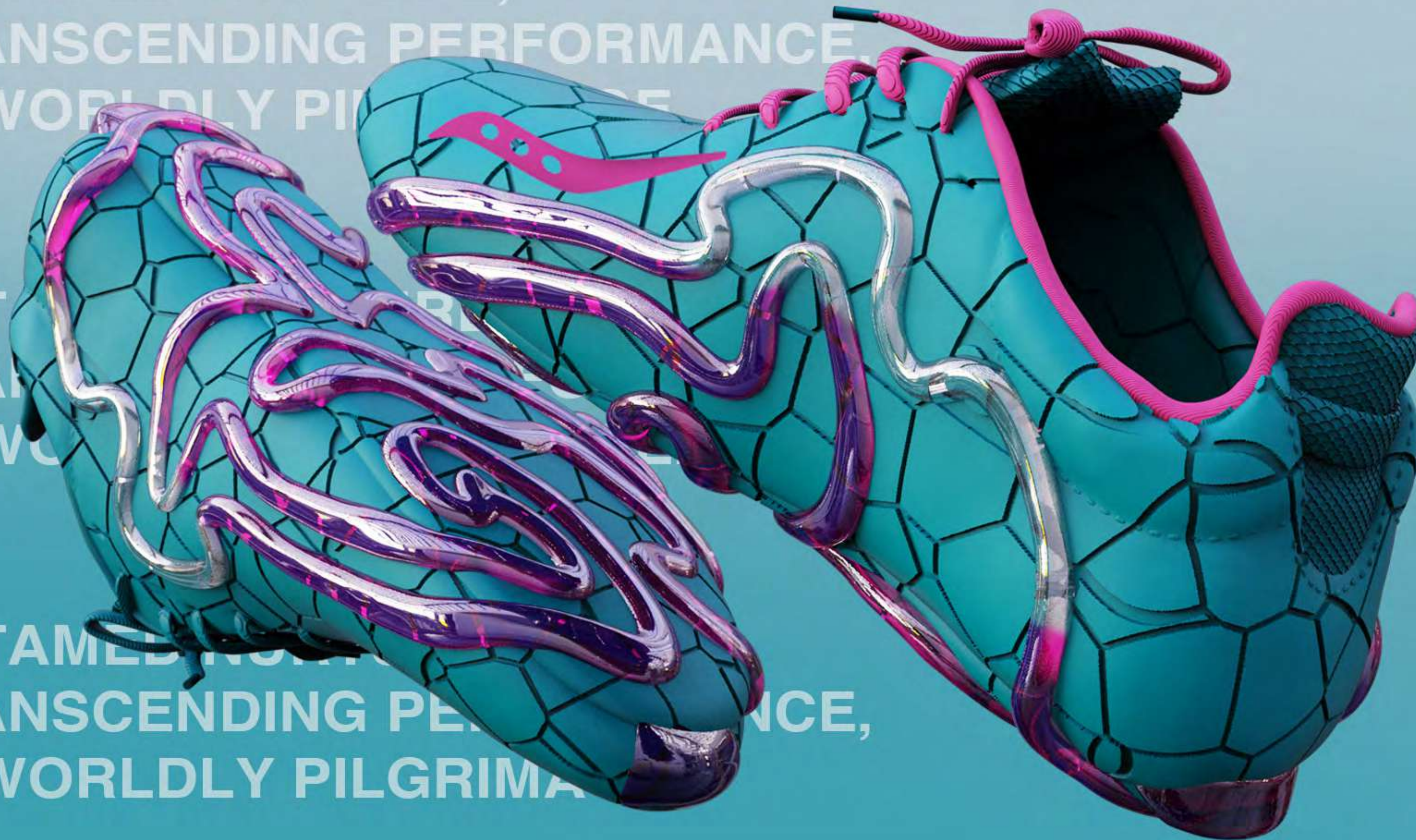


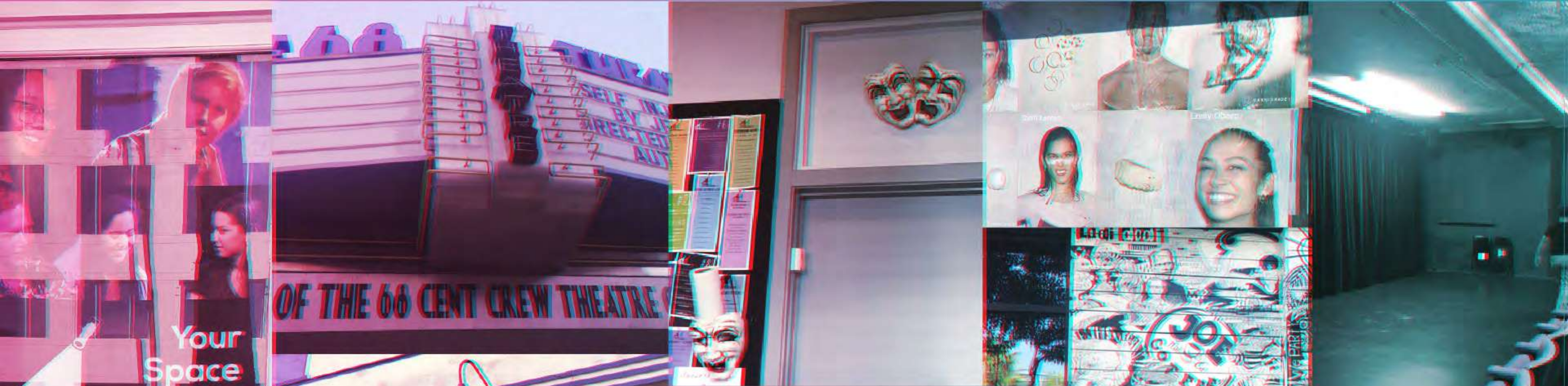
UNTAMED NURTURE,  
TRANSCENDING PERFORMANCE,  
UNWORLDLY PILGRIMAGE

UNT  
TRAI  
UNWC

UNTAMED NURTURE,  
TRANSCENDING PERFORMANCE,  
UNWORLDLY PILGRIMAGE







# What does time & space mean to 19 years old girls in north hollywood?



# Story Organization

## LOCATION OBSERVATION

## INTERVIEW

## KEY WORDS

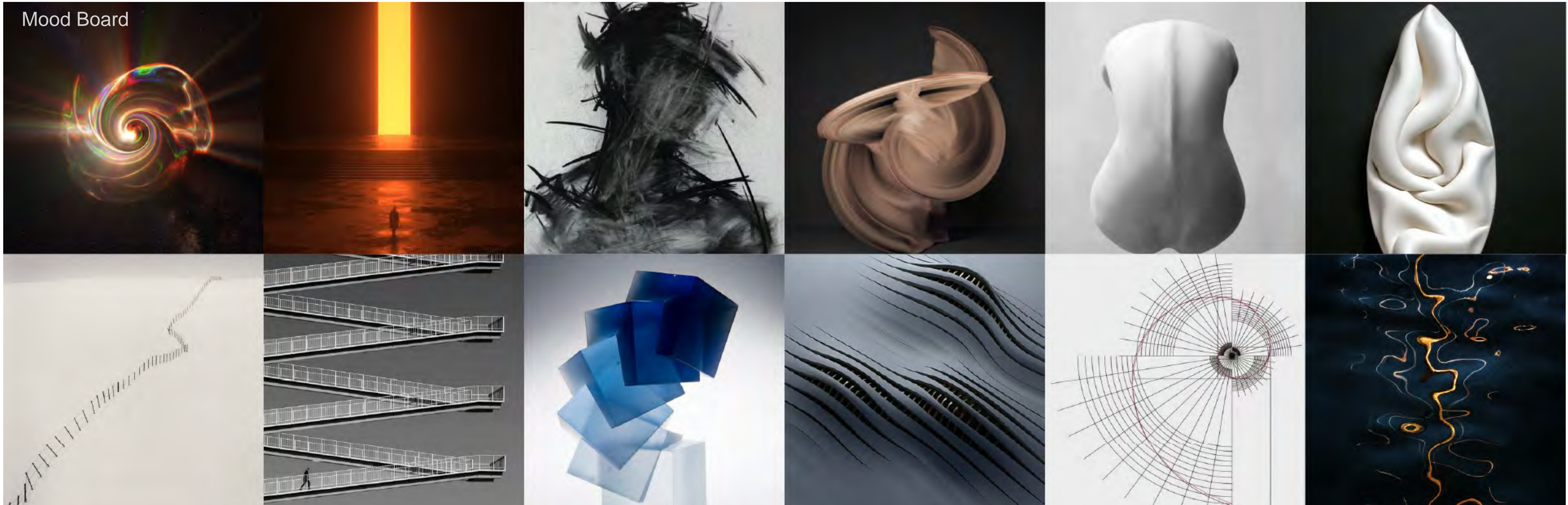


## Object 1.0

## Object 2.0



## Mood Board



# What if ... running?

- What if ... creating a new way to run that can show your current emotion ?
- What if ... run in a certain movement that is expressive of body gesture?
- What if ... run stimulate the connection of emotions?
- What if ... run back in time ?
- What if ... run with famous people?
- What if ... run only with hands ?
- What if ... run while dancing?
- What if ... run while performing / acting?
- What if ... run while rehearsing the plots?
- What if ... run while practicing the dancing moves?
- What if ... run while practicing the muscles needed for dancing moves?
- What if ... run while practicing the plots with partners?
- What if ... create a new skateboard running methods for commute?
- What if ... run on the stage?
- What if ... run 3 dimensional for modern body performance in space?
- What if ... run and singing at the same time?
- What if ... run like a spiderman?
- What if ... run in a real forest?

- What if ... run like transcending pilgrimage?
- What if ... run wildly like animals?
- What if ... run leaving with colorful trails on the street?
- What if ... run leaving with painting on the ground?
- What if ... run following the pace of the music?
- What if ... create music with steps while running?
- What if ... run with your main body?
- What if ... run with your fingers creating sound?
- What if ... run across the seats in a theater?
- What if ... run with bear feet and without pain?
- What if ... run without your eyes open?
- What if ... run without clothes except mud on your face?
- What if ... run with piano or guitar in your hands?
- What if ... run under water?
- What if ... run on the walls with your feet?
- What if ... run in a box?
- What if ... in the air?
- What if ... run and take photos together?



- What if ... run and show your current emotion physically in crowds ?
- What if ... run in a certain movement that is expressive of body gesture?
- What if ... run while dancing on the rooftop?
- What if ... run while switching different plots?
- What if ... run while performing / acting without limited terrain?
- What if ... run while rehearsing the plots in public?
- What if ... run while practicing the muscles needed for expressive motion?
- What if ... run while practicing the plots with partners?
- What if ... run 3 dimensional for modern body performance in street?
- What if ... run wildly like animals?
- What if ... run with intrinsic vocal performance ?
- What if ... run on the street in groups following same pace of music?
- What if ... run in a transcending way?
- What if ... run intuitively with a part of the body?
- What if ... run interactive with unreal audience spaceless?
- What if ... create music with steps while running?
- What if ... run like bear feet ?
- What if ... run without your eyes open?
- What if ... run bare without identity?
- What if ... run in different identities outdoor?

## What-Ifs:

What if ... run while practicing performance?	What if ... connect running and inner feeling?	What if ... run like transcending pilgrimage?	What if ... run while creating performance?	What if ... run with healing nurture?	What if ... run like NoHo communities?
---	--	---	---	---------------------------------------	--

## How Could We:

How could we ... run while practicing performance?	How could we ... connect running and inner feeling?	How could we ... run like transcending pilgrimage?	How could we ... run while creating performance?	How could we ... run with healing nurture?	How could we ... run like NoHo communities?
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# Q1



Untamed  
Performance

What if we run in an animal way ?

Run way: Nurture

Playful / Childish way

Change direction: Transcending

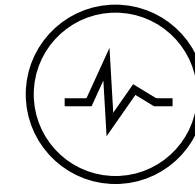
Nor fully imitation: Unworldly

How could we run and **change directions** instead of being unilinear?

How could we run to create **transcending experience** with running?

How could we **play different motions** like different animals?

# Q2



Untamed

What if we bring roughness & impossibility into running?

Unworldly

How could we **eliminate ride** and still provide the **feeling of safety** while running?

How could we **move from sorrow to joy** through running?

How could we provide an **improving experience** while running?

# Q3



What if we run like a ghost?

Performance  
Unworldly

How could we run **without feeling pain or being tired**?

How could we run and **gradually feel lighter**?

How could we run and **being changed in unnoticeable dimension**?

# Q1

## What if we run in an animal way ?

How could we run and **change directions** instead of being unilinear?

How could we run to create **transcending experience** with running?

How could we **play different motions** like different animals?

**ANIMAL MOTIONS**

**Related Motion Analysis**

**KEYPOINTS:**

- CHANGE DIRECTIONS (Rotate)
- PLAYFUL / CHILD WAY
- PROTECT KNEES & ANKLES
- TRANSCENDING & BREAKTHROUGH
- SIDES OF FEET

Key Words

Sports Features:

- Small touching Area
- Rotating in directions
- Get back to flexibility?

Square Tail

- for Balance
- Air Boas for Balance

Leopard Jumping

Human Motions

# Q2 What if we bring roughness & impossibility into running?

How could we eliminate ride and still provide the feeling of safety while running?  
 How could we move from sorrow to joy through running?  
 How could we provide an improving experience while running?

**Brainstorm**

with sticks? → which part from? → which part you do? → Get back to the beginning

Form Resolution → how to process? → for the whole? → how to process? → for the whole?

Get Back to the Beginning

shape-memory material

Material → Foam Technology → Silicons & Molding?

How? → roughness → ride → safety

roughness → ride → safety

rough feel / pain / enjoy hurt

Other Sports → water shoes → (Ir)relevant products → Dance shoes → shoe history

How could we eliminate ride & still provide the feeling of safety while running?

How could we create joy and sorrow through running?

How could we run in other forms like rolling like a ball?

Untamed. Nurture. Performance.

1st Round Ideation

Split Toes

Fabric / Leather

split Toes

Rubber for Cushioning

split toes for flexibility

Fabric

Fabric

For Arch

Supporter to lock the foot

Regular Side

Soft material / Leather / Nylon

Make the shoes flex into 2 parts

## CONCEPT KEYNOTES

- Eliminate Ride. → still in Safe
- Move from Sorrow to Joy. Key Concept
- Improved Performance / Experience

Ideations:

Heel-Striker → Mid-Foot Striker

Wear out New color inside Training shoe: → Softer?

TRADITIONAL PERF vs HUALLI PERF

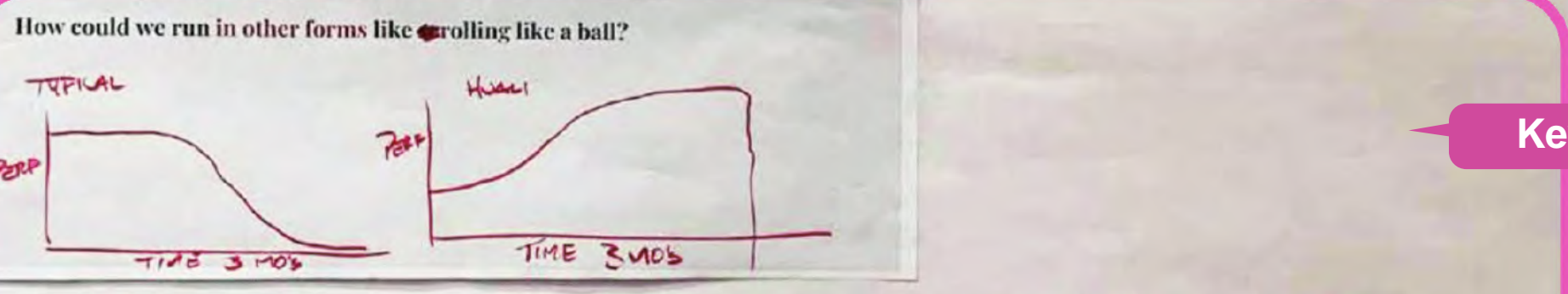
TRADITIONAL: PERF vs TIME 3:40:00

HUALLI: PERF vs TIME 3:40:00

Transcending Experience

How could we eliminate ride and still provide the feeling of safety while running?

How could we create joy and sorrow through running?



Key Insight

## WHAT COULD BE TRANSCENDING?

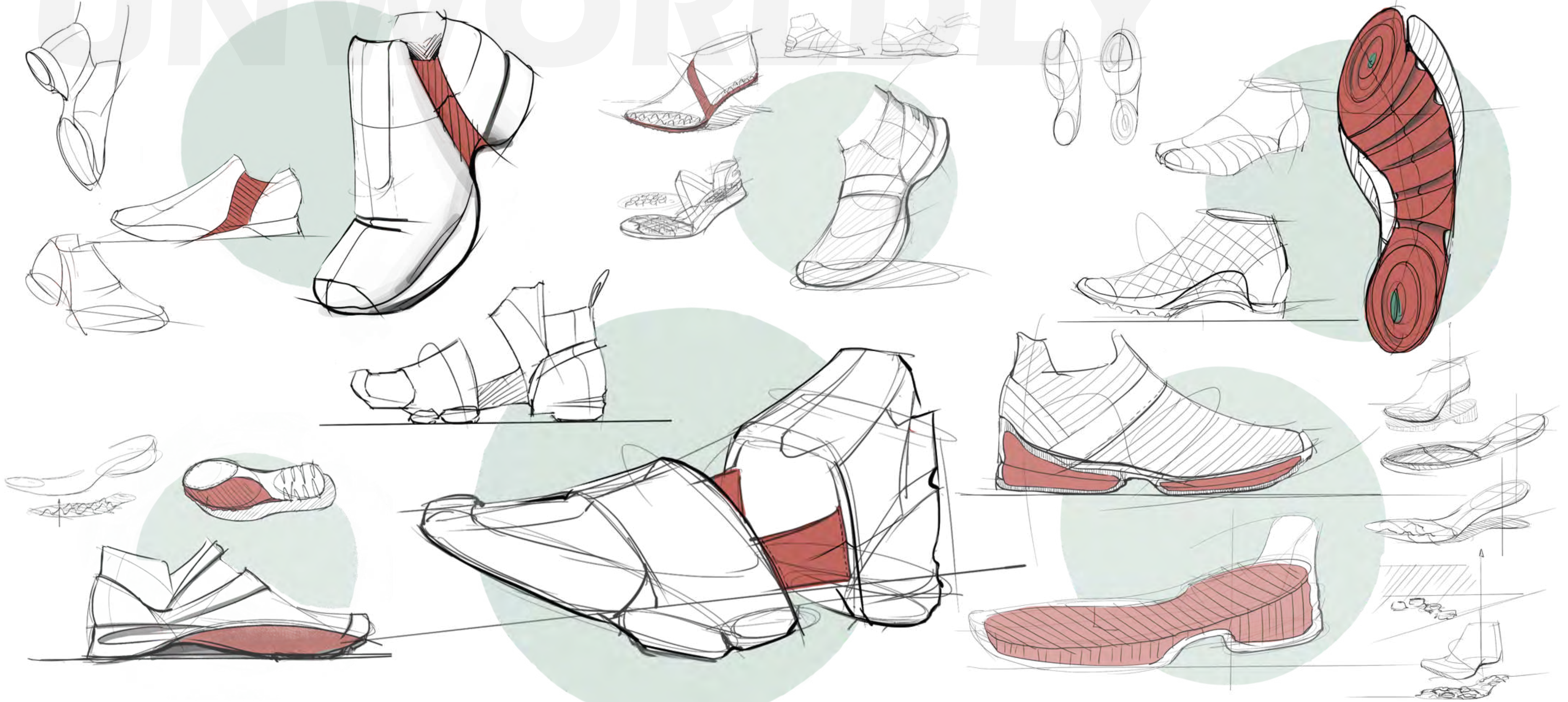
- RUNNING STYLE: HEEL-STRIKER → MID FOOT STRIKER
- APPEARANCE OF WEARABLE: SHOE / SUITS. (CHANGE COLOR AFTER WEAR OUT)
- BODY APPEARANCE: fat → muscle
- LOSE WEIGHT
- °C/°F TEMPERATURE: REGUL

REGUL

fat → muscle

cool down

# UNWORLDLY





Huali Qu

Unusual Nature  
Transcending Experience  
Unearthed Potential



# ANIMAL MOTIONS

① What if we run in animal way?

How could we run with more direction instead of being within it?

How could we run across a surrounding experience with meaning?

How could we play different motions like different animals?

## Related Motion Analysis

**KEYPOINTS:**

- CHANGE DIRECTIONS (Rotate)
- PLAYFUL / BIRD WAY
- PROTECT KNEES & ANKLES
- TRANSCENDING & BREAKTHROUGH
- SIDES OF FEET

# SALUCONY

Saucony Brand Story

## TECHNOLOGY

GRID 180 (Pronounced - PRAEPOD)

EVERUN 2016

ALL-EVERUN

MOFIT 2016

# RUNNING SHOE MATRIX

## TOP JOGGING SHOES



## TOP-LEVEL RACING JOGGING SHOES



## LIGHTWEIGHT TRAINING SHOES



## Ultralight Racing Shoes



② What if we bring roughness & impossibility into running?

How could we eliminate risk and still provide the feeling of safety while running?

How could we make a shoe more fun to run through running?

How could we provide an unexpected experience when running?

Unraveled Nerve Performance

# CONCEPT KEYNOTES

- Eliminate Risk → still in Safe
  - Move from Serious to Joy
  - Improved Performance / Experience
  - Transcending Experience
- 

③ What if we run like a ghost?

How could we run without feeling pain or being tired?

How could we run in a way that is not noticeable?

How could we run and actually feel like a ghost?

How could we run and feel like a ghost?

**Brain Storm**

- No Pain / No Tired
- Distraction
- Long Distance / Meaningful Running
- Turn Running into a game?
- Wearable (Jackets)
- Changeable Posture / Rhythm / Mood?
- How to overlook / Manage the whole Process?
- How to feel / see from performance inside?

**Different Outside & Inside**

Outside: Transcending Performance

See into / Finish A Story

- What if you are 20kg lighter? (Run faster / faster)
- What if you are a marathon star?
- What if...

Get hear / feel / see from performance inside

Lighter / Weightless

- Transcending Between
- Customize → Road Responsive?
- Gradually lose weight?
- Feeling Bored?

**UNNOTICEABLE LIGHT WEIGHT?**

WHAT COULD BE TRANSCENDING?

- RUNNING STYLE: HEEL-STRIKER → MID FOOT STRIKER
- APPEARANCE OF WEARABLE: SHOE / SHIRT (COMBO OF COLOR AND WEAR)
- BODY APPEARANCE: - °C / °F TEMPERATURE
- LOSE WEIGHT

1898  
Saucony built up



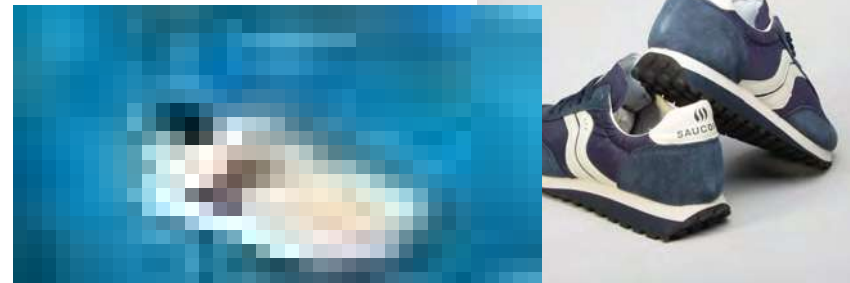
1958  
7446 spike



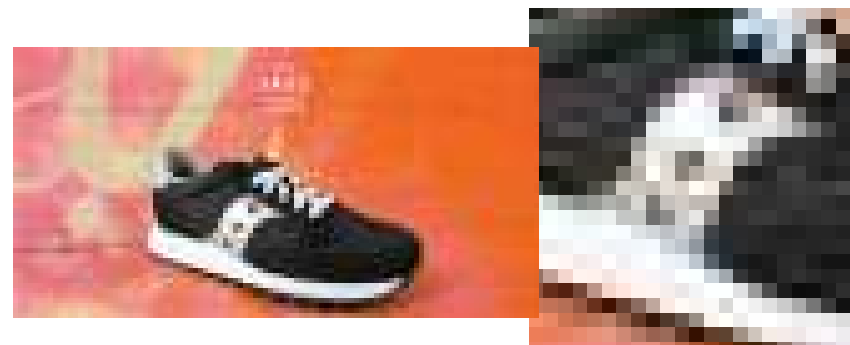
1968  
Edward White  
1st American walking in space.  
Wearing Saucony.



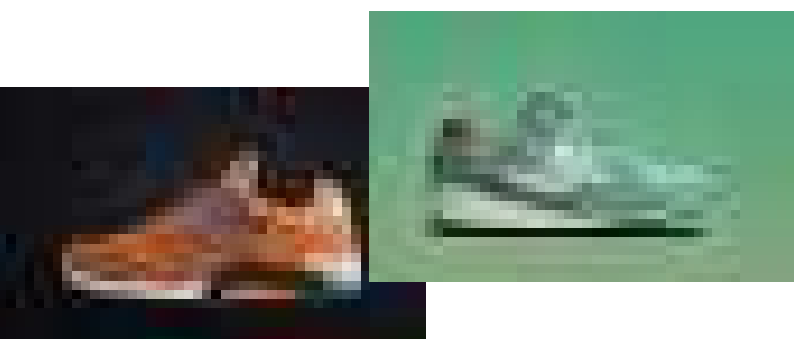
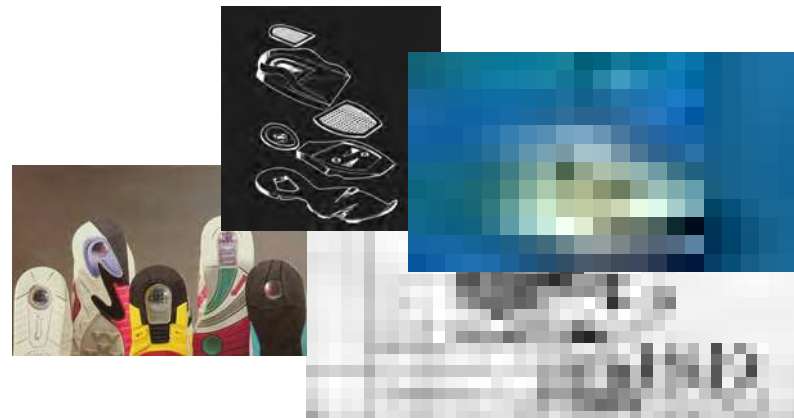
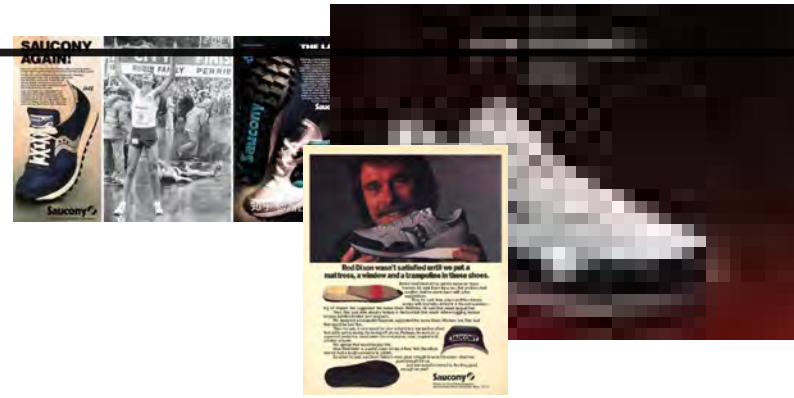
1980  
Trainer 80  
The Trainer 80 was one of the first slip-lasted running shoes and the lightest of its time, giving runners unrivaled comfort and superior flexibility.



1981  
Jazz  
Establishing the signature Saucony silhouette and triangular lug footprint with the Jazz.



1983  
Rod Dixon  
Saucony athlete Rod Dixon gave the world one of the most memorable marathon finishes to this day.



1984  
DXN TRAINER  
Saucony contracted him to design a shoe in his namesake.

1988  
Shadow  
Saucony athlete Rod Dixon gave the world one of the most memorable marathon finishes to this day.

1989  
Shadow 5000

Inspired by our athlete's wishes for a training shoe with a more natural ride, Saucony created the Kinvara with a unique approach: Strip down to the bare essentials without compromising cushioning. As a pioneer of the 4mm heel - to - toe drop, the Kinvara was a precursor of changes throughout the Saucony line as well as the entire running shoe industry.

1991  
Grid  
In 1991, we released our trademark GRID (Ground Reaction Inertia Device) technology with the GRID SD. G.R.I.D. uses negative space carved into strategic zones to create sweet spot shock absorption, reduce weight, and guide the foot through the gait cycle for maximum support and control. A technology ahead of its time, the G.R.I.D. concept is still used in Saucony shoes today with the PWRGRID+ cushioning system.

The Originals

2011  
Find your Strong



2009  
Kinvara



2006  
Run for Good Foundation



# Why Saucony?

## Untamed Nurture

CHANGE THE WAY PEOPLE RUN



Saucony was determined to make a shoe that could change the way people run. The 7446 Spike was a solid start, but we were getting ready to hit the roads. And today, Saucony is still there, determined to make it even more unbelievable.

## Unworldly Pilgrimage

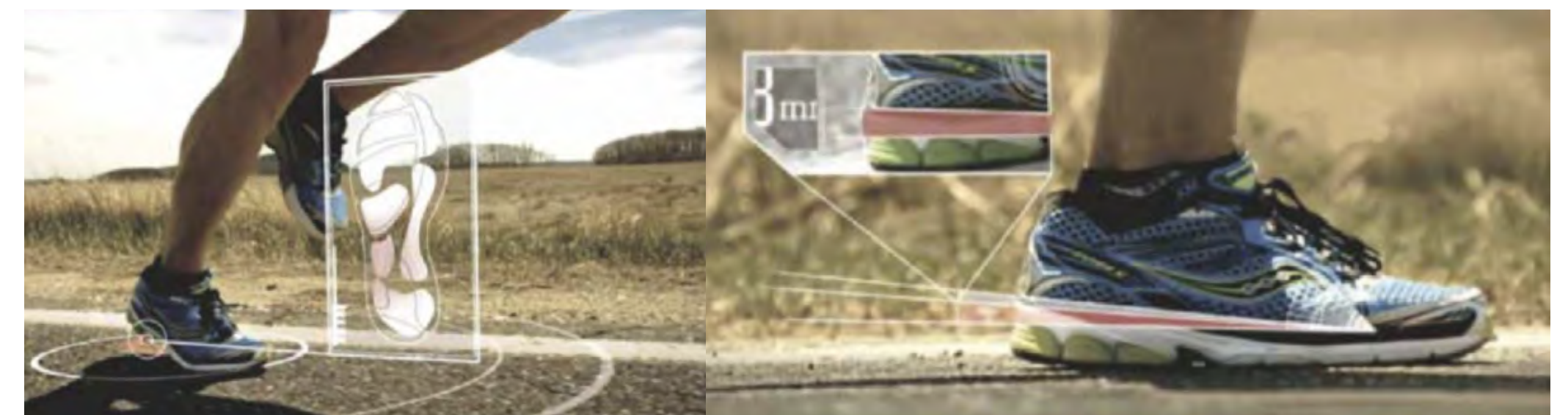
MARATHON HISTORY



Throughout the early and mid 1900's, running became the focus of serious athletes. People were running in leather, spikes- even barefoot. At the time, there weren't any high-performance running shoes.

## Transcending Performance

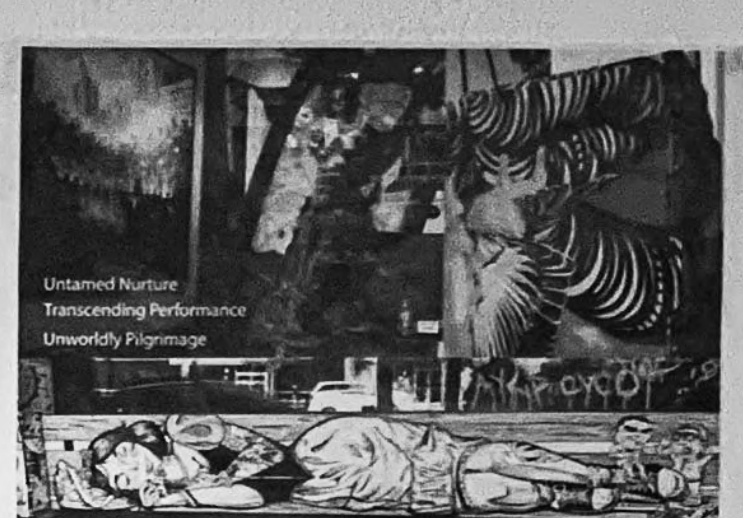
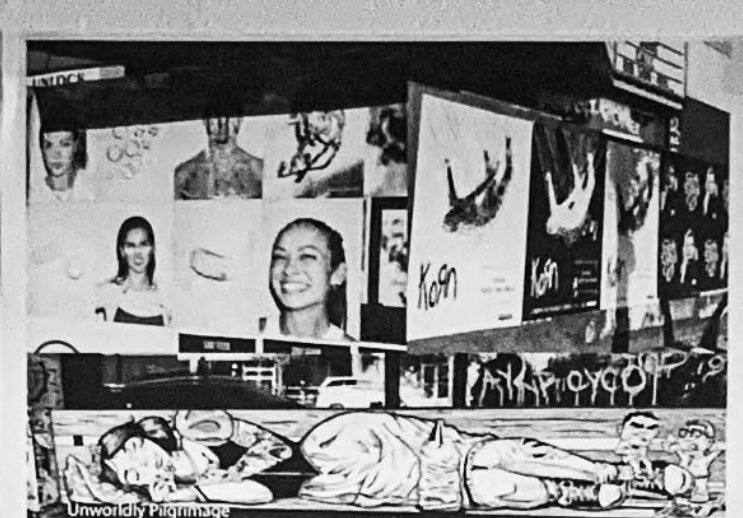
LOWER HEEL-TO-TOE DROP



Saucony began lowering the HEEL-TO-TOE DROPS in core model from 12mm down to 8mm. (from Saucony Human P&I Lab)

HUALI QU

Untamed Nurture,  
Transcending Performance,  
Unworldly Pilgrimage.



DIRECTION for this week.

- ① Holistic Visual
- ② Material Shift  $\xrightarrow{\text{how many ways?}}$  GRADUAL CHANGE (Race to midfoot Strike)
- ③ Relation to Saueroy & the Story.

WAYS TO ACHIEVE THE GOAL

saucony®

Saucony®

Brand Story

1988: **800 SPAT**

1989: **gridSD**

1991: **Unworldly Pilgrimage**

1998: **Transcending Performance**

2006: **RUN FOR GOOD FOUNDATION**

2009: **FIND YOUR STRONG**

### DESIGN LANGUAGE [COMMON CORE]

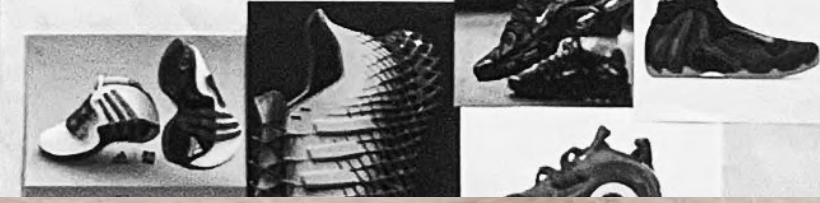
LOAD CURVE: "RIVER-FORM" CURVES.

- ① PARALLEL CURVES & PATTERNS.
- ② Blue Color Palettes.
- ③ REPEAT PATTERNS. (TEXTURE HINT).

### CMF Board



### INTERESTS



### KEY SKETCH & CONCEPT

A communicating Shoe  
Heel Striker  $\rightarrow$  Mid-foot Striker

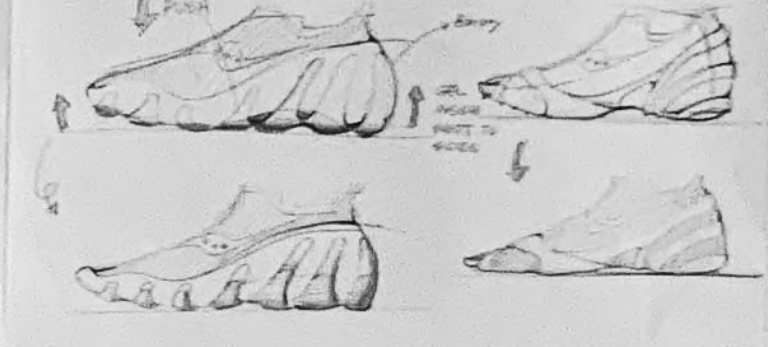
Tired.  $\rightarrow$  heel with wings  $\rightarrow$  heel with 2 lines

do things up  $\rightarrow$  do things

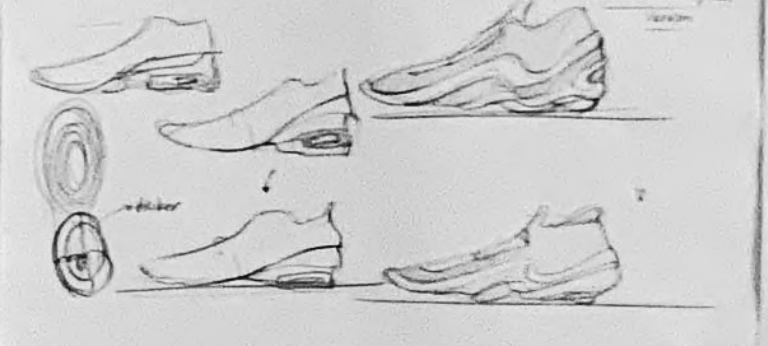
change your while while making pressure with character shoes  $\rightarrow$  cushioning

Your shoe tells how you run.

### MATERIAL SHIFT



### MATERIAL SHIFT



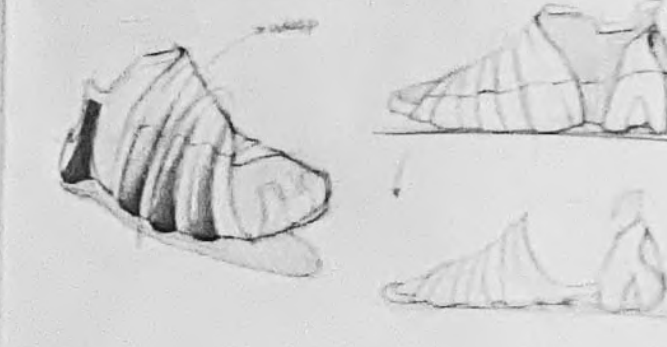
### MATERIAL SHIFT



### MATERIAL SHIFT



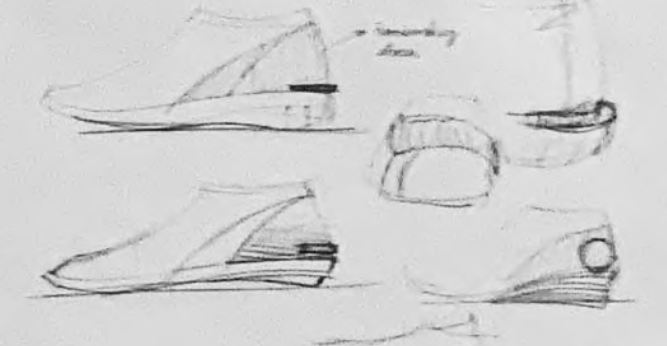
### MATERIAL SHIFT



### MATERIAL SHIFT



### MATERIAL SHIFT



### MATERIAL SHIFT



### WHY SAUCONY?

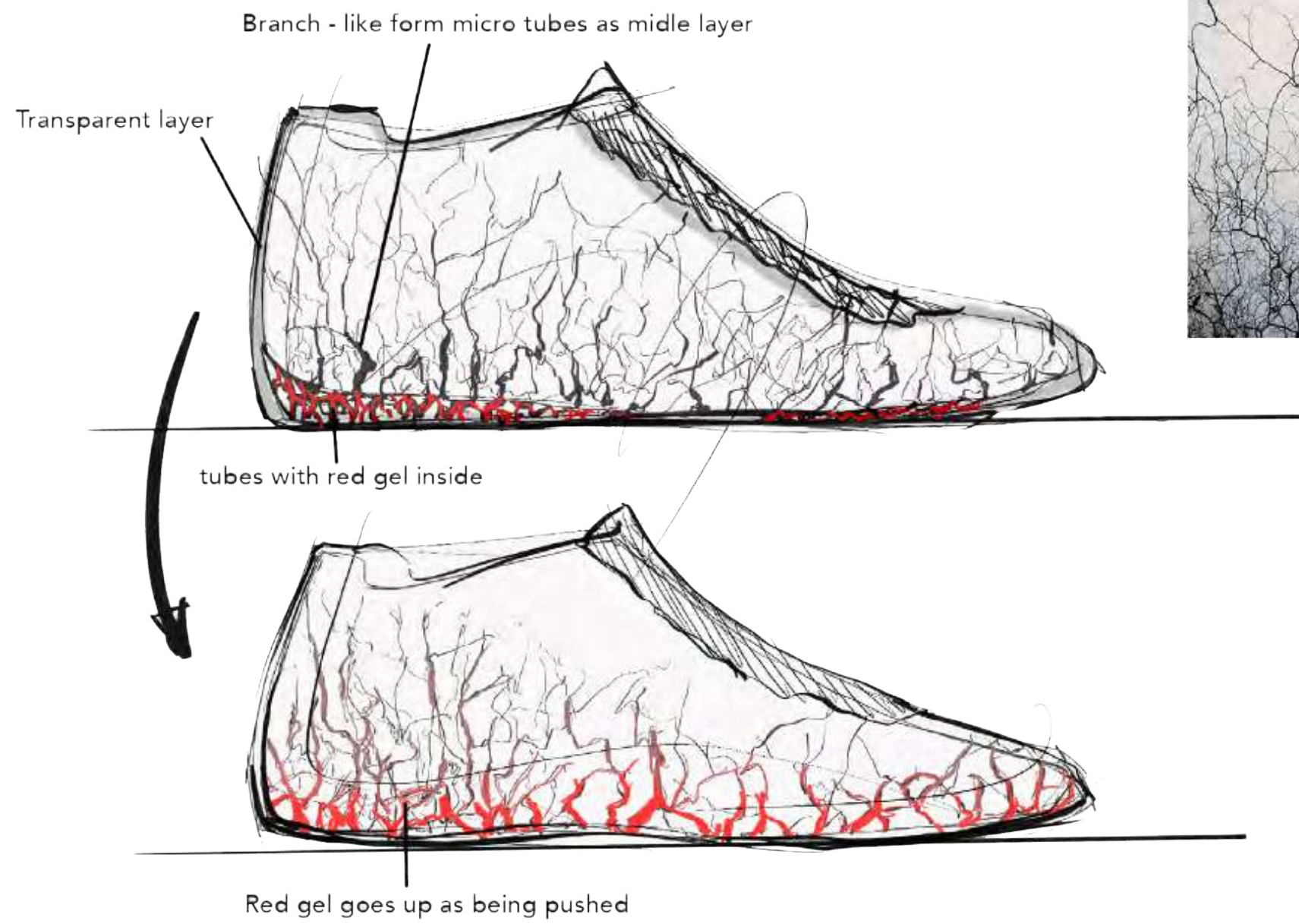
Throughout the early and mid 1980's, running became the focus of serious athletes. People were running in leather spikes - even barefoot. At the time, there weren't any high-performance running shoes.

Untamed Nurture

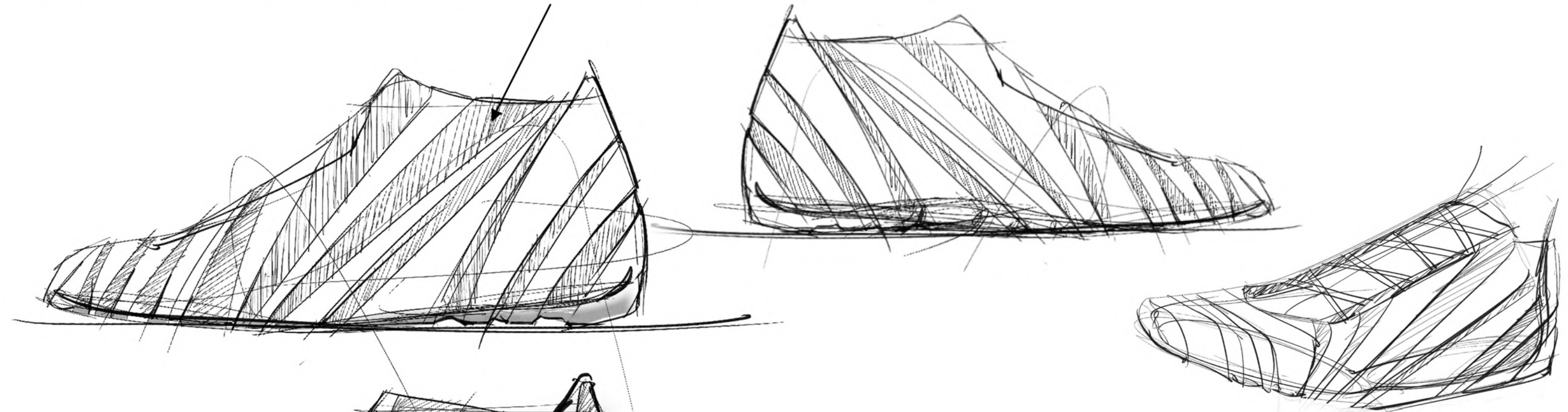
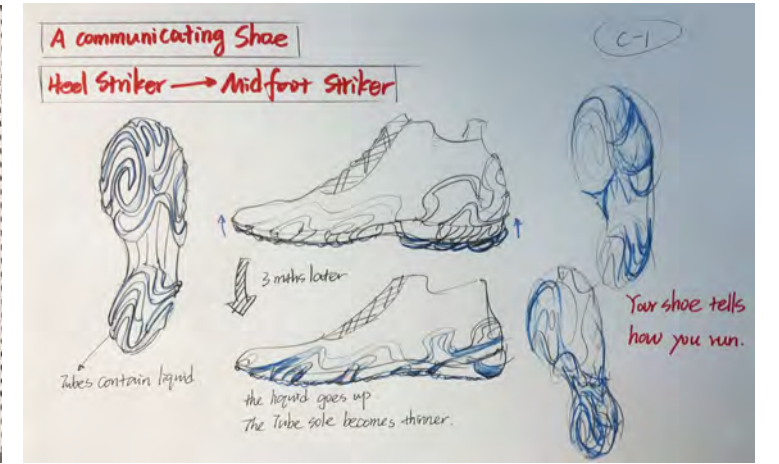
CHANGE THE WAY PEOPLE RUN

Saucony was determined to make a shoe that could change the way people run. The 7444 Spike was a solid start, but we were getting ready to hit the roads. And today, Saucony is still there, determined to make it even more unbelievable.



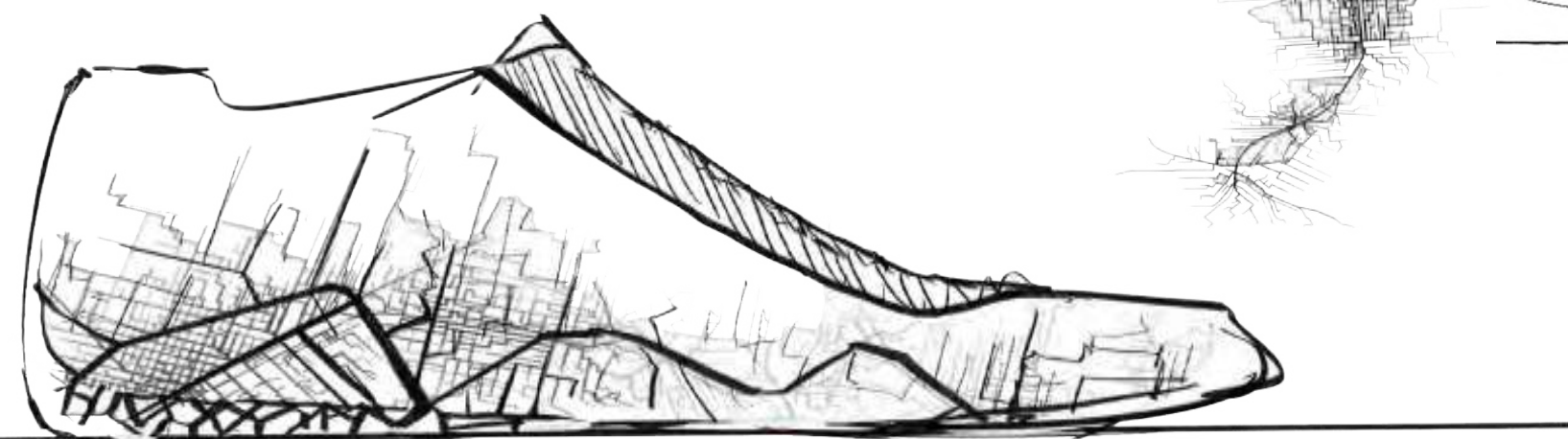


LAYER 1: Fabric (all supporting structures hidden inside)

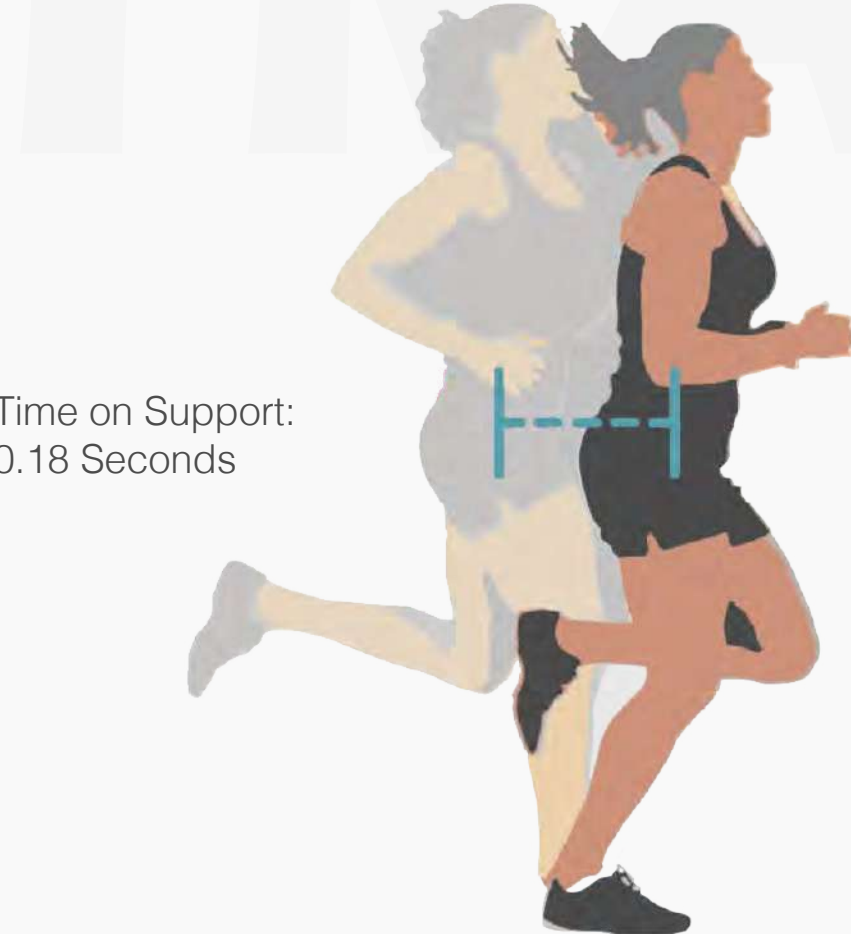


LAYER 2: Tubes with gel outside

Belt to hold arch inside the fabric layer



# Biomechanics Key Insight:



- Mid-foot Strike:
- Eccentric Knee Load Remains
  - The Joints are Unlocked but the body is still behind the foot
  - Shorter Time on Support but still longer than it should be

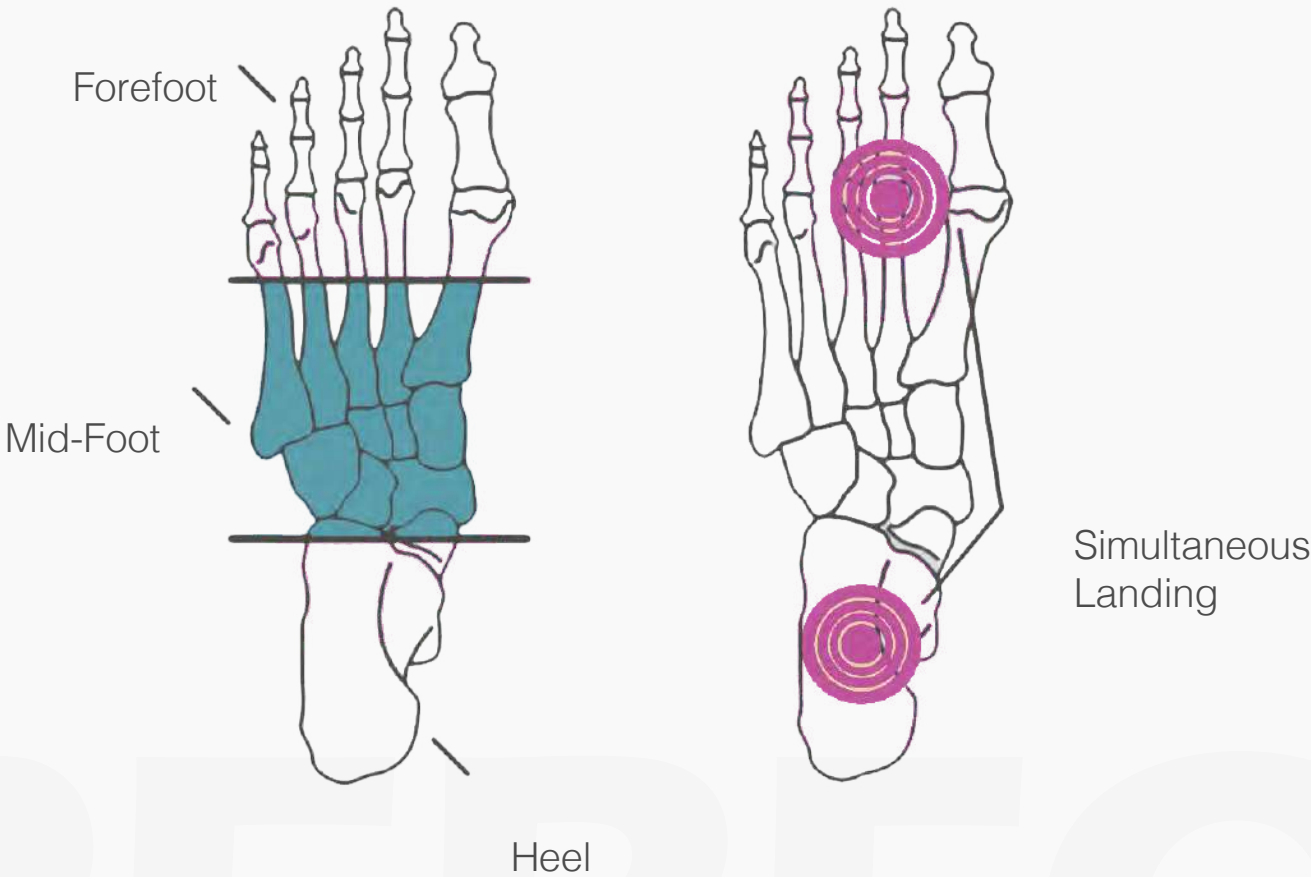


Heel Strike                      Mid-foot Strike

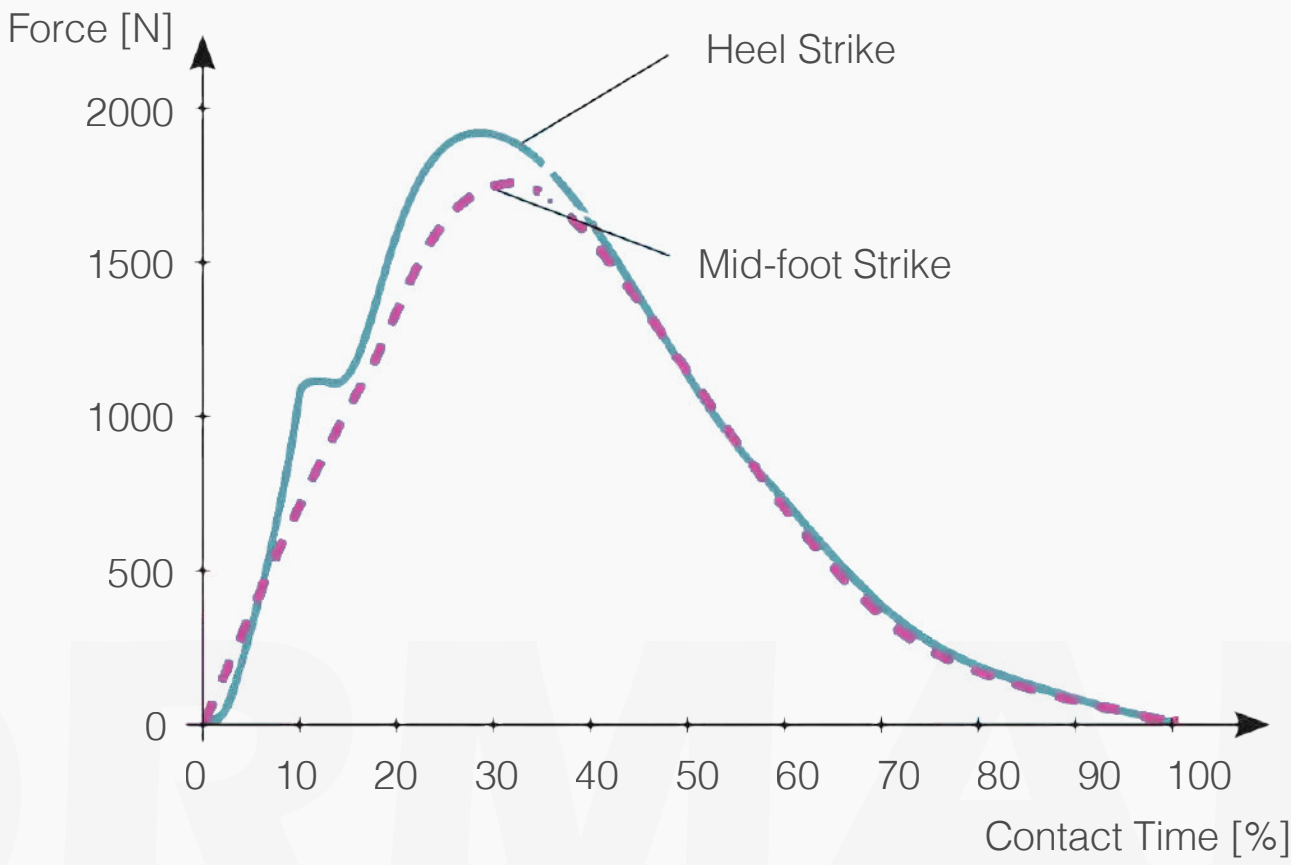
1. Mid-foot strike is **more efficient** than the most popular running habit: Heel strike.



2. **More and more** people are training themselves to run as a **Mid-foot striker**.



Mid-foot Strike: Striking the ground with the heel and forefoot simultaneously



# Untamed Nurture

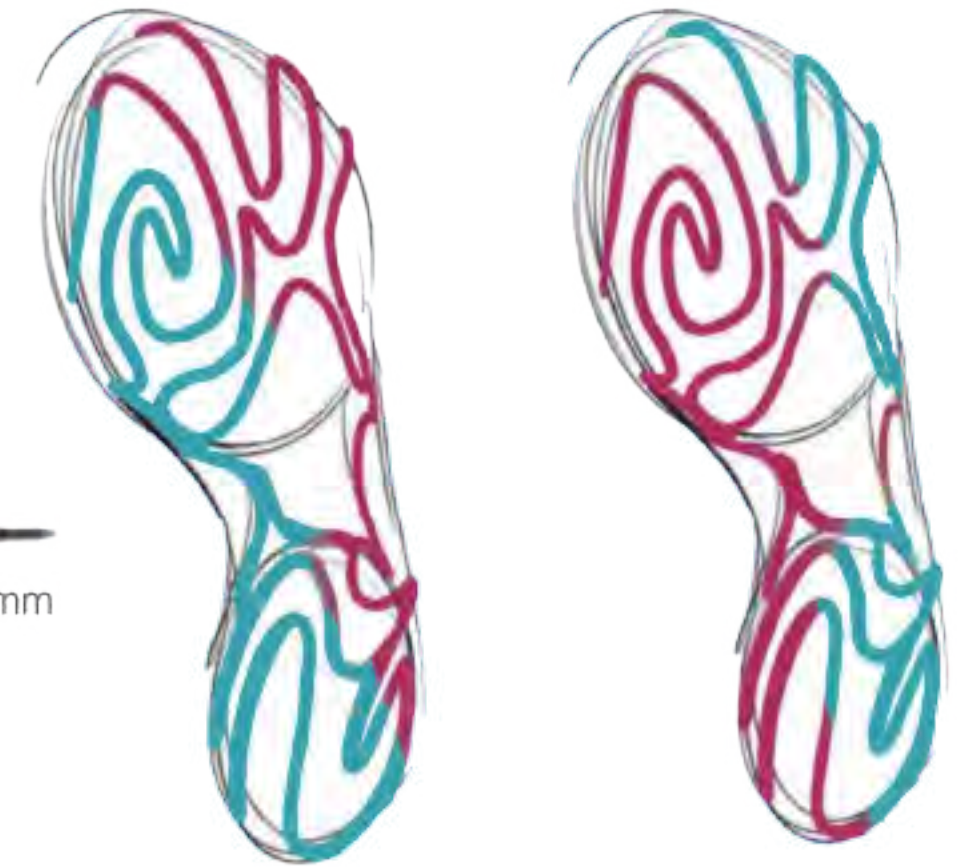
# Transcending Performance



Tubes contain colorful gel

Begin to use  
At first the tubes on two sides are empty

Heel-to-toe drop: 8mm



The form of the pattern that you created on the bottom tells you your running habit.

Gel with color lying in tubes on the bottom at first



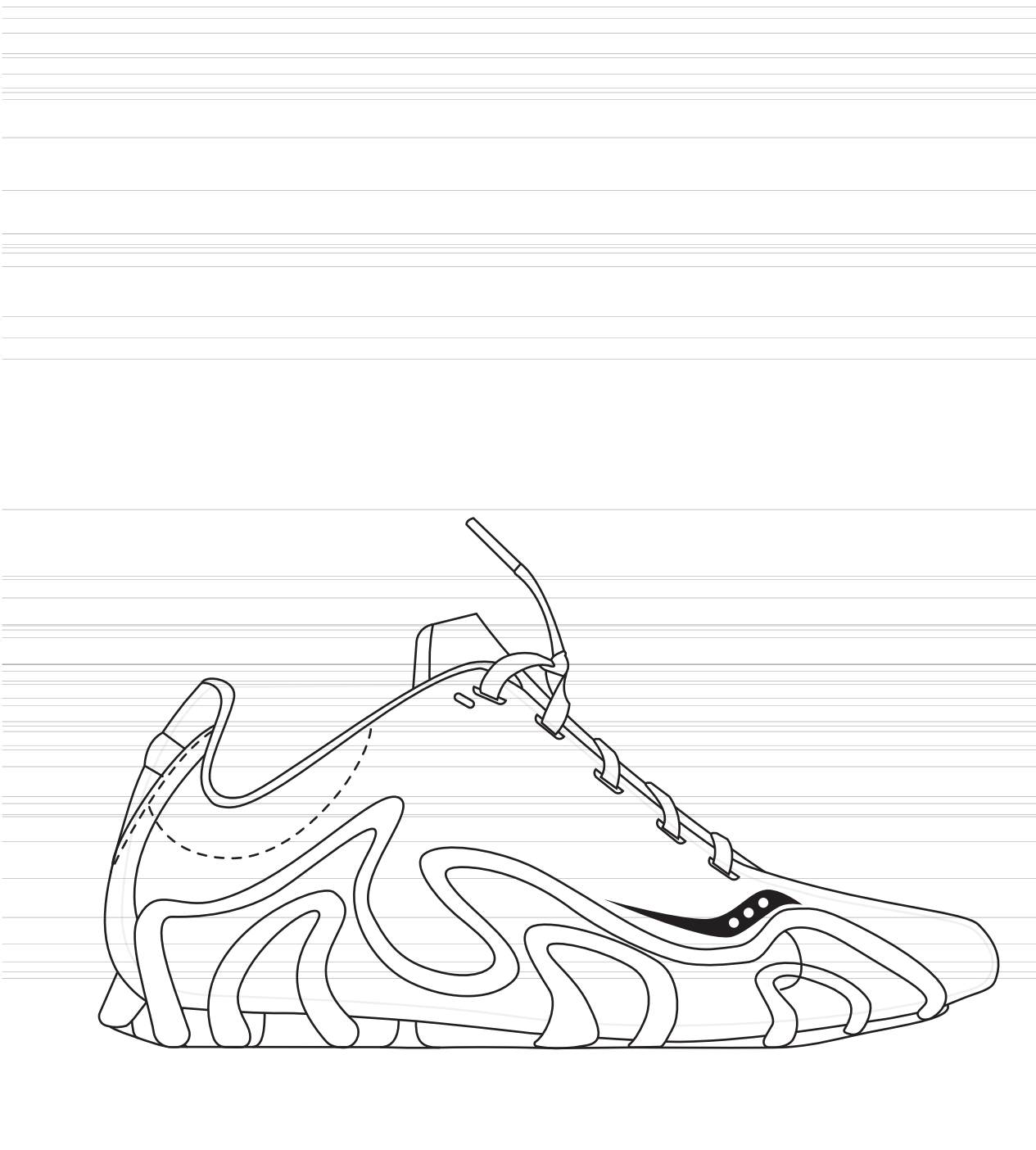
3 months later

The tubes on bottom become flattening as being pushed, changing the heel-to-toe drop from 8mm to 0mm. The gel inside tubes goes up to two sides, creating gradient color that changes the appearance.

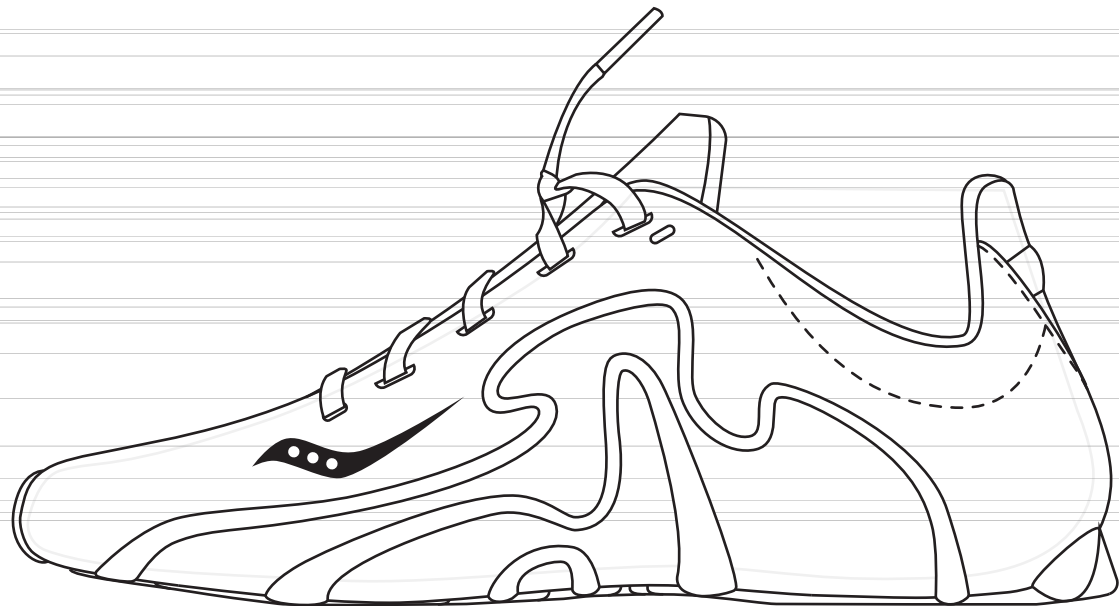
Heel-to-toe drop: 0mm

# Unworldly Pilgrimage

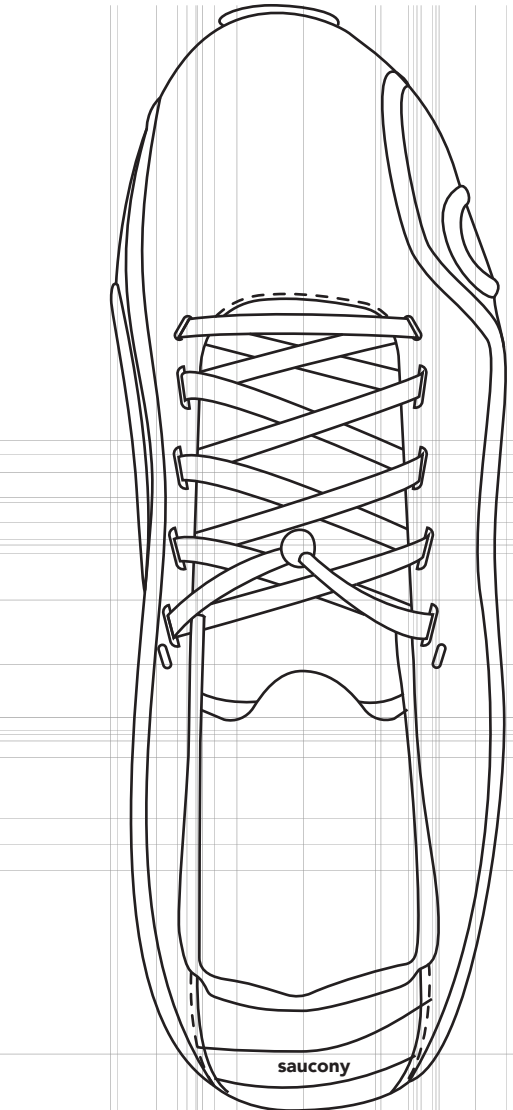
# Views



BEFORE USING

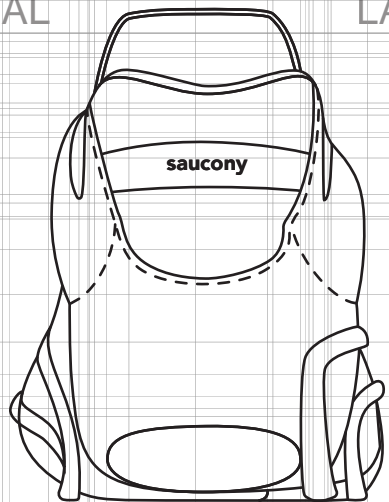


MEDIAL

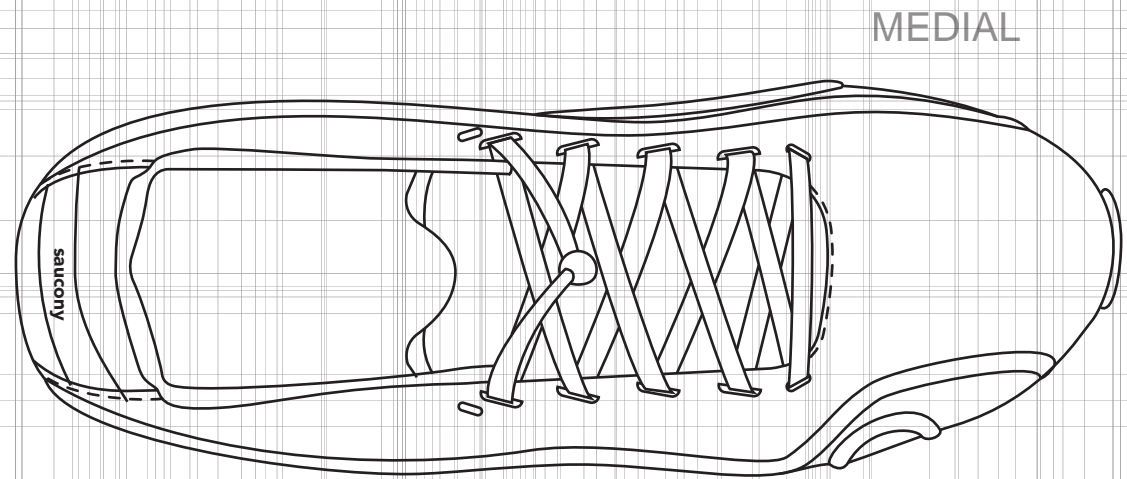


MEDIAL

LATERAL



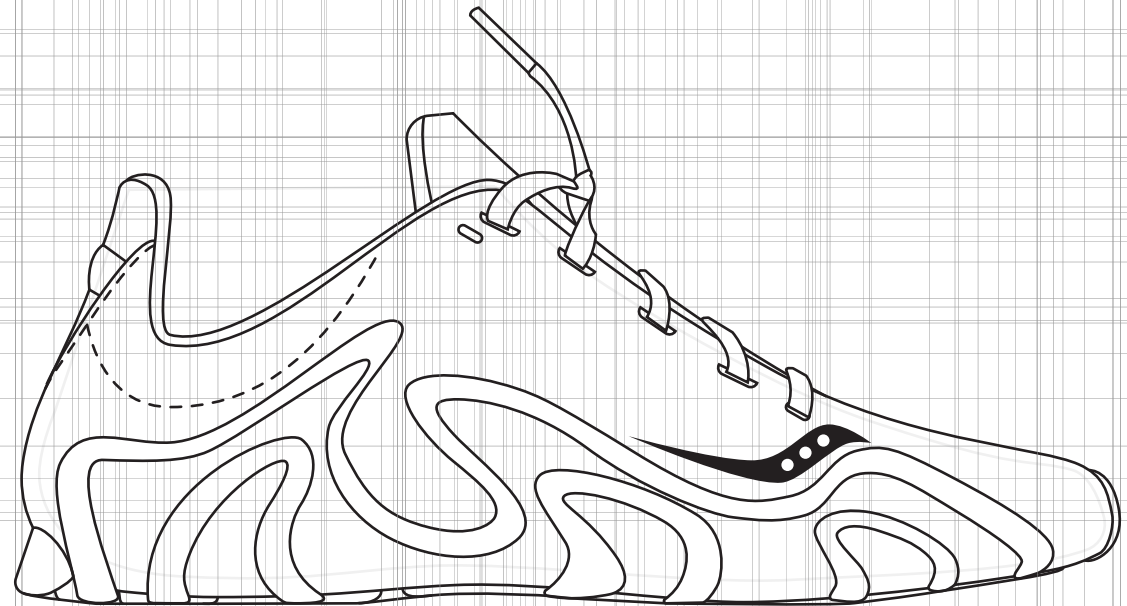
HEEL



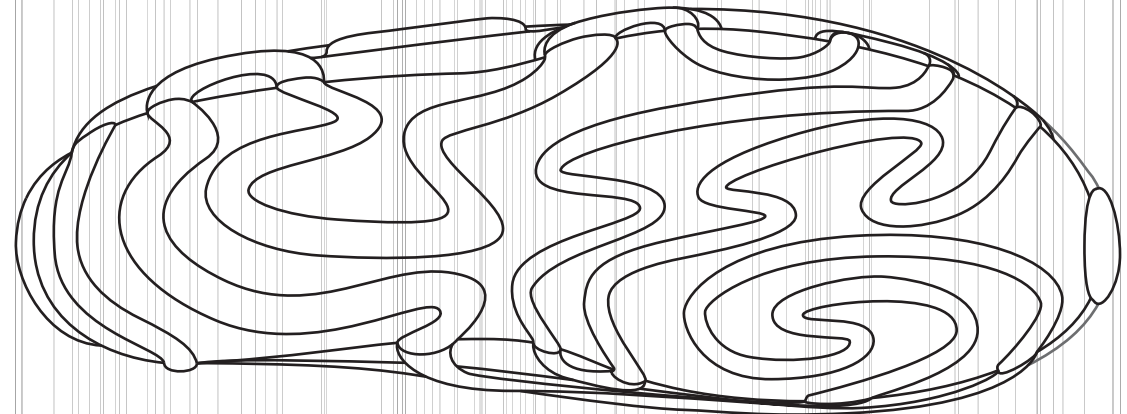
TOP

MEDIAL

LATERAL



LATERAL



BOTTOM

LATERAL

MEDIAL

AFTER USING

# The Journey



“CHANGE THE WAY YOU RUN.”  
“SURPRISE YOURSELF.”



Unworldly Pilgrimage



3 months



Original Form

Final Form

Untamed Nurture

Transcending Performance

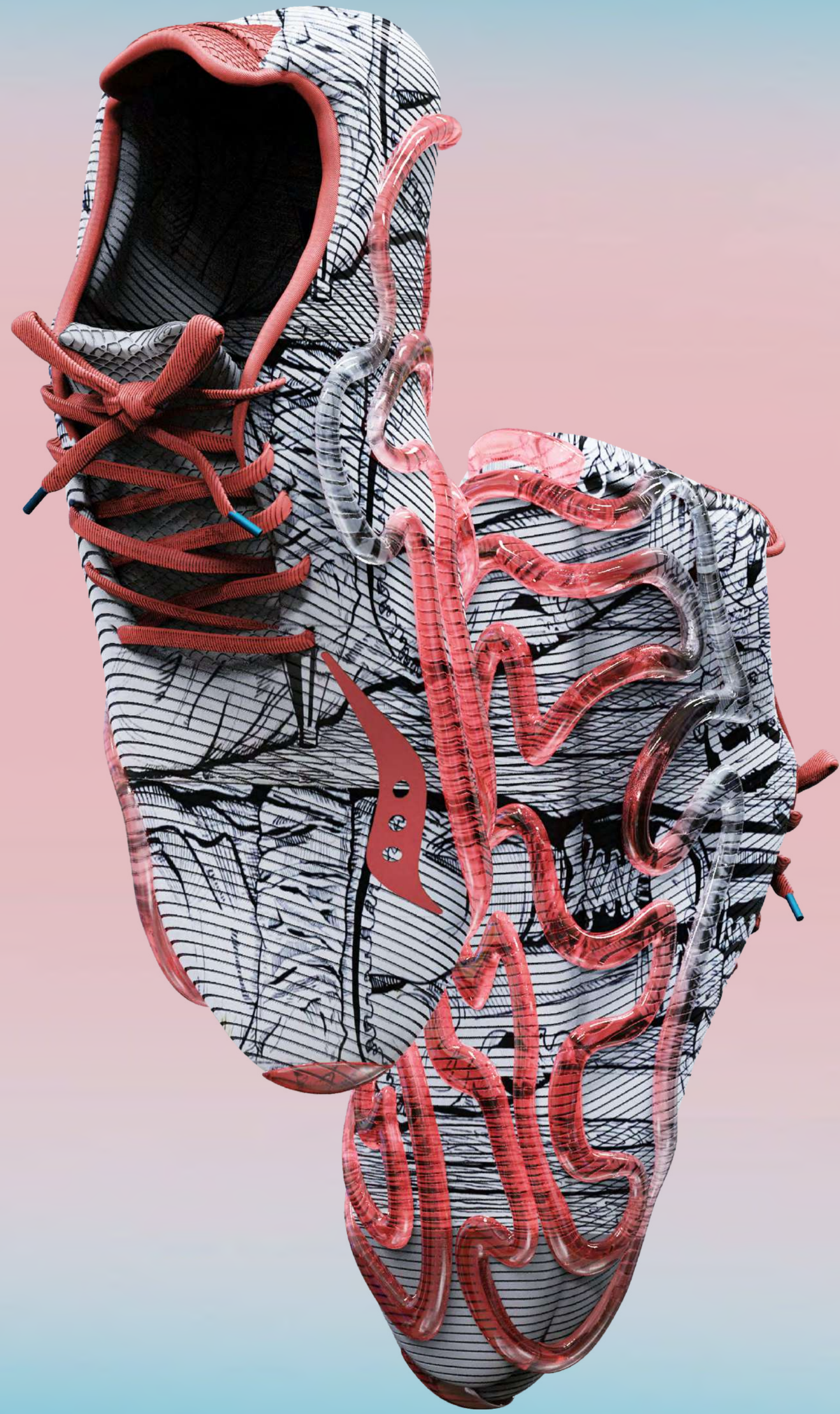
**Untamed Nurture.**



# Transcending Performance.



# Unworldly Pilgrimage



saucony®



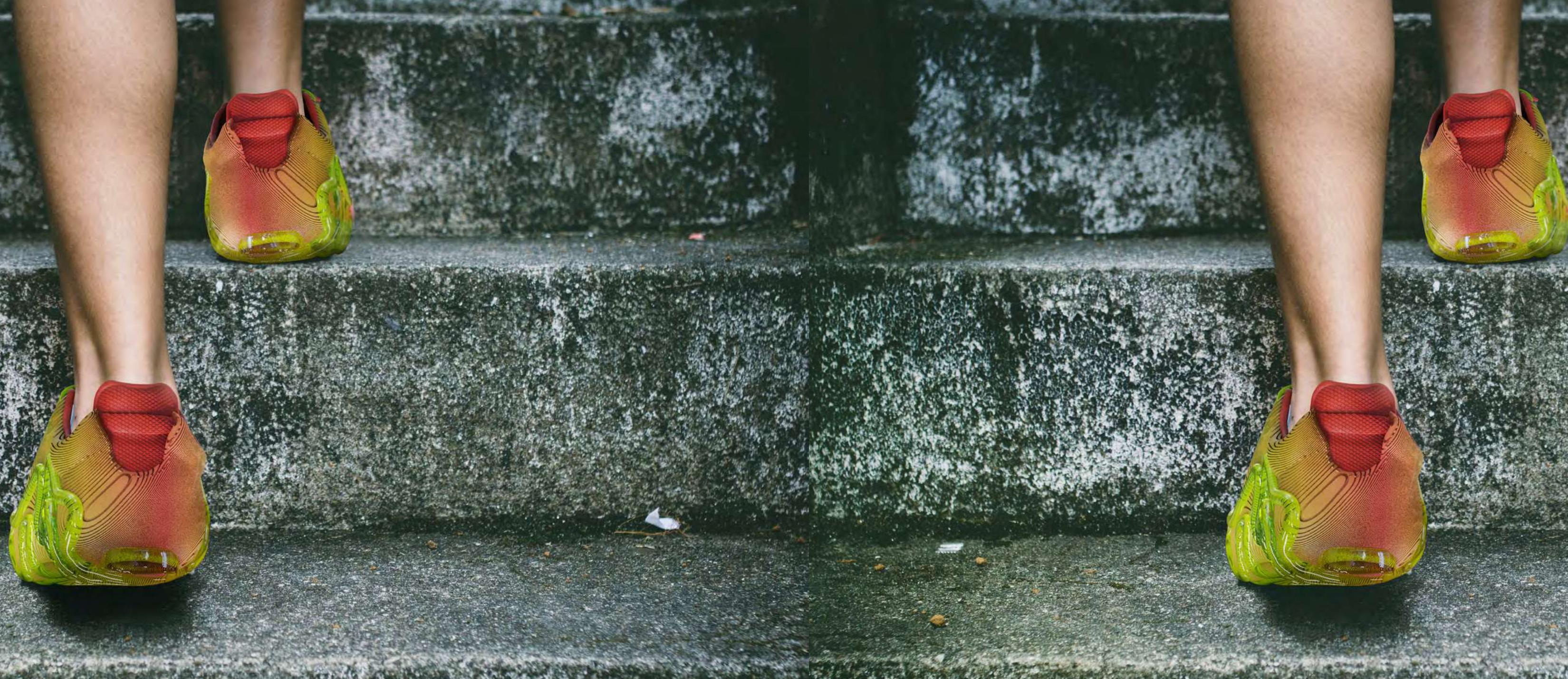
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