

ON EXHIBIT — MAARTEN BAAS opens November 1, Contrasts Gallery, Shanghai; [www.contrastsgallery.com](http://www.contrastsgallery.com) ... NORWAY SAYS opens November 6, Röhsska Museum, Gothenburg; [www.lammgard.se/designmuseum](http://www.lammgard.se/designmuseum) ... PRICKED: EXTREME EMBROIDERY opens November 8, Museum of Arts & Design, New York; [www.madmuseum.org](http://www.madmuseum.org) ... OUT OF THE ORDINARY: SPECTACULAR CRAFT opens November 13, Victoria and Albert Museum, London; [www.vam.ac.uk](http://www.vam.ac.uk) ... LIGHTWORKS: MARCUS TREMONTTO opens December 7, Phillips de Pury, New York; [www.phillipsdepury.com](http://www.phillipsdepury.com)

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# ...expo



## Mane Line Reebok's new shoes are inspired by Voltron.

Cultural phenomena often come in pairs, whether they're Capote biopics or sports betting scandals. In the '80s, Nike went toe-to-toe with Reebok,

while *Transformers* battled *Voltron* for cartoon supremacy. So when Michael Bay's film version of *Transformers* became this year's summer blockbuster and Nike celebrated with a sneaker, you had to wonder when the other shoe would drop. Now, alongside news that a *Voltron* film has been greenlighted, comes Reebok's V-Pack, a five-sneaker set inspired by the shape-shifting robot superheroes.

Designing a shoe based on characters defined by their ability to con-

tinually change form required a bit of fancy footwork from both companies. Nike solved the problem by making its hybrid an unwearable but fully unfoldable mini-sneaker collectible; Reebok's wearable version stuck to more abstract aesthetic cues, correlating the color scheme of each pair in the series to each of the five original Voltron lions. "We also tried to use materials that would make them look like hardened steel robots," says Ryan Cross, Reebok's director of classic footwear,

whose team incorporated metallics, patent leathers, and specialized hardware into vintage Reebok models.

To reinforce the link between the retro cartoon and the primary-colored kicks, each pair comes with a limited-edition action figure. Those who collect all five pairs can build their own Voltron super-robot, though doing so may transform well-intentioned sneaker fans into victims of nostalgia with a few flicks of a credit card.

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