**adidas Originals and AREA3 host a unique portrait exhibition this December**

[AREA3](http://www.area3.co.za/blog) will be hosting a portrait exhibition captured directly from the streets, by Joburg photographers, of their interpretation of what unites the people of this iconic city. The unique portrait exhibition will open on Tuesday, 03 December 2013 and will run until Sunday, 09 February 2014 and is set to reveal a different face to the City of Gold.

The exhibition follows the live [adidas Originals](http://www.adidas.co.za/originals/) Unite Joburg event, which featured Danny Brown, and continues the campaign theme. As well as showcasing photography by [Paul Ward](http://www.whoispaulward.com/gallery) and video content directed by Lebogang Rasethaba of [Egg Films](http://www.eggfilms.tv/); both commissioned by adidas Originals to document [Unite Joburg featuring Danny Brown](http://www.youtube.com/watch?v=O3uLtQct_Xw&feature=youtu.be) in Soweto this November.

The exhibition at AREA3 will host the work of 5 hand-picked Joburg photographers and their interpretation of what unites the people of the vibrant city. During the course of a week in November, carefully selected by their own originality and style, [Hanro Havenga](http://whyhelloclarice.wordpress.com/), [Chris Saunders](http://www.whatwasparadise.com/), [Anthony Bila](http://www.anthonybila.com/), [Justice and Innocent Mukheli](http://iseeadifferentyou.tumblr.com/) as well as [Stephanie O’Connor](http://www.connervarinblog.com/)  were commissioned to capture as many portraits of the people of 5 iconic Joburg districts, Illovo, Maboneng Precinct, Newtown, Sandton and Soweto in their own style respectively; each artist afforded just one day.

The results of these shoots will be exhibited as a unique portrait exhibition and experience at adidas Originals’ creative space in the Maboneng Precinct of East Johannesburg, AREA3.

From 3 December 2013 to 9 February 2014, adidas Originals invites you to view the work of:

* [Chris Saunders](http://www.whatwasparadise.com/) (The Maboneng Precinct)
* [Innocent and Justice Mukheli](http://iseeadifferentyou.tumblr.com/) (Soweto)
* [Anthony Bila](http://www.anthonybila.com/) (Newtown)
* [Stephanie O’Connor](http://www.connervarinblog.com/) (Parkhurst)
* [Hanro Havenga](http://whyhelloclarice.wordpress.com/) (Illovo)

**Venue details**

AREA3

20 Kruger Street

Johannesburg East

Maboneng Precinct

**Exhibition details**

The Unite Joburg Exhibition will be open from 18h00 to 21h00 on Tuesday, 3 December 2013.

Thereafter, AREA3 is open Thursday to Sunday from 12h00 to 16h00.

Follow adidas Originals on Instagram [adidasZA](http://instagram.com/adidasza) and on Twitter [@adidasZA](https://twitter.com/adidasZA) #unitejoburg

For more information on adidas-related news visit the adidas [News Stream](http://news.adidas.com/ZA/ORIGINALS)

Unlock [the adidas vault](https://www.adidas-archive.org/#/herostories) to find out more about the brand’s heritage.

-ENDS-

**About adidas\* Originals – The iconic sportswear brand for the street** (\*adidas always written in lower case)

Adi Dassler’s vision was to provide every athlete with the best footwear for his or her respective discipline to help them get better, faster and stronger. This principle guided Dassler through his career until his death in 1978. With 700 patents and other industrial property rights worldwide, Dassler’s works speak for his permanent quest for perfection. His belief and tenacity still lives today in three adidas sub-brands—adidas Sport Performance, adidas Originals and adidas Sport Style.

Although the iconic 3 stripes have been the mark of an adidas sports shoe since the formation of the company in 1948, it was when the company expanded into the leisure sector in the 1960’s that founder Adi Dassler – and his wife Käthe – sought a new, additional identification mark for the brand.

In August 1971, the Trefoil was born out of more than 100 ideas. Inspired by the 3 stripes, it is a geometric execution with a triple intersection, symbolising the diversity of the adidas brand and was first used in 1972 at the Munich Olympic Games, and has since become one of the most famous brand emblems in the world, celebrated its fortieth anniversary last year.

adidas Originals is the iconic sportswear brand for the street. It is born in sport heritage, but lives in contemporary lifestyles and strives to inspire all in their everyday lives. Innovative, classic and always authentic – there are certain values that adidas Originals stands for: authenticity, creativity and individuality.

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