

CONVERSE®

CONVERSE PRESENTS GLOBAL INITIATIVE TO PROVOKE EVERYDAY CREATIVES AND INSPIRE ORIGINALITY IN ART, MUSIC, FASHION AND SPORT

Converse Jamboree 2010 (Creative Workshop Camp) @ Bukit Cerakah

FOR IMMEDIATE RELEASE

SUBANG JAYA, Selangor - Converse has a long history in supporting the world of arts, music and sports. Fuelled by our mission to be an advocate and catalyst for creativity, the Converse initiative will be spotlighting creative acts in these fields while encouraging everyday creatives to take part in the process.

As the closure of the Spark global campaign, Converse Malaysia is calling youths from 18 to 21 years old to celebrate creativity with us. 'Converse Jamboree 2010' invites creative art students to take part in this learning workshop camp in line with the platform's tagline, "You're On," "You're Up," and "You're It," Converse aims to engage local creative youths through a series of events that they can participate in.

'**Converse Jamboree 2010**' a two days-one night camp will have series of creative workshops include film-makings, music performances and various art related activities to ensure that local youths feel involved with local music, art and sport happenings as well as creating a deeper brand love through a continued consumer dialogue.

For music and visuals enthusiasts, we will be having a film-documentary competition that relates the brand influence to their creative world. They will be divided into groups where their mentors will assign and assist them on their experience documenting the whole two days journey. We collaborate with Pop Collective talents – Super Sunday on graffiti arts, Kuku Besi on photography, Fairuz Sulaiman on visuals, Defy Studio on silk-screen printing and Everyone Is Awesome on graphic designs and handmade merchandise. As for technical and skills we will have Rithan (Deja Voodoo Spells) on guitars clinic, Nazri M Annuar on publishing and blogging, Kulat on comics drawing and Wan Idris on film-making.

'**Converse Jamboree 2010**' will be held on **Saturday and Sunday, 6th and 7th of November 2010** at **Bukit Cerakah, Shah Alam**. Registration to participate will close on 31st of October. Selected participants will be announced on the 1st November after 5pm. To download the form and to check the selected participants, go to **www.conversemalaysia.com**. For enquiries, please contact Jasti Syarizal at 019 7000786.

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About Spark- The Global Campaign

Earlier this year, Converse launched **Spark**, a global initiative to virally provoke everyday creatives and inspire originality in art, music, fashion. This is done by spotlighting the compelling work and personal stories of young creatives from around the world – while simultaneously provoking consumers with clear calls-to-action conveyed as “*You’re On*,” “*You’re Up*,” and “*You’re It*.”

“Converse is an advocate and catalyst for creativity and we’re excited to feature these artists in a way that will inspire our consumer,” said Geoff Cottrill, Chief Marketing Officer of Converse. “Converse has been embraced by originals and creatives for generations and we’re committed to providing a platform for emerging talent across the world. We’re conspiring with artists, musicians, athletes and kids to make the world a more creative place, which is the heart of the Converse brand.”

At the centre of the Converse initiative is a series of short films profiling unknown artists that Converse recruited from around the globe. Sharing a common thread of passion for their work, the films show the artists at work, conveying personal stories that show their creative process and inspiration. Each film ends with a call to action that challenges the user to find their path to creativity. Converse is launching the series of short films with 24 artists, showcasing a wide-range of talent, including: Bang Yao Liu, a student from Taipei, Taiwan that makes colorful scenes from everyday objects; Ulises, a punk-inspired musician that reinvents traditional Mexican music; Mentalgassi, a Berlin, Germany based group that makes eye-opening street art; and Olivia Bee, a 15 year-old photographer from Portland, Oregon who captures teen life with her camera lens.

Converse will continue to partner with additional artists throughout the coming months. Consumers throughout the world can follow the film series over the coming months at **converse.com**.

About Converse:

Converse Inc., based in N. Andover, Massachusetts, is a wholly owned subsidiary of NIKE, Inc. Established in 1908, the Converse brand has built a reputation as “America’s Original Sports Company”™ and has been associated with a rich heritage of legendary shoes such as the Chuck Taylor All Star shoe, the Jack Purcell shoe and the One Star shoe. Today, Converse offers a diverse portfolio including premium lifestyle men's and women's footwear and apparel. Converse product is sold globally by retailers in over 160 countries and through 43 company-owned retail locations in the U.S. For more information, visit Converse on the web at www.converse.com.

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About Alantic Sports Pte Ltd:

Established in 1993, Alantic Sports Pte Ltd, having her headquarter based in Singapore, has been the licensee and distributor for Converse in both Singapore and Malaysia for more than 17 years.

Alantic Sports had over the years aspired to be the leading distributor in fashion and sports inspired products which include the iconic American sneakers Chuck Taylor, as well as a wide range of lifestyle apparel and accessories. Today, the company operates 13 stand alone Converse retail stores in Singapore and 23 similar stores in both East and West Malaysia. In addition, the company has more than 150 independent wholesale and retail accounts across both countries.

With a full warehouse and logistic facility in Singapore and Johor Bahru as well as a sales and marketing office located in Kuala Lumpur, the company today employed more than 150 personnel, managing a successful retail and wholesale business that exceeds US\$20 million in turnover in 2009.

Visit Converse SG and MY website at www.converse.com.sg
, www.conversemalaysia.com. Like us at
www.facebook.com/converse.singapore.malaysia

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POP COLLECTIVE TALENTS PROFILE

KUKU BESI

Photographic

Has been involved in the graphic and multimedia industry for almost 13 years. In the last 4 years, he has brought his effort to the next level and is determined to introduce fresh and new ideas of the photography industry in Malaysia.

His own general styles of pictures are based on the highly artistic concept and can be seen in his work. KB has organized and been involved in various workshops, private and corporate events and art exhibitions.

Recently, KB took another step in the filming industry by establishing himself as the 'Key-Art' person with KRU Studio in their new film named 'Hikayat Merong Mahawangsa'. To check out KB's artwork log on to www.kukubesi.com

EVERYONE IS AWESOME

Graphic Design & Handmade Merchandise

Defy Studio

T-shirt Printing / Silk-Screen Printing

Was established back in 2000 when the founder Ahda Hazariman Zainul was studying Diploma of Architecture in UiTM. What was originally intended as poster designs was later converted into t-shirt designs by the year 2005.

Specializes in silk-screen printing and offers services of custom made designs to be printed on the best quality material. To check out Defy's designs log on to www.defystudio.deviantart.com

FAIRUZ SULAIMAN-

Visual Art Video/2D Motion Graphic

With a background in multimedia, he has made live video projections and music videos for many prominent local bands such as KLPHQ, 7 Collar T-shirt, Ferns, Bittersweet and Butterfingers. These videos are made with a very distinct style, using stop-motion, puppetry, hand-made masks, 3D animation and live video mixing.

He also provides live visual projections for music events such as Moonshine, Motion Picture Soundtracks and product launches for established brands such as UOX, Puma and Converse.

He had his first group exhibition at Valentine Willie Fine Art for the show Rock Kaka, where he collaborated with Callen Tham to create a home-made analog projector using common house hold materials. This projector involves user interaction to create the moving visuals on the wall. To check out Fairuz Sulaiman's work log on to www.youtube.com/imnotblur.

THE SUPER SUNDAY

Graffiti/Mural

Kioue is the founder of the graffiti group which is active in commission works, graffiti workshop, graffiti demonstration and graffiti exhibition since 2007. His portfolio ranges from independent works to corporate clients such as Hugo Boss, Lee Jeans, HSBC, MK Land, TM, Media Prima and Astro. In 2009, he was selected by Balai Seni Lukis Negara to represent Malaysia's youth to promote our modern culture in Turkey. Today, The Super Sunday has made graffiti a culture and designing event that can be seen around Kuala Lumpur and has rose to become part of a Malaysian product. With a good network that spans not only inside Malaysia, The Super Sunday has even spread their work by collaborating with other graffiti artists from the Switzerland, Los Angeles, London and Turkey. To date, The Super Sunday has expanded by creating sister brands such as Super Sunday Spray Cans, Super Sunday Fashion Store, Super Sunday Concept Gear and The Super Sunday Graffiti Art. Their mission is to support the local industry and provide innovative solutions to potential clients. To check out The Super Sunday's art work log on to www.thesupersunday.tk