

Press Images

**Nike: Form Follows Motion**

21 September 2024 – 18 May 2025  
Vitra Design Museum, Weil am Rhein



**01**  
Installation view  
»Nike: Form Follows Motion«  
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**02**  
Key Visual »Nike: Form Follows Motion«  
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**03**  
Publication »Nike: Form Follows Motion«  
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**04**  
Moon Shoe, Handmade by Bill  
Bowerman as one of the first shoes with  
Nike's waffle sole, 1972  
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Jones



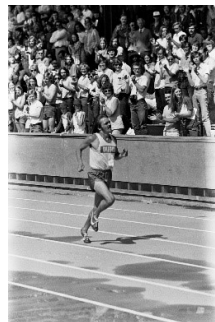
**05**  
Leather Cortez, Blue Ribbons Collection,  
1972  
© Nike, Inc.



**06**  
Windrunner of the US team at the  
Olympic Games in Moscow, 1980  
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**07**  
Drawing of the original Swoosh Design,  
Carolyn Davidson, 1972  
© Nike, Inc.



**08**  
Steve Prefontaine at the Pac-8  
Championships, Eugene (USA), 1973  
© Nike, Inc., photo: Jeff Johnson



**09**  
Oregon Waffle Trainer, 1973  
© Nike, Inc., photo: Jeff Johnson



**10**  
Phil Knight and Bill Giampetro at first Nike plant in Exeter (USA), 1974  
© Nike, Inc.



**11**  
Nike Chain Link Track and Field Warm-Up, 1976  
© Vitra Design Museum,  
photo: Unruh Jones



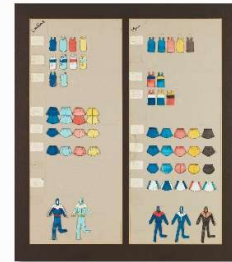
**12**  
Athletics West Singlet, 1977  
© Vitra Design Museum,  
photo: Unruh Jones



**13**  
»Nike Sport Shoes« poster, featuring Tennessee State Tigerbelles, 1978  
© Nike, Inc.



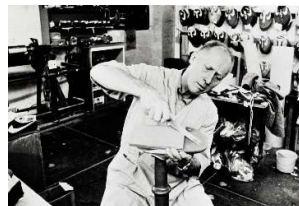
**14**  
»Hot Waffles for Sale« poster, featuring Nike Waffle Trainers, 1978  
© Nike, Inc.



**15**  
First apparel line, framed collage, Diane Katz, 1979  
© Vitra Design Museum,  
photo: Unruh Jones



**16**  
Vulcan Last made by Bill Bowerman, 1980  
© Vitra Design Museum,  
photo: Unruh Jones



**17**  
Publicity shot of Bill Bowerman in his workshop at the Eugene Lab, 1980  
© Nike, Inc.



**18**  
Early Mechanical Shox Prototype, 1981  
© Nike, Inc.



**19**  
Sketch of Air Max, Tinker Hatfield, 1986  
© Nike, Inc.



**20**  
»On Your Feet or In Your Face« poster,  
Nike Air Force, 1986  
© Nike, Inc.



**21**  
Andre Agassi wins the Wimbledon  
Championships, 1992  
© Getty Images, photo: Chris  
Smith/Popperfoto\*



**22**  
Swoosh Hat, worn and signed by Andre  
Agassi, 1996  
© Nike, Inc.



**23**  
Production elements for Foamposite  
Basketball Shoe, 1997  
© Vitra Design Museum, photo: Unruh  
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**24**  
Cathy Freeman winning gold in the  
Women's 400m Final at the Olympic  
Games in Sydney, 2000  
© Getty Images, photo: Billy  
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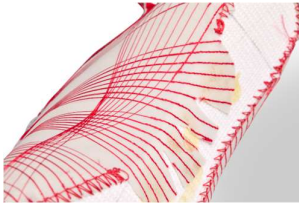
**25**  
Serena Williams, US Open, New York, 2004  
© Getty Images, photo: Clive Brunskill\*



**26**  
Studded Tank made for Serena Williams  
for the US Open, 2004  
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Jones



**27**  
Flywire Prototype, appr. 2006  
© Vitra Design Museum, photo: Unruh  
Jones



**28**  
Detail of Flywire Prototype, appr. 2006  
© Vitra Design Museum, photo: Unruh Jones



**29**  
Shelly-Ann Fraser-Pryce at the Nike Sport Research Lab, Beaverton (Oregon), 2014  
© Nike, Inc.



**30**  
VaporMax Air Bag, 2016  
© Nike, Inc.



**31**  
3D grown shoe from the experimental series »The Nature of Motion«, Nikita Troufanov, 2016  
© Nike, Inc.



**32**  
»Zoom Vaporfly Elite« poster, with Eliud Kipchoge attempting to break the 2-hour marathon barrier, »Breaking2«, 2017  
© From the campaign: »The Barrier Just Got That Much Closer«, Nike, Inc.



**33**  
Sketches for Nike Victory Swim Collection, 2019  
© Nike, Inc.



**34**  
Space Hippiie 03, 2020  
© Vitra Design Museum, photo: Unruh Jones



**35**  
Detail of Space Hippiie 03, 2020  
© Vitra Design Museum, photo: Unruh Jones



**36**  
Nike Premier x Comme des Garçons, 2021  
© Vitra Design Museum, photo: Unruh Jones



**37**  
Endurance Test Track, Nike Sport Research Lab, Beaverton (Oregon), 2022  
© Nike, Inc.



**38**  
LeBron James full-size basketball court, Nike Sport Research Lab, Beaverton (Oregon), 2022  
© Nike, Inc.



**39**  
UV oven inside the Advanced Product Creation Center (APCC), Beaverton, Oregon, 2024  
© Nike, Inc., photo: Alastair Philip Wiper\*\*



**40**  
Various lasts, jigs, silicon pads and fixtures, Advanced Product Creation Center (APCC), Beaverton, Oregon, 2024  
© Nike, Inc., photo: Alastair Philip Wiper\*\*



**41**  
Tabletop covered with objects from Frank Rudy who invented the Air Technology, Department of Nike Archives (DNA), Beaverton, Oregon, 2024  
© Nike, Inc., photo: Alastair Philip Wiper\*\*



**42**  
Bodysuit, LeBron James Innovation Center, Beaverton, Oregon, 2024  
© Nike, Inc., photo: Alastair Philip Wiper\*\*



**43**  
Vacuum-forming machine, Advanced Product Creation Center (APCC), Beaverton, Oregon, 2024  
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**44**  
Documents wait to be refiled at the Department of Nike Archives (DNA), Beaverton, Oregon, 2024  
© Nike, Inc., photo: Alastair Philip Wiper\*\*



**45**  
Rolling stacks, Department of Nike Archives (DNA), Beaverton, Oregon, 2024  
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View into the Department of Nike Archives (DNA), Beaverton, Oregon, 2024

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