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PENSOLE™ TEAMS UP WITH ADIDAS TO DEBUT FULL-CURRICULUM CLASS AT NEW PORTLAND CAMPUS

PORTLAND, Ore. – PENSOLE and adidas today announced the first full-scale class of [PENSOLE](#), the accelerated footwear design academy, to be held at its new Old Town/Chinatown campus in the Goldsmith Blocks.

This inaugural three-week master class in partnership with adidas, called “PENSOLEOGRAPHY,” is June 4 to June 22 and open to applicants nationwide. The hands-on, intensive program is designed to share knowledge and help inspire, guide and challenge future footwear designers to reach their creative potential.

[D’Wayne Edwards](#), a celebrated member of the global footwear community, founded PENSOLE to give talented young design students—regardless of socioeconomic background—an opportunity to learn from the industry’s best, without financial barriers, and to provide the industry with a farm system for the next generation of footwear designers.

“PENSOLEOGRAPHY marks a very important milestone for our school,” Edwards said. “Not only is it the first full-scale class to be held at our new campus, but it’s also our first major-brand partnership for a single class.”

PENSOLEOGRAPHY’s curriculum will feature guest speakers and instructors from adidas as well as noted members from the marketing and branding segments of the industry. Core to the PENSOLEOGRAPHY course, students will be immersed in the footwear design process with a specific focus on performance design and innovation and how to bring to life creations with performance benefits.

“We’re excited to partner with D’Wayne Edwards and PENSOLE for this unique master class on performance footwear design and innovation,” said Rob Lee, vice president of design for sport performance at adidas. “Building and cultivating the global design community is an important part of our leadership role in footwear design and supporting young designers is fundamental to the growth and progress of our industry.”

Interested applicants can visit PENSOLE.com for more information. adidas will provide scholarships for program tuition and housing for selected students. At the end of the three-week program, students will present new footwear designs to adidas design executives, who may opt to put them into production.

Since its inception in 2010, PENSOLE has hosted classes at Parsons The New School for Design (NYC), Art Center College of Design (Pasadena, CA) and University of Oregon College of Architecture and Allied Arts (Portland). In February of this year it debuted a special 11-week Saturday school called PS2 exclusively for Oregon college and high school students.

PENSOLE's "learn by doing" curriculum teaches students the entire footwear design process: inspiration, concept-development, design process, problem solving, materials, business, networking, marketing, and branding. Each student walks away from the experience with an exceptional project that is ready to be shared with potential employers, fellow designers, and the world.

PENSOLE programs are open to applicants around the globe and are partially funded through private donations, school scholarships and corporate sponsorships.

To date, there are already more than 20 former PENSOLE students currently working professionally for footwear companies nationwide such as North Face, New Balance, Under Armour, JORDAN, Nike and adidas.

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