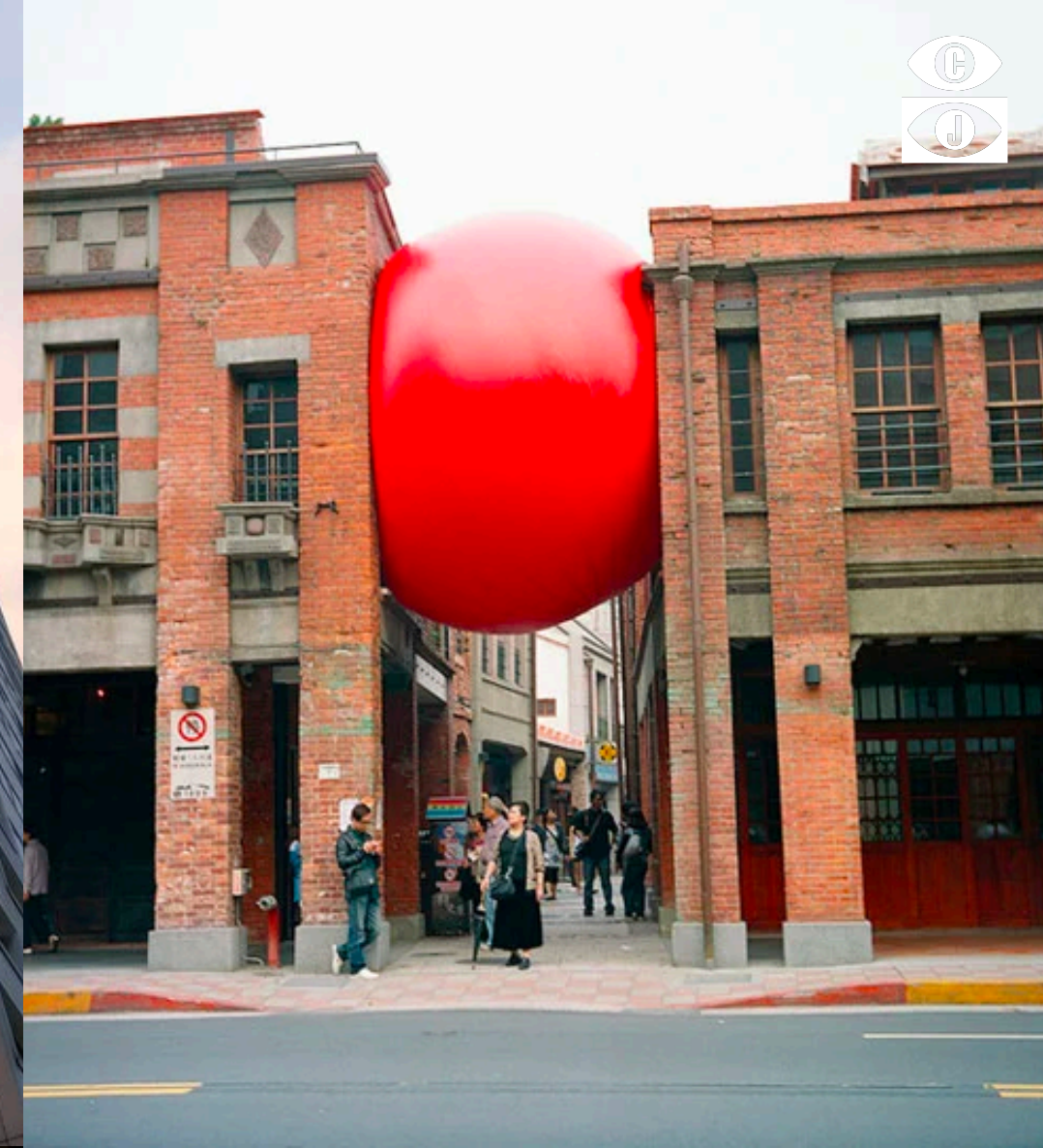


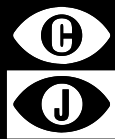
P TRO



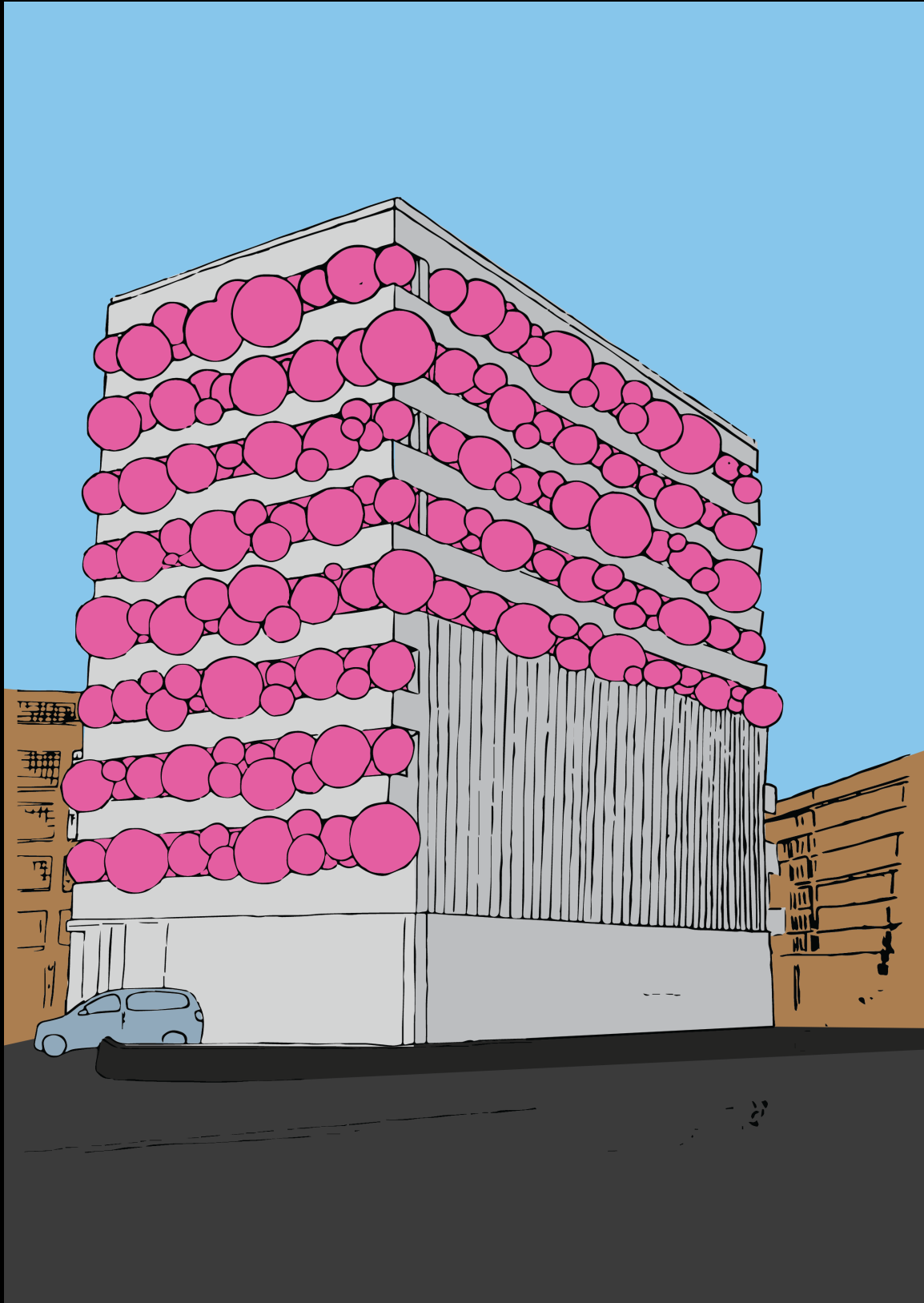
Style Ref:

The approach is to shift the reality we live within that makes you question what's real or what's possible.





Side View: Day Time



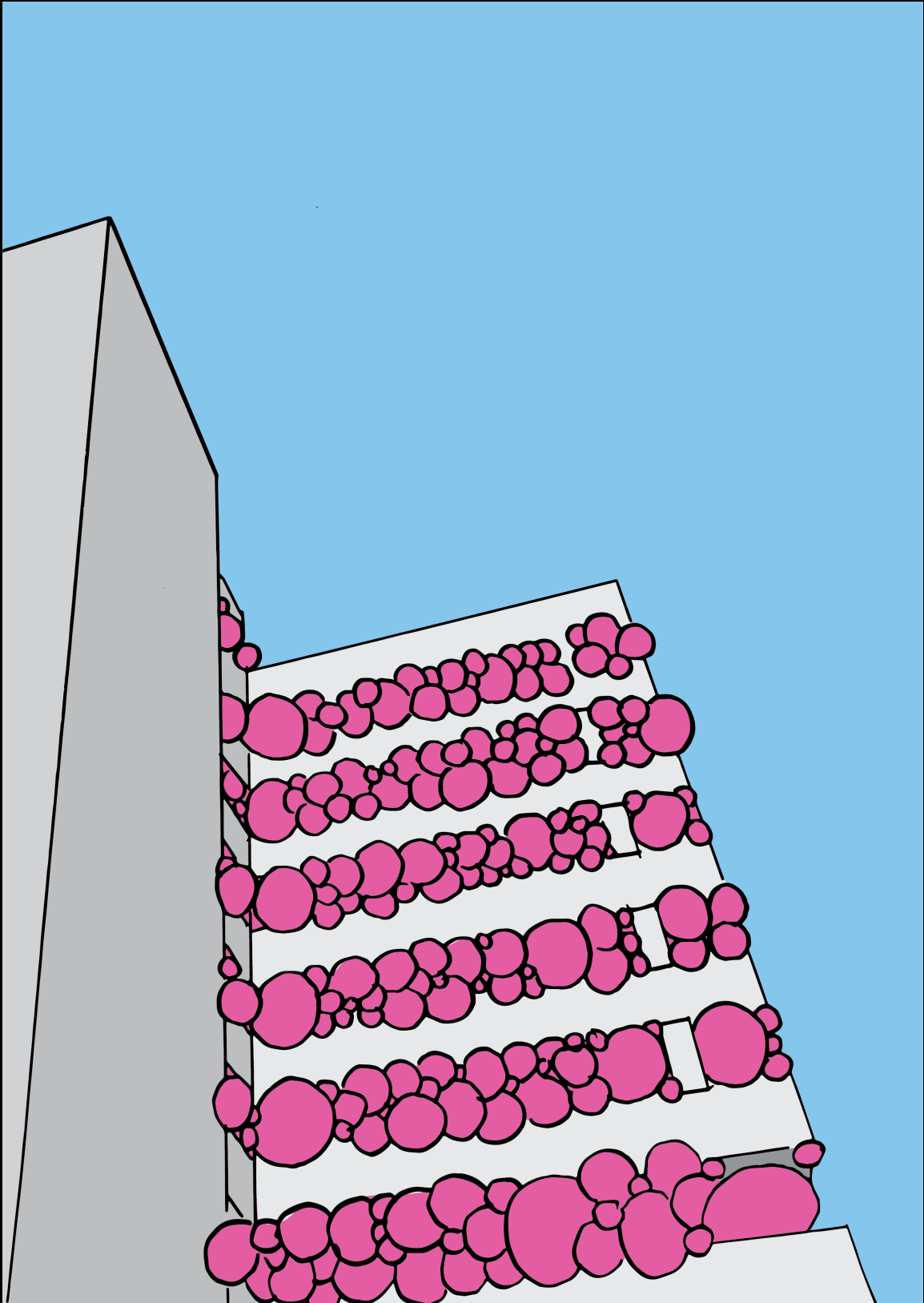
During the day, there is no need to turn on any lights since the pink bubbles will stand out.

Front View: Night Time



In the evening the Car Park becomes a light show with the bubbles glowing and pulsating to create the illusion of the bubbles coming out towards you. In addition, a projection on the building of the Air Max DN logo & the staircase lit up pink.

Close Up: Outline



Bubble (instillation design)



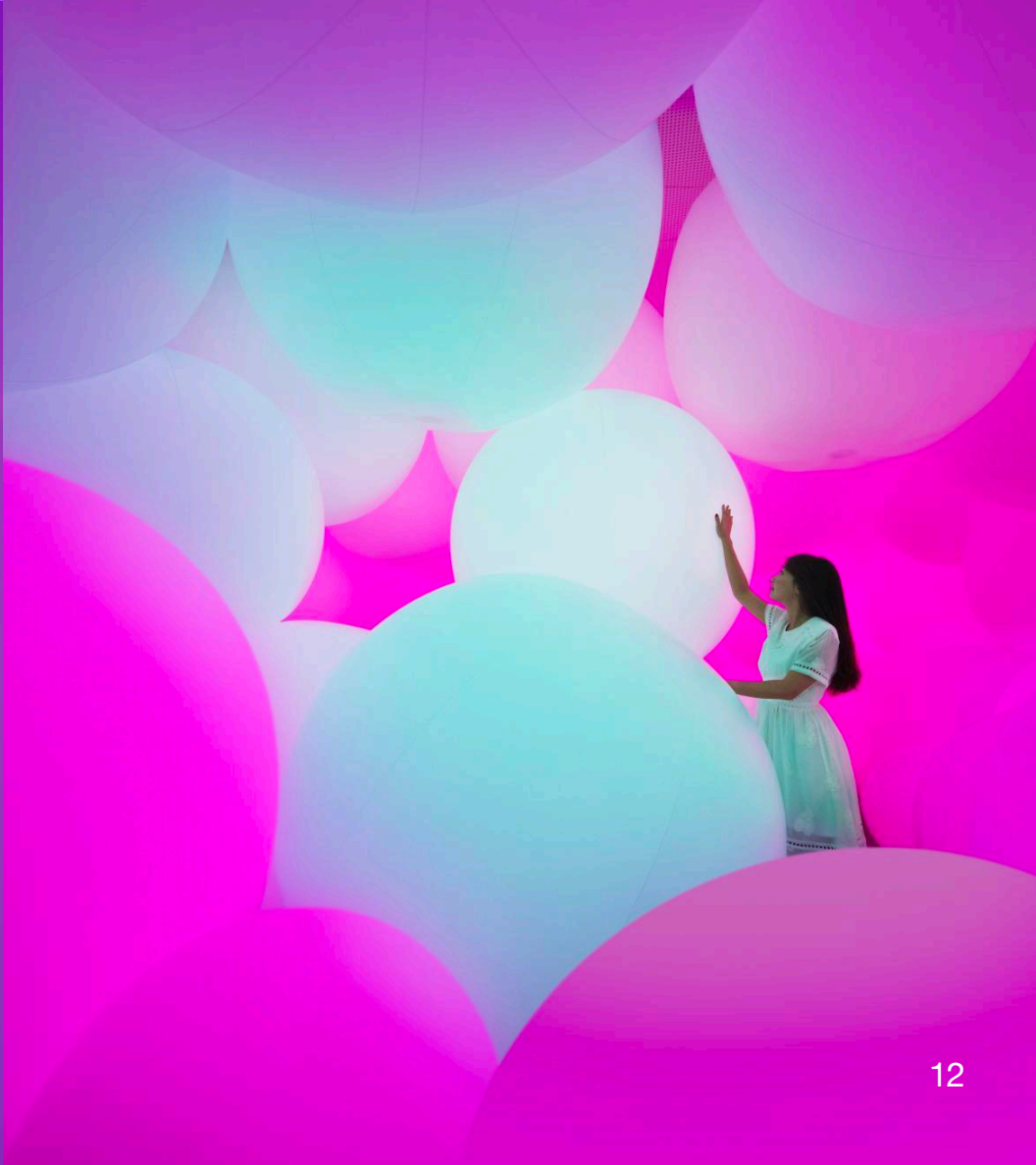
The translucent pink bubbles will appear in all the gaps of every floor in the car park in various sizes



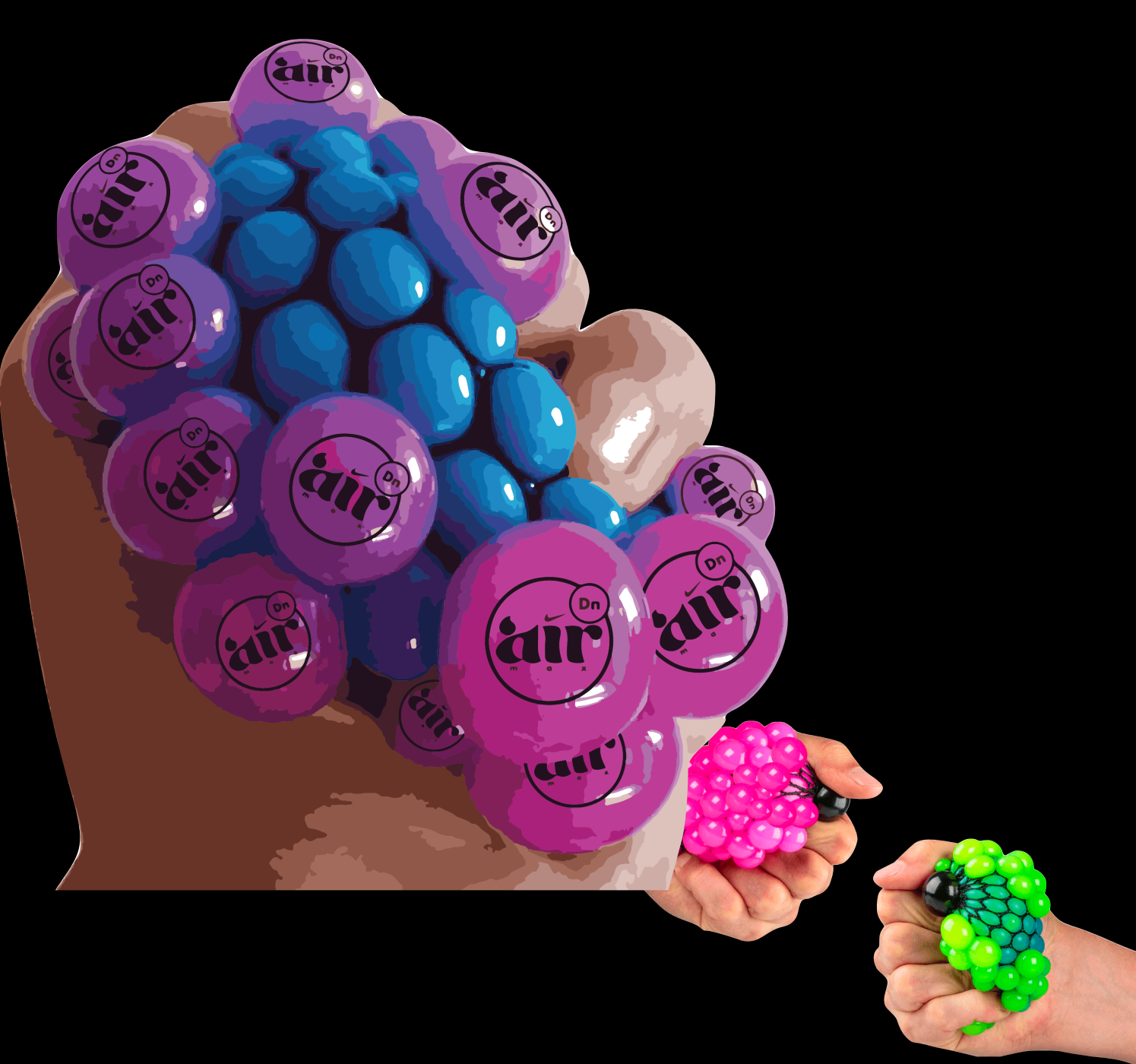
Let's step inside Dynamic Air.

Car Wash Instillation: Feel The Unreal

When walking through the inside of the car wash that will be converted, there will be bubbles with the Dns being placed within it lit up. These bubbles will allow people to interact with them, and they will lighten in colour when touched. This will give a full immersion experience, making it feel unreal.



Installation Additional: Assets



Custom Air Max DN Stress Ball



Water Bottle



Millions x Nike DN Sweets
(Can be smaller packs too)

Extending the Concept to locations around Europe



Double hélice in noisy-le-grand, Paris



Marchiondi Spagliardi Institute, Milan



Bierpinsel, Berlin