



## Information

**adidas celebrates creativity in football with The Mercury Centre**

- Mercury Centre to host appearances from football stars, artists and musicians -
- Centre to feature projects showcasing technique, skill, design style and entertainment -
- Launch of Mercury Centre designed to celebrate "First Never Follows" campaign -



**Los Angeles, 2<sup>nd</sup> June 2016** – adidas today unveiled The Mercury Centre, a three-day incubator for creativity in football. Located within the Barker Hangar at the Santa Monica Airport, LA, The Mercury Centre opens on the heels of the brand's latest breakthrough football footwear launch across X, Ace and Messi known as the Mercury Pack, and the "First Never Follows" campaign.

Existing as a catalyst for firsts in football culture, The Mercury Centre brings together various subcultures that have permeated the sport in the United States. In this space, adidas will develop and exhibit several projects aimed at delivering firsts in the fields of technique and skill, design, style, technology, and entertainment.

**Field of Firsts**



## Information

In partnership with motion graphics artists, adidas has created an unprecedented approach for playing and documenting the beautiful game. Utilising a unique aesthetic, an adaptable football pitch will live alongside a large interactive screen that players can use to test their limits on the field.

### Customisation

A team of customisers featuring [Chain Gang LA](#) and [The Shoe Surgeon](#) will collaborate with attendees to make one of a kind, personalised apparel and footwear. The customisation team will also produce a set of bespoke pieces for world-class adidas football players and special recipients.

### Illustrators and Design

Expressing themselves with pens, patches, and screen-printing, a team of illustrators and designers will produce custom pieces of apparel for Mercury Centre attendees.

### Jeweller

In collaboration with Guillermo Andrade of [Four Two Four on Fairfax](#), adidas will create a series of custom jewellery pieces to celebrate this summer's biggest moments and the players who will make them happen.

### Fabricator

[Coupler MFG](#) will reimagine traditional pieces of football equipment and fabricate them onsite.

### Technology Development

[Odd Division](#) will utilise adidas' miCoach Smart Ball technology to develop a virtual reality experience and three dimensional sculpture created from data kicking the ball.

### Music

Joe Kay, founder of [Soulection](#), will create soundscapes and DJ sets in real-time as the event progresses.



## Information

The Mercury Centre is open for select guests through June 3, 2016, with appearances from football stars, artists, musicians, and Los Angeles-based personalities over the course of the event, leading up to a special viewing party for the United States vs. Colombia Copa America match on Friday night.

For further information please visit [adidas.com/football](http://adidas.com/football) or go to [facebook.com/adidasfootball](https://facebook.com/adidasfootball) or follow [@adidasfootball](https://twitter.com/adidasfootball) on twitter to join the conversation.

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**For further media information please visit**

**<http://news.adidas.com/GLOBAL/PERFORMANCE/FOOTBALL> or contact:**

Simon Bristow

PR Director – Herzo Newsroom

Email: [simon.bristow@adidas.com](mailto:simon.bristow@adidas.com)

Tel: +49/9132/84-73 703

Alan McGarrie

Global Director PR & Social Media, adidas Football

Email: [alan.mcgarrie@adidas.com](mailto:alan.mcgarrie@adidas.com)

Tel: +49/9132/84-4686

### **Notes to editors:**

#### **About adidas Football**

adidas is the global leader in football. It is the official sponsor / official supplier partner of the most important football tournaments in the world, such as the FIFA World Cup™, the FIFA Confederations Cup, the UEFA Champions League, the UEFA Europa League and the UEFA European Championships. adidas also sponsors some of the world's top clubs including Manchester United, Real Madrid, FC Bayern Munich, Juventus, Chelsea and AC Milan. Some of the world's best players also on the adidas roster are Leo Messi, Paul Pogba, Gareth Bale, Thomas Müller, Luis Suárez, James Rodríguez, Diego Costa and Mesut Özil.