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Images available upon request.

Future Now: Virtual Sneakers to Cutting-Edge Kicks Opens 9/27

Design, innovation and technology in footwear provides a new perspective on our everyday attire



INDIANAPOLIS, September 11, 2024 — Footwear is at the forefront for all at Newfields beginning September 27. Taking over the Gerald and Dorit Paul Galleries at the Indianapolis Museum of Art is [*Future Now: Virtual Sneakers to Cutting-Edge Kicks*](#). The show comes to the Circle City from the [Bata Shoe Museum](#) in Toronto, ON, Canada and brings with it the opportunity to explore and celebrate the intersection of art, design and culture. Each pair of shoes plays a role in shaping the five thematic categories by which the exhibition is organized: Transformative, A Step Ahead, Innovation, Virtual, and Sustainable. Guests will recognize some of the game-changing sneakers from popular brands such as Nike and Adidas but then will be presented with a diverse array of shoes and styles from designers all around the globe.

“At Newfields, we strive to put people at the heart of our exhibitions, and *Future Now* is no exception. We encourage visitors to reflect on their connections to footwear, while learning about how influential designers challenge the status quo within the industry and beyond,” stated Belinda Tate, The Melvin & Bren Simon Director of the Indianapolis Museum of Art. “*Future Now* demonstrates that exceptional footwear occupies a dynamic space at the intersection of art, expression, history, design and shared experience.”

This iteration of *Future Now: Virtual Sneakers to Cutting-Edge Kicks* will feature brand new activations for guests to engage with. A curated playlist from local DJs Ferris Booter, DJ Lady Locs and DJ Godzillest will provide a soundtrack that pairs precisely with the contemporary designs and futuristic feel. Additionally, the Newfields team has constructed an interactive shoe camera runway where guests can walk, strut or dance down a red carpet and then highlight their sneakers within the gallery and on social media channels.

When has a shoe brought you joy? You can also leave your mark on this exhibition by [sharing your shoe story with us](#). Do you have a distinct memory associated with a pair of shoes or a story about a special pair? Share for a chance to have it featured in the IMA galleries, now through January 2025. Showcase your best kicks and celebrate *Future Now's* opening,

as well as other recent exhibition openings at the festive Artful Party: Fall, hosted on September 27. This event will take place inside the Indianapolis Museum of Art Galleries and will highlight the five most recent openings in the IMA Galleries: *Carlos Rolón: Hilos de resurgimiento*, *Matter of Record: Photography and the Creation of Meaning*, *Torque* by Shinique Smith, *Future Now* and a large rotation in *The Message is the Medium: Contemporary Art*. During the celebration guests will get to view each exhibition and meet the curators behind the magic. Throughout the night, enjoy hors d'oeuvres and themed cocktails for each exhibition and hear from the DJs who made the exhibition playlist.

In December, Newfields will host a *Future Now* Community Day centered around an engaging shoe giveaway event for youth, designed to spark curiosity and creativity among children aged 6–12. This special initiative aims to provide young visitors with a unique opportunity to explore the museum's exhibits while receiving a pair of leisure or sports specific shoes. The giveaway will be accompanied by interactive educational programs and art workshops, ensuring that children not only enjoy a new pair of shoes but also gain valuable insights and inspiration from their museum experience. Join us for a fun-filled day where education and fashion come together to celebrate youth and creativity in Indianapolis.

Future Now: Virtual Sneakers to Cutting-Edge Kicks will be on display from Sept. 27, 2024, until Jan. 19, 2025. The exhibition will be accessible to all Newfields visitors in the Gerald and Dorit Paul Galleries on the third floor of the IMA. *Future Now* is made possible due to the generosity of the Rachel M. Simon Fund, a Fund of the Indianapolis Foundation and Barbara and Richard Leventhal.

Image Credit: Mr. Bailey, *Octopus Shoe*, 2018. Collection of Mr. Bailey. Courtesy American Federation of Arts and the Bata Shoe Museum.

Exhibition Credit: *Future Now: Virtual Sneakers to Cutting-Edge Kicks* is co-organized by the American Federation of Arts and the Bata Shoe Museum.

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About Newfields:

Newfields offers dynamic experiences with art and nature for guests of all ages. The 152-acre cultural campus features art galleries, lush gardens, a historic home, performance spaces, a nature preserve and sculpture park. From inspiring exhibitions in the IMA Galleries, to concerts in The Tobias Theater, to a stroll through The Garden with a glass of something cold, guests are invited to interact with art and nature in exciting new ways. Newfields is home to the Indianapolis Museum of Art, among the ten largest and ten oldest general art museums in the nation; the Lilly House, a National Historic Landmark; The Garden, featuring 40 acres of contemporary and historic gardens, a working greenhouse and an orchard; and The Virginia B. Fairbanks Art & Nature Park, one of the largest art and nature parks in the country. The Newfields campus extends outside of Indianapolis with Miller House and Garden in Columbus, Ind. — one of the nation's most highly regarded examples of mid-century Modernist architecture. For more information, visit [DiscoverNewfields.org](https://www.discovernewfields.org).

About The Bata Shoe Museum:

With a growing international collection of nearly 15,000 shoes and related artifacts, the Bata Shoe Museum showcases 4,500 years of footwear history in four distinctive rotating galleries. Through the creation of its innovative exhibitions, the BSM strives to enlighten and entertain visitors of all ages. For every shoe there's a story.

About American Federation of Arts:

The American Federation of Arts is the leader in traveling exhibitions internationally. A nonprofit organization founded in 1909, the AFA is dedicated to enriching the public's experience and understanding of the visual arts through organizing and touring art exhibitions for presentation in museums around the world, publishing exhibition catalogues featuring important scholarly research, and developing educational programs.



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