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**adidas REVEALS MORE DETAIL ON ITS PINNACLE BASKETBALL EXPERIENCE AT**

**747 WAREHOUSE ST. IN LOS ANGELES**

***The three-stripe brand provides an opportunity for consumers to co-create alongside top designers in a Brooklyn Creator Farm popup experience***

***adidas provides a valuable music education experience by debuting its first mobile state-of-the-art recording studio***

***Attendees can build their own 747 Warehouse Street experience by downloading adidas app***

**Los Angeles, CA., February 13, 2018 –** Kicking off an unprecedented festival in basketball culture, the adidas **747 Warehouse St.** opens its gates to Los Angeles on February 16th and 17th, bringing together basketball fans and those who are passionate about sport, music, design, innovation and sneakers.

747 Warehouse St. embodies adidas’ belief that basketball is never just a game. It’s much more. It’s creativity, innovation, music, community, sport and style – all of which will be showcased in one space within 747 Warehouse St., where attendees will discover how adidas creates in basketball.

Over the course of two days, 747 Warehouse St. will feature unforgettable live music performances by the most electrifying acts in music, appearances from some of the biggest names in basketball; speaker panels (TLKS); product customization; exclusive product releases; and more. 747 Warehouse St. will offer three distinct experiences: an evaluation of performance in the Test Center, building the future of footwear on the Production Line, and driving culture and creation in the Engine Room.

**Key highlights of 747 Warehouse St:**

**EXCLUSIVE PRODUCT DROPS**

**A host of exclusive and highly sought-after products are available at 747 Warehouse St, including (but not limited to):**

* AW Bball AS
* FUTURECRAFT 4D
	+ FUTURECRAFT 4D 2.0 (White)
* UltraBOOST Mid Parley
* Harden Vol. 2
* Y-3 BYW BBALL
* Dame 4 BAPE
* SPEEDFACTORY AM4
	+ SPEEDFACTORY AM4 London
	+ SPEEDFACTORY AM4747
	+ SPEEDFACTORY AM4 Paris

**A NEW WAY TO PURCHASE SNEAKERS:**

Attendees will have the chance to purchase some of the most sought-after adidas products exclusive to 747 Warehouse St. through an innovative RFID raffle system, a new way for sneakerheads to purchase. Guests enter by scanning their RFID wristband at product-specific raffle beacons located throughout the event. SMS alerts linked to the wristbands provide updates on drop times and raffle results.

**AVOID MISSING OUT BY DOWNLOADING THE ADIDAS APP:**

To ensure that attendees don’t miss out on events or opportunities on the ground, they should download the **adidas app** and build their custom 747 Warehouse St experience. Once they download and indicate their interests, the app will push out notifications such as when events will start, a complete musical lineup, details on exclusive product drops and footwear raffles, get access to events on the court and main stage through the 747 live stream and explore all the Warehouse has to offer.

**LIVESTREAM:**

For those in the U.S. who can’t make it to LA, they can experience key moments of the event through a livestream on Friday and Saturday. <http://www.adidas.com/us/747WarehouseSt>

**THE BROOKLYN CREATOR FARM POP-UP**

Is a place for creators to explore the possibilities of design and culture, getting free range to engage with the creative process in a free-form setting where anything goes.

The Brooklyn Creator Farm (BCF) pop-up is an invitation-only, hands-on experience to learn the process of creating adidas footwear from industry icons. Guests are welcomed to the Lab to create one of a kind shoe and apparel pieces, utilizing the same tools and processes available to professional designers.

**SOUND LAB**

Sound Lab’s mission is to give the next generation the resources, freedom and knowledge of the music industry to become the artists, producers, writers, and creators that they are meant to be; while providing the confidence and exposure to take their creativity into their own hands to shape the sound of the future.

The Sound Lab will house live demo sessions and curated workshops with adidas creators and artists, as well as an interactive museum located on the outside of the container. The Sound Labs Museum will consist of video screens showing the Sound Lab Legacy film, feature three walls dedicated to the current Sound Lab schools, informative posters highlighting the program, and the PlayGround app: a custom adidas interactive music making program allowing guests to create a custom beats that they can keep and share with anyone.

**THE WAREHOUSE**

At the heart of the 747 experience is the Warehouse. This immersive space features three distinct factory experiences: the Test Center, Production Line, and Engine Room. A photo opportunity at every turn, the Warehouse is packed with exclusive footwear and unique installations.

Attendees can experience the archive and innovation of **EQT** in the infinity room, get an up-close glimpse at the future of footwear by watching patchbot machines creating **SPEEDFACTORY AM4** shoes, learning how the **FUTURECRAFT 4D shoes** are crafted with light and oxygen using Carbon’s Digital Light Synthesis manufacturing process**,** be captivated bya basketball playing robot, and enter an Engine Room fueled by **Harden Vol. 2**, and the latest looks from **adidas Y-3**.

**PHARRELL COURT**

The center of the basketball experience at 747 Warehouse St takes place at the Hu Court designed by Pharrell Williams. On Friday, guests can watch **Snoop** and his team of West Coast rappers take on

**2Chainz** and his squad from the East in an all rap basketball game that LA will never forget. On Saturday, the Hu Court will be taken over by 10 local high schools, who will battle it out in a skills challenge.

**LIVE MUSICAL PERFORMANCES BY:**

* 21 Savage
* Andre Power-Soulection
* Atrak
* Cozy Boys
* French Montana
* Kaytranada
* Kitty Cash
* Lil Uzi Vert
* Michael Dapaah aka “Big Shaq”
* Mike Will
* N.E.R.D.
* Playbi Carti
* Pusha T
* Rich the Kid
* Stormzy

More exciting announcements to come.

**#TLKS (Talks)**

Attendees will have an opportunity to listen to a diverse group of celebrity creators discuss creativity, basketball, and more. The members of the speaker panel will be released in the coming days.

**COLLABORATIONS**

747 Warehouse St will bring the best adidas collaborations to life in LA for the first time. Fashion designer **Alexander Wang** showcases his take on basketball footwear and apparel, exclusively available at his custom designed Wang court.

The **Dame 4 BAPE** collaboration is celebrated in an immersive installation in the main lot. Visitors will also get the chance to explore the sustainability story behind the brand’s collaboration with **Parley**.

More announcements are to come.

For more information, go to [www.adidas.com/us/747WarehouseSt](https://urldefense.proofpoint.com/v2/url?u=https-3A__www.dropbox.com_referrer-5Fcleansing-5Fredirect-3Fhmac-3DUGZ0jfL4LJbkJi6zx54EZcrDecFoZbdsxQM2jNOCNeQ-253D-26url-3Dhttp-253A-252F-252Fwww.adidas.com-252Fus-252F747WarehouseSt&d=DwMGaQ&c=5oszCido4egZ9x-32Pvn-g&r=ahOWtMun7XJ3r6u64IsFte89NoGh274Y7KaFhleTofw&m=JzADEmFG1pmEpotgWxBJOEPP7jOzelDWRLSowSuGSU0&s=Tk7Uf0QBHwDUkLYSn1kplT9uNjtSun9Pg0RCn3--c6E&e=).

**About the ROW DTLA**

The adidas 747 Warehouse St is located at the ROW DTLA, a historic district in Downtown Los Angeles, thoughtfully reimagined for creative space, retail and art.  For more information please see the ROW’s website at <https://rowdtla.com>.

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