

For Immediate Release
July 17, 2019



Explore the Worldwide Phenomenon of Sneaker Culture with ART ON SNEAKERS INSTALLATION AND COMPETITION

Scarborough Town Centre (STC) will transform Centre Court into a contemporary art and sneaker lover's paradise from July 23 – August 11. The Instagram-worthy, MARTK'D x STC Art on Sneakers Event features an interactive installation of one hundred one-of-a-kind sneakers by artists from across Canada. The public is invited to view the creations, share their own experience, take pictures and selfies, and explore the exciting creativity of sneaker culture.

Friday, August 2 at 7:30 pm and 8:10 pm

The MARTK'D team will invite 20 of the city's hottest pro artists to create their own unique work of art on sneakers in front of the live STC audience.

Saturday, August 3 at 1:30 pm and 4:30 pm | Sunday, August 4 at 12:30 pm and 3:30 pm

Forty local artists will be selected, and each competitor will have 20 minutes to complete a design celebrating Scarborough community and culture. Grand Prize recipients will receive a scholarship to Yellowbrick Sneaker School/Sneakers Essentials online course and \$500 Footlocker gift cards.



MARTK'D is an in-person activation that develops and hosts initiatives celebrating art on sneakers in an effort to connect with communities and cultures. The Yellowbrick, Sneaker School/Sneaker Essential online course, designed in partnership with FIT and Complex, gives students the opportunity to explore the sneaker business taking them on a journey of learning from engineering and design to the final product and sale of sneakers. Students learn from industry leaders helping them to turn their passion into their profession.

MARTK'D and STC have come together to create a platform that uses sneakers to engage artists, encouraging them to showcase their talent while attracting diverse audiences to participate in a unique celebration of the arts. The goal of the MARTK'D and STC partnership is to ignite a dialogue that explores the importance of supporting the arts and emerging sub-cultures like the sneaker enthusiast community.

The MARTK'D x STC Art on Sneakers Competition and Installation is generously sponsored by Footlocker Puma, FIT x COMPLEX, #SneakerSchool, Yellowbrick, Chronic Ink and Oxford Properties.

Scarborough Town Centre is the largest regional shopping centre in the eastern Greater Toronto Area, with more than 250 shops and services and 1.6 million square feet of retail space. Ranked as one of the top 20 performing shopping centres in Canada, Scarborough Town Centre welcomes 22 million shoppers per year. Located at HWY 401, between Brimley Road and McCowan Road. Scarborough Town Centre is managed by Oxford Properties Group and owned by AIMCo and Omers Realty.

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