**BODY COPY (WEBSITE)**

Daniel Arsham is a contemporary artist born in 1980, based in New York.

Informed by Arsham’s fascination with concepts of archaeology, adidas Originals by Daniel Arsham is a process of reflection, rediscovering adidas as an enduring cultural symbol. With his unique lens, Arsham has unearthed a way of seeing the familiar objects of today as future artefacts — taking the past, and making it present.