**adidas Originals AREA3 Broadsheet - fourth edition on street this week**

After [three successful print runs](http://www.area3.co.za/?s=broadsheet), the fourth edition of the adidas Originals AREA3 Broadsheet will hit the streets this week at all [adidas Originals stores](http://www.adidas.co.za/storefinder/#/) and selected retailers countrywide.

This edition was guest edited by the team at [RAD The Store](http://radthestore.com/) and showcases the places and people that inspire us, excites us, and make us proud to be South African. Featured in the issue is an in-depth interview with [Terrence Neale](https://twitter.com/t_r_nc_), the award-winning TV commercial and music video director who recently landed the job of directing pop-dupstep star Skrillex’s music video [Ragga Bomb](https://www.youtube.com/watch?v=8eJDTcDUQxQ).

Also included in this month’s issue is the Editor’s guide to the most inspiring places in Joburg from up and coming Craighall Park to the Sandton skyline.

Limited issues of the adidas Originals AREA3 Broadsheet will be available from adidas Originals stores in [Canal Walk](http://discover.adidas.co.za/storefinder/#/storeID/ZA11RUUj4MmJiUSP1vNsZO81tQ/) and [V&A Waterfront](http://discover.adidas.co.za/storefinder/#/storeID/ZA11mstYA-fVU0ep5vPUKIddDA/) (Cape Town), [Menlyn Park Shopping Centre](http://menlynpark.co.za/adidas.htm) (Pretoria) as well as at select [Stuttafords](http://www.stuttafords.co.za/), [RAD The Store](http://radthestore.com/), [Shelflife](https://www.shelflife.co.za/), [Prime](https://www.facebook.com/PRIMESTORE) and [a store is good](http://discover.adidas.co.za/storefinder/#/storeID/ZA11yNvHsue6cEC3U9j8fkNWvg/) stores.

For more information **email** info@area3.co.za

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**And on Instagram** [adidasZA](http://instagram.com/adidasza)

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

Go to [AREA3](http://www.area3.co.za/?s=broadsheet) to **catch up** on what was featured in the two [previous Broadsheets](http://www.area3.co.za/?s=broadsheet).

**-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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