**adidas Originals ZX Flux Future Collectors video series featuring Anthony Bila**

Continuing the ZX Flux story, [adidas Originals](http://www.adidas.co.za/originals/Originals,en_ZA,sc.html) is casting its spotlight on influencers from different backgrounds.

In the first of three short films, Johannesburg-based fashion photographer [Anthony Bila](https://twitter.com/AnthonyBila), who has made a name for himself in the world of Street Style photography under the moniker [The Expressionist](http://anthonybila.tumblr.com/), opens up about the future.

**Watch the interview with Anthony Bila** [**here**](http://www.youtube.com/watch?v=Pqi8vNHYf6c&feature=em-subs_digest)**.**

In person, he went on to say:

***adidas Originals: Tell us a bit about yourself.***

*Anthony Bila: I was born and raised in the dusty streets of a township called Tembisa on the East Rand of Johannesburg, South Africa. I am a creator. Through various mediums, such as photography, music, writing and art, I am concerned about bringing Africa to the world and the world to Africa.*

***aO: What's the one moment when you realised what you wanted to dedicate your energy to?***

*AB: I don't remember a specific moment in time, I just know that my earliest memories of wanting to create, to draw, to sing, to write, to essentially express myself using whatever tools I had at my disposal. I was probably about five or six years old, maybe even younger and I just wanted to create. Twenty-something years later, that fundamental truth hasn't changed.*

***aO: What local inspirations have been influenced on you and how are you taking it in your own, unique direction?***

*AB: Thankfully with the democratisation of information via the internet, my influences are flung far and wide. Africa is my biggest inspiration, the continent is so full of possibility and potential despite the immense challenges we face, my own life feels like a microcosm of the continent. Although we have a legacy of inequality littered in the history of our beautiful continent, we're still forging ahead and seeing not problems, but challenges we can overcome. Music, art and the cultures that inhabit our continent in their entirety are really inspiring to me.*

***aO: What's your vision? What is the new legacy you are looking to create in South Africa?***

*AB: I want to utilise the various mediums that I've become adept with to create something truly unique that I can exhibit across the country, then the continent and ultimately the world. I want to incorporate screenwriting, music scoring, artworks, paintings, photography and filming to a unique story that I've conceptualised and exhibit it from a variety of perspectives to the world. I want to create from nothing and turn that vision into something that the world can enjoy and appreciate; something completely original.*

***aO: How do you use local platforms to build your unique brand, and how does living in South Africa affect your brand?***

*AB: I think being South African informs a unique perspective of things, I feel that Africa as a whole is the last unsaturated place on this planet aside from South America where we're discovering, exploring and really finding ways to express ourselves in a way we haven't been able to in the past. I use a select number of platforms, primarily internet based to showcase what I do. I'm eternally grateful for the internet, because of the internet, when I started taking photographs, I could exhibit my work anywhere and everywhere from New York, to Tokyo to Cape Town, Cairo and everywhere in between. Platforms like my* [*blog*](file:///C:\Users\nmariah\Downloads\anthonybila.tumblr.com)*, and others like Instagram, Twitter and Facebook became my online gallery where anyone from anywhere could view my work.*

***aO: How have you incorporated adidas Originals ZX Flux into your lifestyle?***

*AB: I'm constantly on the move and travelling where I can. The ZX Flux is a dynamic, comfortable and contemporary sneaker with a great legacy and heritage that's been reimagined. The shoes fit into my lifestyle as comfortably as they do on my feet and when you're constantly making strides to move forward, both figuratively and literally, you want to do it in style and comfort, and ZX Flux makes a great companion.*

***aO: How is adidas Originals relevant to South African consumers?***

*AB: The variety and contemporary nature of adidas Originals to constantly reinvent the brand and collaborate with young creatives from a variety of backgrounds and fields is what's important for them to stay relevant. We young people want to inspire and be inspired by our peers, so by adidas Originals working with us in mutually beneficial partnerships, it allows fresh ideas and innovation to not only stay alive but to thrive in an ever-changing and evolving landscape that is full of competitors. I've enjoyed collaborating with adidas Originals in the past, and I'm looking forward to doing bigger and better projects that help adidas Originals and myself to stay relevant, and to stay original.*

For more information go to www.area3.co.za