

PRESS KIT

CONSTAT

La police à ouvert une enquête concernant un acte de violence
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nombre de preuves suffisantes permettant de mettre fin à
une guérilla artistique, menée par un magasin bien connu
dans le milieu de la basket.

VANDAL

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coming soon

SCS présente

THE STATEMENT

HISTORY

The name is a reference to Air Force One, the plane that carries the President of the United States. The shoes are sold in three different styles, low, mid and high. The mid come with a connected strap. The high-top Air Force 1s come with a velcro-securable strap; the mid-top strap is secured to the shoe while the high-top's strap is movable and removable on some versions.

Although the shoe comes in many different colors and color schemes, the most common Air Force 1's sold are solid white (also referred to as white on white), the second most common being solid black (also referred to as black on black).

Another identifying characteristic of an Air Force 1 shoe is a small medallion (called a deubré) that is secured to the bottom of the laces but has holes on either side so it can be removed by sliding it off of the shoe lace. The medallion is engraved with the inscription "AF-1", with the year "82" inscribed below it, and has historically been made out of a

silver-colored metal (perhaps pewter). Its original design was more circular, but after a redesign for the Air Force 1's 25th anniversary in 2007 the medallion is now rectangular. (The redesign also involved encasing the inscription in white plastic; that was discarded in favor of the original medallion material.)

The Air Force 1 was produced in 1982 and discontinued the following year. It was re-released in 1986 with the modern italic Nike logo with a Swoosh on the bottom on the back of the shoe. Little has changed to the Air Force One since its creation in 1982, although the original stitching on the side panels is no longer present in modern versions of the shoe. Since then, over 1,700 color variations have been produced, bringing in an estimated 800 million USD/year in revenue.[1][3] The selling of the Air Force Ones online by certain retailers used to be prohibited by Nike who had restricted supply of the sneaker.[4] Nike now allows retailers to offer the shoe for sale online. As a performance shoe, the AF1 is still used for street play as well as for professional play. NBA players Jerry Stackhouse (who now wears Adidas) and Rasheed Wallace have worn AF1s on court.

Nike Air Force 1s were originally considered the favored shoe of inner-city youth, especially in Harlem New York; hence the nickname "Uptowns". Rapper Nelly and his group, St. Lunatics, collaborated on a 2002 single entitled "Air Force Ones" about the shoes. The shoe is also a focus of the 2007 Grammy-nominated single Classic (Better Than I've Ever Been), a collaboration between Kanye West, Nas, Rakim and KRS-One, that was produced by Rick Rubin.



THE CONCEPT

Police are inquiring into an act of vandalism. Inspectors were able to gather a sufficient amount of evidence unveiling artistic guerrilla warfare operations conducted by a store well known from basketball aficionados.

CThis statement was issued by the official anti urban creativity and trademark copyright office.

The store owner (Toto) acknowledges having financed and created this unlawful action only to promote a movement of urban artistic creation.

Therefore, it has been proved that Toto is responsible for:

- 1. Seeking activist artists from different backgrounds.**
- 2. Encouraging shoe degradation.**
- 3. Distributing shoes to all the people supporting the cause.**



All the evidence gathered and added to the accusation file stated an undoubted link between the store and the acts of vandalism. However, when police submitted the file, the investigating judge wasn't able to push the inquiry further, due to the lack of testimonies corroborating these depredations.

40 pieces of evidence were brought by the accusing party. They are described in the statements annexe.

Through the eyes of different artists, the Statement introduces a generation of creators who have all been wearing this legendary shoe brand. They express themselves by customizing the subject.



THE BOOK

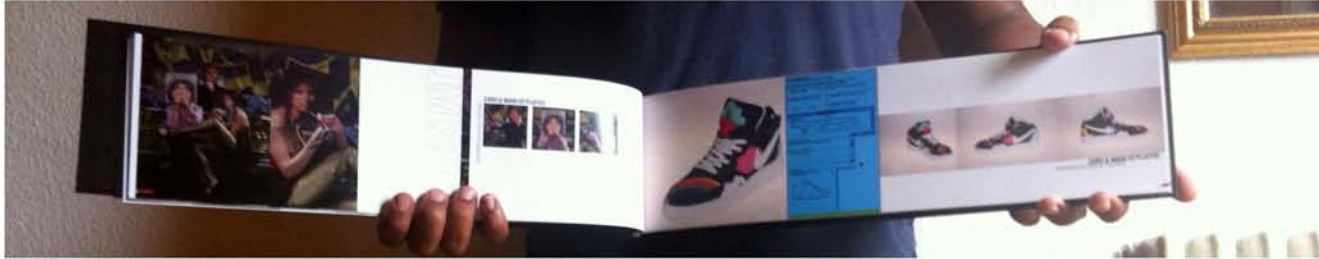
The 40 Customs and their designers will be examined and each investigation will be presented on its own double-page. The first dedicated to the artists' portrait, the second displaying his work and deposition. 700 prints of Le Constat have been published at 82 pages per book in a 42x12cm format. The copy of the book has been translated into three languages: French, German and English.

CONSTAT

VANDALISM
THE STATEMENT DIE AUSSAGE

The 34 artists perspectives that are represented in Le Constat represent a generation of designers who made contemporary a classic, legendary shoe model. They applied the term "customized" loosely to their projects.

COVER : 42CM/12CM



DOUBLE PAGE ARTIST (FEDO // LETTER DESIGNER) : 84CM/12CM



DOUBLE PAGE ARTIST (LULUXPO // ARTISTS DESIGNERS DJ) : 84CM/12CM



DOUBLE PAGE ARTIST (ELENA MONTESINOS // ARNARCHISTE) : 84CM/12CM



ARTISTS

ALF // ANNABEL SIXT // BEN // BEN THE // CARO & MAHI // DEKOR // EDWAR // ELENA MONTESINO // ERVAE // FABIEN CLERC // FEDO // FRED PFEFFERLE // GIO // JAZY // JAG // JEAN PHILIPPE KALONJI // JOHAN PELLAZ // JOULE // KOOL KUNZ & THORN // LUDOVIC GABRIEL // LULUXPO // MONA // ROLAND GUEISSAZ // SADEONE REYONE // SALONE IDEO KIMJOA // SEBASTIEN SIXT // SERGE NIDEGGER // SKORE // STUFF

CONCEPT AND ART WORK

MOUSA CEESAY // CONCEPT AND ART DIRECTION
NICOLAS COLOMBANI // ART DIRECTION AND DESIGN
ROLAND GUEISSAZ // ART DIRECTION
TOTO // SPONSOR MAIN SUPPORT AND FRIEND // POMP IT UP SHOP
VINCENT GIRARDET // PRINT
XAVIER RIPOLLES // PHOTOS

GENEVA EXPOSITION



Affiche de l'exposition

sCs had the honor and pleasure of being able to present their exhibition, LE CONSTAT, in one of the most magnificent historical buildings of the city of Geneva.

The Cité du Temps is located on the Pont de la Machine, the outstanding architectural element which houses the equally famous SWATCH museum dedicated to arts and design.



La Cité du Temps



During this event, 40 "customs" created by 40 artists from various backgrounds were exhibited, allowing us to show the project, LE CONSTAT, in its entirety.

The result was a success for the company since this exhibition attracted a craze from both Geneva and many international visitors from around the world. The room, thanks to its size and location in the city center, reached its largest attendance ever, according to the site managers.



A series of informational panels presented all the pages of the book as well as a “crime scene”, featuring:

- An office of brand repressions
- A silhouette of a giant shoe
- Incriminating evidence
- The book, **LE CONSTAT**, including different mock-ups that were created before the final printing stage.

The scenography replicated codes from police investigations as well as ground markings, a desk and a research table just like you would find in a police station.

In fact, it was really interesting to have the book on glossy paper within the context of the exposition and to thus see the visitors physically move between the different works, and to find codes and the elements of a crime scene: the discovery of these 40 customized, vandalized models.



LA TRIBUNE DE GENEVE



The book, **LE CONSTAT, has been printed in 700 copies and will be sold in Pomp It Up stores as well as in some graphic and design specialty shops.**

The adventure of **LE CONSTAT continues and emerges into new horizons. To be continued...**

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MOUSA CEESAY // CONCEPT AND ART DIRECTION //
NICOLAS COLOMBANI // ART DIRECTION AND GRAPHICS //
ROLAND GUEISSAZ // ART DIRECTION //
VINCENT GIRARDET // PRINT

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