

**NikeLab \\
ReCreation Center
Chicago, Illinois USA 2019**



**CATEGORY \\
BEST CRAFT, PLANNING, CRAFT, PRODUCTION**

SATIS&FY

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PROJECT DESCRIPTION \\

The NikeLab Re-Creation Center was an opportunity for satis&fy's best to engineer an experiential installation that would offer consumers a look behind the curtain at Nike's recycling process. At its core, the Virgil Abloh-defined "power plant of a 'different' kind" isn't simply a retail space, it's a "cultural hub" —a community center designed to foster the inventive spirit of Chicago's youth through a series of hands-on workshops and mentorship programs. It's also a call-to-action: an open invitation for visitors to play a role in Nike's Reuse-a-Shoe initiative. As customers donate their shoes, a conveyor belt transports the worn-out kicks into a collection site through a complex matrix of twists and turns. All donated shoes will eventually be transformed into Nike Grind —a sustainable textile, cultivated by Nike since the early '90s —and used to create a Virgil Abloh-designed community basketball court for Chicago ahead of the NBA All-Star Weekend 2020.



BRIEFING \\\

Engineer an experiential installation to give consumers a look behind the curtain at Nike's recycling process.

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IMPACT \\\

Nike extended the popular installation's original eight-week lifespan through March 2020. All donated shoes will eventually be transformed into Nike Grind — a sustainable textile, cultivated by Nike — and used to create an Abloh-designed community basketball court for Chicago ahead of next year's NBA All-Star.

TARGET ACHIEVEMENT \\\

In order to transform the venue into a successful consumer experience a strong collaboration between different vendors had to be established during the first couple weeks of the project. Building trustful partnerships, sourcing new materials reusing existing Nike materials, and prototyping elements upfront lead up to the target that Nike was aiming for from the beginning.

The duration of nearly 9 months of pre planning including install evaporated very fast and as the project was getting closer to its live date decisions in design and execution had to be done fast and intentional.

The conveyor belt and the Tuba had been the main part in the design and it requested a lot of planning and intensive collaboration with general contractors, the conveyor belt company and the engineers to meet the timeline and fully functional.

The status of the building had to be evaluated. Therefore, structural engineers were heavily involved to run load barrier calculations of the ceiling to meet Chicago's regulations inside the space. In addition the transformation included custom made ceramic tiles that entailed a decent percentage of regrind, also being used in Nike's 650 flagship Store in NYC. In collaboration with the GC the renovation of the interior and additional wall panelling with custom fillings had to be installed.

EXCEPTIONAL TASKS-CHALLENGES \

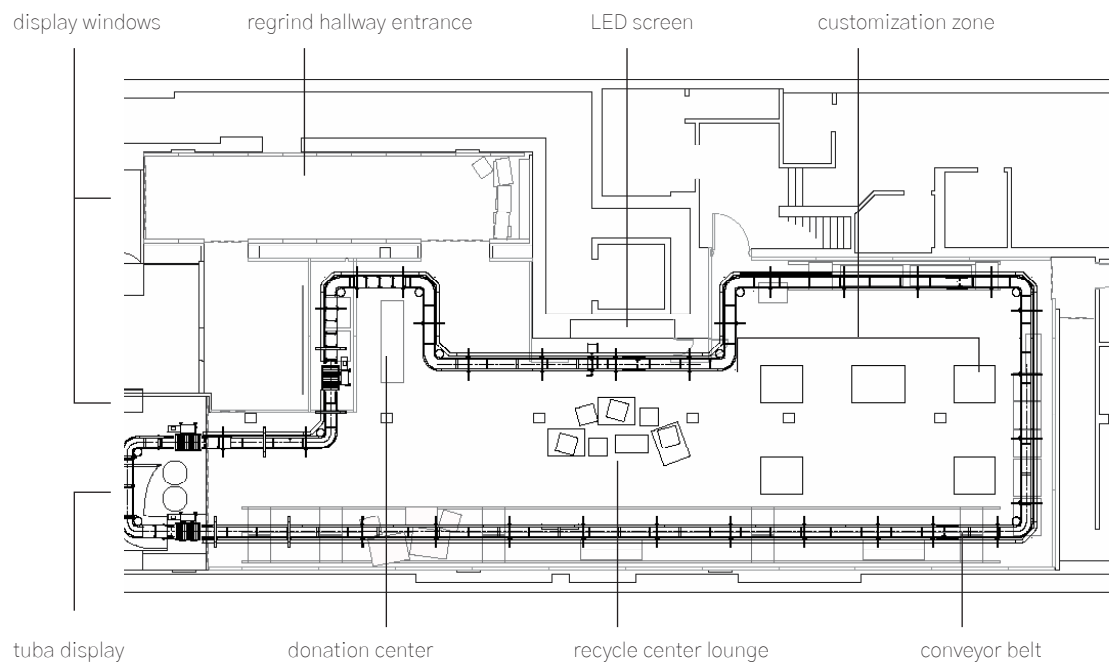
Throughout the entirety of the space, there was a conveyor belt system that started at the donation center, where employees collected the shoes, and ended in the recycling area. The used shoes were placed on individual platforms that would elevate them to the conveyor belt above, where they would be transported, seen from below as they traveled along and dropping down at the window display, to entice passersby.

One of the biggest challenges was to work within the dimensions and capabilities of the conveyor belt system, and conforming it to work within the retail space. The complexity of utilizing a system meant for other applications, as well as engineering how it loaded, the movement up and down and above, options to have the shoes recirculate themselves when the quantity of donations in a day was slow.

Working from a simple sketched design, we were tasked with engineering how to build the “tuba”, as well as the structural implementation of it with the conveyor belt system. All while working with the general contractor to figure out how to affix it to the ceiling, and stay within safety codes.



NIKELAB \\ RECREATION CENTER RETAIL LAYOUT - ARIAL VIEW DRAWING



WINDOW DISPLAY \\ TUBA DRAWING

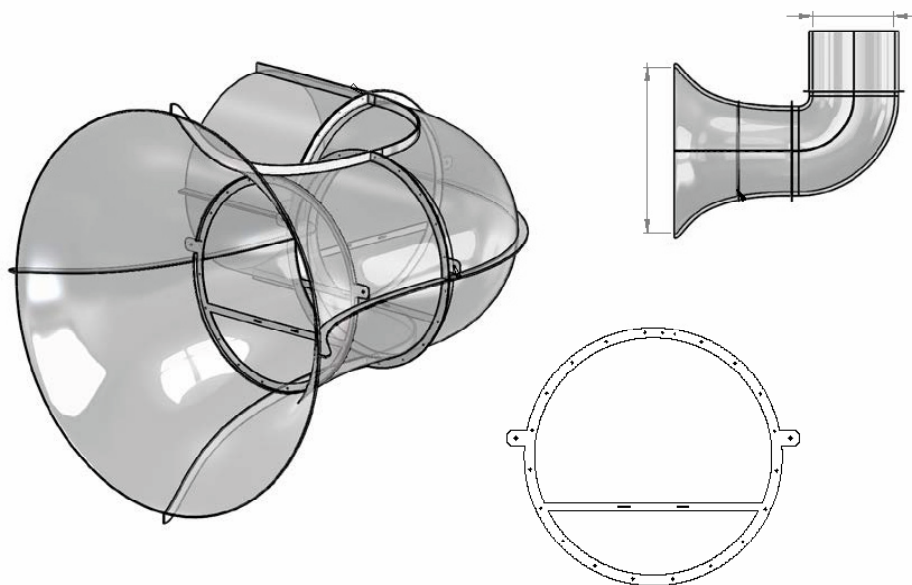


PHOTO DESCRIPTIONS

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01. HALLWAY ENTRANCE

Lined with padded walls, stuffed with a mixture of multiple types of Nike Grind; textile fiber, processed rubber, eva foam, shoes, etc.

02. RETAIL CHECKOUT

Combined purchase counter and shoe donation center, with clear plastic curtains and banners, made from TPU, the material used for Nike's Air Soles.

03. LED SCREEN

The conveyor belt ends behind the LED screen, at the recycling center. The screen shows the number of shoes donated to date.

04. RECYCLE CENTER LOUNGE

The lounge area is made up of a coffee table filled with shoe prototype, Nike Grind materials, and custom built seating, also made from Grind.

05. RETAIL DISPLAY

Retail displays, with the conveyor belt system overhead.

06. RETAIL DISPLAY

Retail displays made from Nike Grind

07. REGRIND\TUBA DISPLAY

A window display of Nike Grind and donated shoes, strewn throughout the space in barrels and on the floor, with a section of the moving conveyor belt.

08. CONVEYOR BELT WINDOW DISPLAY

Donated shoes drop down for the window display, to be seen from street level outside.

09. OVERHEAD CONVEYOR BELT

An arial view of the conveyor belt and Recycle Center Lounge area.

10. CUSTOMIZATION STATION

Where workshops, product launches and mentorship opportunities are held, from some of the Chicago's most notable creatives.

OUR PARTNERS

**GRAPHICS **

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Graphic Trends (printing) www.graphictrends.net

**LIGHTING **

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**CONVEYOR SYSTEM **

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**CUSTOMIZATION TABLES **

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NIKELAB VIDEO

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